

**International Tradeshow for Sports, Fashion
and Lifestyle Brands in Asia**

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Sporting Chances for Asia and Europe – ispo China 2010 with New Platforms

- New Ideas for New Incentives: Distributor Match Making, IN SPORTS Area, Wearable Technologies, Camping and Fishing
- Market Opportunities for Europe and Asia

2010 will see ispo China continue to become even more attractive for both exhibitors and visitors as Asia's largest trade fair for sports goods, building on superb feedback from the 2009 show.

The number of visitors to the Beijing-based China International Exhibition Centre (CIEC) rose by 17 per cent in 2009, with almost 90 per cent of visitors rating ispo China as a very good trade show experience. Almost all visitors (97 per cent) said they would recommend the event. From this optimum starting point, organisers Messe München have a dynamic programme in preparation for next year's trade fair concept which will further secure the future of this number-one positioned sports goods show in China. The growth potential in that market is enormous, with sports retailing increasing by about 50 per cent in 2008 alone.

To enable European companies to be a part of this growth the successful platform *Distributor Match Making* is being expanded to give companies and brands not currently represented in the Chinese marketplace new business and development opportunities. In addition to providing presentation space, meetings with prospective Chinese distribution partners are guaranteed as well as free of charge on-site translation services. In an effort to ensure smooth business, companies will receive a dedicated manual, which includes important tips and hints on dealing with Chinese distributors and business partners.

For the first time sports fashion has been given a unique presence at ispo China 2010. The *IN SPORTS area* is to primarily focus on new skiing, tennis, wellness and street style collections and

Messe München GmbH
Marketing & Kommunikation
Konsumgütermessen
Messegelände
81823 München
Deutschland

Tel. (+49 89) 9 49-20610
Fax (+49 89) 9 49-97 20610
Maud.Hoff@messe-muenchen.de
www.ispochina.com



functional clothing. The exhibitors of the IN SPORTS platform will be provided with a ready-to-use exhibition stand, thus benefiting further from this attractive concept. A comprehensive range of accompanying events, including yoga lessons and hip hop performances, will attract visitors and daily fashion shows are sure to be the highlight of the programme.

The “*Wearable Technologies*“ platform will present the visitor with clothing of a completely different kind. The symbiosis between IT technologies and clothing is a lasting trend, featuring MP3 players built in sports goggles, solar-cell heated jackets and even gloves with integral mobile phones. To companies from both the consumer electronics and the sports goods industry “Wearable Technologies” offers unimaginable potential to develop new products and open up new markets.

ispo China is both catalyst and mirror image for the sports goods market. Consequently, in 2010 a new sporting community will be represented: *Camping and Fishing*. This is a logical development in the light of the figures from China where more than 90 million active recreational anglers contribute to an average industry sales revenue of 150 million euros per year. In terms of growth rates, fishing is more popular than any other sport at present.

Market Opportunities held out for Europe and Asia

The new amendments to the concept of ispo China will help European companies gain a firmer foothold in the Asian growth market, help both European and Asian market players access new areas, and not least take account of the specific developments in China and Asia. Exhibitors can book their places within the new platforms as a fixed-rate all-inclusive package to enable as many brands and companies as possible to share the benefits.

The new concept is promising and the market prospects are positive despite the general economic crisis. It is not for nothing that within five years ispo China has emerged to become the leading platform for the entire sports goods market in the Asian-Pacific area.

In 2010, ispo China will be held again in Beijing, at the China International Exhibition Centre (CIEC), from 4 to 6 March (Thursday to Saturday).