

Press Release | October 28, 2025

Messe München and Raccoon Media Group establish joint venture for ISPO

Messe München and the UK-based media and events company Raccoon Media Group are founding a joint venture to further develop the ISPO show, the leading trade fair for the sporting goods and outdoor industry. By combining their expertise and introducing a new set-up, the partnership aims to unlock fresh growth potential and drive future development.

The newly announced partnership between Messe München and Raccoon Media Group marks a fresh start and opens up new growth opportunities, enabling a strong global positioning for ISPO. From 2026, ISPO will start with a new strategic concept, refined event date of 4-5 November, avoiding key international holidays and aligning more strategically with buying cycles. This also entails a change of venue. The new concept represents a significant strategic shift designed to futureproof the event for the evolving demands of the global sports and outdoor market and to once again, create an event that is globally significant.

The partnership comes along with benefits: Messe München, brings decades of industry knowledge, a global network, and a track record in organizing world-leading B2B trade fairs. Raccoon Media Group, on the other hand, is well known for its award winning sports and outdoor event portfolio across the globe, will bring its agile, entrepreneurial approach. Through this joint venture, ISPO can be organized agile and streamlined — better equipped to respond to evolving market demands.

Cooperation provides new impetus

The ISPO trade fair brand is a long-established hallmark in the sporting goods and outdoor industry and has evolved over the years into a key meeting point for product launches and innovations. At the same time, structural changes in the market have impacted the consumer goods fair segment. For example, shifts in buyer-retailer relationships — accelerated by the Covid-19 pandemic — have led to a significant increase in direct-to-consumer business among sporting goods manufacturers.

These developments have also affected ISPO at its Munich location, as reflected in declining visitor and exhibitor numbers. Nevertheless, there remains a strong demand within the industry for international

Maximilian Heiler
Corporate Spokesperson
Phone +49 89 949-21112
maximilian.heiler@
messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Germany
messe-muenchen.de

networking and exchange — especially in light of new market dynamics in brick-and-mortar retail.

The relaunch, including a new event date and the strategic partnership, is set to provide fresh momentum for the industry. Details of the transaction, including its volume, remain confidential by mutual agreement. The ISPO shows in Beijing and Shanghai are unaffected by the transaction and will continue to operate under the sole responsibility of Messe München Group. Both will remain closely aligned with the new joint venture.

“We respond to market changes with care and consideration. The joint venture with Raccoon Media Group is a real new beginning and brings opportunities for the continuation of our traditional event. The focus on the growth of our major events at home and abroad strengthens our global market position as a top trade fair company. The industry will benefit from the partnership and receive important impetus,” say the two CEOs of Messe München, Stefan Rummel and Dr Reinhard Pfeiffer, in a joint statement.

Mike Seaman, CEO of Raccoon Media Group, commented: “We are incredibly proud to take ISPO into its next chapter. By combining the rich heritage and reputation of ISPO with our agile, forward-thinking, community-driven approach, we are creating an event that not only reflects the future of sport and the outdoors but actively shapes it. Our investments in advocacy, hosted buyers and content underline our commitment to delivering tangible value for the entire industry—from grassroots organisations to global brands.”

ISPO 2026: New event date comes along with a new venue

As part of the strategic repositioning of ISPO, the event will take place on a new date and at a new location. In 2026, the leading trade fair will be held from November 4 to 5 at the RAI venue in Amsterdam. This earlier date was specifically requested by the industry and cannot be accommodated within Messe München’s 2026 event calendar. A future return to the Munich location remains explicitly possible.

Meanwhile, ISPO 2025 will take place as planned from November 30 to December 2, 2025 in Munich. The 2025 event will mark a dignified and memorable ISPO show in Munich under Messe München’s stewardship. This year’s edition will define the first strategic cornerstones for the future – a milestone event that provides the ideal launchpad for the next chapter. Following this remarkable event the leadership team of the newly established joint venture company will take the helm post-2025.

Messe München

As one of the world's leading trade fair organizers, Messe München showcases the world of tomorrow at around 90 trade fairs worldwide. These include twelve leading global trade fairs such as bauma, BAU, IFAT, and electronica. The portfolio covers trade fairs for investment and consumer goods as well as for new technologies. Together with its 1,019 employees (as of 2024) in the group and its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the USA. With an international network of subsidiaries and foreign representatives, Messe München is active worldwide. More than 150 events each year attract over 54,000 exhibitors and approximately 2.5 million visitors domestically and abroad. This makes Messe München a key economic driver, generating purchasing power effects worth billions.

About Raccoon Media Group

Raccoon Media Group is a dynamic, high-growth media business dedicated to serving passion-led communities across both B2C and B2B markets worldwide. Through its impactful events and media properties, Raccoon delivers year-round content, education and growth and networking opportunities to specialist, self-identifying audiences. Founded in 2018 the company has rapidly expanded its portfolio across health, wellbeing and specialist passion-led markets. Entrepreneurial and disruptive, Raccoon challenges the status quo, invests in exceptional people and creates sustainable events that foster industry growth and meaningful connections. Connect with us at www.raccoonmediagroup.com.