



**04 – 06 March 2010**

Presse-Information \* Press release \* Communiqué de presse \* Comunicato stampa \* Comunicado de prensa

No. 5 e/ March 2010

Final Report

### **ispo china 10 validates its leading role in the Asia-Pacific territory**

- New visitor record: 21% more visitors than in 2009
- Increased internationality
- Number of exhibitors and exhibit space doubled

After three successful days at the China International Exhibition Center in Beijing ispo china 10 closed its doors with a new visitor record. Close to 16,300 industry professionals came to the event from March 4<sup>th</sup> to 6<sup>th</sup>, 2010, to get an overview of the latest trends in the Asia-Pacific territory. This is a considerable increase in the number of visitors for the sixth ispo china, representing a growth of 21 % compared to the prior year and proving that the event has definitely experienced a breakthrough on the Asian market.

The high quality of visitors combined with a high frequency generated an exceptional atmosphere at ispo china. Positive feedback was generated by the considerable ratio of international participants and attractive brand presentations. Many international key players, such as Columbia, Mountain Hardwear or Salewa, Regatta and Ecco were first time exhibitors at ispo china. A total of 214 exhibitors, an increase of 76 % compared to the prior year, presented more than 300 international brands and their products and innovations. The comprehensive side event program with professionally organized trade conferences, such as the Asia Pacific Snow Conference (APSC), and other exposition-related events once again offered trade show visitors plenty of interesting added value. ispo china has established itself not just as a leading exhibition platform, but has also attained the position of one of the most important communications and networking platforms in the Asian market.

In addition, Alpitec China 10 was also held during ispo china 10 in cooperation with Fiera di Bolzano. The international trade show for alpine and winter technologies added products to ispo china such as lift and snow-making equipment, grooming machinery and access control systems. Together, both events offered visitors a 360° trade show expertly covering all areas of winter sports.



ispo china encompassed five halls at the China International Exhibition Center, covering an overall area of 25,000 square meters, and a corresponding net exhibition space twice the amount of last year.

Klaus Dittrich, Chairman of the Management of Messe München GmbH: "We are very pleased with the excellent results which exceeded our own expectations. ispo china was once again able to emphasize its role as a leading platform for the entire Asia-Pacific sporting goods market, and even expanded its position. In the future we will continue to work even more on the international character of the event, in order to further strengthen ispo china for the entire sporting goods industry."

Statements:

Klaus Brandstätter, General Manager Deeluxe Sportartikel Handels GmbH:  
The investment was definitely worth it for us. The Distributor Match Making, which we participated in, is a very good idea and a great opportunity to get to know the Chinese market.

Andreas Rauter, Group Export Director Salewa International:  
The Chinese outdoor market is clearly focused on the mountains; today it is on its way, and tomorrow it will be at the peak.

Regatta Spokesperson

ispo china is a great opportunity to build and expand a network. You cannot get to know the Chinese market unless you come here. So we took the plunge and realized that the water is not really that cold. It is always interesting to get to know new things. We sowed the seed, now we have to wait to see how it develops.

Gernot Rössler, President Fiera Bolzano:  
Alpitem China 2010 was a great success for us. We were able to increase the number of exhibitors as well as the exhibit space. We are especially proud of the high participation of Chinese exhibitors, proving to us that the time has come for hi-tech know-how in the winter sports segment. The product presentations were complemented by practical informative events such as the first Chinese Ski Man course. We would like to thank Messe München for the opportunity for collaboration and inclusion in the side event program.

Giancarlo Zanatta, President of Tecnica Group and President of Assosport:  
It was very important for us to be at ispo china. Six years ago we were at the ispo china in Shanghai, and we invested in this market. And this year we are at ispo china in Beijing. Year after year this trade show is getting better. The Chinese market has great potential and we are expecting profits in the winter outdoor segment. We will work hard to continue to expand even further in the future.

Sheng Faqiang, President of Beijing Toread Outdoor Sports Products Co., Ltd.:  
For us, ispo china is a platform to present our brand philosophy, culture, and world. The participation in ispo china makes it possible for us to further increase the recognition of our brand among the trade show visitors. This year many new brands exhibit at ispo china with the thought of making visitors even more aware of the outdoor segment and healthy lifestyles. This is very helpful for the development of the entire outdoor industry.

Giulio Colombo, Manifattura Mario Colombo & C. Spa (Colmar)

This is our fifth time at ispo china, and we closely observe the Chinese market, expecting positive results. This trade show is very interesting. We had a lot of visitors today, expressing interest in our collections, and we hope that the Chinese market will soon grow with Colmar. We are certain that the Chinese ski industry will expand in the future, and we want to be among the first in this market with our high quality products.

D.C.Kwon, President of TrekSta Inc.

ispo china continues to grow and gain more importance. This year we observed many more international visitors. Everyone is working on growing sales in China, and more and more foreigners expand their involvement in this region, as China has taken up a more important position in the world economy in these times.

Frank Luettig, Head of Global Sales, Sport of ECCO Sko A/S

ispo china is really a great exposition and gets better every year. It is overwhelming, and there were more visitors on site than we expected. It was definitely successful for us.

Martin Nordin, President of Fenix Outdoor AB Publ. (Fjall Raven)

Every year, ispo china grows and improves, and presents the developments in the Chinese sports industry. Thanks to its significance the number of visitors also increases. As a networking and exhibition platform ispo china offers suppliers the opportunity for personal contact with all retailers.

Huang Xia, General Manager of Beijing F.U. Trading Co., Ltd. (Fischer)

ispo china is a very professional event, also thanks to its 40-year history in Germany. Due to its extensive industry experience ispo china knows the best date for a winter sports trade exposition. Therefore we did not hesitate to register for this trade show. We exhibited as part of the Austrian Village, because there our brand image benefited from a participation in the Austrian community booth and its national environment. We met with many visitors, proving clearly how important ispo china is. Sports retailers are not the only ones taking advantage of this platform, outdoor enthusiasts do as well. This is a very positive trend.

5/MK/vH



About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

More information at [www.messe-muenchen.de](http://www.messe-muenchen.de)