



EOG and Messe München Decide to Pause OutDoor 2025

Munich, 13 FEBRUARY 2025 – “Sometimes, courageous decisions are needed”, said Christian Schneidermeier, who recently took on his new role as Director of the European Outdoor Group at the beginning of February. “But beyond being courageous, our decision not to hold OutDoor in 2025 is logical. Despite our best efforts – ranging from a new trade fair concept to thorough discussions and appeals – the number of registrations that we have received to date indicates that we will not achieve the goals set for OutDoor 2025. If we cannot meet these targets of 20 percent more exhibitors and visitors, I believe that not holding the trade fair this year brings us greater opportunities than risks. At the same time, we are also expanding our strategic partnership with Messe München to strengthen our future endeavors.”

Messe München has also recently undergone organizational changes. Harald Kirchschrager, Executive Director Strategy and Development, has taken overall responsibility for the ISPO Group. “Careful analysis of the facts has shown that we have not achieved what we had hoped for. Christian and I looked each other in the eye and agreed to pause OutDoor. We see this as a significant opportunity for a fresh start, allowing us to allocate all necessary resources on further strengthening ISPO Munich as the central global platform for the sports and outdoor industry. Under the leadership of Exhibition Director Lena Haushofer, we will consistently pursue and develop this approach.”

“We are undeniably disappointed, as we invested considerable energy into developing and promoting the new concept for OutDoor 2025”, states Exhibition Director Lena Haushofer. “Nonetheless, we are confident that ISPO Munich 2025 will serve as an effective platform for addressing the pressing and relevant future issues of the outdoor community, both for exhibitors and visitors, given the current circumstances.” These will be given special consideration in the development of the hall and conference concepts. Registration for ISPO Munich 2025 will open next week.



For the EOG, 2025 is all about transformation. After the announced postponement of the European Outdoor Summit, the appointment of a new director and the upcoming re-election of board members and the presidency, pausing OutDoor is a next logical step. Christian Schneidermeier describes the current situation at the EOG: "We will use 2025 to conduct necessary analyses and develop all measures needed to get off to a flying start again in 2026 – with new names on the board, fresh ideas and compelling formats that will offer real added value for industry participants." One task will be the conceptual development of the two formats, ISPO and OutDoor, within the framework of the strategic partnership between EOG and Messe München.

The outdoor industry has repeatedly emphasized the importance of a global platform for networking and information exchange. In 2025, despite the cancellations, there will be two excellent opportunities for this: the EOG will once again support the well-known and successful Sustainability Hub at ISPO 2025. Additionally, work is underway on a "Sustainability Conference," which will provide an opportunity for personal exchanges on the numerous sustainability topics within the industry around the originally planned OutDoor date.

"We cordially invite all stakeholders in the outdoor industry to attend both the conference and ISPO 2025, and we look forward to productive discussions within the community", conclude Harald Kirchschlager and Christian Schneidermeier on behalf of Messe München and the EOG.

All brands that registered for OutDoor within the early bird discount period will be contacted personally and informed about booth bookings for ISPO Munich 2025. Existing registrations will be canceled free of charge. Registration and further information about ISPO Munich can be found at: <https://www.ispo.com/munich>.

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Press information is available at: [press kit](#)

Contacts for journalists

haebmau ag

Caroline Reuss

caroline.reuss@haebmau.de

+49 (0) 89. 381 08 142

haebmau ag

Anne Brünger

anne.bruenger@haebmau.de

+49 (0) 89. 381 08 173

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 OutDoor

OutDoor is the global event platform for the outdoor industry and offers the opportunity to get a quick overview of the market, discover innovations, be inspired by new products and network with the outdoor community. OutDoor offers exhibitors a perfect platform to meet the entire industry and to inform the most important retailers about the new season's

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products at the best time. Trade visitors can expect an optimal mix of trade fair, conference and networking events. Since 2019, OutDoor has been organized by Messe München and the European Outdoor Group (EOG).

About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at around 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 1,300 employees in the group and associated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Each year, more than 150 events attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.

About the European Outdoor Group

The European Outdoor Group was founded in 2003 (formally constituted in 2005) by 19 of the world's largest outdoor companies, all of which recognised the need for a cohesive, cross border approach to representation of the outdoor sector. In a world of increasing internationalisation, legislation, environment, the media and trade are all now multinational issues. The combined strength of the EOG's 153 members provides the group with an extremely powerful force to represent the European outdoor industry in a constructive and positive manner.