

Shanghai, June 21, 2018

Press release

ISPO Shanghai 2018: the countdown is on!

It's only a few more days until the Asian and international sporting goods industry meets at ISPO Shanghai. More than 450 exhibitors and over 440 brands will be showcasing outstanding products from across the four main segments of Running, Health & Fitness, Outdoor and Water Sports at the Shanghai New International Expo Centre (SNIEC). Visitors can look forward to an extensive supporting program and a wide variety of events.

Kathrin Hagel
PR Manager
Tel. +49 89 949-21474
hagel@ispo.com

ISPO Shanghai will be opening its doors from July 5 to 7 for international industry giants and Chinese market leaders such as Decathlon, Fjällräven, Marmot and Yvette. New, fledgling companies such as ARYS and Skinners Technologies will also be using the platform in order to showcase their innovative products to Asian trade visitors in the Startup Village. In addition to providing participants with an overview of the latest sports equipment and current sports trends, the trade show will also present them with various opportunities to establish valuable business contacts.

Making it in the Chinese online market

When it comes to digitalization, China is leaving many countries trailing behind. The most populous country in the world is leading the way in e-commerce. Around 75% of Chinese consumers already purchase sports products online. Regardless of whether you are an international industry giant or a fledgling start-up, you will need the right online trading partners in order to fully tap into all that potential for your brand. Our [E-commerce Matchmaking Program](#) represents a truly unique networking opportunity. Exhibitors and visitors will get the chance to meet major online retailers and stores such as Amazon, Dangdang and JD during ISPO Shanghai.

Highlights and events

The “ISPO goes Tmall Sports Fashion Show” will be held on the first two days of the trade show. Models will be taking to the runway and sporting the latest trends from big brands such as Columbia and Jack Wolfskin. Thanks to cooperation with the B2C platform Tmall, even consumers who are not on site at the trade show will be able to follow the event online on the ISPO Tmall Flagship Store website.

In addition to the live-streamed fashion show, visitors can also look forward to seeing some famous German sports personalities. German Bundesliga team FC Schalke 04 will be making a guest appearance with sporting goods manufacturer UMBRO. The long-established club will present its new kit on the opening day of the trade show via Tmall live streaming. Afterwards, former player Gerald Asamoah will be signing autographs. FC Schalke 04, the first classic sports club to integrate an eSports team in the video games FIFA and League of Legends, has a wealth of experience in virtual sports. Alexander Jobst, FC Schalke 04 Management Board Member for Marketing, will be sharing his expertise in the ISPO Shanghai Digitize Forum.

Afterwards, Eric Cao, IT Director at Nike, will discuss the potential of innovative products through digital marketing. Later in the day, representatives from Patagonia, The North Face and TOREAD will talk about cost-effective digital solutions for sports companies during a roundtable.

In addition to digitalization, the supporting program will focus on children. At the China Kids Sport Industry Forum, visitors can expect inspiring talks by successful athletes – such as Wang Yihan, Olympic silver medalist in badminton – about youth athletics. These talks will take place in cooperation with the Shanghai Sports Bureau.

At the China Sports Fashion Trend Forum, visitors will learn about color trends and fabric innovations for the fall/winter collection 2019/20. Mr. Chen Lijie, Li-Ning’s Chief Designer at the New York Fashion Week, is one of the guest speakers and will provide insights into the fashion world of the future.

A complete overview of all [presentations, podium discussions and forums](#) is available online.

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 Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, 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.