

ISPO BEIJING with new exhibitors and services

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Next year's ISPO BEIJING, starting Feb. 27, will welcome a few, mainly outdoor-oriented new brands premiering at the show. To the "freshmen" belong Haglöfs, Adidas Outdoor, Li-Ning, which has just launched its own line of outdoor gear, and Mammut Sports Group, in collaboration with the Swiss tourist board. More than 600 brands will occupy an exhibition surface of more than 40,000 square meters. Besides new exhibitors, ISPO BEIJING will also seek to attract more trade visitors with more events and services, including a simulation testing zone for cross-country runners. A special service is going to be a conference on how to present the increasingly important category of kids' sports apparel at the point of sale. After their success last year, the show will feature collective stands for brands from the U.S. and the U.K., the Outdoor Industry Forum, the Asian Pacific Snow Conference and the ISPO BEIJING Skate competition.

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