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**Press Release**

## **ISPO MUNICH Strengthens Industry's Confidence**

- Close to 80,000 visiting industry professionals from 100 countries
- Focus topic "Sports and Health" very well received

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This year, ISPO MUNICH once again reflected a very high level of quality: close to 80,000 visiting industry professionals from more than 100 countries came to Munich to preview the latest trends presented by 2,344 exhibitors from 51 countries (prior year: 2,267/ 49) in the fully booked exhibit halls of Messe München. In addition to Germany, the largest delegations of visitors hailed from Italy, Austria, Switzerland, France and Great Britain. Klaus Dittrich, Chairman and CEO of Messe München International, was particularly pleased with the increasing number of visitors from promising markets: "The strongest increase for the trade show originated in particular from the Russian Federation, the USA, Turkey, Canada and China. This clearly shows how important ISPO MUNICH is for emerging markets." The event once again validated its high international character: 65 percent of visitors and 83 percent of exhibitors came from foreign countries.

Despite the late start of winter and the continuing difficult economic situation in some European countries the atmosphere in the exhibit halls was very positive. While the industry was still skeptical at the beginning of the trade show, the mood changed to that of a generally positive outlook during the four days of the event. In a poll performed on site 70 percent of visitors rated ISPO MUNICH 2012 as excellent to very good, 28 percent as good. In addition, 51 percent of those polled believe that ISPO MUNICH will continue to gain importance as an internationally leading sports business platform. An additional 46 percent stated that the trade show continues to maintain its high value. "These results further strengthen the position of ISPO MUNICH as the world's most important and largest trade show for the sporting goods industry. This increases our resolve to continue developing the innovations we have initiated so far for ISPO, such as the ISPO AWARDS," comments Klaus Dittrich.

This year's focus topic "Sports and Health", the subject of many discussions and presentations, was extraordinarily well received. ISPO MUNICH was able to provide the industry with important inspiration.

**Statements:**

Marvin Bernstein, Managing Partner Skechers SARL: The show is one of the most exciting get-togethers in the sports business. It increases the exposure and credibility of our brand throughout the global sporting goods industry.

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Henning Erlandsen, Marketing Europe Nixon: Nixon has had a long history with ISPO: 15 years ago we came to the trade show for the first time with a backpack full of our first samples. In the following year we won the ISPO BRANDNEW Award and launched our brand in Europe. Today, back at the trade show and presenting our expanded product line, ISPO MUNICH has become the key event to tell the history of our brand, show our products and talk business.

Tom Foley, General Manager Intersport UK and Ireland: ISPO has been and remains the global key event for brands and retailers to meet. It is the trend barometer with which the entire sports business community measures advances, ideas and innovations.

Armin Fuchs, CEO Amer Sports Germany: Despite the indisputably difficult winter season 2011/12, this year's ISPO causes us to have a positive outlook for the future: our exhibit booths are very busy, our concepts and product innovations are very well received. Thanks to the excellent organization by the ISPO Team this trade show is and remains the most important communications platform for the sporting goods industry.

Mark Held, General Secretary European Outdoor Group: As always, ISPO MUNICH has proved to be an effective and entertaining platform. The Outdoor industry considers this trade show more and more an event which – in addition to the daily routine of a trade show – also offers know-how, entices people to network and endorses cooperation. Furthermore, ISPO MUNICH strengthens our community. It is wonderful, that the Outdoor sector has such a prominent position.

Johan Schut, CEO of Accell Fitness Division: ISPO MUNICH was once again a great success for the Accell Fitness Division. The exhibit booth and the new location showed that our fitness products clearly stand out from the mass of other products. Due to the celebration of Tunturi's 90th anniversary and the official presentation of the Tunturi Pure Collection on Sunday, Tunturi certainly gained a lot of attention. This was also the first time the complete Tunturi 90ies series was presented in its entirety - Platinum by Tunturi and the new Bremshey Collection were also very popular. We celebrated a great success at ISPO MUNICH 2012 together with our suppliers and dealers from all over the world. We will definitely return next year to continue our success story.

Patrick Werle, Global Sales Manager Petzl Distribution SAS: We are very pleased to have received an ISPO AWARD for our new NAO headlamp with automatic light adjustment. The international press and retailers were also very interested in our product. Our exhibit booth was always very busy and we were able to generate some promising contacts. ISPO is an excellent platform for presenting innovations and networking.

ISPO MUNICH 2013 will be held from February 3rd to 6th, 2013 at Messe München.

More information: [www.ispo.com/munich](http://www.ispo.com/munich)

### **Messe München International**

Managing close to 40 trade shows for industrial, consumer goods and new technology in Munich alone, Messe München International is one of the world's leading exhibition companies. More than 30,000 exhibitors and more than two million visitors participate in the events at Messe München, at the ICM – International Congress Center Munich, and at the M,O,C, Event and Order Center, every year. In addition, Messe München International manages trade shows in Asia, Russia, the Middle East and South America. Messe München International operates a global network with six foreign subsidiaries in Europe and Asia as well as more than 60 foreign representations, covering over 90 countries worldwide. Messe München International is also a pioneer in terms of sustainability: it was the first ever trade show center to be certified by TÜV SÜD as an “Energy Efficient Business”.

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.