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Final Report

ispo china 11 meets the commercial momentum of the Asia-Pacific market

- Further increase in attendance of more than 17,700 visitors
- 27% increase in international exhibitors
- European Outdoor Group (EOG) officially endorses ispo china

The seventh sports business network in Asia opened its doors for three days at its new venue, the China National Convention Center in Beijing, to more than 17,700 professional visitors. This represented a further record year for ispo china, with an increase in attendance of 9 percent which confirmed that the event resonates strongly with the rapidly evolving Asia-Pacific market.

As a showcase for premium brands and product innovations, ispo china is matching the mood and the momentum that is being created by today's younger, more affluent and lifestyle oriented consumers. A desire for authentic international products is evidenced by the increasing number of premium brand retailers opening in China and the region, along with a general retail demand for high quality labels. With the transition to consumerism and appetite for sports and leisure activities, ispo china has been well timed in offering a platform for the sports industry to highlight domestic and international trends alike. Outdoor pursuits, including wintersports activities, continue to dominate the scene and ispo china provides a unique opportunity to discover a global perspective on this market, which has both traditional and youth culture appeal. As a reflection of the show's expertise in supporting the growing outdoor market in China, the European Outdoor Group (EOG), announced its decision to officially and exclusively endorse ispo china. In addition, the Outdoor Industry Association (OIA) chose ispo china to introduce its Eco Index, developed jointly with the EOG, for the first time to Asian market sports business professionals.

Overall a total of 276 exhibitors participated, a 29 percent increase on ispo China 2010 and representing 350 brands from 19 countries. 94 international companies exhibited at ispo China 2011 (a 32 percent increase on the previous year), with Italy, Scandinavia and the USA all having a strong presence. Among first time exhibitors



were Phenix, Cratoni Helmets, Osprey, Oakley, Thinkpace, Barco, Salewa, adidas eyewear and Deeluxe, as well as the new French Village.

ispo china further highlighted its powerful networking character through its successful Match Making range of services which assist interested customers with their entry into the Chinese market. This year over 10 brands from Europe, including Mammut, Klättermusen, and Haglofs participated in the project. Salewa attended ispo China in 2010 through this scheme and this year became an exhibitor at the show, developing their distribution relationship to the next level.

Dynamic features are now an expected and integral part of the ispo china environment. Chinese fashion concepts for the upcoming season were presented in the ispo china Trend Area, where style opinion leaders had been invited to discuss the future of the Chinese sports fashion market with the audience. At the Wearable Technologies Area the fusion between IT technologies and apparel was in the spotlight as companies from the entertainment electronics industry and sporting goods market explored groundbreaking product innovations. The 2011 Beijing Winter Running Festival, Bouldering Cup and Boardsports Warm Up Village all proved popular reflections of the growing lifestyle interest in sports, outdoor and action sports activities.

As an information resource, ispo china continues to hold important and well attended conferences, such as the Asian Pacific Snow Conference (APSC) and the ispo china 2011 Retailing Forum. The program also included the China Outdoor Industry Forum, offering a glimpse into the Chinese outdoor market, as well as markets and trends from Europe and America.

The parallel-held Alpitec China turns ispo china into a 360-degree platform, covering the entire bandwidth of the winter sports industry.

Klaus Dittrich, Chairman & CEO Messe München GmbH, "The consistent growth of ispo China validates the position of this event as the most important B2B sporting goods trade show in the Asia-Pacific region offering a unique opportunity to gain a detailed overview of the Chinese market. This growth is also reflected in the participation of international brands and the increasing number of important events revolving around ispo china, which offer visitors as well as exhibitors the chance to experience the trade show in its entire bandwidth. These business features and the confidence shown by partners such as the European Outdoor Group (EOG) who have announced their official endorsement of the show, confirm that ispo china is the leading sports business network in the Asia-Pacific region."

STATEMENTS

Mark Held, Secretary General European Outdoor Group

The new venue for ispo China provided a marked improvement over last year and provided the professional back drop to showcase the ever more sophisticated booths from both the international, and domestic brands. It felt busier than ever, and the quality of the visitors was evident in both their serious, business like attitude and of

course in their dress! If it carries on improving like this, ispo China, or ispo Beijing as it will be called, looks set to take its place as the worlds third major spring show.

Matthias Kosack, Market Director ADIDAS Sport Eyewear Asia-Pacific

We come here because the outdoor market in China is becoming one of the fastest growing sports markets in this area. And we are very impressed by the audience and the show at the same time.

Paul Bojarski, President Beijing MAS Ski Equipment Limited

Our visitors increased by more than 30% since last year and, in fact, three days to do business is actually too short for discussion with every customer.

Dave Drulard, International Sales Manager Black Diamond Equipment, Ltd.

ispo china was very busy and very different to expected. I am impressed by the amount of business, the people and the activities at the show, all of which leaves me with a very good impression. ispo china provided us with excellent business connections.

Cynthia D. McNaull, Global Cordura Brand Manager INVISTA S.a.r.l.

ispo china is growing, just like a baby, getting bigger and bigger and it's really starting to come alive and has an identity of its own. This year we have seen domestic and international brands that the exhibition didn't have two years ago. We brought our outdoor series to this year's show and all day we were fully booked with appointments.

Nikolai Christensen, Global Division Manager ECCO Sko A/S

ispo china is a really high quality successful event and provides us with maximum opportunity to meet the Chinese market.

Max Kumpfmuller, International Sales Manager Hagan Ski Ges.m.b.H

We have found that this year the ISPO China has become much bigger than last year and there are much more visitors come to the exhibition this year. I would like to say that the show meets my expectation. We believe that the ISPO China provides us a wide platform.

Robert F. Marcovitch, President and CEO K2 SPORTS

K2 is a brand with almost a 60 year history and we are here for the first time at ispo china because we think the market is maturing. I have attended ispo Munich for 20 years and ispo china is quite similar in organization. We are quite satisfied with the visitors and venue here and hope to let K2 grow in this excellent market.

Fu Xiankai, Representative of Kailas

We have participated in ispo china for 7 years and have witnessed its growth in both the exhibitor numbers and scale, which is the same as the booming China outdoor industry. I believe that the show will grow better and better in the future.

Heli Zhang, Brand Manager Kolumb Outdoor Equipment Co., Ltd.

It was the forth time that KOLUMB attendended ispo china, which was well organized at an excellent new venue. ispo china is our priority choice for business and it brought us our distributors and agents as well as helping us to expand the northern market.

John Connelly, President & Founder OBOZ Footwear

It is a fabulous experience for our company to be part of ISPO China. And it provides us with a platform to expand our business in the Chinese market. China outdoor market in my opinion is like the United States in 1960, a lot of people are passionate and active. It is a great time for us as a new brand to enter this market.

Kane Jia, Marketing Director Ozarkgear Sporting Goods Trading Co., Ltd

ispo china is a very comprehensive exhibition, with leading brands, growing brands and emerging new brands joining this platform. Visitors include the industry professionals, lots of outdoor media and outdoor enthusiasts, as well as retailers. At the show, brand promotion is very effective.

Sun Jianjun, General Manager Beijing Phenix Sports Goods Co., Ltd

I think the exhibitors this year improved a lot in highlighting outdoor culture and spirit. Customers also know more of the sports fashion trend through the trade show and accompanying programs. ispo china is not only an exhibition, but also a platform to show outdoor culture and style to the industry and the enthusiasts.

Tim Macartney-Snape, Director Sea to Summit

This is our first time exhibiting at ispo china. We have office in Shenzhen already and we want to expand our market in northern part of China. The products we make are high quality and very compact and strongly suit the outdoor or climbing environment. I am very impressed by the show. We have been to outdoor shows in Europe, United States and other countries, but none as busy as we were here.

Ann Liu, Marketing Director Shanghai Challenge Sports & Adventures Co., Ltd

We have participated in ispo china for 2 years and it is a great place to communicate with other outdoor brands and exhibitors. As a newly-established national outdoor brand, we are very happy to come here and learn from others about the industry and the future development.

Lin Xiongjian, General Manager Shenzhen Himalaya Trading Co., Ltd (Vasque, Black Diamond, Outdoor Research)

Our corporate strategy is to promote the professional brand Vasque, Black Diamond and Outdoor Research in the professional industry. We have been exhibiting at ispo china from the very beginning and are very satisfied with the visitors quality and quantity as well as the new venue. ispo china provides us a very good platform to meet our customers and potential partners.

Mike Burgess, Design & Marketing Manager Suntex Garments Limited. (Leysin)

I think visitors have access to very useful information, not only about Chinese brands, but also other international brands, so it is a show that has grown fast. The Chinese market has really great potential and we will continue to be part of ispo China.

Alberto Zanatta, General Manager Tecnica Group S.p.A.

The Chinese market is one of the biggest in the outdoor industry and the Chinese are curious about new brands. ispo china has provided us with a very nice platform to develop these opportunities by communicating with our clients and learning more about their needs.

Raffaele Prandina, Trezeta Business Unit Manager MGM S.p.A.

ispo china provides us with excellent opportunities to meet our potential clients. This year the high attendance at the show reflects the booming market.

George Brown, Market Development Pacific Rim & Latin America Vasque

ispo china has grown rapidly, with incredible resources, turning it into a world-class show. When walking around the show, you can meet with a lot of European and US distributors. I love it because I can see a lot of my customers here and that's the main reason for me to be here. I think ispo china can provide me with what I need and can help me meet the potential partners for two reasons. First is that the show is located in Beijing, the capital of China and the location is great for the trade shows. The second reason is that we can see more dealers here than at other shows.

Yoshihiro Sasaki, General Manager Dalian YKK Zipper Co., Ltd

The show is very good and we were busy all the time. ispo china is important for reaching the outdoor industry and by participating, we will enlarge our market. Also I think the show is very informative so that we get to know what the costumers are looking for and can meet their needs. We really enjoy the show.



Foto: ispo china 2011 / Messe München GmbH

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About Messe Muenchen 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.

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