

ISPO Re.Start Days: New digital live conference

Orientation for the sports and outdoor industry on June 30 and July 1, 2020



- **Digital live conference for the sports and outdoor industry**
- **Main topics: digitization, sustainability and health**
- **European Outdoor Group and Association of German Sports Retailers support event**

In the course of the current corona pandemic, the international sports and outdoor industry is facing far-reaching challenges. The ISPO team also had to cancel OutDoor by ISPO 2020 and the ISPO SDG Summit and postpone the ISPO Digitize Summit. However, the focus and motto of the current anniversary year, "50 years of tomorrow", will remain.



Based on the feedback and needs of the most important industry stakeholders, ISPO developed a digital live conference for the sports and outdoor industry. The ISPO Re.Start Days on June 30 and July 1 2020 offer orientation and growth strategies during and after Corona.

Based on this year's anniversary, ISPO proclaimed "50 years of tomorrow" at the beginning of this year. The existing events, supplemented by new formats, were intended to further promote sports and the outdoors and to make them drivers of global, sustainable change. However, the developments around the corona virus made the original planning obsolete. OutDoor by ISPO 2020 had to be cancelled, the premiere of the ISPO SDG Summit is postponed to 2021 and the ISPO Digitize Summit will be held at ISPO Munich 2021. But also, or especially under the new circumstances, the

ISPO group continues to focus on its motto.

Digital format for a restart

"Corona is changing the world, the rules are just being rewritten" says Klaus Dittrich. The Chairman of the Board of Management of Messe München is certain: "We are living up to our pioneering role even in these difficult times and are making a fresh start with the sports and outdoor industry. We are focusing everything on the '50 years of tomorrow'."



European Outdoor Group supports ISPO Re.Start Days

The digital live conference is aimed at an international audience and is developed in close cooperation with industry associations such as the European Outdoor Group (EOG) and the Association of German Sports Retailers (vds). Mark Held, President of the European Outdoor Group: "Access to nature is important and helpful for the well-being of all people."

This is where we continue to see a growing importance and major role for the outdoor industry. At the same time, however, we must discuss the negative consequences of the crisis for society and the economy as a whole and rethink the challenges it poses. We can only do this together and we will be fully involved."

Focus on digitization, sustainability and health

The event will focus on three main topics: Digitalization, Sustainability and Health. The program is dedicated to best cases in times of Corona and will present ideas, projects and campaigns implemented at short notice. Experts will talk about the boost the pandemic is giving digitization, which aspects of it will be preserved and which counter-movements are already forming as a result. Industry experts will show in which areas consumers are questioning the behavior of companies and how brands should react.



ISPO Re.Start Days

- Date: June 30 – July 1, 2020
- Ticket prices:
 - o Standard ticket: Euro 99
 - o Student ticket: Euro 29
- Further information at www.ispo.com/ispo-restart-days and details of the program at <https://www.ispo.com/ispo-restart-days/programm-ispo-restart-days#!>

Source: Messe München GmbH