

## **The Tenth Anniversary of ISPO Textrends: A Decade of Innovation for Business and the Textile Industry**

**Munich, 7 November 2023** – Constant development and continuous innovation are the keys to success. For the past decade, ISPO Munich has presented the latest materials, technologies and designs in the sporting goods and textile industry at ISPO Textrends, which also serves as an innovation and information platform for every conceivable industry. ISPO Textrends has established itself as a leading global platform and is celebrating its tenth anniversary this year with an anniversary stage.

ISPO Textrends was launched in 2013 with the aim of offering textile manufacturers, designers, product developers and suppliers a platform on which to present their innovative products and share their ideas. What began on a small scale has developed into an internationally recognised event that attracts professionals from around the world. From sustainable textiles to advanced manufacturing techniques, the trade fair is a hub for innovation and technology. One of its highlights is the prestigious ISPO Textrends Award, which annually honours innovative products, approaches and materials.

### **Cross-industry synergies**

ISPO Textrends caters to much more than sporting goods, equipment and sports fashion. Visitors from outside these industries – for example, from the worlds of design, purchasing, marketing, research and development (R&D) – likewise use the platform specifically for cross-industry sharing of ideas. At ISPO Textrends, they find inspirations and innovations to integrate into their own products. “It’s an opportunity to benefit from experience gained in the sporting goods industry and transfer it to other sectors. Recognising and using synergies is crucial because these trends can be relevant for all sectors of the economy that use textile products, for example, the automotive industry”, Tobias Gröber explains.

Expert panels, seminars and presentations provide trade visitors with an in-depth understanding of current developments in the textile industry, thus enabling them to respond flexibly to changing consumer demands and to find the right solutions for their individual requirements.

### **Sustainability and ethical practices**

For a decade, ISPO Textrends has played a key role in promoting innovation and progress in the textile industry. As a global platform, it actively promotes sustainable and ethical solutions: ISPO Textrends not only presents cutting-edge technologies and trend forecasts, but also emphasises the importance of environmentally friendly materials and socially responsible manufacturing practices. From recycled fibres to fairly manufactured fabrics, ISPO Textrends stands for a diverse range of sustainable options that combine top performance and environmental friendliness.

Further information is available at: [www.ispo.com/munich](http://www.ispo.com/munich)

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#### About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform, which has been in existence since 1970, bundles an integrated range of industry-related analogue and digital services under the ISPO family brand. These include the world's largest multi-segment 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 wide-reaching portfolio of innovation promotion, industry networking, know-how and editorially prepared content, ISPO operates 365 days a year with the aim of supporting companies and sports enthusiasts and promoting a passion for sports worldwide.

#### About Messe München

With more than 50 of its own trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading organizers of trade fairs. Approximately 50,000 exhibitors and circa three million visitors attend the more than 200 events held each year at the trade-fair centre in Munich, the ICM (Internationales Congress Center München), the Conference Center Nord and the MOC Veranstaltungszentrum München, as well as abroad. Together with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Africa, Turkey and Vietnam. Messe München has a global presence thanks to a network of affiliated companies in Europe, Asia and South America and around 70 foreign representatives for more than 100 countries.