

**ISPO Shanghai 2022 - Nanjing edition**  
**第八届亚洲 (夏季) 运动用品与时尚展**

2022年7月29-31日  
南京国际展览中心  
July 29-31, 2022  
Nanjing International Exhibition Center  
[www.ispo.com.cn](http://www.ispo.com.cn) / [www.ispo.com](http://www.ispo.com)



Munich, August 8, 2022

## **Presseinformation**

### **Record number of visitors in new location**

## **ISPO Shanghai took place for the first time in its new location in Nanjing from July 29 to 31, 2022**

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**With a record of nearly 21,000 specialist visitors as well as 350 brands from 200 exhibiting companies, ISPO Shanghai took place as a one-off happening in the Nanjing International Exhibition Center (NIEC) from 29 to 31 July, 2022.**

ISPO Shanghai presented the latest trends and innovative products from the areas of camping lifestyle, outdoors and running as well as health and fitness, watersports, climbing, surfing, boxing and yoga in the Nanjing International Exhibition Center (NIEC). The key topics of textiles and technology, sports design, and e-commerce were newly integrated, further strengthening ISPO Shanghai's position as one of the most important sports and lifestyle trade fairs in the Asia-Pacific region.

Due to the difficult pandemic situation, the meeting of the Asian sports and outdoors community at ISPO Shanghai 2022 took place in Nanjing for one time only. It achieved a new record with 21,000 specialist visitors, reflecting the industry's determination to present and develop sporting goods and related industries together even in difficult times. For comparison, 17,800 visitors came in 2020, and 19,000 the following year. The many sports professionals and sports fans, as well as up-and-coming sports and free-time trends such as camping, surfing and frisbee, demonstrated the numerous possibilities in the sports market and underlined the fact that even the outdoors sector is booming following the coronavirus pandemic.

The industry discussed innovations and new opportunities at the five big topic forums – namely the summit for the sustainable development of the outdoors

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industry in the Asia-Pacific region, the trend forum for sports fashion, the innovation salon for the outdoor sports industry, the summit for cross-border e-commerce in the Chinese sporting goods industry and for fitness and rehabilitation.

The main focus was on the topic of sustainability. ISPO has been driving this topic for years: Starting with the “Brands for Good” initiative in 2018, ISPO offers not only a platform for brands’ initiatives on sustainable development, but also actively participates in the discussion about sustainable products and their production.

Tobias Gröber, Executive Director of the Consumer Goods Business Unit at Messe München and Head of the ISPO Group, says: “The urban sports style that we showed at ISPO Shanghai this year, including frisbee, surfing and climbing, is continuing to develop. Seasons and categories are becoming increasingly blurred, which is why we will continue to expand the product segments on our Chinese platforms and pursue a cross-category approach. In future, ISPO will concentrate on expanding its offering and will also include new sports and outdoor topics such as cycling and off-road vehicles.”

The next ISPO Shanghai will be held at the Shanghai New International Expo Center (SNIEC) again in June 2023, while ISPO Beijing 2022 will take place from December 9 to 11, 2022 at the National Convention Center in Beijing.

Photos and graphics for ISPO Shanghai are available online in the image database.

You’ll find further information on the ISPO Group and the various platforms at <https://www.ispo.com/en/munich/exhibitors/application><https://www.ispo.com/en/about>

#### **ABOUT ISPO Shanghai**

The multi-segment trade fair opened its doors for the first time in Shanghai in 2015. Since then, every year exhibitors have been presenting trends and products from areas as varied as watersports, health and fitness, running, sports style, action sports and outdoors activities. With its focus on summer sports, ISPO Shanghai offers the perfect ac-



companionment to ISPO Beijing and gives retailers the opportunity to expand their summer business in China. (Info from the website)

### **About ISPO**

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online magazine ISPO.com, and the business solutions ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy and ISPO Textrends. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies.

Every year, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München, and also abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representations abroad for more than 100 countries, Messe München has a global presence.