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ISPO Brandnew: YKK and ISPO extend their successful partnership for another 3 years

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YKK, manufacturer of zip fasteners, has extended its sponsorship of ISPO Brandnew by three years until 2025. The Japanese company will continue to support and mentor dozens of innovative start-ups from the world of sports that will present themselves to the sports industry at ISPO Brandnew and especially at ISPO Munich.

As the world's largest programme for sports startups, ISPO Brandnew is a key element of the ISPO Group and ISPO Munich. "YKK is delighted to have signed another 3-year contract until 2025, being the main sponsor of ISPO Brandnew gives us the opportunity to bring our innovative products to the right audience," says Engin Ertugrul, Deputy General Manager, Marketing & Communications, Europe at YKK.

"Start-ups are the future of sports as they push innovation. Together with YKK as a strong partner and main sponsor of ISPO Brandnew we act as enablers to accelerate these innovations", says Christoph Rapp, Head of ISPO Brandnew. "We are very happy that we will continue our partnership with YKK for three more years!"

This partnership is more than just a sponsorship - it is a win-win for startups, ISPO and YKK. "ISPO Brandnew helps us to closely interact with new and upcoming brands and innovations, and we are happy to mentor and support them on their business journey," says Engin Ertugrul. "YKK also stays updated on the market and trends, and we understand what the real demand of the industry is."

The partnership makes YKK the Presenting Sponsor of ISPO Brandnew at the ISPO Munich 2023, 2024 and 2025, giving the company visibility in the logo, on a stand, in communications and on advertising spaces on the exhibition grounds.

Please find images for this press release at:

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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, a total of over 50,000 exhibitors and around three 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 as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.