

# ISPO Shanghai 2023

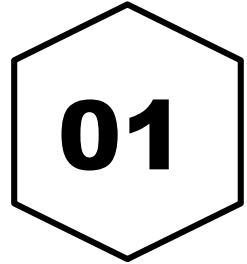
Shanghai New International Expo Center  
June 30th – July 2nd, 2023



Messe München  
Connecting Global Competence

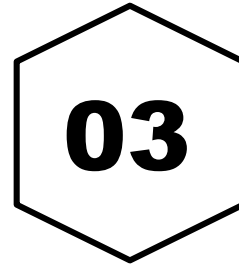


# Content



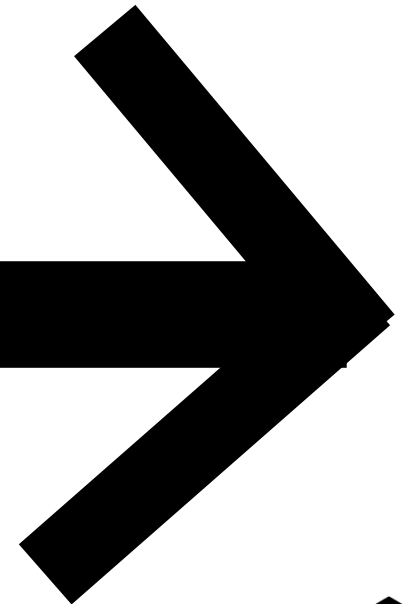
**General  
information**

**Visitor invitation**



**Accompany  
Programs**

**Media promotion**



# General information

# ISPO Shanghai 2023 facts & figures

## General information

- June 30th – July 2nd, 2023 (Friday - Sunday)
- Shanghai New International Expo Center

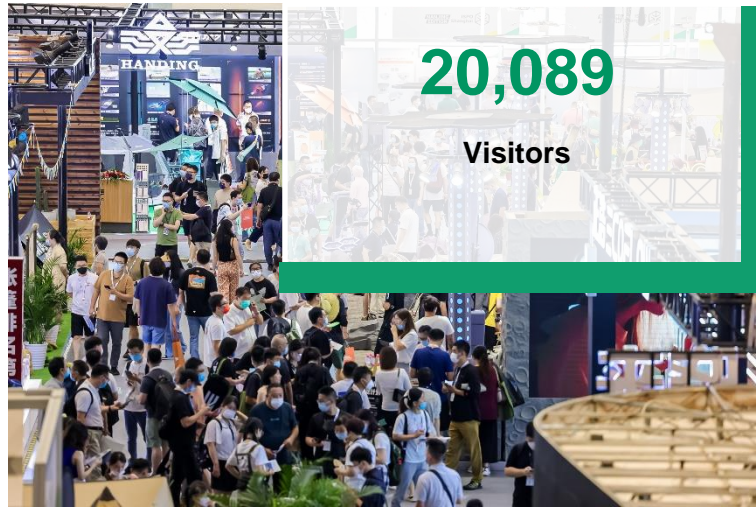
## Estimated scale

- 30,000+ square meters, 20,000+ visitors
- 550+ exhibitors, 700+ brands





# ISPO Shanghai 2022 - Nanjing edition Review



## ► Inclusive sport experience

- ✓ camping
- ✓ outdoor sport
- ✓ running
- ✓ water sport
- ✓ climbing
- ✓ frisbee flying
- ✓ skateboarding
- ✓ boxing
- ✓ yoga
- ✓ ... ..

## ► Influencers at ISPO brought high social media attention

- ✓ Content about ISPO on social media was enriched and were killer content
- ✓ 240+ influencers took photos and videos at ISPO and they went viral on the internet

## ► ISPO Upgraded Cooperation with Tmall Outdoor and Xiaohongshu

- ✓ With Tmall, we have launched the ISPO Choice program that get products to be thoroughly tested.
- ✓ Xiaohongshu is appointed as our "product recommender". ISPO and Xiaohongshu will promote and support the creation of outdoor and sports-related content together.



# ISPO Shanghai 2022 exhibitor brand

								* The above brands are part of the exhibitor, the logo is ranked random order.			

# Visitor invitation

# B2B Professional Audience Source

## • Traditional Sport Retailers invitation

- National Distributor
- Regional Distributor/Wholesaler
- Retailer through department store channel
- Retailer through specialty store channel
- Retailer through electronic commerce channel
- Brand trusteeship company
- Import & Export merchant
- Department store/Shopping center
- Brand company
- Manufacturer
- Service company
- Investor
- Sports club
- Professional athletes/Sports team/Organization
- Government/Association
- Media
- Ski resorts/Campsite





# B2B Professional Audience Source

## • Channel upgrading--Related Industries invitation

- Urban lifestyle store
- Multi-brand store
- Competitive sports retailer
- Fitness sports clubs
- Gift retailer
- Electronic consumer retailer (3C channel )
- Shopping mall and supermarket channel
- Automobile channel
- Destination scenic shop
- Industry forum audience
- Others



# Unique visitor concept: “B2B2KOL”

## WHAT

665 million consumers in China are on Social Media. 50% use Social Media to do product research.\*

Influencers, or as they are called in China – KOLs (Key Opinion Leaders) are extremely powerful. They are heavily influencing purchasing decisions.

Up to **70%** of Chinese consumers born after 1995 prefer buying products directly via social media than other channels.

The global average is 44%

\*statista.com & Accenture Study

## WHY

Chinese consumers are wary to trust brands they don't know. They rely heavily on the opinions of KOLs as well as their social networks.

Online shopping in China is a social affair, boosted by the fact that you can seamlessly buy and pay for your desired items, all on social media without leaving the apps.

**“If you don't have a KOL, you won't sell.”**

Cyril Drouin, Boston Consulting Group

## Our solution

- We invite the right KOLs to the trade show (celebrities, athletes, influencers in sports clubs and sport venues etc.). Connect with them to reach millions of consumers in China.
- With this approach ISPO reinvents the classic B2B trade show and introduces a new concept that we call "B2B2KOL".

**Benefits for exhibitors & visitors:** Professional KOLs will share their knowledge on our stages. Get instant feedback about your products or discuss the latest market trends. Connect with them and build future partnerships.



# ISPO Matchmaking onsite & online service

- ISPO Business Matchmaking at your convenience. Meet pre-selected suppliers and make your ISPO attendance more efficient.
- **ISPO online matchmaking is available.**  
ISPO online visitor service is available. Try to scan the QR code, add 'ISPO小鱼儿' on WeChat and reply 'Matchmaking' .
- Submit your basic information and business demand . You will have the opportunity to contact new business resources.
- **ISPO Trade show onsite visitor group**  
ISPO invite potential seller & buyer as VIP visitor group to exhibitor booth, during ISPO Shanghai.





# Accompany Programs

# ISPO Academy

- **Asia Pacific Mountain Outdoor Industry Sustainable Development Summit**

- The summit aims at ski resorts, campsites, scenic spots, nature reserves and other institutions, and promotes local projects and sustainable profit models to enable the sustainable development of the mountain and outdoor industry, the matching between resources and needs and the development and realization of business opportunities.

- **Sports Fashion Trend Forum**

- A platform for designers and product managers to get together and share topics about fashion trend, color card, marketing management and smart apparel.
- Ms. Louisa Smith will release the ISPO Textile Trends & Color Card - Fall/Winter 24/25.
- PROMOSTYL will analysis mega trends of sports and color for 2024/25 Fall/Winter season.

- **2023 China Sporting Goods Industry Cross Border E-Commerce Summit**

- This summit aims to promote China's sporting goods industry to the international market, offering more opportunities and enhance the internationalized and professional practices of the sporting goods industry in cross-border e-commerce.

- **2023 “Dancing In The Cloud” Outdoor Sports Industry Forum**

- How to promote the core outdoor functionality? What changes have fashion sports brought to the industry as a lifestyle? What are the characteristics of today's outdoor consumer groups?

- **Fitness and Rehabilitation Forum**

- Joining hands with the Sports Rehabilitation Industry Alliance to create a forum for the industry - Fitness and Rehabilitation Forum; Sports rehabilitation experts were invited to give free medical advice.

# Camping Lifestyle Pavilion



- **BRUSHCRAFT DISPLAY HUB:**
  - ISPO will invite BC KOL and brands to display wilderness survival style camping;
- **SHARING STAGE:** KOLs and players share the unforgettable memories and stories about camping;
- **CAMPING MARKET:** ISPO create camping market, inviting original camping brands in China.





# ISPO Sustainability Hub

- Sports sustainability is an essential topic in outdoor industry including biodiversity, ecological protection, recycling, low-carbon life concepts etc.
- ISPO seeks to assist in the establishment of a sustainable sports and lifestyle industry ecological chain.
- **ONSITE EVENTS :**
  - Material technology sustainability;
  - Supply chain sustainability;
  - Product sustainability;
  - Environmental protection & biological diversity.
  - Sharing stage about outdoor sustainability.



# Water Sports

- **WATER SPORTS EQUIPMENT DISPLAY AREA**

- Paddle boards, kayaks, surf gear, land surf gear, and other accessories and equipment, and surf club display

- **450+ SQUARE METERS POOL**

- Provide paddle board, kayak, water yoga, indoor swimming pool paddle board competition, water park interactive activities, etc.

- **SURFING EXPERIENCING AREA**

- Get a fulfilling surfing experience with indoor surfing machines

- **PADDLE BOARD/SURFING SALON**

- Club salon + KOL streaming: Covering topics of competitions, development trends, club management, commercial real estate, and cross-field cooperation. Associations, media, brands and club operators are invited to share and explore new models of industry development





# Urban sports Hub

- **INCLUDING 4 THEMED SPORTS AREA:**
- **LAND SURFING:** Experience land surfing onsite with several brands.
- **FRISBEE:** experience the Frisbee game together, such as 'dodge the Frisbee 'round game' and Fun Frisbee game.
- **YOGA X FIGHT:** open class of Fat-burning Pilates, Free combat etc. and some limited open class of Inside Flow Yoga, Connection Yoga and Music Flow Yoga, Look for the beauty of life.
- **DRY SNOW SKIING:** offer the opportunity for non-experience dry snow skiing during ISPO Shanghai.





# Climbing Hub

- **THE BOULDER AREA:** ISPO sets up bouldering/difficulty climbing wall areas with experienced line setters.
- **CLIMBING GEAR AND ACCESSORIES DISPLAY**
- **NEW PRODUCT RELEASE & TEST AREA:** Climbing gear 'Try on' event.
- **SHARING AREA:** provide a relaxed and immersive communication space for sharing, open class and lucky draw. Climbing x Yoga themed activities etc.





# Cycling Hub

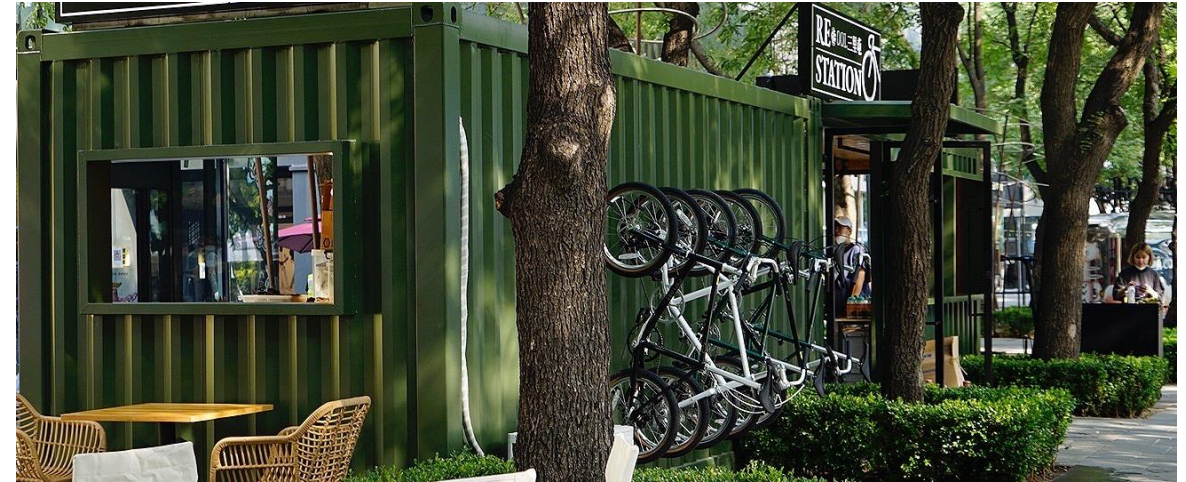
- **DISPLAY AREA**

- Cycling Hub offers a cycling life atmosphere for international and domestic bike brand, Cycling accessories, helmet and protective gear, cycling wear, distributor, bike collection shop, media, Cycling community and association.
- Fully display of city's bicycle, Road bike, Mountain bike(MTB, Track bike, Fixed gear, Downhill bike, E-bike, , Folding bike, Touring bicycle etc.

- **BIKE ACTIVITY:**

- **Bicycle repair activities & Urban Cycling Event**
- ISPO Shanghai 2023 will be the end of the urban cycling event, and inviting Beijing local bike community.

- **SHARING AREA** : KOL and bike player share the unforgettable memories/stories or Cycling routes Sharing.





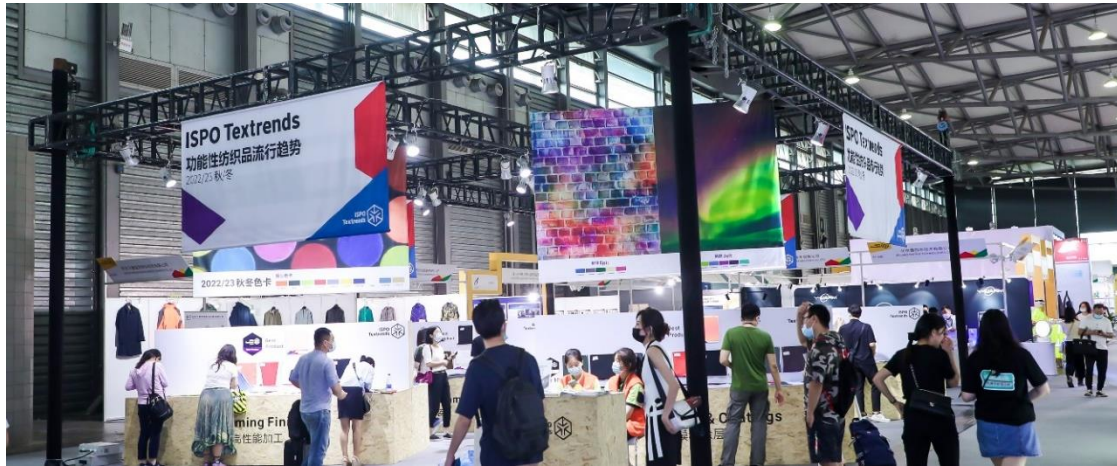
# Running, Health & Fitness

- **RUNNING SHOE TECHNOLOGY SECTION AND RUNNING SHOE TESTING:** Lightweight running shoes, shock absorption running shoes, speed running shoes, customized running shoes
- **DIGITAL OUTDOOR, ELECTRONICS WEARABLES AND NUTRITION SECTION**
- **SPORTS REHABILITATION FORUM:** focus on sports and health, sports rehabilitation technology, industrial chain, service development communication and discussion.
- **TRAIL RUNNING RACES DEVELOPMENT FORUM:** focus on the policy specification of trail running race, security assurance, logistics support services and trail racing companies profit model.





# Manufacturing & Suppliers / Textile & Technology



## Events & Promotion

1. ISPO Textrends
2. ODM & OEM
3. Functional accessories exhibition area



# Cross-border Electronic Commerce

ISPO help the sporting goods exhibitors go overseas



## SPORTING GOODS GO OVERSEAS SUMMIT

- Market trends of sports goods in cross-border electronic commerce
- How do brands go overseas
- Patent protection and brand promotion in cross-border electronic commerce
- ISPO global platform with all-channels service model
- New model of operation of cross-border electronic commerce
- New opportunities for cross-border electronic commerce under the signing of RCEP (Regional Comprehensive Economic Partnership)
- EU e-commerce market

## PRODUCT SELECTING AREA

Scope of exhibits

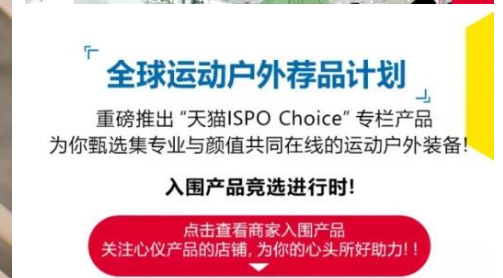
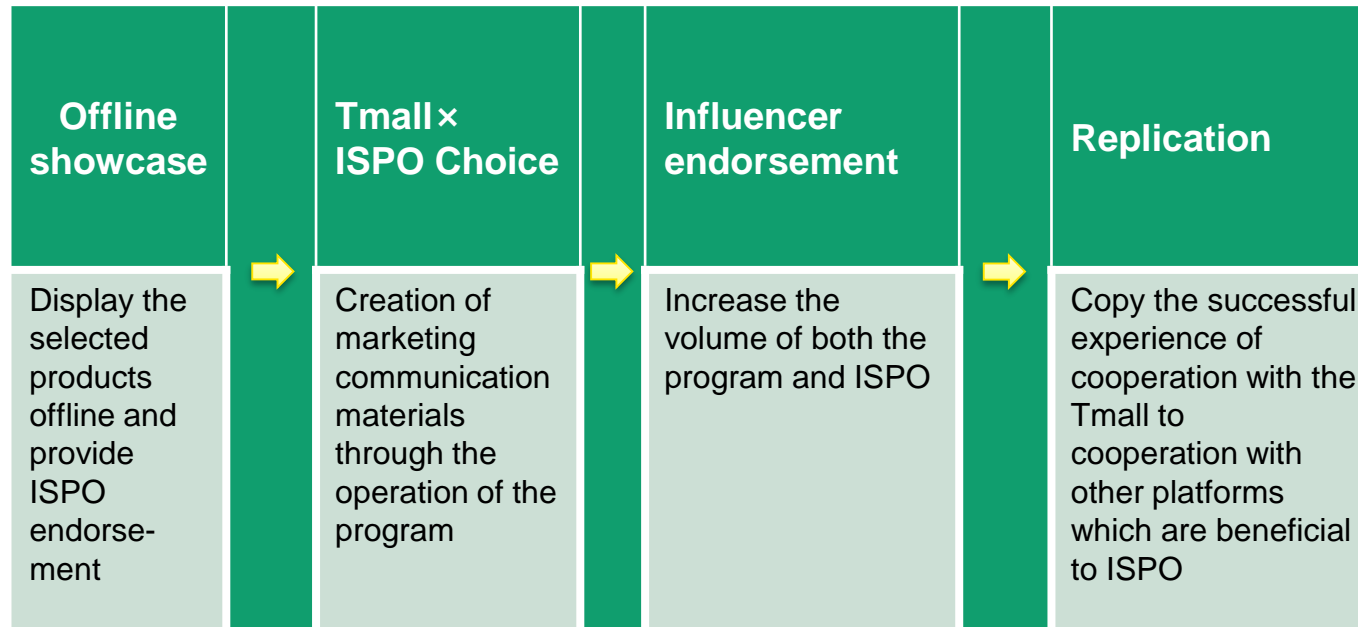
- Sports clothing, equipment, surface accessories and new materials
- Cross-border electronic commerce platform and service provider



# Tmall × ISPO Choice

Tmall × ISPO Choice - 50 million+ exposures

- **The considerable influence power of Tmall** - Through the cooperation with such a leading platform, it highlights ISPO's brand image that closely follows the market trend and maintains a highly professional brand image to the customers
- **Tmall as a strong communication channel** - Leverage the influence of the Tmall brand to increase the overall exposure of ISPO. The launch of the long-term program, the Tmall × ISPO Choice, would accelerate the penetration of the ISPO brand's influence on the end-consumers





# ISPO Business solutions

## ISPO Award

- With the newly designed ISPO Award, the leading international sports platform ISPO honors the industry's highlight products and services four times a year. Thanks to the innovations, the award winners are not only in the spotlight at the OutDoor by ISPO and ISPO Munich trade fairs, but also enjoy international coverage throughout the year
- The ISPO Shanghai 2023 exhibition displayed parts of products that won the 2022 Award.

## ISPO Textrends

- For designers and product managers, the search for new and innovative materials seems to be just as time-consuming and elaborate as the proverbial search for the needle in a haystack. Simplifying this task, reducing the expenditure of time and yet improving the results - this is the aim of this presentation platform for performance textiles and components

## ISPO Brandnew

- ISPO Brandnew is the world's largest platform for startups in the sports business. Since 2000, ISPO has been searching for and naming the most promising newcomers in the industry
- All registered companies and brands will be exhibited at ISPO Munich in the Brandnew village area, and the best start-ups will have the opportunity to have a competition on stage during ISPO Munich 2023.



# ISPO Media matrix

# Previous media cooperation





# ISPO Media platforms



**Official WeChat platform - 120,000+ followers**

- Average reads: **1,500+**/post
- Contents: exhibition, fashion matching, shop promotion, KOLs, fun and games, industry, what is new
- ISPO media platforms provide all-round service experience for exhibitors, visitors and industry media



**ISPO Communities - 22,000+ connections**

- Communities: **18**
- Contents:
  - ISPO KOL lecture: VIP guest sharing on hot topics
  - Bonus releases: ISPO fans discounts, special benefits, product test



**ISPO Douyin (TikTok China) 280,000+ views**

- Store show vlog (Industry perspective)
- Live video of the exhibition
- Directed channel to professional visitors



**Other new media platforms - Over 300,000 reads annually**

- Weibo: 13,000+ followers
- Little Red Book: 35,000+ views
- Douyin (TikTok China): 3,600+ followers
- Kwai: 425,000+ views
- Toutiao.com/Yidianzixun.com/Smzdm.com

▶ **Millions of fans / Multi- channel marketing / High-frequency interaction**



# ISPO KOL & Social media

## ISPO Shanghai 2022 - 30 million+ industry and cross-border exposure

- **Composition of ISPO KOL**

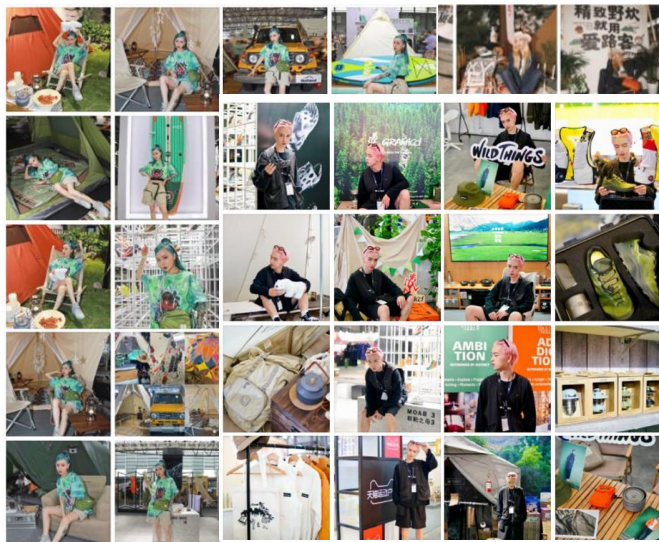
Sports influencers

Advanced sports players

Sports events organizers/participants

Active and retired athletes

MCN (Multi-Channel Network )



- **Communication procedures**

Step1: Pre-show promotion

Step2: Onsite ISPO show visit

Step3: Online content generation



- **Content accumulation**

Continuously accumulate ISPO related content on mainstream social media, such as Tiktok, Kwai, Weibo, RED, WeChat, etc. to prolong the benefit of ISPO brand enhancement





# ISPO Interview

- ISPO interview is a customized interview of influential exhibitors, industry practitioners
- The promotion channels are ISPO official Wechat, Weibo and official website. The specific release date shall be determined by both parties
- Review:
  - Wintersports: Rickey Liu, CEO of X-summer  
<https://mp.weixin.qq.com/s/juIX4ZbAIR1WM0Rog0GEiQ>
  - Health & Fitness: Gao Feng, Agents of China, Buff  
<https://mp.weixin.qq.com/s/FoIR9YDx10y4lp-JSPByMw>
  - Zhu Weiqiang, ISPO cooperative KOL  
<https://mp.weixin.qq.com/s/OvljWki9mdP2pv9wBVUX7A>
  - Women sports: Sharon Liu, founder of Vector  
<https://mp.weixin.qq.com/s/oBz-fNvfwYRhvLgex7zefw>





# ISPO WeChat content



ISPO Talk

## Exhibition information of ISPO



回归！回归！  
持续助推亚洲运动用品市场

ISPO Beijing 2021  
第十七届亚洲运动用品与时尚展

2021年12月28-30日  
国家会议中心（北京）

扫码了解展会  
ISPO Beijing 2021精彩内容

2021年12月28-30日（星期二-星期四）

国家会议中心（北京）

地址：北京市朝阳区北辰东路7号

眼界 | 变幻莫测的中国：国际品牌成功的6个秘诀

ISPO ISPO 2019-12-03

ISPO Beijing 2020  
立即预登记，免费索票



2020年2月12-15日  
北京·中国国际展览中心（新馆）

近14亿居民、巨大的足球和冬季运动投资——中国无疑是令世界瞩目的运动市场。然而，许多国际品牌却发现其很难在真正在中国立足。本文将介绍品牌进入中国市场的成功之道。



图片来源：京东泰尼卡官方旗舰店

ISPO field of vision -  
industry hot spot

## ISPO good shops - sports goods store



# 活动亮点

- 耐克上海001旗舰店和始祖鸟阿尔法中心店铺主案设计师——带您一起探店，现场揭秘对品牌调性的理解和设计思考
- 知名艺术科技创意公司参访——面对面互动交流

# 活动详情

在当前线上流量玩到登峰造极的情况下，许多运动品牌考虑寻找线下渠道的扩张。而开设自己品牌的旗舰店，又变成了各路品牌的首选。那么，在线下零售店铺的打造上，成熟的大牌大厂都有哪些系统打法可以帮助新晋品牌避坑呢？门店之于品牌，发挥着哪些重要的作用？

为厘清这些问题，ISPO联合上海视觉会展打造了



转发本推文到朋友圈并截图发到KAILAS公众号  
24小时内点赞最高的将

免费获得攀岩课名额  
(仅5个，先到先得)



2020.01.02 19:00 - 21:30  
上海新世界

教练  
刘英超  
国家级定线员

这是上海新世界，近期经过改装的商场焕然一新，站在南中庭向上看去，从3F至12F，世界上最高的室内岩壁矗立其中，55米高的岩壁与天空“太阳系”交相辉映，成为上海新世界最独特的

ISPO events - brand activities

## ISPO fashion X sports products matching



热情显眼的红色搭配亮黄渐变色  
宛如可通达天下的“红与黑”  
即使玩水也要不失运动人的凌厉潇洒



- 潮搭  
waterside  
by ISPO
1. 5.0 冲锋衣
  2. Aqua Marina 冲浪板
  3. 冲锋鞋
  4. 冲锋鞋
  5. 冲锋鞋
  6. 冲锋鞋

ISPO Beijing 2023  
2023/2/10-12  
CNCC , Beijing  
国家会议中心·北京

Outdoor by ISPO  
2023/6/4-6  
Messe München , Munich  
慕尼黑会展与采购中心·德国

ISPO Shanghai 2023  
2023/6/30-7/2  
SNIEC , Shanghai  
上海新国际博览中心

ISPO Munich 2023  
2023/11/28-30  
Messe München , Munich  
慕尼黑展览中心·德国

Messe München Shanghai Co., Ltd.  
ISPO Shanghai project team  
Tel. Tel. +86-21 2020 5559  
Email: [ispo@mm-sh.com](mailto:ispo@mm-sh.com)