



SPORTITALY

TRADE FAIR FOR WINTER SPORTS AND OUTDOOR

BOZEN (ITALY) - 10th -12th FEBRUARY 2008

www.sport-italy.it

SPORTITALY READY TO START

The second edition of the Italian national trade fair of winter sports and outdoor is ready to start in Bolzano: great interest around all the new products which will be protagonist of the next season Autumn/Winter 2008-09.

Press release

Bolzano, 8th February 2008 – SPORTITALY opens its doors this Sunday morning, the B2B trade show dedicated to winter sports garments and outdoor. From 10th to 12th February, the snow business meets in Bolzano to discover what will be new the next season in terms of equipment, garments, footwear and complements. With more than 250 brand attending the fair, all Italian stores and buyers will have the chance to have an overview of the market and to get to know the protagonists of the Italian economy for the sport segment. SPORTITALY is something more than just an expo fair with boots, SPORTITALY has worked hard in the past months to enrich the programme of side events, strictly connected to this area.

Such as the **Trend & Innovation Gallery**, Fiera Bolzano main street is dedicated to the highlights of 70 selected products chosen by a group of experts from the most well known Italian distributors chains. Two criteria: on one side the “trendy” products and on the other side those who have high-tech and innovative contents. In the Trend & Innovation Gallery you can meet some of the most well known names of the snow business such as Peak Performance, Eastpak, Hilfiger, Vist, Think Pink, Sportalm Kitzbühel, Häglofs nominated for the “trend oscar category”, Atomic (with revolutionary Doubledeck skis), Dainese, Reebok, Salewa, Mountain Force and Patagonia nominated for the “innovation oscar category”.

“The winner is...” will be announced Sunday morning, at the end of the Opening Ceremony, to the first three winners of both categories.

Don't miss the cultural moment set up on monday 11th February a meeting named "**Consumer behaviour and distribution, opportunities and risks for the sport market**". Attending **Claudio Ranieri**, coach of the Juventus football team appreciated also for his style and for his competence, no matter what he does. This meeting has been organised in collaboration with ASSOSPORT and Federadas, directed by the sport journalist from La7 television, **Cristina Fantoni** and has two moments. Giancarlo Zanatta, Assosport President, opens the dialogues, followed by Carmine Gioia (Kunde & Co.) on the evolution of consumer behaviour and the importance of brand knowledge. Right after two contributions of Manfredi De Negri (Intersport Italia) talking about the Italian distribution market and Volfango Bondi (Nike Italia) highlighting the market leader point of view. In the second part of the meeting an open talk between many protagonists of the snow business: Marco Boglione (Basic Net), Giampiero Caleri (Federadas), Maurizio Governa (A.A.I.S.S.), Jean-Michel Granier (Adidas Italia), Flavio Mazzocchi (Intersport Italia), Primo Lorenzi (Nardis Sport) and again Volfango Bondi, Carmine Gioia and Claudio Ranieri.

Last year 3.790 have visited the first edition of SPORTITALY, coming from all over Italy, but for this year many more are expected to come, a positive attitude thanks to a service offered for the second edition of SPORTITALY by Fiera Bolzano: a "**call center**" who has personally got in touch by phone with each single store and buyer to recall to the owners the opportunities set up for this fair. A special collaboration with **Primus Touristik** the travel agency (tel.0471/059900) ready to organize the trip to Bolzano for all visitors, according to their needs

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SPORTITALY 08: THE SECOND EDITION AT THE STARTING GATE!

After last years first edition, Fiera Bolzano is organizing SPORTITALY, the trade fair for winter sports and outdoor, for the second time. The new slogan is: novelties, life style and looking to the future with optimism! After one of the worst winter seasons of the last decades, the whole trade sector has to give its best and look forward to the next season. SPORTITALY believes in this project and is therefore preparing a fair characterized by a lot of novelties:

- a new disposition of the exhibitors areas in order to give all enterprises a wide visibility;
- a new exhibition area dedicated to the young life style;
- a rich and high-quality supporting program for dealers and entrepreneurs;
- spectacular fashion shows;
- good connections with the main Italian cities in order to facilitate the trader's trip to Bolzano;
- a very efficient communication to inform the sport trade sector and to increase the number of visitors.

A new supporting team for a new and constantly developing SPORTITALY

In order to collect new ideas and to develop an efficient fair, Fair Bolzano has decided to form a new and larger supporting team, consisting of our partners ASSOSPORT, FEDERADAS and AAISS, famous entrepreneurs of important enterprises of the sector and expert advisors, which are arranged alphabetically below:

- Mario Colombo, COLMAR
- Marco Furlanis, AMER SPORTS
- Gianluca Coneglian, OBERALP SALEWA
- Marco Sancandi, L.M.O.
- Elmar Stimpfl, VIST
- Manuela Viel, ASSOSPORT
- Maurizio Governa, AAISS
- Enrico Rossi, FEDERADAS
- Carlo Brena, LDL COMUNICAZIONE

- Gaetano Memmola, EASTER EGGS
 - Erwin Stricker, RENTASPORT
 - Thomas Aichner, CONSORZIO TURISTICO MERANER LAND
- in addition to Fiera Bolzanos team, which is always at the disposal of exhibitors and professionals.

SPORTITALY in the centre of attention

SPORTITALYs press review is a proof of the enormous interest the trade fair for winter sports and outdoor has gained in the medias eyes: an infinite collection of articles that seems to be repeated in 2008!

SPORTITALY 08 will be animated by:

- spectacular fashion shows
- the "lifestyle corridor", where the current trends will be presented
- discussions about present topics
- workshops for dealers and companies

A unique design

Everybody who saw the first edition could see in what an effective, elegant and modern fair design SPORTITALY was presented.

The location: how to reach Bolzano

In order to make it easier for visitors to come to Bolzano, good connections with the main Italian, Austrian, German and Swiss cities have been planned. Interesting packages at favourable prices, to make the most of the trip to Bolzano, which is renown for the warm welcome it offers its guests.

The promotion

In 2007, SPORTITALY was in the centre of attention of the media. Here there are some representative figures:

- the word SPORTITALY was written almost 1.000 times in 182 articles dedicated to the event;
- 31% of the articles were published in specialized press of the sector, 23% in trade magazines, 38% in general press and 8% of the articles appeared in foreign magazines;
- On the internet, 262 Italian articles were published on specialized winter and outdoor sites;
- 105 journalists accredited themselves at the 2007 edition and about 10 of them were representing foreign media!

In 2008, in addition to last years communication plan, there will be further initiatives. Especially the communication towards dealers will increase through the use of newsletters and small folders. They will inform them about the novelties and the companies attending SPORTITALY 08. This years database counts on the 1500 shops that visited the fair last year and on a well developed national and international database of shops and professionals.

Information, information, information

SPORTITALY 08 is going to be an event characterized by a lot of information, since it is aimed at supporting and informing professionals of the winter sport and outdoor sector. It is fundamental to be always up-to-date, because this sector is changing day by day. This is why SPORTITALY wants to offer professional workshops to companies and visitors. The main appointments, which will enthuse, entertain and inform professionals, will be:

- fashion shows
- workshops for dealers
- workshops for companies

SPORTITALY Fashion

The fashion shows will take place 4 times a day and will give companies the possibility to expose their own products in the best way. Visitors, on the other hand, will therefore have the opportunity to see the latest fashion tendencies. Modern and spectacular choreographies will present the new sportive fashion collections best.

Informative Workshops for traders and companies

During SPORTITALY there will be many occasions to participate in high quality workshops dedicated to both companies and dealers.

Our Partners

SPORTITALY counts on the qualified support of a group of experts are engaged in the sector of sportsware in Italy and abroad, in order to organize an interesting and proficient tradeshow that meets the needs of the market.

ASSOSPORT, the Sports Ware Producers National Association, clearly supports the project and refers to the tradeshow as to an effective answer to the needs of a constant developing sector. (www.assosport.it)

AAISS, Association of Italian Sport & Sportswear Sales Representatives and

FEDERADAS, the National Federation of Sport Article Sellers support SPORTITALY.

SPORTITALY 08, make the most of this opportunity!

Renato Toluoso – Project 2010 – FISCHER

After one of the most difficult seasons in the last years, SPORTITALY represents an opportunity for the whole trade sector. We have to look at the future with optimism and take advantage of the meeting opportunities with the dealers, in order to give them all the information they need to choose the products to sell. We as Fischer in Italy won't miss this appointment with the reborn Italian fair for winter sports. We think it is a fundamental moment to support and strengthen the development of the sport commerce in Italy.

Giustina Demetz – Summit – PHENIX, SNOWLIFE

Our first participation in SPORTITALY has brought better results than expected. We could establish good contacts and could introduce our products to many visitors coming from all over Italy. Next years date is even better than last years, so that we will be able to

exhibit also the cloths collection samples and make the most of this absolutely necessary event for the Italian trade, which is supposed to help us out of this difficult period.

Marco Sancandi – LAFUMA, MILLET, OXBOW

As L.M.O. we have always been convinced that the Italian sports market needs a fair like this. Bolzano and the ambience created at the first edition made it possible to present a wide range of famous exhibitors. Unfortunately, the bad winter season prevented dealers from visiting the event. However, we are confident that dealers won't miss the opportunity to visit the next edition of SPORTITALY, since it has a fundamental importance for the whole sector.

Franco Pizzo – TIMBERLAND

We participated with enthusiasm in the first SPORTITALY and appreciated several elements. It is necessary to have a national event where professionals of the winter sport and outdoor sector can meet. We believe that we are the actors of our market; SPORTITALY was born to be the meeting point of this trade and we will continue exhibiting our products with enthusiasm.

Markus Milbrandt - LEKI

Leki is pleased to participate in next years SPORTITALY - the Italian professional fair for wintersports and outdoor, again. As well as in 2007, we will be present in 2008 with all our representatives in order to develop our vending throughout Italy and the Alpine region at the borders to Italy. Bolzano and Italy are an important market for us, in which we can present our products, which are estimated throughout Europe. Our innovative ski gloves and ski sticks will be of particular interest at this fair, which is characterised by a huge growth potential.

Silvano Marini - MARINI SILVANO

After one of the worst winter seasons of the last decades, the winter sports- and outdoor fashion industry requires more than ever a meeting point like SPORTITALY. In my opinion, this trade fair is a great opportunity to meet companies, dealers and agents. In order to succeed, it is crucial that the whole market participates in this fair. SPORTITALY is an informative and helpful fair. In its modern and professional ambience, it is easy to socialize and to exchanges ideas. The company Marini Silvano believes in SPORTITALY. Thus they will attend the fair in 2008 once again and present their modern and premium fashion products.

Marco Sempreboni - BRUGI

SPORTITALY is the ideal stage for the presentation of Brugis new collection. Thanks to the fairs perfect location, in Bolzano we have the possibility to meet new potential Italian customers and those coming from the whole Alpine Region. Furthermore we can stay in contact with those dealers who already sell Astrolabio, Nordsen and Brugi. It is important that SPORTITALY cut one's one path, because I think that this fair is an essential meeting point for the whole winter sport and outdoor market in Italy and the Alpine Region.

Marco Danieli - IDEA

The company IDEA is glad to take part again in SPORTITALY. Next year we are going to present our new collection for kids CACAO and there will be a novelty as well: a special edition to celebrate the 30th birthday of CACAO, dedicated to our classic clients (the kids) and to their parents as well (and adults in general). SPORTITALY is the ideal showcase to celebrate the 30th birthday of CACAO.

Gianluca Mastellini - MICO

MICO presented its collection at the last edition of SPORTITALY and, despite the bad winter season, the company was satisfied with the fair and the contacts gained at the fair. MICO, today, is a synonym of quality and refers to its technical distinguishing marks, which support every climate. Our goal is to introduce the quality of your products in the best way at the fair and SPORTITALY gives us the possibility to do that.

Georg Ploner - FENIX OUTDOOR ITALIA

The Swedish FENIX OUTDOOR AB has always been one of the most important companies in the outdoor sport. Fenix Outdoor represents the significant brands FJÄLLRÄVEN and HANWAG, which are going to gain fame in Italy through the opening of Fenix Outdoor Italia. SPORTITALY is an important starting point for us, in order to place the brands on the Italian market and to get in touch with a lot of dealers. This is why our participation in the fair is fundamental.

What visitors say about SPORTITALY 2007

Tonino Mele of Mida Sport Napoli (NA – Italy)

SPORTITALY is a fair that has filled the gap of an event in the winter sport and outdoor trade, it is an appointment that has to be recorded on the calendar. I hope that the whole sector will be there at the next edition of the fair: all the important enterprises and also all the dealers.

Alberto Pirolo of Consorzio Sport E+ in Ariano Irpino (AV – Italy)

The fair is an important way of meeting with the professionals of the sector. The ambience was warm, attractive and effective. Furthermore, Bolzano offers a warm welcome and high quality services at reasonable prices. The town is located well: we didn't have any problems to reach Bolzano from Naples.

Franco Milella of Fantastico lo Sport in Bari (BA – Italy)

We are a group of 7 shops from the region of Puglia in the south of Italy and we think that this event has to be organized every year. There is the need to increase the already good number of exhibitors. Bolzano is a good location since it offers accommodation at a reasonable price: it is a good value for money. In addition, it is not difficult to reach the town. It could be helpful to collaborate with a travel agency that works for SPORTITALY and which is instructed to organize travel, accommodation, restaurants etc.

Scaini Sport in Arcene (BG – Italy)

We came with interest and found a gorgeous ambience and a wide range of important

companies. We hope that the organization of this fair will go on and that more and more enterprises are going to take part in this event since the dealers need them all.

Claudio Campagnolo of Consorzio Sport 2000 in Bassano del Grappa (Italy)

We are a group of 8 dealers from the Veneto region and we visited SPORTITALY with great interest. Fiera Bolzano has set a good base for developing an important fair. The only thing that is missing is a stronger participation of all the professionals of the sector. I hope that in future, dealers will visit numerously the event in order to improve the trade of winter sports and outdoor in Italy.

Michael Demetz of Piz Blanc in Ortisei

This fair is important for the market, it has to be encouraged. Dealers want the enterprises to be there as exhibitors, especially the ones of the winter and outdoor sector. Unfortunately, the date of the fair was set during the Carnival season, which is a busy period for dealers in mountain areas.

Mauro Cavalca of Cavalca Spa in Brenno di Arcisate (VA - Italy)

SPORTITALY is the event we were waiting for. It is an interesting fair in a well cared ambience. Unfortunately some companies of the winter sector were missing and the first edition took place after one of the most difficult winter seasons in the last decades. But I believe that the fair should be organized further on.

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