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Press release

OutDoor by ISPO presents a new forward-looking concept

After a tender process, the members of the European Outdoor Group (EOG) voted for the exciting proposals put forward by Messe München and the ISPO team. As such, the first edition of the new trade fair “OutDoor by ISPO” will take place in Munich from June 30 to July 3, 2019. Since the decision, EOG and ISPO have been working on the details. These will be presented to the sector at an event planned for June 27, 2018 at the ICM – Internationales Congress Center München.

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“Participants can look forward to a modern concept. We will rethink and redesign the term ‘outdoor’ together with the sector,” explains Klaus Dittrich, Chairman and CEO of Messe München. The kick-off event at the new location in Munich will not only give an outlook of what will be implemented one year later at the trade fair center. “The new OutDoor by ISPO is now already being brought to life — we will show what makes it a future-oriented platform that can be used throughout the year.” On June 27, industry giants such as Gore and On Running will present their vision of outdoor. Business success is driven in particular by out-of-the-box thinking, but digital and technological developments are also a crucial factor. During the kick-off event, electronics specialist TQ will provide an outlook of the possibilities offered by the technology world to the outdoor sector.

CEO Klaus Dittrich reveals up front: “Trail running or water sports have long since been part of the outdoor segment for consumers. We are addressing these and other topics and further developing them both for exhibitors and trade visitors.” New opportunities for exhibitors to participate, offerings tailored to retailers, and separate events for consumers in the environment of the trade fair will also be presented. More information about the kick off event are available online at www.ispo.com/outdoor.

Alongside the kick-off event on June 27, 2018, the event dates for OutDoor by ISPO for the next three years have also been set:

- June 30 to July 3, 2019
- June 28 to July 1, 2020
- June 20 to 23, 2021

Interested exhibitors can find more detailed information on OutDoor by ISPO 2019 at outdoor@ispo.com.

About OutDoor by ISPO

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

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.