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## Outdoor Industry Association Endorses ispo china 2009

Outdoor Industry Association (OIA), the national trade association whose mission is to ensure the growth and success of the outdoor industry, today announced it has exclusively endorsed ispo china 2009 ([www.ispochina.com](http://www.ispochina.com)), an international tradeshow for sports, fashion and lifestyle brands in Asia, taking place on February 19-21, 2009, at the China International Exhibition Center in Beijing. ispo china 2009 follows a very successful 2008 event, with a record breaking number of attendees and 329 brands from 21 countries, including major U.S. brands and more than 11,000 buyers. Nielsen Business Media (NBM), producer of the Outdoor Retailer, Action Sports Retailer, Interbike, Health + Fitness Business and Fly Fishing Retailer trade shows, is responsible for all North American sales and marketing efforts of MMI's ispo china 2009, and will work closely with OIA to ensure continued growth of this exhibition.

"Outdoor Industry Association has played a critical role in the growth of the U.S. outdoor arena, and it will certainly be key to the evolution of this important international show," said Joe Flynn, vice president of marketing and business development for Nielsen Business Media. "We look forward to working with OIA to promote the presence of OIA members at the show. This will be an excellent opportunity for OIA members to participate in a low-cost, no-hassle environment and explore the vast opportunities available in the Chinese outdoor market."

ispo china 2009 will take on an even larger scope of the industry through an agreement with FieraBolzano, Italy, that joins the Alpitem Tradeshow for Mountain and Winter Technologies. The integration of Alpitem China 2009 will add an important segment to the show and include all professionals involved in the Chinese snow sports and the outdoor market.

"OIA is looking forward to working with Nielsen to enhance opportunities in China for our members," said Frank Hugelmeyer, OIA president. "ispo china '09 is the international showcase for U.S. brands seeking to meet dealers, distributors, retailers, department stores and other business contacts in the emerging Chinese market. Having attended the show last year, I experienced the energy and enthusiasm of the Chinese retailers and their keen interest in U.S. brands," added Hugelmeyer.

ispo china 2009 provides U.S. brands an opportunity to connect with buyers and specialty retailers in one of the world's largest sports consumer markets. Exhibitors will have the ability to represent their companies and innovations and to properly prepare for entry into China's booming sports market. U.S. companies that have previously exhibited at the show

include 3M, Burton, Cordura, Dakine, Fera, Gore-Tex, Kelty, Merrell, Quicksilver, Teva, Trek, Vasque, and White Sierra etc.

“We are looking forward to another incomparable trade show in Beijing 2009,” said Stefan Reschke, ispo Exhibition Group Director. “With the new date and our new partners from the U.S., Nielsen Business Media as well as FieraBolzano from Italy, ispo china 2009 will be a trade show not to be missed.”

The 2008 ispo china show, organized by Messe Muenchen International (MMI), was also the first supported by Nielsen Business Media (NBM), producer of the Outdoor Retailer, Action Sports Retailer, Interbike and Health + Fitness Business and Fly Fishing Retailer trade shows.

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### **About ispo china**

ispo china, the International Tradeshow for Sports, Fashion and Lifestyle Brands in Asia, launched from year 2005, is becoming the leading professional sports business platform for the whole Asia Pacific Rim. For more information about ispo china, please visit [www.ispochina.com](http://www.ispochina.com)

### **About Messe Muenchen International (MMI)**

MMI organizes more than 40 trade shows for capital goods, consumer goods and new technologies in the European, Asian, Middle East and South American markets. The ispo group, Messe Munich, produces trade shows for sporting goods and sportstyle including ispo winter, ispo china and Golf Europe. For more information about MMI, please visit [www.messe-muenchen.de](http://www.messe-muenchen.de)

### **About Nielsen Business Media**

Nielsen Business Media, a part of The Nielsen Company, is a leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently.

Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face.

With 42 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and face-to-face contacts to help professionals better understand their markets, serve their customers and grow their businesses.

### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

### **About Outdoor Industry Association (OIA)**

Outdoor Industry Association® (OIA) is a national trade association whose mission is to ensure the growth and success of the outdoor industry. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. OIA programs include representation in government/legislative affairs, market and social research, business-to-business services and youth outreach initiatives. Educational events include the annual Rendezvous, Outdoor University, and the Capitol Summit. Outdoor Industry Association is based in Boulder, Colorado, and is the title sponsor of the Outdoor Retailer tradeshow. For more information go to [www.outdoorindustry.org](http://www.outdoorindustry.org).

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