

# ispo china 2010

6<sup>th</sup> International Trade Show for Brands in Sports, Fashion and Lifestyle in Asia  
第六届亚洲国际品牌体育用品及运动时尚博览会 ( 冬季 )



March 4 - 6, 2010 / 2010 年 3 月 4 - 6 日

Thursday – Saturday / 周四 – 周六

China International Exhibition Center, Beijing 中国国际展览中心

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## 2010 Outdoor Sports Industry Investment Forum

——Focus on China outdoor industry & Explore investment opportunity

**Date:** 5<sup>th</sup>, March, 2010    **Venue:** Board Conference Room 2<sup>nd</sup> floor, Radisson SAS Hotel, Beijing

**Capacity:** 60 Pax    **Host:** MMI (Shanghai) Co., Ltd

With the emergence of first 28 enterprises on GEM (Growth Enterprise Market), "Toread" has gradually begun popular with more people outside outdoor sports industry. More and more institutional, local medium and local small investors have been concerned about outdoor industry, including potential brands and enterprises in the industry.

According to the data of "Research on China outdoor sports products market in 2008" released by ispo China, Gore and COCA together, by the end of 2008, there have been 415 outdoor brands at home and abroad and about 3000 major distribution channels. Furthermore, the industry scale has developed from 100 million RMB in 2000 to 3.65 billion RMB in 2008, with an annual increase rate of 48.9%. A group of influential brand and channel traders such as "Toread" and "Sanfo" have emerged in such a high-growth industry.

The forum this year will bring together many giants in outdoor sports industry and in investment institutions like venture investment, private equities, brokerages and investment banks, in order to discuss the development and the potential investment in China outdoor industry.

### Some invited guests

Mr. Sheng Faqiang, Chairman & CEO of Beijing Toread Outdoors Co., Ltd

Ms. Zeng Hua, Managing Director of Beijing Scaler Tourism Co., Ltd

Mr. Zhong Chengshen, Director of Greater China, Guangzhou Kailas Trade Co., Ltd

Mr. Li Shimin, Managing Director of Tianshi HighRock Outdoors Co., Ltd

Mr. Lu Tunfeng, Managing Director of Ningbo Mobi Garden Outdoors Co., Ltd

Mr. Xu Guoqing, Managing Director of Beijing KingCamp Outdoors Co., Ltd

Mr. Zhang Heng, President of Sanfo Outdoors Co., Ltd

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**R.S.V.P**

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Investment institution and willing to participate the Forum

Name: \_\_\_\_\_ Company: \_\_\_\_\_

慕尼黑展览 ( 上海 ) 有限公司 MMI (Shanghai) Co., Ltd

上海市浦东新区源深路 1088 号葛洲坝大厦 11 层 ( 200122 ) Tel: 86-21-2020 5500 Fax: 86-21-2020 5699

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## Forum Agenda

### 9:30 a.m.-9:55 a.m.

**Speech:** Development and Current Status of Outdoor Sports in Europe

Speaker: Mr. Mark Held, Secretary General of European Outdoor Group

### 10:00 a.m.-10:50 a.m.

**Discussion:** How do Credit Suisse display brands in sports and fashion—Belle and Peak operation model

Speaker: Ms. Cheng Liping, Vice President in China, of Credit Suisse Group

### 10:50 a.m.-11:10 a.m. Tea Break

### 11:10 a.m.-12:00 a.m.

**Speech:** Changes caused by Tread's Entry onto the stock exchange market

Speaker: Mr. Sheng Faqiang, Chairman & CEO of Beijing Tread Outdoors Co., Ltd

### 12:00 a.m.-1:00 p.m. Buffet Lunch at the café, 2<sup>nd</sup> floor

### 1:00 p.m.-2:10 p.m.

**Speech:** Introduction of the development of China Outdoor Sports

Speaker:

Mr. Zheng Qianjun, Chairman & Managing Director of Beijing K2SUMMIT Outdoors Co., Ltd

Mr. Xu Guoqing, Managing Director of Beijing KingCamp Outdoors Co., Ltd

Mr. Zhong Chengshen, Director of Greater China, Guangzhou Kailas Trade Co., Ltd

Mr. Zhang Heng, President of Sanfo Outdoors Co., Ltd

### 2:10 p.m.-2:30 p.m. Tea Break

### 2:30 p.m.-3:15 p.m.

**Speech:** What do investment banks and brokerages bring to the brand development except capital?

Speaker: Dongxing Securities / Liding Shanghai Investment

### 3:15 p.m.-3:45 p.m.

**Case Study (Discussion):** About Tread's entry onto the stock exchange market

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\*Some of the speakers are being invited. Please consult the organizer for update information.

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