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Final Report

Sports Source Europe – 1st Sourcing Platform in Europe Kicks Off With Perspective

- About 1 000 trade visitors from 60 countries could procure information at the first European Sourcing trade fair for the sporting goods domain.
- Overall 78 exhibiting companies from 10 countries presented themselves in hall 4 of M,O,C on 3000 sqm of exhibition space.

Messe München GmbH as event organizer registered about 1 000 trade visitors for the premiere opening of Sports Source Europe. From 29 June – 01 July 2008, overall 78 exhibiting companies from 10 countries presented their products from the domains of ball sports accessories, cycling accessories, tissues and sportswear materials, fitness & gymnastics accessories, golf equipment and accessories, indoor equipment, outdoor equipment, rackets, skates & skateboards, sports safety & protectors, sports shoes, sports shop facilities & equipment, sportswear and accessories, track & field sports accessories, as well as water and winter sports accessories.

Certainly - due to the disproportionate short preparation time - the expectations were not met completely. Messe München GmbH gained new consumer groups with Sports Source Europe, however, this did not reflect the overall purchasing potential. Mainly the present core partners of Messe München GmbH – namely the exhibiting companies from China, Taiwan and Pakistan – could be attained. Furthermore, enormous potential is expected from the countries in Eastern Europe and Turkey, sourcing countries with increasing importance due to the capacity utilization in Asia. Also, despite a considerable

advertising and communication budget, the enormous information demand could not be covered and the objective to position the trade fair as an independent platform has not yet been fully met. It is under these preconditions that the opening of Sports Source Europe and its results have to be considered.

Manfred Wutzlhofer, Chairman and CEO of Messe München GmbH: "We see our foundation substantiated and we see further development opportunities for Sports Source Europe. The remarkable number of visitors indicates the importance of such an event and the clear potential that this industry generates. Finally, we should not forget that this trade fair is in the process of being established."

With Sports Source Europe, Messe München GmbH offered for the first time a sourcing platform of its own for the sporting goods and supply industry. Conceived as international, bi-annual sourcing trade fair in Europe, the new platform Sports Source Europe (SSE) addresses companies in search of premium high-quality products, as well as effective goods and services for their materials management. The hitherto very successful domain integrated into ispo as a preliminary trade fair is supposed to receive an even higher standing in the portfolio of Messe München GmbH through an individual platform of its own.

The next Sports Source Europe will take place as part of ispo Winter 09 from 01 - 04 February 2009 at the New Munich Trade Fair Centre.