

## PRESS RELEASE # 10-08

### A new Chairman for Olympic issues

Lausanne, August 3<sup>rd</sup>, 2010 –

The WFSGI is pleased to announce that the WFSGI President, John Larsen, has nominated a new chairman for its CISO committee (Committee for International Sport Organizations) in the person of **Mr Wolfgang Schnellbügel** (52), Managing Director of Sport 2000 International GmbH. Mr Schnellbügel has a long industry experience and is specialized in the retail sector. Leading the committee is a new challenge he is welcoming with pleasure. "Sport 2000 is one of the major retailers in the world and has to be present in this very important committee. It is my pleasure to take the responsibility to chair it", says Mr Schnellbügel.

Wolfgang Schnellbügel started his career in the sporting goods industry with apprenticeship in wholesale and foreign trade followed by commercial studies. He occupied positions like Director Marketing and Sales and Business Unit Manager and entered Sport 2000 as Managing Director Sport 2000 Deutschland. He reached his position at Sport 2000 International in 2006.

Mr Schnellbügel will, as did his predecessor Mr Rovers, have the support of the two Vice-Chairmen of the committee in the name of **Celia Muir** (Head Global Marketing Speedo) and **Jean-Pierre Morand** (Sport Lawyer – Carrard et Associés). Together with the committee members, they will form an important and balanced group to handle all the IOC and International Federation issues.

The CISO Committee represents the WFSGI as the industry consensus voice to all sports federations and organizations by promoting maximum and equal benefit to all WFSGI members and the sporting goods manufacturers' community at large. The current Committee agenda involves detailed coordination with the IOC and other International Sports Federations on brand exposure at and around sanctioned events, including; kit specifications; advertising; restriction of ambush marketing; Olympic ticketing and technical accreditations for WFSGI members; and much more.

"We are proud to welcome Mr Schnellbügel in this important role. His experience, knowledge and neutral view will positively influence the work of the committee" says Mr John Larsen, WFSGI President.

#### **The WFSGI :**

*The World Federation of the Sporting Goods Industry (WFSGI) was founded in 1978 and is the world authoritative body for the sports industry officially recognized by the IOC as the industry representative within the Olympic family. The WFSGI is an independent, non-profit and non-governmental association formed by sports brands, manufacturers, suppliers, retailers, national federations and all sporting goods industry related businesses. The WFSGI plays a strategic role in the support and promotion of the sporting goods industry worldwide. The WFSGI promote free and fair trade and provide platforms for the intergovernmental cooperation with regards to the International Organizations interested or affected by sports. Our aim is also to expand the cooperation on the protection of intellectual property rights and improve human rights issues related to working conditions in the world. All this can be done through contacts with International organizations such as the ILO, WTO, WHO, UN but also through International Sports Federations (FIFA, IAAF, FIVB, etc.) and the IOC, via the exchange of information and clearing house on issues and topics developed by the WFSGI various committees. Stay tuned and subscribe to the News Alert on [www.wfsgi.org](http://www.wfsgi.org) !*

#### **WFSGI - Global solutions through international teamwork**

For more information :

Press contact : Ségolène Rouillon, Communication Manager - [srouillon@wfsgi.org](mailto:srouillon@wfsgi.org) / +41 21 612 61 63 / +41 79 647 77 51