

Market Introduction Program for China.

February 11-13, 2020 / Beijing, China

Our three-days program offers a unique combination of knowledge, networking and best practices. The event is aimed at all companies, brands, associations and clubs who want to better assess their chances in what will soon be the largest sports market in the world.

The seminar will take place in connection with ISPO Beijing (February 12-15, 2020).

Schedule

Day 1: Seminar day

Day 2: Guided tour of ISPO Beijing +
VIP networking dinner

Day 3: Sports retail tour in Beijing with guide

Optional:

- All conferences at ISPO Beijing
- Asia Pacific Snow Conference 2020
- Ski resort tour (Feb 15-16)

Participation fees

- Non-exhibitors 1,900 €
- Exhibitors 1,300 €
- Seminar day only 900 €
- Ski Resort Tour 650 €

Any additional coworker from your company receives a 50 % discount. Please notice: Accommodation and travel costs are not included in the package.

How to participate

Interested in attending? Send an email to beijing@ispo.com.

We look forward to hearing from you!

More information:
ispo.com/academy

Agenda Seminar Day

- 9:20 - 9:30 - Welcome speech by ISPO
- 9:30 - 10:00
Introduction to the Chinese sports market
Martin Kössler, Hugin Biz
- 10:00 - 10:30
The winter sports market on the way to WOG 2022
Mr. Bao Yonglin, President China Golden Snowflake Ski Industry Alliance
- 10:30 - 10:45 - Coffee break
- 10:45 - 11:15
Legal Protection for Selling in China
Maarten Roos, R&P Lawyers
- 11:15 - 11:45
Retail trends in China
Robin Trebbe, Managing Director China & Asia Pacific at Intersport
- 11:45 - 12:15
E-commerce : discover your opportunities
Speaker: tbc
- 12:15 - 12:45
Digital marketing channels in China (Tik Tok, Wechat, ...)
Oliver Wang
- 12:45 - 14:00 - Lunch break
- 14:00 - 17:00
Networking, round table, Q&A
We invite distributors and brands who have experience in the Chinese market to share their best practice and experiences. MIP participants can ask questions and discuss the best strategy for entering in the Chinese market.