



ISPO Munich 2024: Health, technology and sustainability – The future is now

Munich, 5 DECEMBER 2024 – Markets around the world are undergoing realignment, and the sports and health industry is actively shaping their makeover. ISPO Munich 2024 showed what is important: health, technology and a new understanding of sport.

With nearly 2,300 exhibitors from 50 countries, 55,000 participants from 113 countries, six high-profile conferences - SPORT MARKE MEDIEN, Sports Tech Nation, German Trainers' Summit, Ski Industry Climate Summit, therapie MÜNCHEN and BIOTEXFUTURE Fall Forum - along with impressive innovations, in-depth discussions and a clear focus on the future, ISPO Munich 2024 has become the platform that makes the industry's transformation visible and tangible.

- **150 trailblazing innovations:** From immersive sports experiences for injury prevention to VR-supported regeneration tools – ISPO Munich offered a foretaste of the future.
- **Sustainability Hub in partnership with Patagonia:** Paving the way toward a sustainable future Focussing on natural materials paves the way toward a circular economy and sustainable production methods.
- **78 top speakers and world stars on stage:** Andre Agassi, Malaika Mihambo, Alexander and Mischa Zverev, as well as Julian Nagelsmann and many more discussed health, sports and innovation.
- **ISPO Award as a benchmark for innovation:** 80 products received the highly coveted seal of quality for outstanding products, showcasing the industry's innovative strength in future-oriented areas.



- **Health as the main topic:** Panels and keynotes explored the new understanding of health and what it means for the sports industry. Read more about health in the ISPO whitepaper: [Sport, Health & Retail](#)
- **therapie MÜNCHEN:** With over 4,500 participants, the trade fair and congress on medical rehabilitation and corporate health was a perfect addition to the programme.
- **Global knowledge exchange on key future topics:** sports tech leaders, brands and rights holders, investors and over 300 start-ups exchanged ideas about the future of sports, technology and health at the conferences and the Expo area.
- **International meeting place for designers and developers:** over 1,500 designers and product developers from the sports, fashion, automotive, bike and lifestyle industries exchanged ideas about material trends, technologies and circular design.

“These developments underscore the potential and importance of key topics such as health, technology and fashion for the future of the sports industry. There is a lot of talk about trends and innovations, which makes it all the more important for us to present a comprehensive spectrum of these future-oriented topics in a variety of ways, in order to give participants, the opportunity to learn and engage in dialogue with each other. Numerous conversations and encounters confirmed that with ISPO Munich we have successfully managed to merge technology and health, two factors which will determine the future of sports”, explained Tobias Gröber, Executive Director of the ISPO Group, drawing a positive conclusion.

HEALTH AS THE RESPONSIBILITY OF THE SPORTS INDUSTRY

At the **ISPO Future Lab**, the World Health Organization (WHO) warned that **81 per cent of children and adolescents worldwide** are not sufficiently active. This inactivity causes billions of dollars in economic damage every year and has an enormous impact on the entire healthcare system. These and many other challenges were the focus of ISPO Munich 2024. Keynotes and panels clearly showed that the sports industry doesn’t only need to deliver products, but can also become an engine for a better life.

“We talked a lot on this panel session about what's the opportunity with sports tech to get more people to be active, not just sitting on our phones. We need governments to come to the table, and that is where we fundamentally believe that ISPO has an amazing platform to bring together all the key stakeholders that are critical to this issue around tackling physical inactivity.” says Emma Zwiebler, CEO of the WFSGI, during a discussion on the main stage.

INNOVATION AS A DRIVER OF CHANGE

ISPO Munich also served as a stage for groundbreaking technologies. These ranged from **VR-supported regeneration tools** through **wearables** that measure muscle fatigue in real time, to **AI-controlled fitness devices**. The “Future Lab” was particularly impressive with its presentations of technologies, solution providers and outstanding, award-winning products with the potential to fundamentally transform the sports industry.



“If we can use technology to ensure we're more active throughout our day, we could have a much more active lifestyle. [...] The speaking topics at ISPO this year have been phenomenal. They've been very diverse, covering different ages, genders, products, and challenges. You name a topic – it's here”, says Grace McNamara, Founder & CEO of The Collective, supporting companies to drive a healthier tomorrow through business growth and leadership development.

SUSTAINABILITY: NOT A TREND, BUT AN OBLIGATION

The **Sustainability Hub in partnership with Patagonia** made it clear how the industry can contribute to climate protection. Brands like Adidas and Gore-Tex showed that high-performance products can also be sustainable. The use of **algae as a renewable raw material** is particularly innovative. "ISPO is a place where like-minded businesses come together—businesses that share our mission of connecting people with nature. But what Patagonia does alone isn't enough. We're just one small part of a much bigger picture. If the outdoor and sports industries unite and use our collective voice to push for stronger environmental protections, we can drive the systemic change our planet urgently needs", states Beth Thoren, Environmental Action & Initiatives Director EMEA at Patagonia.

CONCLUSION: THE FUTURE BEGINS NOW

ISPO Munich 2024 proved that it is indeed a platform where health, technology and sports are rethought and redefined. The numbers and eloquent voices of the participants made it clear that ISPO Munich is the place to be for anyone who wants to be formatively involved in topics such as sustainability, combatting inactivity and promoting technological transformation.

FURTHER QUOTES FROM PARTICIPANTS AT ISPO MUNICH

“I really love what I have seen. [...] And I love these panel discussions. I love how it brings the entire industry together. We have so much knowledge and suddenly the discussion is becoming so much broader than what it used to be in the past, [...]. Now we're really bringing the entire industry from different angles together. A lot of expertise, a lot of exchange and networking, and I really love the vibe that I'm now feeling today. Here.”
Marina Moguš (SVP/GM Central Europe at adidas)

“This was a great experience. ISPO here in Munich. I mean, to watch the sporting world come together from behind the scenes, from a technology standpoint, from an innovation standpoint, you know, it's great. It's everybody pushing to make sport bigger and better [...] what a great place to express your vision for different enthusiasms and, yeah, it was a great experience.” Andre Agassi

“Arriving at ISPO on day one, I found the familiar, yet brand-new energy of a vibrant trade show that seems to be ever more elusive. I came with my usual agenda items in mind: find



some new ideas and brands, discover new technologies pushing the market forward, put a finger on the pulse of the outdoor market as a whole and to deepen relationships with key vendors. Day one was a great success on all fronts for me. Stepping outside my comfort zone in the US market has really allowed me to expand my vision of future possibilities in the outdoor market.” Brian Mildenstein (Owner, Fin & Feather Outdoor Stores, Iowa, USA)

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“I think what we are doing with ISPO is about creating a new experience for designers who visit the trade show. And I'm really grateful that ISPO has given me the opportunity to invite those people from other industries to come here, to share their insight, to give fresh perspective. And so it's just opportunities for people to meet and talk, and I'm sure that it's gonna create wonderful projects in the future.” Florian Auger (Director of design, OUTERCRAFT)

“ISPO is a community. People come here to see each other. [...] You can't replicate that on the Internet. The face-to-face conversations are what makes being in business really worthwhile. And when you come with a purpose, when you come to learn, when you come to engage, when you come to have these conversations, you go home with something you can't get anywhere else.” Hunter Lovins (President and Founder / Natural Capitalism Solutions)

Press and image material: [Press kit](#)

Further information is available at: www.ispo.com/munich

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About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform, which has been in existence since 1970, bundles an integrated range of industry-related analogue and digital services under the ISPO family brand. These include the world's largest multi-segment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai, the online magazine ISPO.com, and the business solutions ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy and ISPO Textrends. With this wide-reaching portfolio of innovation promotion, industry networking, know-how and editorially prepared content, ISPO operates 365 days a year with the aim of supporting companies and sports enthusiasts and promoting a passion for sports worldwide.



About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.