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Final report

Again 64,000 Trade Visitors at the Biggest ispo winter of All Times

- 64,000 trade visitors and more than 2,000 exhibitors at ispo winter 08
- 70 percent of the visitors came from foreign countries
- Trade visitors from 113 countries
- Industry is enthusiastic about the further development of the trade fair concept
- ispovision set a visitor record - the growing together of sport and lifestyle continues
- Sportstyle and Outdoor drive growth
- Big crowds at Outdoor events
- Winter sports industry has recovered
- Sustainability is a determinant industry topic

Exhibitors extremely pleased about the internationalism of visitors

"ispo winter has once again confirmed its position as the leading international trade fair of the sporting goods and sportstyle industries with 2,026 exhibitors and 64,000 trade visitor," Manfred Wutzlhofer, Chief Executive Officer of Messe München, stated happily. Exhibitors from 47 countries exhibited their product innovations and current sports fashion collections to an international trade public from 113 countries. This means that 70 percent of the retailers and traders came from foreign countries. Klaus Baumann, General Manager Northern Europe of Camper: "We were very pleased to see that many visitors were from other countries, making it possible for us to establish new contacts to foreign retailers and traders." Mr. Wutzlhofer sees a chance for exhibitors to penetrate new sales markets thanks to this internationalism: "We are especially pleased about the increased visitor figures from Eastern Europe. Munich has become clearly established as the leading site for the sporting goods industry."

Industry praises the trade fair concept of ispo winter 08

Both exhibitors and retailers praised the customized trade fair concept of ispo for the sporting goods and sportstyle industries. Ingo Jost, General Manager Central Europe of Hummel: "ispo has put together an exciting brand portfolio and consequently shows the industry a very

comprehensive picture of various segments." Trade visitors and retailer associations appreciate this wide range of products. André Pierre Doucet from the French retailer association FPS: "We are at ispo for the third time and brought 190 retailers with us. ispo is as always the platform where the right brands meet the matching retailers."

The expanded services for guests of Messe München in public transport were also singled out for praise, especially by the numerous guests from other countries, for whom getting to the trade fair was made easier.

Sportstyle penetrates all segments

The growing together of sport and lifestyle continues. "The demand in the sportstyle segment is especially strong. This is also made clear by the composition of retailers. The trend that an increasing number of retailers and purchasers from the sportstyle and shoe store segments are at ispo has continued impressively," Manfred Wutzlhofer said. In addition to the traditional winter sports segment, many manufacturers are offering their own clothing lines. For Robin Puplitt, Retail Marketing Manager Europe of Burton, ispo provides the appropriate platform for both segments: "ispo winter 08 was a very strong trade fair, which released a lot of positive energy among retailers and in the industry. It was important for us to exhibit hardware in Hall A1, sports clothing in A2 and our fashionable clothing at ispovision in an appropriate environment."

ispovision sets visitor record

Trade visitors experience a perfect symbiosis of sport and lifestyle in the ispovision exhibition area. The platform for sportstyle in the premium segment set a visitor record. Bernd Closmann, Managing Director of Fore!titude: "We had the whole world as guest on 16 sq. m. at ispovision. We were even able to sign contracts for lots of orders, especially with international retailers."

Big crowds at Outdoor ispo

The Outdoor segment, which covered four trade fair halls and was accessible via a separate entrance, attracted 20,000 visitors alone by itself. Hans Overduin, Bever ZwerfSPORT b.v.: "The mood at the trade fair was very good. The Outdoor segment was especially outstanding, and its ambience was also created very successfully." The atmosphere was great. The snow ice & rock summit, the Outdoor Get-Together and the Boulder Cup were very well received by the Outdoor industry. Outdoor exhibitors especially emphasized their high esteem for the Outdoor exhibition at ispo winter, the organization of the trade fair presentation of outdoor and the outstanding support provided by the ispo team.

Winter sports industry has recovered

In spite of great challenges, winter sports are recovering. The mood was very positive both among exhibitors and retailers. Maurizio Governa, President of the Association Agents Italy Sport & Sportswear: "The difference of this edition, compared to past years, laid in the general optimism due to a good season that pushed again the business. Through this ispo, it is clear that industry, retailers and distributors are living a positive and successful period." Order focal points were in the growth segments Outdoor – promoted by the fashionable sport of touring - and Sportstyle. The Boardsport sector was also surprisingly strong.

Sustainability gets the industry moving

The determinant topics of the industry at this year's ispo winter were recycling and eco-friendly materials as well as sustainable production of sporting goods. At the Volvo SportsDesign Forum, hundreds of interested listeners took advantage of the offer of talks by experts and workshops. The Volvo SportsDesign Award on the topic "EcoDesign – Form follows Sustainability" set a new record with more than 300 submissions and demonstrated that sustainability of products does not in any way exclude beautiful design and functions.

Manfred Wutzlhofer: "We are now looking forward to ispo winter 09, which will take place on the grounds of the New Munich Trade Fair Centre from February 1 to 4, 2009.

Other Voices at ispo winter 08

Exhibitors

Pirmin Okle, Marketing, Lasse Kjus

"We are extremely satisfied, winter came early and well, sales are sensational. The fashion shows are very good and well-received by all visitors. The new hall categories are very exciting. The individual segments stimulate each other mutually and are depicted authentically. This is the absolute right way of hall categorization. In general, the Sportstyle is very important, and we had noticeably increased interest in it at our booth. You also really feel that purchasers are increasingly interested in high-quality products. We had a large number of very good discussions and an unbelievably high number of retailers at our booth."

Ingo Jost, General Manager Central Europe, Hummel

"ispo has again been a very successful trade fair for us, and it is really setting new benchmarks on the market with its new ideas. We feel this positive development of the trade fair, and our decision to participate has been reinforced. The acceptance of retailers is becoming increasingly greater, and we are very pleased that we as exhibitors profit from this. Productive talks are held here!"

Skip Yowell, Co-Founder JanSport

"JanSport is excited about returning to winter ispo in 2009. We look forward to exhibiting in this high-energy tradeshow with its high retailer attendance. Europe is central in importance for our company's global growth."

Retailers

Danny Cornter, Wilds Sports, UK

"Brilliant Show!"

Tobias Bechtold, Sajas, Feldkirch, Austria

The direct comparison of products at the trade fair is very important for us. Order dates are very early, especially at the large companies. ipso is also a good place for longer meetings with manufacturers and fellow retailers. It is also interesting to see how the industry is developing and the trends of tomorrow, so that we can get a better orientation for the mid-term."

Bruno Gujers, General Manager Europe, Volcom, USA

“This year’s ispo winter was an ideal trade fair for us. In spite of the focus on winter, the trade fair has succeeded in integrating other board segments successfully, such as skate and surf. It was important for us to present all of our brand segments at ispo.”

Sergio Arteni, Arteni Spa, Italy

“In my opinion this is one of the best editions of the show, especially from the image and beauty point of view. It’s a unique platform to meet all the industry representatives and to get to know new potential partners. I have always come and I won’t miss this great business appointment in the future.”

Mr. Taguchi, Bluetag Inc., Japan

“Our first visit to ispo has been a great opportunity to observe the trend in the international sports market. We just started our online business and it is very important for our business to inform us about the international trends.”

Jury Lebedev, buyer extreme category, "Top League" , Sportswear and accessories trading network, Russia

“ispo is a good possibility to view whole collections for pre-order, to see our suppliers in one place, to make contacts with other buyers and distributors. Most important are the trends for the next season for us. We see no alternatives for ispo.”

Laurence Lepeudry, Ski Service/Ski Set, France

“ispo is for us the most important winter sports tradeshow. We want to see new trends, a wide product range of the brands we buy, but also new brands. At ispo we have all relevant brands under the same roof and we can save time. We also appreciate that at ispo we can meet other retailers to share know-how and exchange information.”

Gary Owen, Allied Partners, UK

“This was a great show. Very useful indeed – good for new product, meeting existing suppliers, looking at international ranges. An excellent place for meeting and discussion with fellow retailers. The Outdoor Party had a superb atmosphere. I also liked the mixture of serious business and “whacky” displays”.