

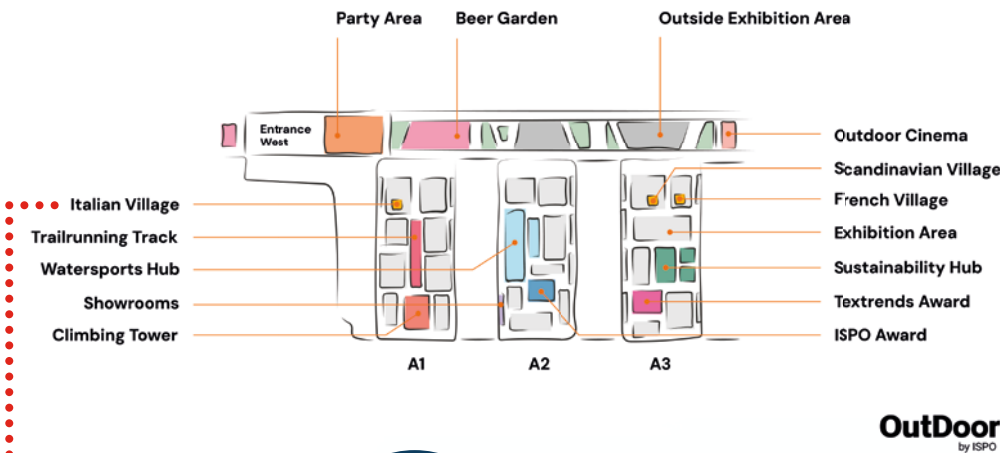


**Munich**  
**3.-5. June**  
**2024**

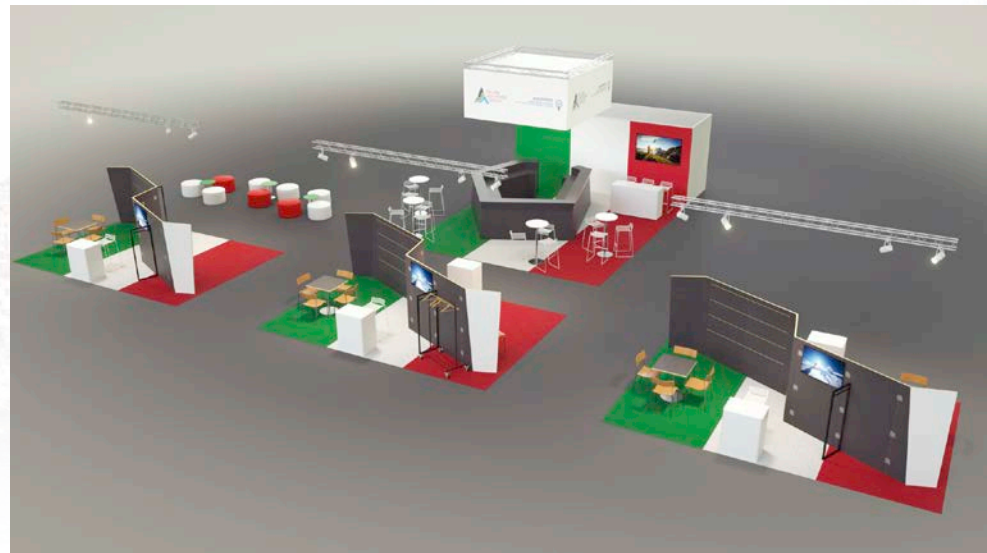
**Italian Excellence at**  
**OUTDOOR by ISPO** 

EXHIBITION GROUND PLAN

Our Fairground



Hall A1  
Stand 210



CATALOGUE OF THE ITALIAN EXHIBITORS

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C.B.T. ITALIA SNC

Hall A1  
Stand  
211-2



FIZAN SRL

Hall A1  
Stand  
206-1



GABEL SRL

Hall A1  
Stand  
208-2



GREENTEX SRL

Hall A1  
Stand  
206-2



MASTERS SL

Hall A1  
Stand  
211-1



SAMPAOLI ANDREA CREAZIONI

Hall A1  
Stand  
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## DEAR VISITORS,

I am very pleased to welcome you at Outdoor by ISPO 2024, the global platform for the outdoor industry and community.

The Italian Trade Agency will participate with 6 Italian exhibiting companies and in cooperation with the Italian sport association ASSOSPORT in Hall A1 islands 206, 208 and 211. Among the products presented will be race bicycles, trekking and nordic walking poles, water repellent jackets and handmade jewels for mountain lovers.

With more than 200 companies producing sporting goods for the outdoor market, Italy is the 4th European country in terms of turnover in the sector. In 2023 the country ranked 6th on Germany's supplier list, with a value of 58 Million Euro and a share of 4.2%, substantially higher than its performance in

2022 (2.9%). Regarding German exports to Italy, there was a decrease of 11% to 76 million Euro in the period 2022-23. In 2023 Italy's market share of total German exports remained almost unchanged from the previous year.

I wish you a successful participation at Outdoor by ISPO 2024 and fruitful new business prospects.

For further questions please get in touch with our Berlin Office or our team at booth A1.210, we will be happy to provide you with any information and assistance you may require.

Yours sincerely,

Ferdinando Fiore Director  
ICE Berlin Office



## ITA – ITALIAN TRADE AGENCY

The ICE – Italian Trade Agency is the Italian government organization working to develop, facilitate and promote economic and commercial relationships abroad and marketing Italian goods and services internationally. It further promotes the "Made in Italy" image around the world and Italy itself as a destination for foreign investment.

The ICE – Italian Trade Agency operates under the authority and supervision of the Ministry of Foreign Affairs and International Cooperation (MAECI). Through its international presence, alongside the Italian diplomatic network, the ICE – Italian Trade Agency works together with business organizations and other public and private entities to offer coordinated support for businesses and Italian organizations involved in the globalization process.

From its Rome headquarters, with offices in Milan and around the world, the ICE – Italian Trade Agency provides information, assistance and promotion services to businesses and institutions, encouraging cooperation within the industrial, agricultural and agrifood sectors, distribution and tertiary businesses, to expand the presence of Italian companies on international markets. In order to support the Italian industrial and foundry sector the ICE – Italian Trade Agency offers a wide range of initiatives worldwide, such as participation in trade fairs, presentations and bilateral workshops.

In Germany the ICE – Berlin office organizes many promotional events with Italian regions, provinces, manufacturers associations, chambers of commerce, private companies and collective pavilions in international trade fairs.

### For further information:

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[www.ice.it/en/markets/germany](http://www.ice.it/en/markets/germany)

## ASSOSPORT

Assosport, the Association of Italian Sporting Goods Industry, represents and supports both in Italy and worldwide the apparel, shoe, and sports equipment manufacturing Italian companies that, together, make up one of the most competitive assets of the Italian economy.

Assosport pursues its mission by developing projects and services to support members companies in achieving their goals, promote Made in Italy sporting goods throughout the world and increase the awareness of the importance of our industry. Actually the Italian sporting goods industry as a whole employs over 50,000 people, with a total turnover of 13 bln euro.

Italy is the leading exporting country of sporting goods in the European Union, confirming the high

dynamism of the sector. In 2023, the total sporting goods export value remained steady (6bln euro), and Germany has been confirmed as one of the top 3 destination markets.

Inside of Assosport there is the "ITALIAN OUTDOOR GROUP" that represents most of the leading Italian companies in manufacturing and distribution of clothing, footwear and equipment for outdoor and mountain sports. Figures of IOG: almost 50 companies, more than 5.000 employees, a total turnover of 3 billion Euro. IOG promotes: the growth of mountain sports; analysis and initiatives to improve technical, cultural and economic aspects of Italian Outdoor production and distribution; collaboration with national and international organizations, which have the same goals, in order to promote the outdoor activities.

### For further information:

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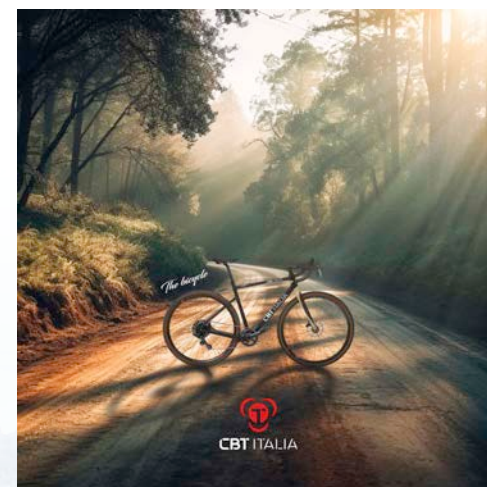
assosportitalia  
 company/assosport

[www.assosport.it](http://www.assosport.it)

ItalianOutdoorGroup  
[www.italianoutdoorgroup.it](http://www.italianoutdoorgroup.it)

## C.B.T. ITALIA SNC

C.B.T. ITALIA was founded in the 50s by Giovanni Tardivo and was responsible for large-scale distribution of bicycle parts in the province of Cuneo. At the beginning of the 70s, with the entry of his sons Guido and Bruno into the company, he expanded his market at European level and started the production of frames and racing bicycles. Nowadays, the production of frames and bicycles has also expanded to Gravel and e-bikes, and the distribution network is increasingly wide. The choice of the company has remained the same as before: prioritize quality at the expense of quantity, using materials of the highest choice and innovative technology.



### For further information:

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## FIZAN SRL



FIZAN was founded in 1947 and was the first in the world to produce aluminium ski poles. The company is situated in Italy, one hour far from Venice, where 100% Made in Italy production is a complete and constant control over all products.



### For further information:

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## GABEL SRL

Gabel is a producer of trekking, trail running, nordic walking and ski poles. Gabel headquarters, R&D and production are base in Rosà, Northern Italy. It has developed the first digital poles in the world. Gabel holds several patents and exports from Italy in more than 60 countries.



### For further information:

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# WATERVILLE

## GREENTEX SRL

Waterville, the meeting point between Italian elegance and high quality sporting performance. We are proud to present a collection that combines Italian craftsmanship, top quality materials and innovative design to meet the needs of the most demanding persons.

In every item of our line, you can perceive the essence of Italian craftsmanship. Each piece is made with care and attention to detail, reflecting the sartorial tradition that makes Italy famous throughout the world.

We only use the best materials available on the market, ensuring optimal comfort, durability and performance. From fabric selection to production, we are committed to maintaining an impeccable standard of quality in every garment we create.

We are proud to produce every piece in our line in Italy, the heart of high-quality fashion and craftsmanship. This allows us to guarantee not only high production standards, but also to support the local economy and preserve Italian traditions.



In short, Waterville is much more than just a sports-wear line. It is a combination of passion for sport, love for Italian style and commitment to excellence.



### For further information:

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## MASTERS SRL

Since February 1977 MASTERS has always believed in innovation, technology and safety; it also believes in creativity, respect for the environment and the strength of its team. Proud to produce quality poles in Italy for every kind of activity that requires the use of these accessories: skiing, trekking, trail running and nordic walking.



### For further information:

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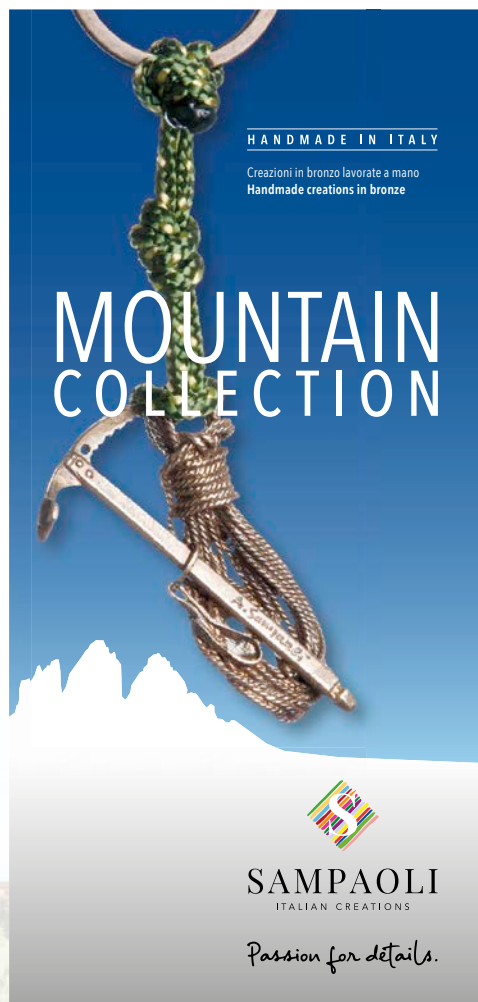
SAMPAOLI  
ITALIAN CREATIONS

Passion for details.

**SAMPAOLI ANDREA CREAZIONI**

This object has been produced in Italy, microscopically fused in burnished bronze and perfected entirely by hand.

A passion for mountain sports, alpinism and for his own craft is the concept behind the miniature wearableworks of art in bronze or in "silver plate" created by ANDREA SAMPAOLI ,master goldsmith and alpinism instructor with CAI Padova. The exact reproduction and faithful rendition of every detail makes these objects unique.



**For further information:**

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## NOTES

A faint, artistic illustration of a mountain landscape. In the foreground, there's a light-colored, possibly snowy or sandy, area. Behind it, a dense forest of green trees covers a slope. A small village with white buildings and red roofs is nestled in a valley. In the background, majestic mountains with snow-capped peaks and patches of blue and white (possibly glaciers or snowfields) rise against a pale sky. The entire illustration is overlaid with horizontal lines, suggesting it's a template for a notebook or a writing paper.

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NOTES

Lined area for notes on page 14, featuring a background image of a hillside town.



NOTES

Lined area for notes on page 15, featuring a background image of a mountain range.










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