

ispo winter 08 from 27 to 30 January with 180,000 sqm fully booked

The ispo winter 08 event (www.ispo-winter.com), opening its gates for the 68th time from 27 to 30 January in Munich, is fully booked with an exhibition area of 180,000 sqm and occupying all halls of the Munich fair area as well as all entrances. A big demand is seen mainly with Outdoor and Sportstyle, as Tobias Groeber, ispo Exhibition Group Director, told Textination. The product segments have been newly structured.

For the first time the Outdoor-Community is occupying the halls A5-A6 and B5-B6 and obtains, with entrance East, a separate access. With this new structure and the own entrance the organizers oblige the wish of the outdoor branch for more autonomy. To the fair visitors there is, in 2008 – besides the fair entrances North with direct access to the performance area and West – also the entrance East as separate access to the outdoor area available. Altogether, about 2,000 exhibitors are expected to present, 86% of them from abroad. The biggest increase is noted with the countries from Eastern Europe and Russia. China, Hongkong, Taiwan, Pakistan, India and Canada turn up in form of a joint participation.

The trend in the exhibition sector is seen in sustainability and Eco-products – this time one of the key aspects of the world's greatest sporting goods fairs – as well as to premium products, with a lot of interest, especially in the area ispo vision (e.g. Tommy Hilfiger as new brand). The subject sustainability is also in the center of the Volvo SportsDesign Forums (www.ispo-sportsdesign.com). This year's speaker in the forum is the star designer Ross Lovegrove. EcoDesign brings ecological factors into the earliest stage of product planning and –

development and into the design process. Especially in the areas Outdoor and Sportstyle as well as in the shoe specialized trade an intensified trade visitor interest is expected.

Metropolis is a new contemporary fair concept, which offers a stylish and dynamic platform in the middle of hall A2 to authentic brands from the Boardsports Streetwear World on 2,000 sqm. The lifestyle aspect of this segment is underlined by the cooperation of the established partners: Spacejunk, a Board Artist Galery with offshots in Bayonne, Grenoble and Sydney, installs exhibitions with leading Board Artists and is responsible for the whole visual concept of the Metropolis Section. The "Big Gig Miniramp Jam" in cooperation with Volcom as well as a central sound system round off the presentation of this segment. As exhibitors announced themselves, among others, Kr3w, Supra, RVCA, Forvert, Insight51, Frontlinie and many more. According to Tobias Groeber especially the winter sports such as Freeriding and Backcountry currently are a hit for the consumer. Especially recommended are the speeches by WGSN, Promostyle, Volvo SportsDesign Forum and the fair innovation forums Greenhouse, Sedbed, Wearable Technologies and Best ager.

Since 2002, the ispo offers trainees of the sporting goods branch, in the scope of the ispo trainee project, the opportunity to combine interesting speeches and advanced trainings with a visit in Munich. The trainee project takes place on the first fair day, Sunday, 27 January 2008. The agenda contains professional lectures of renowned industrial partners and interactive workshops, in which additionally the contact between trainees and manufacturers is

strengthened. Besides getting to know the “fair routine” the trainees receive a certificate from Sportsella for their participation in the workshops. Sporting goods traders can book this offer for only 20 EUR per trainee. It contains a Trainee Ticket for the all-day fair visit, participation in the lectures and workshops as well as provisions for the event day. Additionally, the fair management offers a free ispo Bus Shuttle from German cities and the Austrian and Swiss border area. For further questions email to

rettenbacher@ispo.com or phone +49 (0) 89 949 30 156. At the ispo winter 07 around 250 trainees took advantage of this project. It is an ideal opportunity for the industry – according to Tobias Groeber – to get acquainted with the “future of retail“. Furthermore, the trainees are able to secure their first valueable business contacts and to broadly inform themselves.

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