

# ISPO Beijing 2024 After Show Report



**China National Convention Center**  
**January 12-14, 2024**



In association with  
 **Alpitem**



# ISPO Beijing 2024 General Information



30,359

professional visitors and KOL visitors

501

Brands

1000+

KOL/KOC promotion



## Creating a universe of sports lifestyle across boundaries

- ✓ Winter sport
- ✓ Outdoor sport
- ✓ Camping lifestyle
- ✓ Textile & technology
- ✓ Rock climbing
- ✓ Sustainability
- ✓ Cycling
- ✓ Urban sport
- ✓ Skate board, Pickle ball, Yoga
- ✓ Road trip lifestyle
- ✓ Sports rehabilitation

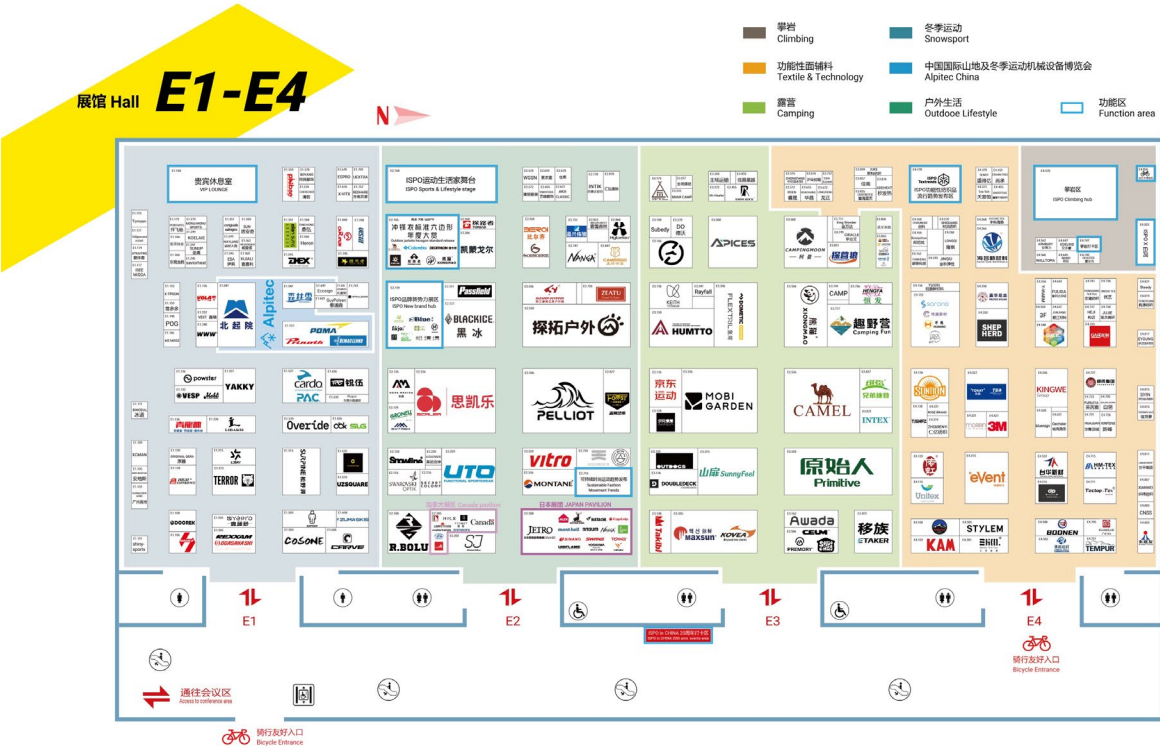
## Culture-Led Diversified Development of Sports Lifestyle

- ✓ ISPO joined forces with Tmall, Douyin, Weibo, RED, Dewu, Zhihu, and other platforms for the first time, to disseminate thematic content.
- ✓ This collaborative effort conducted in-depth discussions on vertical topics, cultivate content in the public domain, gain insights into sports trends, and reach a broader audience, breaking barriers in sports lifestyle circles.



# ISPO Beijing 2024 review | Exhibitor and visitor

# ISPO Beijing 2024 Floorplan



# Exhibitors Statements

## **Mr. Bao Gang, General Manager and Director of Dometic Group**

I believe that ISPO, recognized as the most influential outdoor sports exhibition in Asia, has consistently upheld its high standards. It's truly gratifying for us to be a part of it. At Domestic, we aim to leverage the ISPO platform show how seamlessly we can integrate family, mobile living, and camping, offering novel life experiences to a broader customer population through the show.

## **Mr. Akasawa Yohei, Deputy Director of JETRO Qingdao Representative Office**

ISPO stands out as an excellent exhibition platform. At the exhibition, we set up a Japanese pavilion themed around winter sports and winter camping, showcasing the products of 14 Japanese companies. The keen interest from buyers and consumers is encouraging. We hope to attract more visitors to experience Japanese outdoor and winter sports products firsthand to understand the charm of Japan.

## **Ms. Deng Shuli, Brand Manager of Guangzhou Panda Adventure Technology Co., Ltd.**

This year's ISPO Beijing is exceptionally vibrant. We integrated functional technology and advanced AI into functional outdoor clothing fabrics, and have received excellent feedback. The event provided us with valuable insights through informative sharing and exchanges, and we have learned a lot.

## **Mr. Gao Feng, Founder of Beijing Buff Hooway Trading Co., Ltd.**

I firmly believe that China's sports and outdoor market holds immense potential, poised for even greater development in the future. Bringing some new brands to ISPO Beijing this time, our on-site experience is notably different from previous years. The growing participation of influencers, capturing, introducing, and experiencing products, showcases the impressive communicative power and influence of ISPO.

## **Ms. Han Yanli, Vice President of Montane China**

Participating in ISPO marks Montane's official debut in the Chinese market. We're pleasantly surprised by the growing popularity of outdoor activities and the diversified understanding of consumers. The on-site brands and activities are enriching, complemented by professional forums sharing valuable industry information. Such information is a valuable reference for our brand's future development.

## **Ms. Huang Xiaoli, brand Operation Manager of Shanghai Flectail Technology Co., LTD**

There are more exhibitors in ISPO Beijing this year, and more niche brands have been added, which shows that ISPO continues to pay attention to the real needs of users. The on-site visitors flow is very large, which represents the growing number of outdoor sports in China, and we are more confident that we will take the east wind in the future to bring better outdoor electronic equipment products to Chinese users.

## **Mr. Liu Haoyu, Marketing Director of Camel Clothing**

ISPO Beijing this year showcased a diverse array of exhibitors, bringing together numerous brands and industry partners on the supply chain. The interactive areas, including the urban sports area, sustainable outdoor area, and rock climbing area, created a vibrant atmosphere. I'm optimistic that China's outdoor sports industry will flourish, and I look forward to the continuous growth of ISPO. I look forward to the smooth convening of ISPO Shanghai 2024.

\*sort by phonetic initials of last names

# Exhibitors Statements

## **Ms. Liu Lili, China Marketing Manager of eVent Textile (Shanghai) Co., Ltd.**

ISPO Beijing 2024 presented a more diversified content, with increased participation from domestic brands. It's wonderful to see a growing number of people embracing the outdoors and developing more rational consumption concepts. The demand for professional, high-quality outdoor products has surged, and environmental awareness is on the rise.

## **Mr. Mo Shi, Brand & Marketing Director of Pelliott Outdoor Sports Group Co., Ltd.**

Our experience at ISPO Beijing was outstanding. We showcased our core products, engaged with numerous professional visitors and media, and saw the popularity of the present outdoor market. We're delighted that ISPO provides increasing opportunities for Chinese outdoor brands. We also hope for more opportunities to cooperate with ISPO and drive the robust development of China's outdoor market.

## **Ms. Qiao Ying, Agent of Zamboni in China, General Manager of Maxyplus \*Representative of Canadian Pavilion**

ISPO stands as the industry benchmark, and our aim is to enhance our brand's influence in the ice and snow industry through ISPO. I have seen numerous new technologies at the exhibition, and I found the event highly enjoyable.

## **Mr. She Liang, Chief Human Resources Officer of Zhejiang Mobi Garden Outdoor Products Co., Ltd.**

The overall atmosphere at the venue resembled a lively party for outdoor sports enthusiasts. ISPO is a great platform to reinforce our brand proposition of "returning to hiking and mountaineering." As ISPO celebrates its 20 anniversary in China, I extend warm birthday wishes. Looking forward to continued collaboration with ISPO and meeting again at ISPO Shanghai 2024!

## **Mr. Frankie Tamisier, General Manager of Poma Beijing**

It's becoming more and more mature on ski resorts in China and also there is activity not only in winter but also in summer in ski resorts. ISPO is a good platform to meet people and to provide goods for ski. It is good for the business to have such opportunity there, we see a lot of people coming here to save innovation and to meet different companies.

## **Mr. Dieter Vyls, Global Sales Director, Cortina China Limited (Dongguan)**

There's a big trend on outdoor as well that's also why we do a lot of investment on the outdoor and sport at leisure range. ISPO Beijing has already made a massive success, we've seen a lot of new contacts, a lot of people. Chinese people who come in here which are enthusiast about Safety Jogger so for us ISPO Beijing is very successful.

## **Mr. Xiao Jianbo, Brand Manager of Extrek&Gronell**

We firmly believe that ISPO is currently the most representative and professional outdoor platform, so it is our first choice. Our optimism extends to China's future professional outdoor products market, and with the rise of new young consumer groups and the upgrading of related industries, we anticipate even greater prospects for the outdoor market in China.

## **Mr. Xu Jianfeng, Director of Planning Department, Toray Sakai Weaving & Dyeing (Nantong) Co., Ltd. (TSD)**

ISPO and Toray share a longstanding partnership, spanning over a decade. Celebrating ISPO's 20th year in China, this ISPO Beijing rekindled my experience with outdoor sports. It's evident that outdoor sports are making a comeback, consumer demand is resurging, and brand collaboration is expanding. The bustling scene in the halls, filled with brands, partners, and enthusiasts, reaffirms our belief in the promising future of the outdoor sports industry. We anticipate continued promising cooperation with ISPO.

# Exhibitors Statements

## **Ms. Xu Zan, Head of Sorona Marketing in Asia Pacific, Covation Biomaterials**

ISPO stands out as a highly professional exhibition. This year's ISPO Beijing drew an impressive crowd, attracting industry elites and professional visitors alike. Their enthusiasm and professionalism exceeded our expectations. ISPO serves as an invaluable platform for communication, learning, and enhancing our brand image. We can establish excellent partnerships through this outstanding opportunity.

## **Ms. Zeng Hua, Founder and General Manager of Beijing Scaler Outdoor Products Co., Ltd.**

Scaler maintains a positive outlook on the future of the outdoor sports market. With increased emphasis on health and extended holidays, we anticipate a surge in people exploring the outdoors. Our confidence in the future is unwavering. Scaler has participated in the ISPO exhibition for several consecutive years, and we appreciate the seriousness with which ISPO approaches its work. As an outdoor brand, we believe it is our responsibility to support ISPO's efforts to break through industry boundaries and attract more exhibitors, media coverage, and promotion of outdoor sports. Therefore, Scaler will continue its participation next year!

## **Mr. Zhang Heng, Chairman of Sanfo Group**

In the past couple of years, Sanfo has transitioned into a dual strategic model of "channel + brand". In 2024, our focus remains on delving deeper into the outdoor industry. The impact of participating in ISPO Beijing surpassed expectations, marking a resounding success. We look forward to more international brands joining ISPO in the future.

## **Mr. Zhang Honglei, General Agent of doubledeck China, and General Manager of Ruiyin (Beijing) Trading Co., Ltd.**

## **Uncle Qiu, Senior Ski and Outdoor Influencer, COO of Beijing Yutong Boye Technology Co., Ltd.**

ISPO is an excellent platform and opportunity for new brands like ours entering China. The presence of industry professionals and ski sports enthusiasts was overwhelming. Our aim is to bring the latest snowboard technology to China through ISPO, providing firsthand experience to domestic snow sports practitioners and enthusiasts.

## **Ms. Zhao Xingmei, Section chief of Maxsun Trading (Dalian) Co.**

## **Ms. Sun Xiao, Director of KOVEA China**

The increasing participation in the sports and outdoor market brings us immense joy. Our booth garnered attention from numerous visitors and influencers who appreciated our products. ISPO has surprised us with rich opportunities. Many thanks, ISPO!

## **Mr. Jason Zhou, General Manager of Dongguan Coopeak Sports Goods Co., Ltd.**

The Chinese sports market is on a trajectory of continuous development, with domestic brands steadily catching up with international counterparts. I anticipate even more significant opportunities for the market in the coming years. Our experience at ISPO Beijing this time was exceptionally positive, connecting us with both old friends and new customers. Wishing ISPO continuous success.

\*sort by phonetic initials of last names

# Exhibitors Statements

## Mr. Hai Yuan, head of Tiantan Joy Run, General Manager of Joy Run World

I think ISPO has always been the benchmark of the industry. We can see the development trend of the industry and the latest brand trends, and can also have direct contact with brands and negotiate cooperation. I am very excited to see the grand event of ISPO Beijing.

## Mr. Mars Zhang, ISPO's old friend and Chief Experience Officer, Manager of AdrenalineGuild

As an old friend of ISPO, it is a great honor for me to co-build the Extreme Sports Carnival at ISPO Beijing. Together, we have witnessed the vigorous development of outdoor sports in China, and seen more and more young people join the ranks and bravely pursue freedom and passion. ISPO has been expanding fresh sports categories and scenes, and this joint creation of the exhibition area has also made more people feel the unique charm and unlimited possibilities of extreme sports. Extreme sports are not only a challenge to human potential, but also an exploration and conquest of the unknown. We showed the development of extreme sports equipment and technology, and invited many domestic and foreign professional athletes and enthusiasts to share their experiences. I believe that with the passage of time, extreme sports will be more widely recognized and loved in China and around the world.

\*sort by phonetic initials of last names



Please follow ISPO official WeChat account, get more Sports industry information

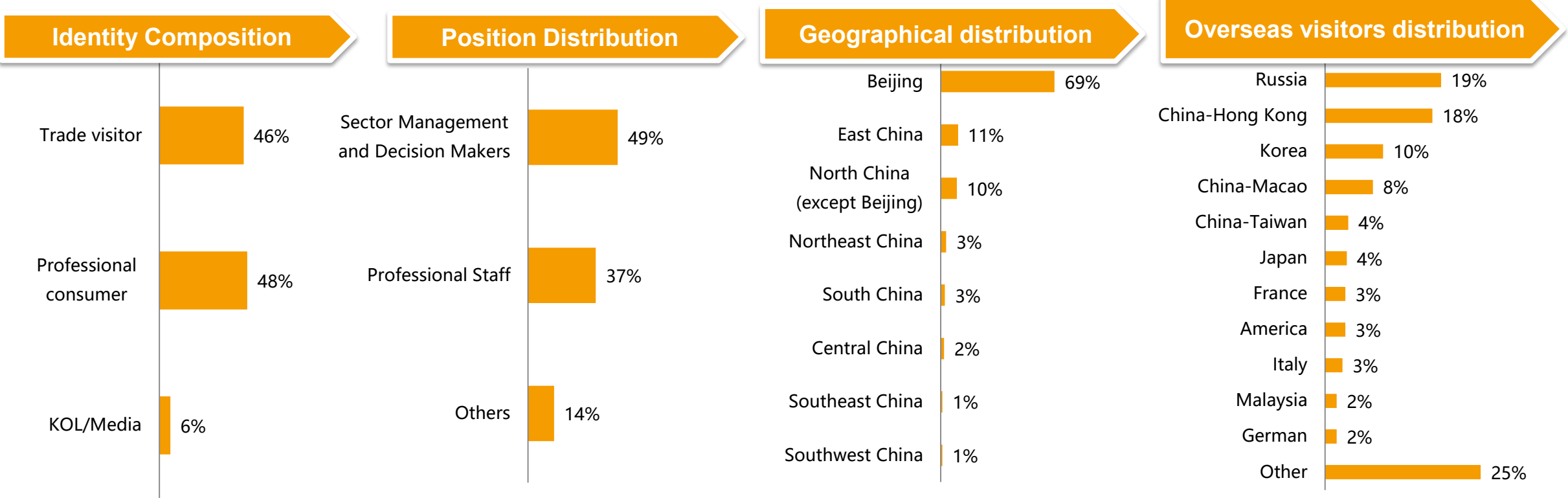


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# Visitors review

ISPO Beijing 2024 welcomed a total of **30,359** Trade visitors and sports enthusiasts from **54 countries and regions**. **The number of overseas visitors rebounded**, with Hong Kong, Macau, Taiwan and international visitors accounting for **1.6%** of the total (0.68% in 2023).



# Trade visitors portrait

- 58% of the trade visitors came from Beijing, 3% for Hong Kong, Macao, Taiwan and international visitors, non-local mainland visitors are mainly distributed in East China (16%), North China (11%), Northeast China (4%), South China (3%).
- 69% of the professional visitors intend to purchasing, seeking new partners.

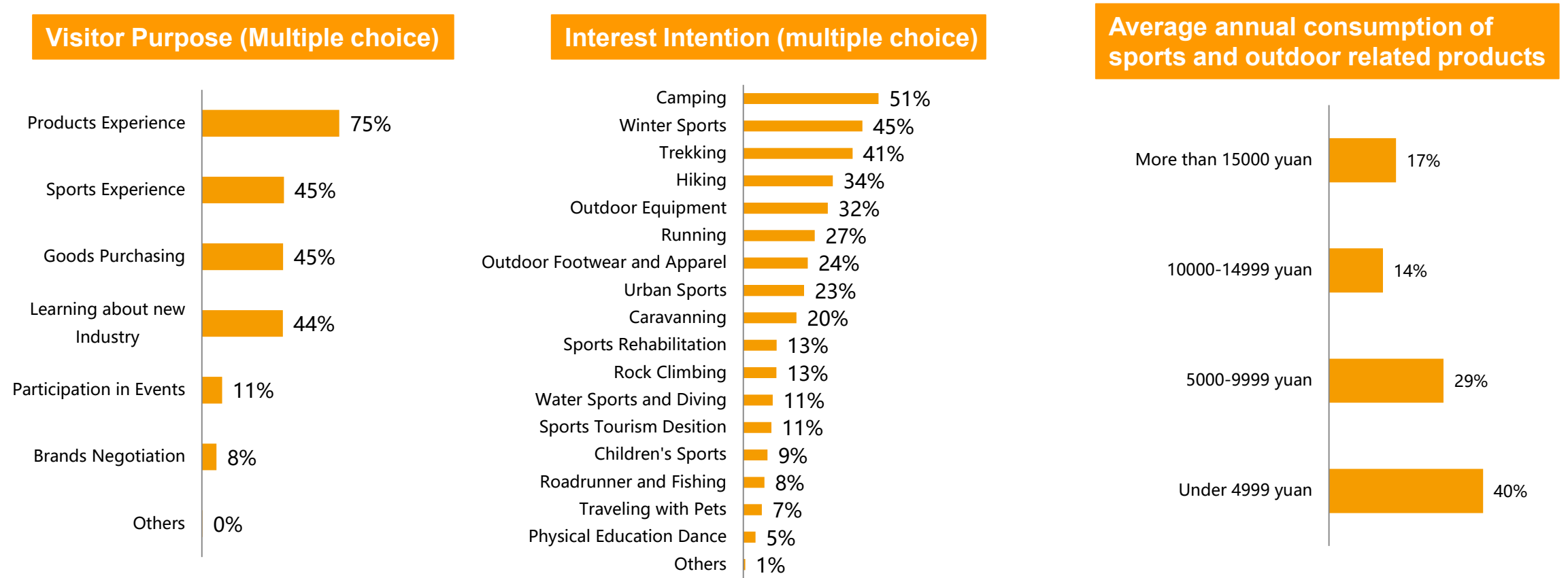
## Trade visitors from five major sourcing channels are focusing on sports materials and new technologies, camping, winter sports

- 60% of the trade visitors came from the following channels: Brands/Manufacturers & Suppliers, Online retailer, Offline retailer, E-commerce business platform and Sports tourism destinations.



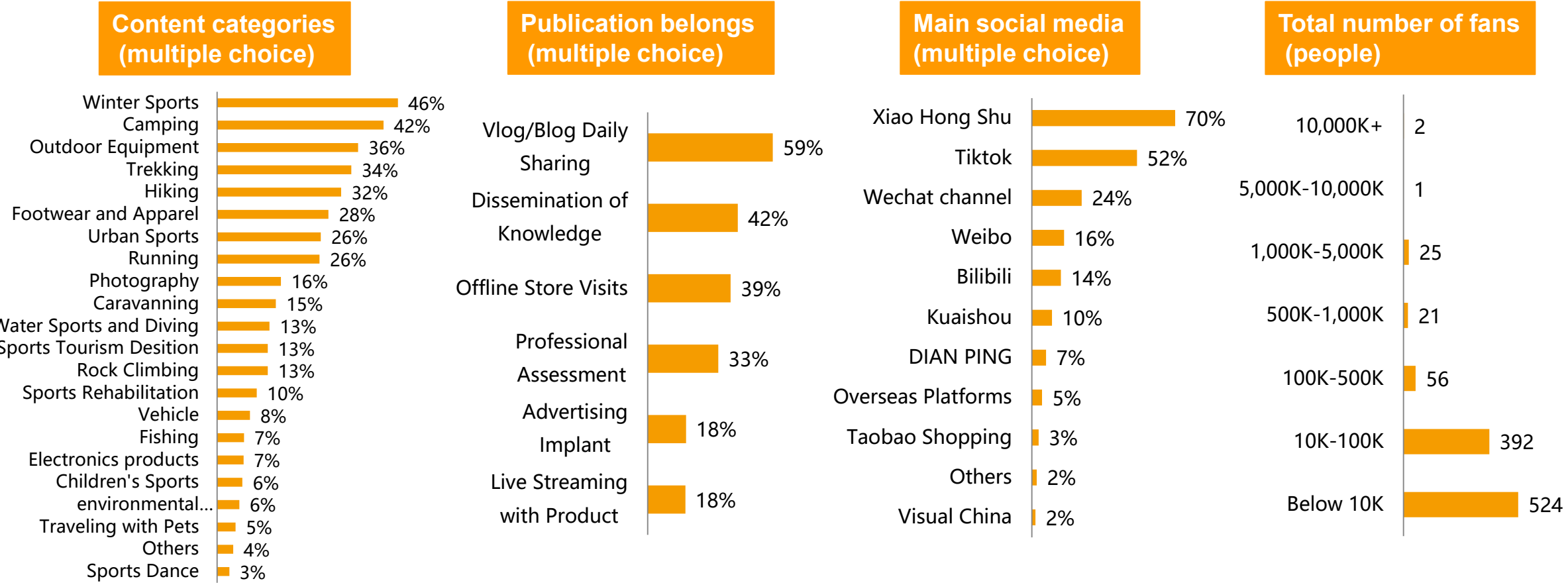
# Professional consumers portrait

Nearly half of the professional consumer intend to purchase, more than 30% spend an average of more than 10,000 RMB a year on outdoor sports



# KOLs Portrait

- There were 1,022 KOLs present, 10% of KOLs have more than 100k followers, and their main active platforms are Tiktok and Xiaohongshu; 90% of them have less than 100K followers, and their main active platforms are Xiaohongshu, Tiktok and Wechat channel.
- Compared with ISPO Beijing 2023, the proportion of content posted by KOLs in winter sports, trekking, cycling and running has increased significantly.



# Track Trend Insights

## "Outdoor Fever" continues to grow, while camping and winter sports have stepped into a steady track, to maintain a high level of attention

- Camping was ranked first and winter sports was ranked second on the categories list of visitor' interest.
- The China Outdoor Sports Industry Development Report (2022-2023) shows that outdoor sports such as snow sport, running, cycling, trail running, camping and other outdoor sports have shown explosive growth in 2022-2023. In the first half of 2023, the volume of outdoor sports-related orders increased by 79% compared to the same period of 2022, and increased by 221% compared to 2019.

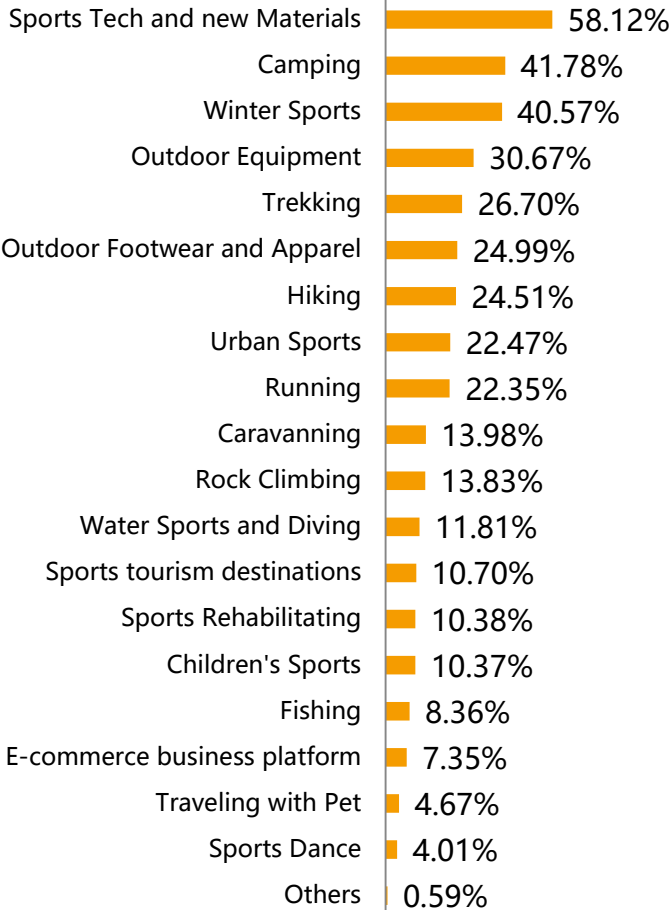
## "Broadly Outdoor" rise to fame, Outdoor apparel gets attention.

- Sports technology and new materials ranked first, and outdoor footwear and apparel ranked fifth on the categories list of trade visitors' interest.
- According to the data released by Tiktok e-commerce sports and outdoor 2024 trend, outdoor (including outdoor/riding/fishing/camping/skiing) contributes to the movement of 50% incremental and highest year-on-year up to 172%, which is much higher than other categories, and is the incremental category of sports in Tiktok. Among them, light outdoor footwear and apparel contributes the largest growth rate and incremental volume, GMV 56% year-on-year, GMV incremental volume accounted for 50%. Nearly 80% of the business increment and share of light outdoor footwear and apparel is in rushing clothes and pants, sun protective clothing, outdoor shoes and boots, and outdoor down.

## Riding & Hiking - The fastest pace of outdoor categories in 2023

- Hiking ranked fifth on the visitor' interest intention list with 28% (26% of trade visitor and 34% of professional consumers ). Trekking ranked third with 32% attention (27% of trade visitor and 41% of professional consumers ).
- Compared with ISPO Beijing 2023, the proportion of content posted by KOLs in cycling has increased significantly (12%→32%).
- The "2023 Outdoor Life Trend Report" released by Xiao Hong Shu shows that according to the data statistics of January-October 2023, the release of trekking notes grew at a rate of nearly 300%, with a volume of over 1.5 million notes, and the related topics were read more than 2.5 billion times, the release of cycling notes grew at a rate of nearly 400%, with a volume of more than 1.8 million notes, and the related topics were read nearly 1.3 billion times.
- The 11.11 Sale event consumption report released by Tmall shows that road bicycles, Interchange Jacket with 305%, 90% increase in sales ranked first and third, respectively.

## Trade Visitors Interest Intention (multiple choice)



# ISPO Beijing 2024 Review | Strategic partner

# Strong alliance of ISPO Beijing 2024

- Beijing Municipal Bureau of Sports
- CHINA FASHIION & COLOR ASSOCIATION
- CHINA GENERAL CHAMBER OF COMMERCE
- Beijing Chamber of Commerce
- People's Daily Online
- Cross-border E-commerce Working Committee of China Electronics Chamber of Commerce.
- Nanjing Sports Bureau
- Nanjing Sports Industry Group
- Nanjing Sports Industry Association
- China National Convention Center
- Fiera Messe Bolzano city Italy, exhibition center Spa
- CHINA TEXTILE COMMERCE ASSOCIATION
- China Automobile Dealers Association
- Beijing RV Camping and Self-driving Tourism Association
- BEIJING EXTREME SPORTS ASSOCIATION
- Beijing Institute Of Fashion TechnologyTmall Outdoor, Little Red Book, JD outdoor, Tik tok



# ISPO Beijing 2024 Review | Media Cooperation

# ISPO Official media cooperation

## 战略合作伙伴 Strategic cooperation partner



## 内容合作伙伴 Content partner



## 合作媒体 Media cooperation



## ISPO多媒体平台互动话题 ISPO hashtag



# ISPO Media platform

- **Media onsite: 60+**
  - Journalists onsite: **190**
  - Official media partner: **33** (Outdoor, Camping, Tourism, Running, Lifestyle)
  - Opening ceremony media invited: **20** ((Industry, Community, Lifestyle, Fashion)
  - Pre-registration media: **14** (Fashion media, TV media, video media, news, portal websites)
- **Total clipping: 109 articles**
  - Web media: 58 articles
  - New media: 43 articles
  - TV / Video media: 8 articles

\*Data statistics period: 2023/9/1~2024/2/18

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首页 > 北京频道 > 国际

北京国家会议中心会展新年强势起步

2024-01-13 08:02:35 来源：北京日报

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近700个国内外运动生活方式品牌云集、运动“小白”现场体验新潮的匹克球……作为京城首屈一指的会展“风向标”，国家会议中心昨天（1月12日）迎来今年首场重量级展会——ISPO Beijing 2024（亚洲运动用品与时尚展）。展会规模是去年的1.5倍，首日就迎来1.7万名观众，也让国家会议中心的会展实现强势开局。

近700个品牌展现运动新风向

10时，在国家会议中心门口，户外运动爱好者已排起“长龙”等待探展。“我是爬山爱好者，几乎每年都来看展。”30岁出头的李先生一进场就直奔登山服的展

分享

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羽羽绒服如何选择？ ISPO Beijing 现场教你

羽绒服如何选择？ ISPO Beijing 现场教你

亚太雪地产业论坛举办 业界共议室内冰雪

1月12至14日，以“加速体育产业繁荣，促进运动文化发展”为主题的ISPO Beijing 2024亚洲运动用品与时尚展在国家会议中心举行。展期4年的亚太雪地产业论坛展期首日，并增设中国室内滑雪体验中心。ISPO Beijing 2024将携手众多品牌，让展会成为户外运动爱好者的聚会。展会期间，国家会议中心还举办了多项配套活动，包括户外运动装备展示、户外运动装备展示、户外运动装备展示等。同时，国家会议中心还举办了多项配套活动，包括户外运动装备展示、户外运动装备展示、户外运动装备展示等。从品牌、品质、教育等方面进行了深入探讨和分享。国际雪联代表Johan Dennerer表示，滑雪产业在中国发展迅速，滑雪运动已成为一种新的生活方式。对于青少年来说，在安全的环境下滑雪，能够更好地学习滑雪。中国青少年研究中心青少年研究所所长孙宏艳认为，体育运动对于青少年的成长至关重要，滑雪运动不仅能够锻炼身体，还能培养孩子的意志力和团队精神。国家会议中心的滑雪体验中心，将为广大青少年提供安全、专业的滑雪体验。

中国新闻周刊 新闻 时政 社会 经济 国际 体育 人物 汽车 智慧出行 科技 绿色生活 活动 全部栏目

察势而动，破界争先，ISPO Beijing 2024重磅开幕

李冬 2024-01-18 11:50:13

2024年1月12日，ISPO Beijing 2024 亚洲运动用品与时尚展在国家会议中心盛大开幕。

运动开，更“为尚、30个牌的积，创新

ISPO Beijing 2024 亚洲运动用品与时尚展盛大开幕

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第2版 要闻·时政

国家会议中心会展新年强势起步 1.7万名观众打卡首场重量级展会

北京日报 | 2024年01月13日

昨天，国家会议中心2024年首个大型展会亚洲运动用品与时尚展开幕，吸引不少观众与专业人士到场参观。本报记者 武亦彬摄

本报记者 孙杰 夏骅

Messe München Connecting Global Competence

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# ISPO Beijing 2024 Selected media reports

Type	Media Name	Date	Channel	Link
Web media	CNR News	2024/1/13	Beijing	<a href="#">Link</a>
Web media	China News	2024/1/13	News	<a href="#">Link</a>
Web media	China Daily	2024/1/15	News	<a href="#">Link</a>
Web media	Southern Metropolis Daily	2024/1/15	/	<a href="#">Link</a>
Web media	Beijing Business Today	2024/1/12	/	<a href="#">Link</a>
Web media	Beijing Daily	2024/1/13	News	<a href="#">Link</a>
Web media	People's Daily	2024/1/13	/	<a href="#">Link</a>
Web media	The Beijing News	2024/1/13	News	<a href="#">Link</a>
Web media	Beijing Youth Daily	2024/1/12	/	<a href="#">Link</a>
Web media	Ynet	2024/1/15	Life	<a href="#">Link</a>
Web media	China Newsweek	2024/1/18	Observe	<a href="#">Link</a>
Web media	Consumption Daily	2024/1/16	/	<a href="#">Link</a>
Web media	Guangming Net	2024/1/16	Culture	<a href="#">Link</a>

# KOLs join forces to promote ISPO



Both cross border KOLs & industry experts highly recommend ISPO through their tweets and videos to make ISPO's exposure throughout the online mass incremental. This not only enhanced ISPO's professional visibility, but also brought in a huge number of loyal customers and online discussions. The results exceed expectations by a lot.

Covering all platforms with multi-category content and people including hardcore outdoor, parent-child camping, cycling, running...

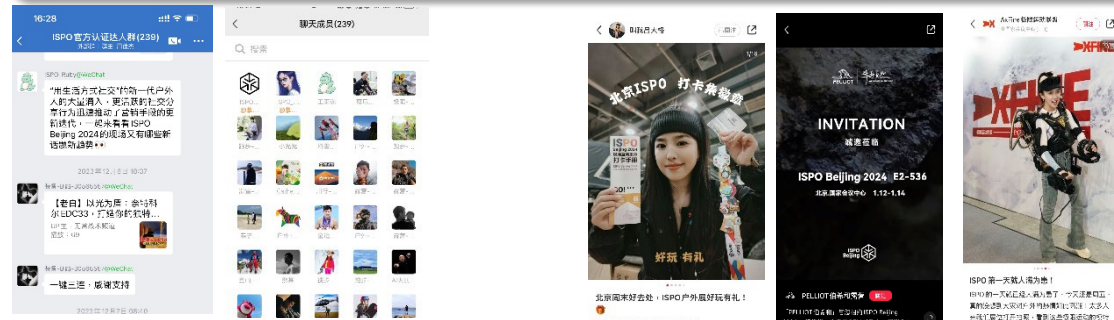
# Approached to massive sports enthusiasts online



KOL Cross border experience



KOL communicated directly with exhibitors and share industry understanding



ISPO KOL WeChat Group

corporate with exhibitors /KOL/ partners

- ✓ Inspired of the **B2B2KOL** interoperability model, live streaming of KOLs has definitely become one of the main roles of ISPO's diversified cross border platform creation.
- ✓ **ISPO Beijing 2024** persistently increase the overall investment in KOL circle promotion Moreover, A new widely invitation chain mode was adopted Based on the foundation of **ISPO's KOL community** we also connect our partners and exhibitors this time Then, we invited more than 1000 verticals KOLs/KOCs from different fields, such as **outdoor ,camping, cycling, fitness, lifestyle etc.**
- ✓ ISPO interprets the development trend of the entire sports environment from multiple professional perspectives. **The aim is to create new inspiration for exhibitors to develop products that are more innovative and sensitive to the needs of mainstream consumers, thus bringing new energy to the development of the sports industry indirectly.**

# ISPO media platform - WeChat

✓ ISPO official account:

- Post: 158 articles
- PV in total: 190,000+, share in total: 13,387
- Rate of followers' rise: 35.45%

\* Data statistics period : 2023/9/14~2024/1/29

TOP10 articles	View	Share
0111 Guideline   ISPO Beijing 2024, see you onsite !	25805	2435
0112 First day   The opening ceremony	8081	535
0109 3 days Countdown   ready to go!	7346	780
0102 The big event at the beginning of 2024	6268	513
0113 The second day excitement continues	5849	219
0110 TMALL×ISPO   Standard Hexagon Annual Award	5247	153
1123 ISPO New Force	4825	473
1107 Insight   HOKA is still the same HOKA	4004	252
0103 ISPO Cycling area	3883	339
0105 7 days Countdown   Forum agenda	3567	343



# ISPO Media platforms



## Official WeChat platform - 170,000+ 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 - 28,000+ connections

- Communities: 34
- Contents:
  - ISPO KOL lecture: VIP guest sharing on hot topics
  - Bonus releases: ISPO fans discounts, special benefits, product test



## ISPO Douyin (Tiktok China) 320,000+ views

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



## Other new media platforms - Over 1,100,000 reads annually

- RED
- Douyin (Tiktok China)
- Kwai
- Weibo
- Toutiao.com/Yidianzixun.com/Smzdm.com



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



# ISPO Beijing 2024 Review | Highlights & Events

# ISPO Academy: Share snow industry hotspots

## Asia Pacific Snow Conference (APSC)

- **APSC 2024** has been the first time after the Covid-19 Pandemic is over. 2024 edition covers topic of all key elements along the sector chain: alpine sports equipment and gears, ski resorts investment, site selection and planning, operations, coaching systems, marketing and sales of hotels and ski tickets etc. Speakers are invited both from China and overseas. They give lectures and resume the communications on an international level up to the standard of prior to the Pandemic. Besides the plenary session, parallel forums on topic of indoor ski domes trend in China and lecturing & training are also set up on the following day.
- **Attendees:** 302, from embassies, consulting, investors, resorts both outdoor and indoor all over the world, brands, media etc.



## Parallel Forum: Chinese indoor ski resorts forum

- Nowadays, there are already 50 domes of indoor ski in operation across China, and the number is still increasing. Usually the dome cover huge lot in a downtown city and soon it becomes an icon place for young and fashionable people. With government to guide and ski population growing, China is now enjoying a fast growth of indoor ski domes of investing, constructing, marketing, which is quite Chinese way. ISPO joins hands with Bonski, a leading operator of ski dome in China, to present the topic to Chinese sector. Topic covers from the construction, coaching system and new consumption at ski domes
- **attendees:** 113人, from embassies, consulting, investors, resorts both outdoor and indoor all over the world, brands, media etc.



# ISPO Academy: Share outdoor industry hotspots

## Parallel Forum: Training session and lifestyle brands promotion

China ski resorts sector is a new one, beginning from twenty years ago, boosting by the Winter Games and guidance of government in recent 10 years. To help grow sense of belonging, ISPO set up lecturing and training session during APSC's second day. this time, lectures touches on ropeway selection by Mr. Liyanqiu, ski planning and the general trend by Mr. Weiqinghua, how to involve ski resorts and clubs to promote a successful event at one ski resorts, by Ms. Emma Chen. All of the lecturers are known experts in the relevant field. Each lecture lasts one hour or even longer.

**Attendees:** 111人, from winter sports brands, lifestyle cross-over products, ski resorts operators, commercial manager and salespersons, 4A agencies, clubs and media etc.

## Sports tourism destination conference

Focus on the development trend of international and domestic sports tourism industry, sports tourism integration experience, sports and leisure new formats, excellent sports tourism destination program etc.

Audience : 150 person+



# ISPO Academy: Share outdoor industry hotspots

## Camping sustainable development forum

Focus on international and domestic camping industry sustainable development, the economic future development trends, camping industry challenges and solutions, and the development & changes of camping in China.

Audience : 220 person



## Sports Fashion Trend Forum

- The premier “information platform tailored for designers and product managers” in the Asia-Pacific region. Focus on studying the trend of color, material, sports product design, intelligent clothing and other fields.
- Hot release: ISPO Textrends and color trends
- Hot release: PROMOSTYL outdoor fashion trend and sports design guide
- Hot release: WGSN Active Forecast
- Audience : 400 person+



# ISPO Academy: observe the development of business form

## GOIF X ISPO Outdoor Marketing Innovation Forum

- ISPO jointed with outdoor media - GOIF outdoor innovation to present the forum. The forum focused on outdoor marketing, and invited media, consulting companies, brand marketing companies, grass planting e-commerce platforms, well-known cycling lifestyle collection stores, and well-known outdoor brands to analyze THE outdoor marketing innovation topics from multiple perspectives.
- **Audience : 385 person**

## “Dancing in the cloud” International Consumption Outdoor Sports Retail Forum

- Hosted by ISPO, Beijing Chamber of Commerce, and 7+2 outdoor, the forum focused on international consumption and invited speakers from political, relevant industry associations, many sports brands, department store channels, and top e-commerce platforms to share and explore the current status and trends of industry retail.
- **Audience : 288 person**



# ISPO Academy: observe the development of business form

- The Sports Training and Sports Rehabilitation Forum - Focusing on the Development Trends of the Sports Rehabilitation Industry
- This forum, co-created by ISPO, Haisi Kang Sports Medicine Clinic, Li-Ning Company, and the Sports Rehabilitation Industry Alliance, invites senior sports rehabilitation experts to focus on the development trends of the sports rehabilitation industry, cross-disciplinary integration, sports injury prevention and rehabilitation solutions, and many other hot topics. Through the analysis of the development situation of the sports rehabilitation industry chain, case studies of sports injuries in ice and snow sports/different sports projects, and knowledge sharing on sports rehabilitation and injury prevention, a comprehensive discussion on the sports rehabilitation industry will be conducted.
- Professional audience: 183 people, including domestic marathon/cross-country race organizers, event suppliers, running groups, skiing enthusiasts, and sports medicine institutions.



# Sustainable Sports Fashion Trend Area

## ISPO Beijing 2024 Global Debut

- "2025 Spring/Summer Asian Sustainable Fashion Trends"
- "2025 Spring/Summer Sustainable Fashion Color Palette"
- "Assessment of Sustainable Fashion Products - Chemicals" (T/CFCAT 002-2023)
- "Assessment of Sustainable Fashion Products - Textiles and Related Products" (T/CFCAT001-2023) Group Standards.

## Significance and Next Steps

- Clear the concept of "Sustainable Fashion Sports", proposing definitions, scope, and evaluation systems for "Sustainable Fashion" products in the global standardization field. The standards possess international applicability and industrial synergy.
- Develop service systems with commercial value, helping local enterprises better integrate with international standards and enhancing their advantages in global competition. At the same time, promoting the development of domestic sustainable ecology.

## Partner:



# ISPO Textrends

- For designers and product managers, searching for new creative materials is like finding a needle in a haystack.
- ISPO Textrends will recognize the most innovative fibers, fabrics, and component materials in the sports and outdoor sectors. Industry experts will forecast the trends in textiles and apparel for the next two years.
- An international jury will select up to 60 shortlisted products from two categories: high-performance textiles and components and clothing.
- From the nominated products, the jury will choose the "**Best Product**", "**Top Ten Products**", and "**Selected Products**".
- ISPO BJ2024 showcases the textile trends for 2025/26 autumn/winter. The debut of the 2025/26 autumn/winter trend handbook in China brings the most innovative functional materials for sports product designers, product managers, and others, covering six major categories including base layers, mid-layers, and accessories.

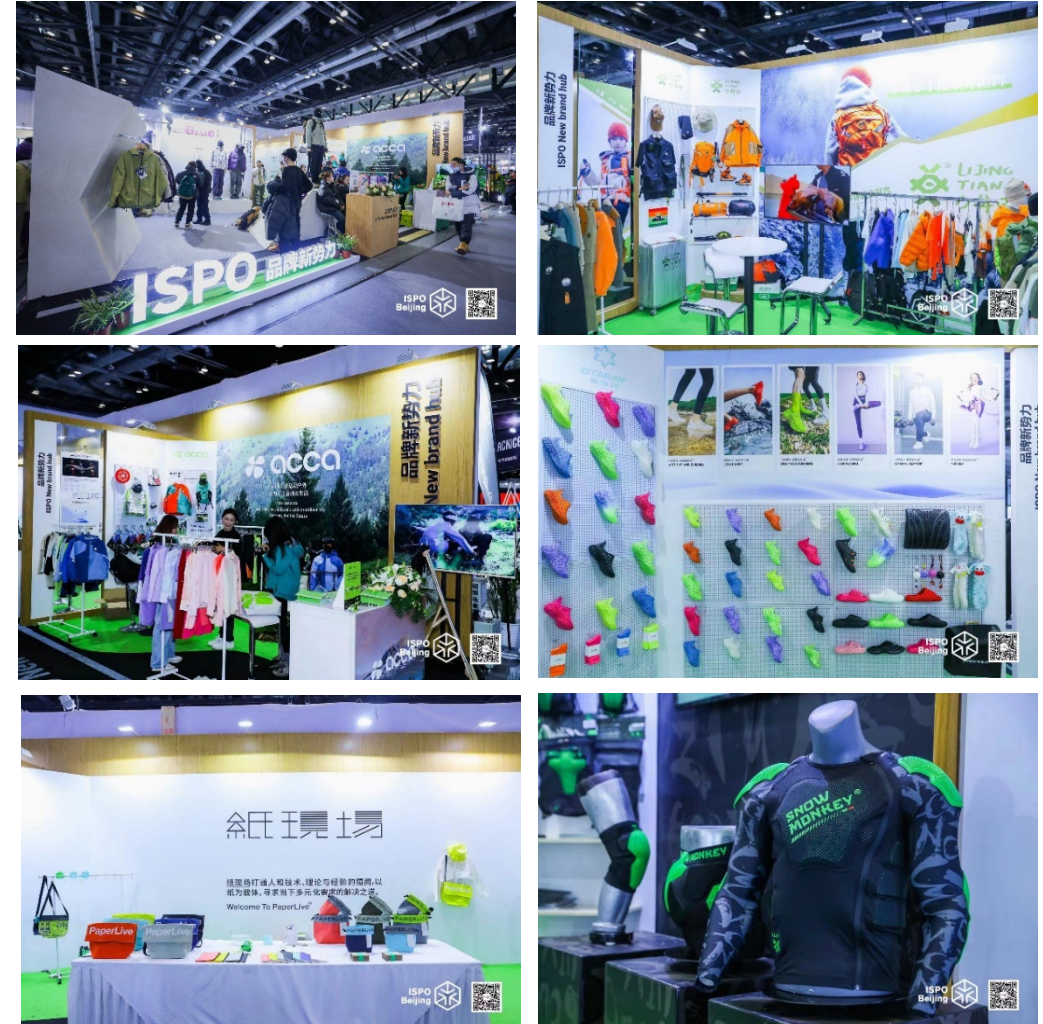


# ISPO New Brand Hub

Under the impetus of the epidemic, many new outdoor brands have emerged in the domestic sports and outdoor track.

**During ISPO Beijing 2024, ISPO created its first exhibition area for ISPO New Brand Hub.**

- Gathering 9 new outdoor brands.
- Focusing on lightweight, new materials, design power, and sustainability.
- Covering fields such as clothing, footwear, protective gear, and children's outdoor activities.
- Presenting products that combine outdoor functionality and aesthetic display.



# ISPO Road Trip lifestyle

Creating a better Road Trip Lifestyle together!

- **China RV Golden Deer Awards**

A total of **17 RVs of 5 types** were displayed in the exhibition site, including 8 commercial RVs, 4 off-road camping RVs, 3 trailer RVs, 1 coffee truck and 1 tractor.

- **Road Trip industry events**

Cross-border Integration and Innovative Development Conference in the Road Trip Industry

First China RV Golden Deer Awards Ceremony

Road Travel: Driving Through China's Tour Routes

Fashionable RV, Culturally Creative Camping



# ISPO Motolife

- **Motolife area**

ISPO built a motolife area for the first time. It exhibited the charm of motolife through three theme scenes such as city, rainforest and desert. **Bringing you well-known motorcycles and surrounding brands.**

(TRS ONE RR, TRS ONE KIDS, KTM EXC 300 SIXDAYS, KTM 790 ADV R, Furchtlos, BS, etc.)

It not only shows the strength of China motorcycle industry, but also promotes the development of domestic motorcycle culture.

- **The Future Of The Motolife, ISPO X CSDE**

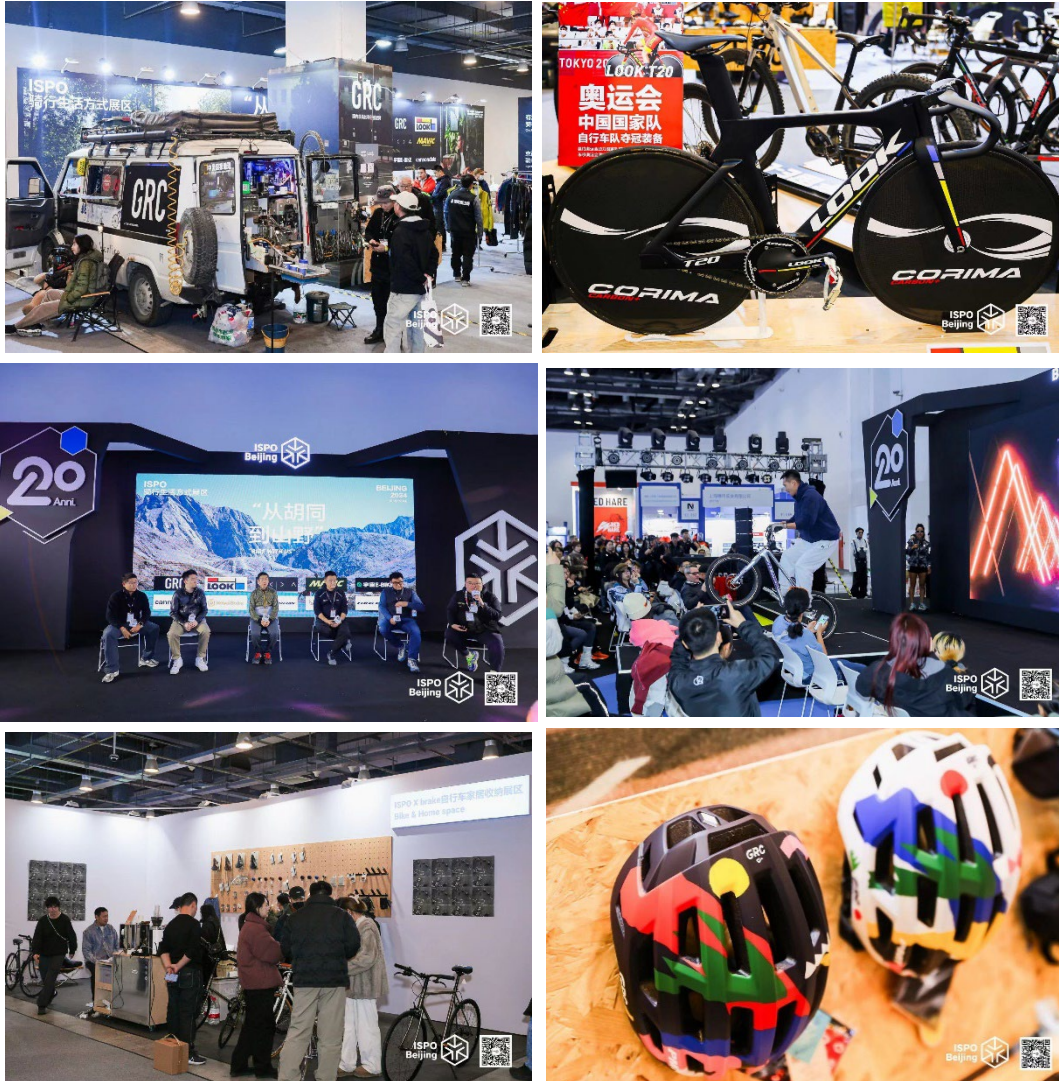
**Cross-circle integration, leading the new fashion!**

We hope more motorcycle brands can join the big community of sporting goods.

We also hope this cooperation can add more outdoor elements to motorcycle races.



# ISPO Cycling lifestyle Hub



Messe München Connecting Global Competence

## highlights :

- Cycling Multi-brands lifestyle store to display bike, equipment, accessories, cloths, experience etc.
- “ISPO x brake” bicycle & home
- Cycling brand talk salon
- 10+ cycling KOL invited
- 2024 China cycling race release
- Cycling photography in Beijing, to connect with Beijing cycling community.
- ISPO is “Bike-friendly” show ,provides bike storage service for visitors.

## Brands:



# ISPO Climbing hub

ISPO Climbing Hub is committed to promoting industry exchanges, conveying the fun of rock climbing, and letting more people know and experience rock climbing. There were so many practitioners, cross-border partners, sports KOL, and enthusiasts visited us.

- **Climbing product display area**

ARMBURY, EDELRID, HOATER, NANYI, WALLTOPIA etc.

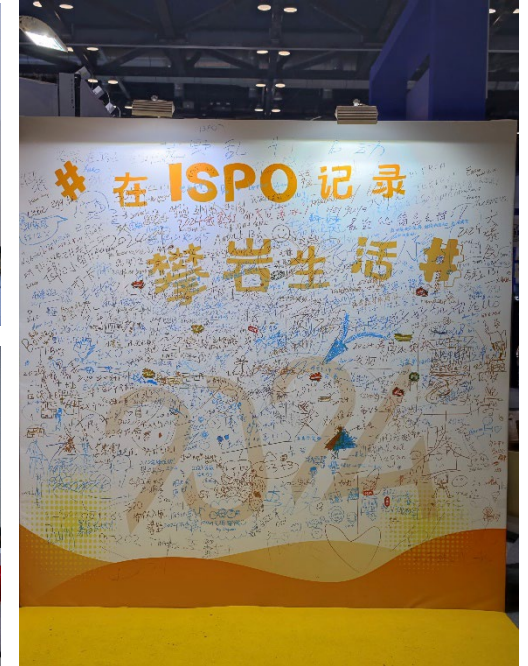
- **Rock climbing area**

We invited several excellent route setters to work for the ISPO climbing wall. We helped the visitors to get started in rock climbing through the introductory open classes. Nearly 1,000 people climbed the wall in three days.

- **Interactive area**

We launched the topic of # Recording Your Climbing Life in ISPO with the RED. Help the online promotion of climbing.

- In addition, we also promoted wild climbing and ice climbing with related association and foundation together.



# ISPO Urban Sports Zone

**ISPO Urban Sports Zone**, connecting a variety of different sports through space sharing. With a one-stop tasting experience to create a new exciting and interesting multi-category sports showplace around multi-community players.

## Categories Covered:

Frisbee, yoga, flag football, and DUPR. The newest sports craze. 'DUPR', makes its debut at ISPO, with DUPR certified coaches personally providing instruction for you.

## Cooperative Brands:



## Joint Promotions:



## Onsite Events:

DUPR Fun Experience & Competition

DUPR teaching for kids/teenagers

Club Activity Experience: (Offensive and defensive arrow / Roundnet / Dodgeball / SNC Ping Pong)

Yoga Classes (Universal Yoga/Yoga Sculpt/ Paddleboard Yoga /Inside Flow Yoga/Alignment Yoga)

**Messe München** Connecting Global Competence



# ISPO Urban skate block

## ISPO Urban Skateboarding Street Festival, a combo of PINK and BLACK!

Collaborating with Beijing Extreme Sports Association, Beijing Burning Ice, Homi Extreme, Wild Shark sport, Board and lifestyle Brands, Media and other parties, linking together sport enthusiasts. We invite you to join us with PINK BLACK.

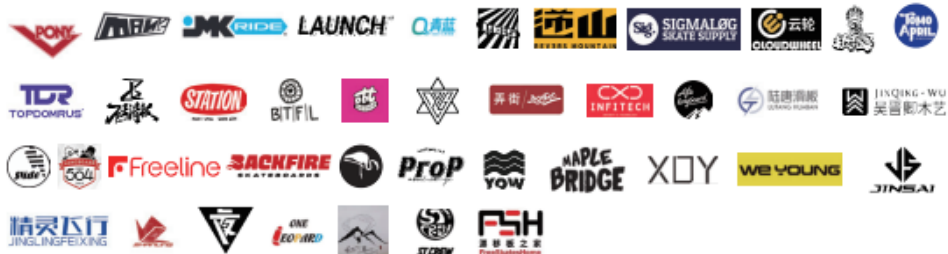
### Covered category

Surfskate、Skateboard、Balance plate、Freeline Skate

### Acknowledgement to Partners:



### Acknowledgement for Collaborative Promotion:



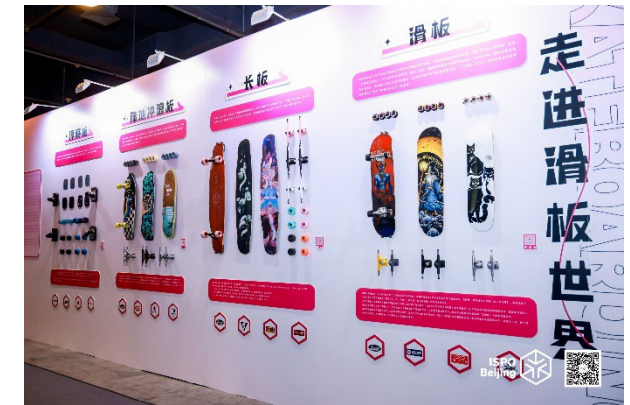
### Highlights & events

- Skateboard OLLIE Challenge - Two-Legged Race
- Skateboard Brawl
- Skateboard Ultimate Trick Jam

### Industry salon

《Stake board Industry Roundtable Forum》

Messe München Connecting Global Competence



# ISPO Sustainability Area

- Rediscover Beijing from symbiotic perspective---the theme of **"Live in Unity with nature"**.

## Including:

### 1) Natural Observation in Beijing

- Birdwatching---Another outdoor lifestyle

### 2) Outdoor Security in Forest

- Forest Fire Prevention
- Outdoor

### 3) Zero Waste

- Hiking x Zero waste
- Zero Waste lifestyle

### 4) Sustainability Market:15<sup>th</sup> booth

### 5) ISPO Sustainability Hub

- Sustainable topic lectures
- Sustainable craft workshops

合作伙伴 Partner (排名不分先后)



展区协办 Co-organizer

EcoEcho



# Extreme sports gallery

ISPO teamed up with ISPO chief experience officer, extreme athlete, and extreme circle club manager Mars Zhang Jing to create an extreme sports communication and experience space that showcases the cultural charm behind the thrills of extreme sports.

## 1) Equipment display

- Through pictures, text and sports equipment display,
- Showcasing 7 extreme sports and their historical stories.

## 2) Extreme Image Exhibition

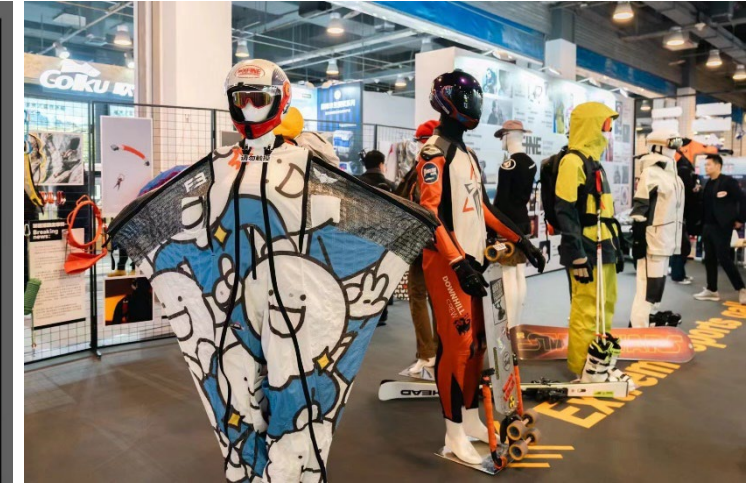
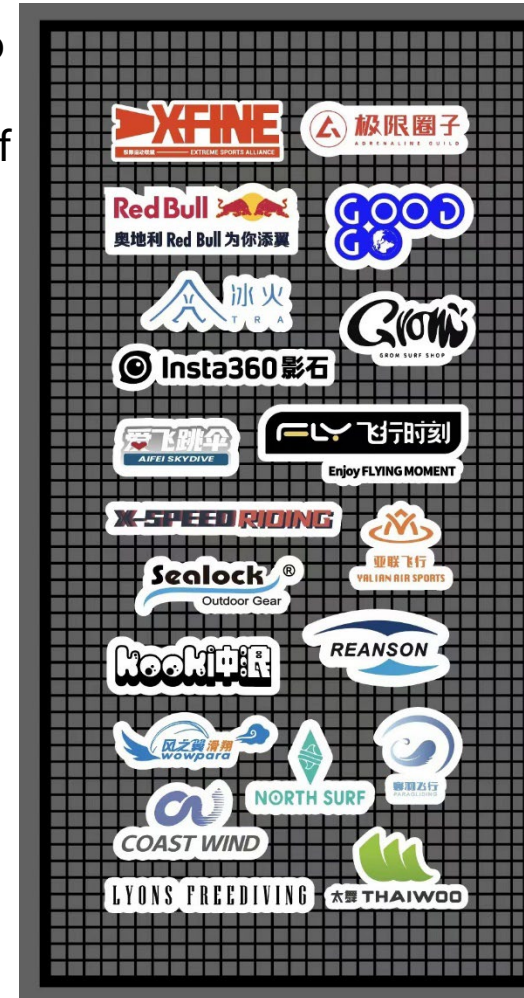
- The challenging story of extreme athletes going to heaven and earth, climbing mountains and seas

### 3) Extreme athletes topic lecture

#### 4) 23/24 extreme sports events

### 5) Snow mountain paragliding check-in

- Paragliding real-life experience



# ISPO Undersea photography exhibition

- ISPO Beijing 2024 joins hands with renowned diving photographer Liu Shuangbing (also known as “Shao Bing”) to present the “Into The Sea, Live a Story” theme photography exhibition. The exhibition showcases encounters with whales, the sound of waves, and the adventurous life of a diver. In addition, ISPO Beijing 2024 collaborates with a prominent domestic mermaid brand to bring a mermaid fashion show to the audience. Stay tuned for more exciting water-related exhibitions at ISPO Shanghai 2024.



# ISPOer OOTD show

Taking advantage of the 20th anniversary of ISPO in China, ISPO collaborates with brands that have had a tacit partnership for two decades, along with expert bloggers leading the forefront of promoting the sports lifestyle, and emerging brands participating for the first time. Together, they present an exciting showcase on-site.

The participating KOLs and brands showcased their unique sport-related fashion styles, reflecting their passion for sports. This included practical outfit displays, creative brand clothing styles, and fashion combinations breaking traditional boundaries, conveying ISPO's advocacy for sporty fashion alongside good friends.

## Participating Partners:

  
ORIGINAL GEAR

  
CSDE

  
KENDAL MOUNTAIN FESTIVAL CHINA

  
北京服装学院  
BEIJING INSTITUTE OF FASHION TECHNOLOGY

  
乐跑世界  
HAPPY RUN WORLD

  
Buff

  
阿良  
Camping

  
ALIANG CAMP  
阿良  
WE MUST HANG OUT SOMETIME 在露营

  
SSS  
POWSTER

  
KUN FAMILY

  
翼鯉飞盘  
YIKUN DISCS

  
Downplus

  
powster

  
@阿张宝贝儿

  
@张京Mars

  
westcomb

  
ISPO  
Accelerating Sports

  
锐伍

  
肯道尔  
国际山地电影节

  
Override

  
得物

  
ISPO



# ISPO in China 20<sup>th</sup> anni. events

## ISPO city tour in Beijing

Two weeks before the show, ISPO teamed up with 11 partners in Beijing, covering 37 stores, including outdoor brand shops, outdoor equipment stores, outdoor-themed restaurants and outdoor-friendly shopping malls, to plan outdoor tour routes.

## ISPO in China 20 years special events area

Interactive message boards, cake-distributing and seal-collecting activities were set up at the exhibition site.

Related topics have over 347,000 views in Xiaohongshu.



# TMALL×ISPO Outdoor Jackets Standard Hexagons Release

In 2022, Tmall Sports & Outdoors, in collaboration with ISPO, has been releasing standard hexagons for categories such as outdoor jackets, sun protection clothing, and tents based on national standards, industry norms, and platform product performance. These hexagons aim to help consumers make informed decisions and find suitable products. In 2023, Tmall Sports & Outdoors observed changes in consumer demand and upgraded the outdoor jackets standard hexagons to "Blue Label" and "Black Label," transforming the product chain in a platform-oriented manner to assist consumers in identifying and selecting outdoor jackets that truly meet national standards. At this year's ISPO Beijing exhibition, Tmall Sports & Outdoors and six core brands will present the Annual Hexagon Awards for outdoor jackets.



# SAVE THE DATE

## ISPO China

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