

STATEMENT FROM THE EOG PRESIDENT



Cancellation of OutDoor by ISPO Global Summit Edition

Dear colleague,

By the time you read this, it is likely that word will have reached you of the decision to cancel the OutDoor by ISPO Global Summit Edition, that was due to go ahead from 5-7 October. As I am sure that you can appreciate, it was an extremely difficult decision to put a stop to the event so close to it starting, but, along with our partners at Messe Munich, we know that this is the correct move to make in the current context.

I am proud of the great concept and conference programme that the EOG team has created and was ready to roll out during next week's event. The carefully curated content had been very well received by those people in the outdoor sector who our team had talked with as they planned the schedule. We were very much looking forward to delivering a varied, rich and thought provoking programme, and are grateful to everyone who had agreed to contribute their time and expertise.

Along with the rest of the EOG team, I am very sad that the event now cannot go ahead this year, but the simple reality is that the collective outdoor trade is continuing to face some major immediate challenges from the ongoing global situation. At this time, it is an extremely hard ask to expect leadership teams around Europe to put essential work to one side and come to a conference for three days.

However, I am pleased to confirm that the content we developed will not go to waste. We are now looking forward to ISPO Munich from 23-26 January 2022, when the trade will finally be able to come together in the numbers that we remember. With support from Messe Munich, we will present the conference programme (insofar as participants are able to join us then too) within the new Experience Hall at ISPO Munich, both adding more value for the outdoor industry to the first trade gathering of next year, and helping important material and messages to reach an even bigger audience.

Finally, I would once again like to express huge thanks to everyone who worked so hard to create our programme for next week, from our own executive team (supported by the EOG Board), to our enthusiastic individual members, our partners at Messe Munich, and the many industry friends and colleagues who were planning to travel and deliver or attend the event. We will all have to be patient for a little bit longer, but rest assured that everything is on track for a very special return to face-to-face events early in 2022.



Mark Held,
President of the European Outdoor Group.

Mark Held

