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Final Report

Championship-Worthy: ispo 2011 sets new records

- More than 25% more visitors
- Sporting goods industry optimistic about the future

ispo 2011 not just impressively confirmed its position as the world's leading sports business platform, it reached new heights within the entire sporting goods industry. With more than 80,000 visiting industry professionals from 106 countries the 71st ispo experienced a historical increase of more than 25% compared to the prior year, and thus set a new visitor record. In addition to Germany, the countries with the strongest increase in visitors included Italy, Austria, Switzerland, France, the Russian Federation, Spain, Poland, Sweden, Norway and the USA.

ispo 11's race to the top was already evident before the event opened: the number of exhibitors increased by 200 to 2,267, the net exhibition space by about 13 percent to 101,100 sqm. The entire expanse of the New Munich Trade Fair, covering a total of 185,000 sqm, was completely booked. Like in prior years, ispo once again confirmed its highly international character: 67 percent of visitors and 84 percent of exhibitors came from abroad.

The global significance of ispo was further emphasized by the attendance of Pascal Lamy at the annual general meeting of the World Federation of the Sporting Goods Industry (WFSGI). In his presentation to the sports industry's most important representatives the Director General of the World Trade Organization (WTO) emphasized that products such as athletic shoes have more and more become a product "Made in the World". In addition, Chairman and CEO of Messe München GmbH and Chief Executive for ispo, Klaus Dittrich was appointed to the Board of the World Federation of the Sporting Goods Industry. Yet ispo is not just doing extremely well on a political level, it also presented an extremely high degree of innovations. At ispo 11 a new technology by Willy Bogner celebrated its world premiere. In a specially designed movie theater the innovator screened a 360-degree, 5-D movies, involving the audience in the fascinating experience of skiing as closely as it gets without actually being on the slopes.

The atmosphere was extremely positive during all four days. Close to 65 percent of visitors rated ispo 11 as very good to excellent, an additional 32 percent rated the event as good. The phenomenal winter business as well as the increasing health consciousness gave the sporting goods industry hope.

Klaus Dittrich, Chairman and CEO of Messe München GmbH: ispo has exceeded all our expectations. In particular the sensational increase in visitor numbers proves the extraordinary significance of ispo in the international sports business. Thanks to these results our outlook for the future is positive, a future in which we will network expertise from around the world all year long, and actively endorse developments and trends in the sports business.

Statements:

David Udberg, President European Outdoor Group: ispo has been an important partner for the Outdoor industry for a long time, and offers our industry an important platform for retailers, as well as an opportunity to share our community spirit. ispo 11 has surpassed all our – already very high – expectations in regards to event participation, and the quality of the event has again reach a new, higher level. .

Timo Schmidt Eisenhart, Vice President and General Manager The North Face (EMEA): We are completely satisfied. ispo 11 was a very successful trade show for us, maybe even the best trade show of all time. Our booth was always crowded with people and we were able to make a number of new contacts from all over the world. The atmosphere in the exhibit halls is really positive. It looks like the sporting goods industry has reached a new level.

Peter Kappler, General Manager Jet Set AG: After 15 years this is the first time we've returned to ispo. Our expectations were exceeded by a high margin. The positive feedback from customers and the media was enormous. We are happy to return next year, and you can count on surprises!

Christian Scheffold, General Manager Skins GmbH: This year, ispo once again validated its role as the international leading platform for the sports business. All our top customers came to our booth and we received very positive feedback. We were pleased to see that the topics of Compression and Healthstyle are no longer relegated to a niche, but customers have begun to understand and accept them. And since ispo is a very successful barometer for the season, we believe that there is a lot of future potential.

Giancarlo Zanatta, President Tecnica Group: The visitor frequency was very good and there was a visible increase in visitors compared to last year. This trade show is a genuine reference tool for the Tecnica Group; therefore we increased our presence. This certainly is the world's platform.

Olaf Dunz, Brand Director EMEA Oakley: ispo is great platform to set our brand portfolio (Oakley and Arnette) and our 2011 product innovations such as the Airbrake Goggle and the Modular Apparel System into perfect scene. The frequency of retailers and media attention is satisfactory, especially from the new growth markets. The trade show went very well for us, because we were able to hold in-depth meetings with our retail partners.

Michael Schineis, President Winter Sports Equipment Amer Sports Corporation: Compared to the last years this ispo was one of the best. We experienced a good customer frequency at our booth. Customers were very interested in the new products and innovations. All in all a successful launch into the 2011/2011 business season.

ispo 12 will be hold from January 29th to February 1st, 2012 at the New Munich Trade Fair.

For more information on ispo, please go to www.ispo.com. Photos are available for download at the [picture archive](#)

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Photo: ispo 2011 / Messe München GmbH

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