



## **ISPO Munich 2024 from December 3 – 5, 2024: The global platform for sports business with new focus areas and conferences**

**Munich, July 11, 2024 – ISPO Munich, the leading global trade fair for the sports industry and the world's largest sports business event, will open its doors from December 3 – 5 at the Munich Riem Exhibition Center. Success in both sports and business hinges on forging connections that enable experiences, unveil solutions, offer insights, and provide guidance. This year's motto, "LOVE EVERY CONTACT," underscores the trade fair's significance as an international platform for exchange and networking. The event will premiere innovations and showcase the latest trends in sports, health, and fashion, engaging the community in discussions. Integrated conferences, panels, and curated themed hubs will enrich ISPO Munich, creating a unique event experience filled with innovative solutions, inspiration, and knowledge.**

As the heart of the global sports business ecosystem, ISPO Munich annually attracts over 2,400 international exhibitors and approximately 60,000 visitors from nearly 120 countries to the Bavarian capital, cementing its position as one of the most influential events in the international sports industry. Attendees include brands, retailers, start-ups, investors, suppliers, solution providers, consultants, agencies, media, and athletes from around the world.

"With its diverse offerings ISPO Munich remains the most efficient way for guests and exhibitors to gain a comprehensive overview of innovations and trends, get inspired, and network with the global community in just three days," explains Exhibition Director Lena Haushofer. Renowned companies such as Bergans, Blackroll, Oakley, Fjällraven, Hanwag, Icebug, Ternua, Kailas, K. Swiss, La Sportiva, Maloja, Colmar, Montura, Polartec, Recco, Skechers, and Gore have already confirmed their participation as exhibitors this year.

## Challenges Meet Solutions, Fashion Meets Sport

The focal point for innovation, insights, digital transformation, and networking is once again the **Future Lab**. Across three curated thematic areas, challenges meet solutions: **ISPO Brandnew** showcases start-ups and their innovative business models, the **Digitize and Retail Hub** features digital transformation solutions for the sports industry and retail, and the **Career Hub** serves as a platform for employer branding and recruitment. The **Main Stage** at the **Future Lab** will host distinguished speakers from the sports and sports business sectors.

A highlight of ISPO Munich 2024 is the convergence of sports, outdoor activities, and fashion. **ISPO 520M by Highsnobiety** serves as the platform for shaping the future of outdoor, fashion, and culture for upcoming generations. Simultaneously, the **Zeitgeist by ISPO** presentation concept provides brands with a platform to showcase their innovative designs and concepts, setting trends and the tone for contemporary sports fashion. This is where innovation and inspiration converge.

Visitors at the **Racketsport Village** can explore the latest equipment from leading brands and observe professional athletes demonstrating pickleball and padel at the highest level.

In the increasingly significant societal topic of **health**, ISPO Munich joins forces with Messe Leipzig and therapie München at the ICM to present the latest trends and developments, tailored for physiotherapists, occupational therapists, sports therapists, and masseurs.

Sustainability remains a driving force in the industry, shaping innovation. The **Sustainability Hub** aims to spotlight groundbreaking products, advanced materials, and transformative initiatives that are reshaping the understanding and practice of sustainability.

## Unique Insights: New Conferences at ISPO Munich 2024

"All hubs inspire with their own high-quality conference programs and foster community networking in dedicated areas," says Lena Haushofer. Furthermore, ISPO Munich 2024 has significantly broadened its lineup of compelling conferences:

With **SPORT MARKE MEDIEN**, ISPO and the ESB Marketing Network embark on a new chapter. Influential brands, pioneering sports organizations, and leading media experts will convene on December 2 and 3 to shape and define the future of sports.

As an independent platform encompassing various sports, the **German Trainers' Summit** on December 4, 2024, provides coaches in elite sports an exclusive opportunity to enhance their expertise, expand their network, and discover new approaches for working with athletes.

The inclusion of **Sports Tech Nation**, originally headquartered in Tel Aviv, completes the expanded conference program at ISPO Munich. This premier summit in the sports technology sector also takes place on December 4, providing prominent leaders from sports

and technology a platform to connect, discuss trends, and explore cutting-edge innovations in the industry.

### **Outstanding Innovations Guide the Way**

The **ISPO Award** has established itself internationally as a pioneering accolade for outstanding products and solutions. For retailers, this seal of quality serves as a purchasing guide, while for media, it previews the highlights of tomorrow. **ISPO Brandnew** showcases the industry's most promising newcomers, with past winners such as GoPro, Naish Kites, Maloja, Nixon, and On now leading the market. **ISPO Textrends** identifies and presents the material trends of the future. The awarded fabrics, membranes, trims, and insulations are utilized in high-quality sportswear and fashion collections, providing designers and product managers valuable guidance for future creations.

Together, these three awards form a comprehensive trend report. The winners will be honored with their own award ceremony on the Main Stage at the Future Lab. Their innovations underscore that ISPO Munich not only reflects but actively shapes the global sports industry.

**For more information, visit:** [www.ispo.com/munich](http://www.ispo.com/munich)

**Press and image material:** [here](#)

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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.