

OUTDOOR BY ISPO: THE NEW OUTDOOR MOVEMENT



OutDoor by ISPO is the first year-round, integrative and cross-media platform designed for a new outdoor movement. It also includes the OutDoor by ISPO trade fair, the perfect event for bringing together the international outdoor industry. It will be held for the first time ever at the Messe München site from June 30 to July 3, 2019 and will be organized in close cooperation with the European Outdoor Group (EOG) trade association.

Under the motto “There's a perfect outdoor for everyone”, the international outdoor industry will meet for the first time at the OutDoor by ISPO trade fair in Munich from June 30 to July 3.

- More than 950 exhibitors expected
- Highlights of supporting program fixed
- OutDays—outdoor festival for end consumers during trade show time



More than 950 international exhibitors spanning nine halls are expected to be at the premiere. The event will be held under the motto “There’s a perfect outdoor for everyone” and will reflect consumers’ modern understanding of the outdoors: Classic outdoor activities such as climbing and hiking will form the basis but will to some extent be reinterpreted and transformed into forms such as bouldering and speed hiking. New segments such as mountain biking, trail running and water sports will also feature. OutDoor by ISPO will also be branching out by tapping into other industries outside of the outdoor sector, thus providing visitors with inspiration and valuable knowledge gained from other areas, such as environmental technology or digital retail and technology solutions.

The first OutDoor by ISPO in Munich will mark the dawn of a new outdoor era. The ISPO team has succeeded in developing a modern consumer-centric concept in close collaboration with the industry. The aim now is to inspire as many people as possible worldwide, break down barriers and highlight the many opportunities and types of “outdoor” that exist.

Nine halls with over 96,000 square meters of exhibition space in the eastern part of the trade fair grounds in Munich will bring the outdoor scene to life. Wide central aisles will help visitors get their bearings and gain a quick overview. The open-plan design with plenty of room for holding meetings will ensure that the whole event is a truly inspiring communications platform. A real outdoor feeling will also be achieved in the outside area with direct access to the halls, the green atrium (functioning as a quiet zone during the day and a party area during the evening) and the camping and glamping site. The Riemer Park, which is directly adjacent to the exhibition grounds, offers spacious green areas and a lake for swimming after the visit to the fair.

Hot topic: sustainability

The outdoor sector is already playing a leading role within the industry in terms of raising awareness of sustainability issues and social responsibility. Various different working groups are developing a comprehensive sustainability concept under the OutDoor by ISPO umbrella. The major driving forces behind this are the European Outdoor Group (EOG), the European Outdoor Conservation Association (EOCA) and the OutDoor by ISPO Advisory Board. Environmental pollution and deforestation along with their negative impact on the climate have been identified as the biggest challenges that need to be overcome.

Existing ideas and approaches for reducing water and electricity consumption, minimizing waste and reusing resources will be assessed and ranked in terms of their importance and then incorporated into a Code of Conduct throughout the entire duration of the trade fair. With the additional support of research findings and projections, this will result, in the medium term, in a general fact-based sustainability guide with specific, practical recommendations for managing emissions, water and waste in the outdoor sector. Based on OutDoor by ISPO and the outdoor industry, it will be extended to the entire ISPO platform and trade fair location.

The CSR Hub & Sustainability Kiosk located in Hall B6 will be a central reference point on all related matters for visitors throughout the trade fair. Display cabinets showcasing biodegradable and bio-based materials will take center stage. There will also be a diverse program of speeches and presentations packed with tips and inspirational ideas for achieving sustainable operations.

The new outdoor mindset: “outdoor” covers a myriad of concepts

The very fact that the word “outdoor” means so many different things to so many different people is reflected in the diverse range of topics covered by OutDoor by ISPO. Some of them will be specifically delved into and looked at in detail in various different focus and activation areas.



Climbing and bouldering centers are booming, especially in urban areas, making climbing sports accessible to new target groups. The Indoor Climbing Hub located in Hall A6 will focus specifically on this trend. Speakers from the international climbing scene will provide exclusive insights, highlight potential and identify opportunities for retailers and brands.



The Borderlands will celebrate its world debut. A curated exhibition space for urban outdoor fashion will be created in Hall B4 together with vanish.today, a media platform for outdoor life & style. The progressive project bridges the gap between outdoor and lifestyle. Technical yet stylish products will be showcased together with design elements and photography to create an inspiring overall impression. There will also be a separate catering area featuring superfoods to help visitors recharge their batteries.

Water sports enthusiasts will feel right at home in Hall C6 in the River Lake Camp organized in conjunction with PADDLEexpo. They can enjoy testing out the latest products designed for activities involving nature's wettest of elements in the large indoor pool. The program will also include various workshops, presentations and discussion forums.

The latest technology, models, trends and designs from the world of footwear, socks and related accessories will feature in Hall A5 in the Shoe & Trailrunning Village. This area will also play host to the Run & Trail Summit on Monday, July 1, in cooperation with the world's largest running magazine Runner's World.

Bikepacking now represents a major trend in alternative travel, allowing you to get off the beaten track of mass tourism. The Bikepacking Zone in Hall C5 will tell you everything you need to know about this new movement and show you what the equipment involved has to offer. It will be part of the bike segment, which is being integrated for the first time ever this year as part of a soft launch. This will also involve the Bike Test Track organized in cooperation with ExtraEnergy. This track with mixed surfaces and obstacles will be the perfect place to test ride gravel bikes, mountain bikes and

electric mountain bikes. The biggest bike textile producers on the market will also be showcasing their latest collections in Hall B6.



“Outdoor” action will of course not be confined to the halls but will also be available in the outside area: the HangOut Area, designed as an interactive exhibition space, will be the perfect place to try out and test a wide variety of products. Meat lovers in particular will enjoy the barbecue in the Kreuzers Outdoor Kitchen.

As an integral addition to the various outdoor activities, daily yoga sessions will be held in four of the focus areas as part of the Body & Mind segment. They will be based around the four elements and will each comprise relevant exercises: fire will represent the climbing-specific program in the Indoor Climbing Hub; the natural flow of water will be at the heart of the session in the River Lake Camp; runners will be able to strengthen their bodies and minds using the theme of earth in the Shoe & Trailrunning Village and the outside exhibition area will provide the perfect location for exercises using the theme of air.



A complete overview of all the focus areas is available online.

OutDays—a festival of outdoor culture

The OutDoor by ISPO trade fair may be reserved for trade visitors but everyone else can look forward to getting involved in OutDays from June 29 to July 6 in the metropolitan area of Munich. End consumers, brands and retailers will become a vital part of this new movement through the festival celebrating outdoor culture. Participants can expect exclusive workshops, meet & greets, try-outs, film screenings, presentations, prize draws and contests. The contents will also reflect the diverse

nature of the entire outdoor world: from bouldering, climbing, mountain biking and trail running right through to different water sports, adventure travel and camping. The OutDays program will be available from mid of May 2019 on the Web page.



Outstanding Outdoor—award-winning innovative products

Europe’s largest outdoor trade fair is also a hot spot for innovative products and trends. “Outstanding Outdoor” is an award designed to recognize stand-out products in the outdoor industry. The popular seal of quality helps retailers, the press and end consumers find their bearings in the increasingly complex product landscape. The winners will feature in the exhibition space of the same name in Hall B5.

Source: Messe München GmbH