

Munich, January 24, 201

Press release

ISPO and FOURSOURCE close partnership to accelerate the digitization in the sports and textile industry

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The digital transformation is a mayor driving force of the future and fundamentally changing the sports and textile industry. ISPO, with its mission to enable market players within the sports industry to accelerate digitization and further growth has entered a partnership with FOURSOURCE, the digital B2B platform for apparel sourcing. Both partners aim to resolve the missing transparency of the highly-fragmented sourcing markets and to enhance and simplify sourcing processes.

The partnership will be launched at ISPO Munich on January 28–31, 2018. Tobias Gröber, Executive Director Business Unit Consumer Goods Messe München and Director ISPO Group says: “With FOURSOURCE we’ve gained an important cooperation partner to extend the ISPO digital services to the sourcing world and accelerate the supply chain in performance textiles”. FOURSOURCE matches manufacturers and buyers and creates closeness through an innovative digital approach. This enables ISPO customers in the sourcing areas to be visible and accessible for buyers all-year long. For the launch of the partnership, all exhibitors of ISPO Munich benefit from a free FOURSOURCE account.

FOURSOURCE, headquartered in Berlin, was founded by experienced technology innovators and industry experts. The management team around CEO Godecke Wessel and CSO Jonas Wand contributes know-how from various fashion and e-commerce companies. Their aim is to make apparel sourcing less costly, safer and to provide solutions that enable all market players to substantially speed-up their cycle time. The founders say: “ISPO is the perfect partner for FOURSOURCE. With its credibility and global network in the sports industry, we will be able to reach new markets and further develop our solution for the industry.” Today, buyers with a combined retail volume of more than 30 billion USD and brands such as S.Oliver, MANGO, Schöffel, Galeria Kaufhof, Odlo or

Lasse Kjus and manufacturers in more than 40 countries are successfully using the sourcing platform. FOURSOURCE will be presented in two locations: hall A4.202 at the ISPO Digitize Area and in the sourcing hall C1.800.

Find more information at www.ISPO.com/sourcing or www.foursource.com

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 news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. 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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows 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 as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.