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China’s Outdoor trade show ads more space and exhibitors - asia bike gets it own date in October - Premiere of the 1st Asia Outdoor-China Bouldering Open

Eighth Asia Outdoor set for a strong showing

Nanjing/Friedrichshafen - China is enthusiastic about outdoor sports too. From July 24 to 27, 2013, about 600 national and international exhibitors (2012: 570 exhibitors) will be presenting their newest products and innovations at the Asia Outdoor in Nanjing. In 2013, for the first time China’s flagship trade show for outdoor sports will take place without the bicycle trade show which has been held in conjunction with it for the last two years. "The asia bike is being held from October 10 to 13, 2013, because the July date was too early for the bike industry to premiere its new products. To get the asia bike off to a good start, however, it was the right decision to hold the first editions of the asia bike parallel to the Asia Outdoor," explains Knut Jaeger, chairman of both events.

Spread over 52,000 m2/ 560,000 sq ft (2012: 48,000 qm/517,000 sq ft) , the Outdoor trade show in Nanjing will offer a broad selection of the latest equipment, functional apparel and shoes in all of their variations, as well as every kind of accessory for nature sports imaginable. "In the last
few years, the Asia Outdoor has not only developed into the largest industry meeting in China, but into the third largest outdoor trade show worldwide after the OutDoor in Friedrichshafen and the Outdoor Retailer in the USA. It is a flagship trade show whose influence now reaches far outside the People’s Republic of China. Companies, dealers and outdoor experts from every province of the country meet at this marketplace”, emphasized Knut Jaeger. This year, the show’s high-level exhibitors will again include China’s market leader Toread, with world market leader The North Face exhibiting for the first time.

A highlight of the first and second day of the show will be the 1st Asia Outdoor-China Bouldering Open, in which athletes from China, neighboring Asian countries and the USA will face off against one another. The event is being organized by the Chinese Mountaineering Association (CMA) and The North Face and is sponsored by the trade show itself and by Kailas, the number one outdoor specialty retailer in China. The goal of this cooperation is the targeted promotion of climbing sport in China. The trade show has erected a large mountain village for this event and other mountain sport activities. The rest of the supporting program has also been expanded and improved. Panel discussions, fashion shows, professional safety demonstrations and training courses for dealers and salesmen in the mountain village are also part of the program, as are slacklining courses and a tent city. The organizers of the show (German Messe LTD / Messe Friedrichshafen and their co-partner in Nanjing) expect between 23,000 and 25,000 industry visitors from around the world to attend in 2013.
Current figures on the increasingly competitive Chinese market, the growing strengths of Chinese producers, and current questions about the future of outdoor sports in China are examined and addressed by the new Chinese market study which will be presented at 3 p.m. in the Paris Conference Room on July 12th, the second day of the flagship trade show the OutDoor in Friedrichshafen.

The eighth Asia Outdoor takes place from July 24 to 27, 2013. More information is available at: www.asian-outdoor.com.

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