

NEWS ALERT



KEEP YOURSELF UPDATED
ON THE WORLD SPORTING GOODS INDUSTRY!

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#31/2010-01-19

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Invitation to WFSGI Meetings

As every year, we will be present in Munich on the occasion of the ISPO Show where we will organize our annual WFSGI meetings. We would appreciate your presence to our meetings and cordially invite you to:

WFSGI Committee meetings

Friday 5th and Saturday 6th February, 2010

and

WFSGI General Assembly

Saturday 6th February, 2010

(ISPO Fairgrounds, Munich-Germany)

The meetings will include:

- WFSGI Committee meetings (CSR-CISO-IPR-Trade-Federations-Manufacturers) where the chairmen will present the objectives'09, the results'09 and the objectives'10, including Q&A
- WFSGI General Assembly where we will present you the outcome of our activities in 2009 and our projects for 2010, especially our new services to our members for the year coming. Among others: Legal assistance / CSR Help Desk / web solution to cut costs in printing materials / E-shop with market reports and research information / Worldwide job market...

You will receive further details at the General Assembly.

If not done yet, please urgently **register free of charge for the meetings on:**

<http://www.wfsgi.org/articles/663>

Detailed agendas and time schedule are available on our website under the following link: <http://www.wfsgi.org/articles/665>. Please make sure to regularly consult the website as updates will be made in the approach of the event.

Sustaining Members



EU prolongs duties on Chinese and Vietnamese footwear

The European Union extended tariffs on Chinese and Vietnamese shoes for 15 months in a bid to help southern EU producers compete against lower-cost footwear imported by companies such as Nike Inc., Puma AG and Adidas AG. The extension of the duties as high as 16.5 percent on leather shoes is a compromise because a U.K.-led group of northern European nations opposed re-imposing the levies for the usual five-year period. The duties aim to counter below-cost -- or "dumped" -- imports from China and Vietnam. The EU goal is to curb competition for 8,000 European leather-footwear manufacturers, mainly small businesses in southern Europe. Four-fifths of the EU's leather shoes come from Italy, Portugal and Spain, where producers are in the process of becoming more competitive, according to the bloc. European shoe manufacturers are "adapting their business models to the challenges of the globalized market," the 27-nation EU said in a decision today in Brussels. "Should measures be maintained, they will serve as an additional safety net and allow for more time to continue this process."

The trade protection helped reduce Chinese and Vietnamese exporters' combined share of the EU shoe market to 28.7 percent in the 12 months through June 2008 from 35.5 percent in 2005, according to the bloc. Over the period, China's share fell to

18.5 percent from 22.9 percent and Vietnam's share dropped to 10.2 percent from 12.6 percent, said the EU.

Chinese Exporters

The EU's 2006 decision to impose the levies on 9.7 billion euros (\$13.9 billion) of Chinese and Vietnamese footwear for two years was itself a compromise because such anti-dumping measures usually last for five years. The levies are 16.5 percent against all Chinese exporters except Golden Step, which faces a 9.7 percent duty, and 10 percent against all Vietnamese exporters. The U.K. government and 12 EU allies tried unsuccessfully to block even the 15-month prolongation. The group, which also included nations such as the Netherlands, Sweden and Denmark, fell one country short of the majority needed. "Continuing these measures damages trade," U.K. Business Secretary Peter Mandelson said. "I hope the EU will in future see the importance of turning its back on protectionism." In April 2008, the EU extended the 16.5 percent duty to Macau after finding that Chinese exporters shipped leather shoes via the former Portuguese colony or assembled them there to evade the levy. Macau, a special administrative region of China, wasn't subject initially to the tax, which Chinese shoemakers including Aokang Group and European retailers such as C&J Clark Ltd. opposed.

European Manufacturers

A group representing European companies that fought against the EU duties said it was "deeply disappointed" by the 15-month continuation. The European Footwear Alliance said that, by the time the measures expire in April 2011, shoe businesses in Europe will have faced duty payments totaling "well in excess of 1 billion euros, which will ultimately be paid for by EU consumers." The benefits of prolonging the trade protection for European manufacturers outweigh the disadvantages for importers and retailers, according to the EU. It described the situation of importers as "generally healthy" and the market position of retailers as "strong." Shoppers can also cope, the EU said. "There was no noticeable price increase following the imposition of the anti-dumping duties," said the bloc. "There are no indications that consumer prices will increase disproportionately in the future." Since early October 2008, when they were originally due to expire, the duties have automatically stayed in place while the EU considered whether to re-impose them. Such reviews must be completed within 15 months. The 15-month prolongation, including the extension to cover Macau, will take effect when published in the EU Official Journal by early January.

Source : *businessweek*

EU consumers to foot bill for protectionism

The European Union imposed 89 new trade barriers in 2009 and rounded off the year by prolonging tariffs on shoes from China and Vietnam, originally due to expire in 2008. The EU needs to understand that trade barriers limit growth and economic recovery — as well as harming its own companies and

consumers.

The new barriers, listed by the independent Global Trade Alert, include specific duties such as a 58.9 percent antidumping" duty on iron or steel fittings from Thailand, even higher than China's 58.6 percent. Most barriers concerned products from any country. These self-

destructive responses to the recession are in addition to the long-standing, massive Common Agricultural Policy, which subsidizes inefficiency and blocks cheaper imports.

On Dec. 22 the EU prolonged tariffs of up to 16.5 percent — begun in 2006 and due to expire in 2008 —

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on Vietnamese and Chinese leather shoes. Some European shoe producers and trade associations claim that without the tariffs they are vulnerable to cheap imports that cost jobs in Europe. Vietnamese and Chinese producers say the tariffs prevent competitive producers from providing employment for some of the poorest people on Earth.

Both sides are right, but EU ministers should support competitive EU businesses, the lifeblood of future growth. Only shoe companies that have refused to adapt to modern globalized production want these tariffs.

"The EU prefers to follow its protectionist course at the expense of successful European footwear businesses and consumers," said Manfred Junkert, director of the Federation of the German Footwear Industry, after the Dec. 22 ruling by EU ministers.

For many years some of Europe's top labels have been cutting costs to remain competitive in the cutthroat fashion industry, including outsourcing to China and Vietnam. Denmark's Ecco has invested heavily in production there since 2003 and has had investments in Indonesia and Thailand since the 1990s.

"The tariffs do nothing but harm consumers, retailers and Europe's

modern footwear industry," Ecco Vice President Gerd Rahbek-Clemmensen said after the ruling.

Globally competitive EU footwear companies such as Geox and Clarks, not to mention big players such as Adidas and Puma, have all invested in cost-cutting production chains around the world. Footwear jobs are still plentiful across Europe as a result.

Indeed, Ecco employs 20 percent of its workforce in Europe, mainly in sales, quality-control and high-end manufacture that requires skilled — and expensive — labor. The same is true for many competitors. Trade barriers only stifle development of these valuable EU jobs.

Even with the tariffs, the market share of EU-made footwear will continue to shrink. The 2006 tariffs simply diverted footwear imports from one lower-cost production center to another. Vietnam's and China's losses have been a gain for other Asian producers: Indonesian footwear exports to the EU have jumped by 36 percent since 2006.

Recognizing the futility of the tariffs and the potential for retaliation, Peter Mandelson, who implemented the tariffs as EU trade commissioner in 2006, admitted recently that they would "not help our long-term trade interests."

The complicated maze of EU procedures have given industry lobbyists plenty of time to ply their craft. Despite a November recommendation from the Anti-Dumping Committee to repeal the tariffs, three EU countries flip-flopped, leaving a majority in favor of extending the tariffs Dec. 22.

On issues ranging from human rights to conflict, EU leaders see themselves as holding the world's moral compass for moving forward. But when it comes to trade policy — where the EU has a chance to help both its own economies and those of the rest of the world — Brussels is heading backward.

These trade barriers hamper trade and recovery. The EU must stop hurting the most-competitive EU companies, damaging business partners and inviting retaliation. By punishing the more efficient producers, it is forcing European consumers to foot the bill for protectionism.

By Alec van Gelder (project director) and Timothy Cox (research fellow at International Policy Network, an independent economic-development think tank in London).

Source : Japan Times

Major Fitness Manufacturers join AFIRM

AFIRM, the new Association of Fitness Industry Retailers & Manufacturers has received a substantial bolt of credibility since its launch last month with the membership commitment of a strong group of fitness industry manufacturers. Among the first companies to join AFIRM are Technogym, IronGrip, Cybex, Star Trac, Johnson HealthTech/Matrix, Icon/FreeMotion Fitness, TAG Fitness, Sportsmith, SportsArt, Madd Dogg Athletics, VersaClimber, World Sales Alliance,

Dynastream, Lifeline International and Polar. The new association will address fitness industry issues, help raise revenue and reduce expenses on behalf of its members, lobby Congress for pro-fitness legislation, and develop research.

Recognizing that fitness equipment manufacturers had no association specific to their needs, the Sporting Goods Manufacturers Association (SGMA) created AFIRM to assist those manufacturers by providing them a unified voice in the industry.

One of AFIRM's primary focuses will be on securing efficiencies along the chain of commerce in the fitness industry.

In a significant policy decision AFIRM also announced the creation of a "Small Business Division" for manufacturers and suppliers that encounter common problems and concerns not necessarily shared by the major strength and cardio companies.

Source : AFIRM

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Intersport, official Sponsor of the 2010 IIHF World Championships

INTERSPORT, the world's leading retail brand is proud to announce that they are once more Official Sponsor of the 2010 IIHF World Championships taking place in Cologne, Mannheim and Gelsenkirchen, Germany from 7 to 23 May 2010. With this partnership, INTERSPORT further strengthens its position as

the leader in the important winter sports market segment. INTERSPORT will have strong logo presence on banners, the website as well as advertising in the match program. It will be the sixth time on German ice, when the world's best Ice Hockey nations will crown their champion at the 74th IIHF World Championships.

16 teams will play a total of 56 games from 7 to 23 May 2010. The tournament will start with the Preliminary Round, consisting of 4 groups with 4 teams per group.

Source : Intersport

Giorgio Armani S.p.A. and Reebok International Ltd. announce new global alliance

Giorgio Armani S.p.A. and Reebok International Ltd. have announced a multi-year global alliance to create a special collection, combining active style with sport and technology – EA7 and Emporio Armani labels, with their sporty and sexy lines, team up with Reebok's innovation and technologies, resulting in the

ultimate activewear concept. The collection is infused with Reebok's sporting DNA and its unique fitness and training heritage, within the contemporary vision of one of the world's leading fashion designers. The first ever EA7/Reebok collection will be presented at Milan Fashion Week, within the Emporio Armani

menswear show on January, 16th 2010. Distribution will be limited to Emporio Armani boutiques, select Reebok concept stores and preferred retailers worldwide, starting from July 2010.

Source : adidas

AAFA mobilizes Haiti fundraising effort

The American Apparel & Footwear Association members are donating goods to the Haiti earthquake victims through to Kids in Distressed Situations Inc. and its own charitable arm. Haiti is currently the 17th-largest supplier by volume of apparel products to the United States, with exports worth \$424 million between January and October of 2009, up 22% from the same period a year ago, according to the AAFA. "With news of this earthquake, AAFA immediately began reaching out to members who are active in Haiti and has maintained communication with them throughout the day. At this time, our members are focusing on the safety of their workers and supporting rescue and relief operations to help the people of Haiti.

"Members have called upon AAFA to serve as a conduit to provide immediate relief and help members obtain important information from government and industry stakeholders. Although we are beginning to get a clearer picture of the impact this earthquake has had on the region, it could be some time before we are able to make full assessment about the status of Haiti's important apparel industry, which will be vital to rebuilding Haiti after this devastating event. "The AAFA Apparel Foundation, AAFA's charitable arm, began coordinating with disaster relief organizations early this morning to offer assistance. In the coming days, the AAFA Apparel Foundation may be calling on members to donate clothing, footwear, and other re-

sources to those in need." AAFA is currently working through Kids in Distressed Situations (K.I.D.S.) to collect apparel and footwear products as part of recovery and relief efforts in Haiti.

Background

Haiti is the poorest country in the Western Hemisphere. The apparel industry is the single largest sector of the Haitian economy. Haiti is the seventeenth largest supplier of apparel to the United States. For the first ten months of 2009, Haiti exported more than \$424 million worth of apparel to the United States, up 22% from the same period in 2008.

Source : SportsOneSource

Sustaining Members



SGFI (Sporting Goods Foundation India) gets a good promotion in India

The SGFI (Sporting Goods Foundation India), working closely with the WFSGI on a regular basis, has recently been honoured by the CBSE (Central Board of Secondary Education).

The CBSE is the institution supervising secondary education in India. Having seen the exemplary working of the SGFI, the Central Board of Secondary Education included a chapter titled "SGFI and its organisational set-up" in their official book called "Health, Physical Education and Sports" and distributed to all kids in Class 11 in India as reference book for physical education. Hundreds of thousands of students will

be able to read and learn more about SGFI and follow its working pattern. SGFI has become a role model with the objectives to prevent and progressively eliminate child labour in the manufacture or stitching of Soccer balls, to facilitate an attitudinal change in the community as well as the worker's families regarding the importance of education and evils of child labour and to promote education in the inflatable balls stitching community.

The philosophy behind all that SGFI is doing is "if you can't hold all the children in your arms, hold them in your heart". Guided by this thought

now, SGFI have monitoring team which monitors 3300 stitching units and 15000 workers, education team looks after about 400 students in schools and about 950 students in tuition centres, self help group team is looking after 53 self help groups wherein 900 families, 5000 people take advantage. So far SGFI has organized 56 general medical check up camps, 1 dental check up camp, 126 bone density checkups and 152 eye surgeries. More than 800 workers have been provided micro insurance through Life Insurance Corporation of India.

Source : SGFI

Easton-Bell acquires Talon Lacrosse

Easton-Bell Sports has acquired privately held lacrosse equipment manufacturer Talon Lacrosse, prompting the development of a new Easton Lacrosse division. Together with Talon, the new lacrosse division will incorporate Easton's design, materials and technology into the tradi-

tion and culture of America's fastest growing field sport. Talon co-founders Doug Appleton, Cort Kim and Blake Kim will all have strategic roles in the new division, with Appleton serving as general manager. Talon Lacrosse has developed and marketed products for player use at

all levels and will now expand into a full line of lacrosse products developed, manufactured and sold under the Easton brand. The new lacrosse division will be located in Scotts Valley, CA.

Source :SportsOneSource

Heikki Takala appointed President and CEO of Amer Sports

Amer Sports Board of Directors has named Mr. Heikki Takala (MSc) as Amer Sports' President and CEO starting on 1st of April 2010. Roger Talerio, the present President and CEO of Amer Sports Corporation, will continue in a special role assigned by Amer Sports Board of Directors until the 21st of June

2010, after when he will resign from the company. Executive Vice President and Deputy to President and CEO Pekka Paalanen has been appointed as acting President and CEO from 22nd December 2009 until 31st of March 2010.

Heikki Takala (43 years) is currently working at Procter & Gamble as

Commercial Director of Procter & Gamble Salon Professional Global Commercial Operations. He has served at Procter & Gamble 17 years in several line management positions in region and product line organizations.

Source : Amer Sports

Sustaining Members



Congress failed to approve MTB package before end of year, certain footwear and textiles now face full import duties

Despite the best efforts of AAFA and many, many others, Congress left Washington, DC for the holidays without approving a miscellaneous tariff bill (MTB). As a result, the US government has re-imposed full duties on US imports of various textile and footwear items as of January 1, 2010. The amount of duties re-imposed on these items is estimated

to be in the tens of millions of dollars per year. While it appears that Congress is committed to addressing the MTB early this year, the timing and scope of an MTB package remains unclear. However, AAFA will work hard to ensure that the expiring footwear and textile provisions will be included in any MTB package that emerges. Further, AA-

FA will work with Congressional staff to include a mechanism in any MTB package for importers to obtain refunds for a least some part of the duties paid on the subject footwear for the period between expiration of the current MTBs and Congressional approval of a new MTB package.

Source : AAFA

Puma and UNEP announce strategic partnership

PUMA and the United Nations Environment Programme (UNEP) were joined by the Indomitable Lions -- Cameroon's national football team -- with team captain Samuel Eto'o, to announce a strategic partnership to support biodiversity worldwide and specific initiatives in Africa. The 'Play for Life' partnership will support the 2010 International Year of Biodiversity by raising awareness about habitat and species conservation among football fans and the general public during worldwide football events, including the Orange Cup of African Nations in Angola later this month and international friendly games leading up to the FIFA World Cup 2010 in South Africa. With 12 African football team sponsorships to its name and a history of innovation with Africa, PUMA is uniquely positioned to help drive this effort with UNEP. The International Year of Biodiversity (IYB) is a global initiative launched by the United Nations for 2010 to help raise awareness on the importance of biodiversity and to encourage worldwide action to conserve plants and animals and the environments in which they live.

The 'Play for Life' campaign focuses on Africa, a continent that hosts exceptional biodiversity including two of the five most important wilderness areas on Earth -- the Congo Basin, and Miombo-Mopane Woodlands and Savannas of Southern Africa. Nine of the planet's 35 Biodiversity hotspots, the richest and most threatened reservoirs of plant and animal life on Earth, are also in Africa.

At their 'Play for Life' press conference held in Nairobi, Kenya, PUMA unveiled their key fundraising lever, the revolutionary new Africa Unity Kit --the world's first 'continental football kit' designed to be worn by the 12 African football national teams that PUMA sponsors. These include the World Cup qualified teams Ghana, Cameroon, Ivory Coast and Algeria who are headed to the Africa Cup of Nations' with hosts Angola and the national teams of Egypt, Mozambique, Togo and Tunisia, as well as non-qualified federations of Senegal, Morocco and Namibia. Puma also sponsors some of the continent's best players -- Samuel Eto'o, Emmanuel Eboué

and John Mensah. The Africa Unity Kit has been approved by FIFA who have officially recognised it as the Official 3rd kit to be worn by those PUMA-sponsored African teams. PUMA's profits from sales of the replica fanwear for the Unity Kits will help fund biodiversity programs in Africa, and in particular endangered species on the continent such as lions, elephants, gorillas and the desert fox. The sportlifestyle company has a host of other gear designed to generate additional funds to support biodiversity, including PUMA Unity t-shirts and PUMA Lacelets, collectable shoe laces featuring patterns from world-renowned artist Kehinde Wiley. These products all bear the PUMA Yellow "life" Label, which gives consumers an easy way to identify products that benefit projects supported by PUMAVision, PUMA's Corporate Social Responsibility Program. A portion of the profits from the Yellow "life" label products will also go to fund the biodiversity programmes.

Source : Puma

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"Look at my feet – my shoes may tell you where I am from"

Tourists can be easy to spot by their cameras, maps, and athletic footwear. But did you know that the style or brand of footwear worn can provide a clue as to where the wearer is from?

By tracking purchases of athletic footwear around the globe, NPD has identified footwear profiles for different regions and countries. The penetration rate of sneakers among adults is much lower in Europe's Big 5 countries (Spain, Italy, France, Germany, and the United Kingdom) than it is in the U.S. In Europe, consumers purchase an average of 0.6 pairs per year; in the United States, the average consumer purchases 1.8 pairs per year.¹ So the fact that a tourist is wearing athletic shoes may hint that he or she is an American simply because it's more likely that he or she would be wearing them, compared to a European. The color of the athletic shoes may provide another clue about where the wearer is from. Europeans tend to wear dark-colored casual athletic shoes and dark socks, which they also may wear to work. Americans, on the other hand, tend to wear white "on court/sport" shoes and white socks for casual use.

While Europeans wear less white, NPD consumer data shows British and Spanish consumers are more likely than other Europeans to wear white athletic footwear like Americans – white sneakers account for 39 percent of total athletic footwear

units purchased by British and 42 percent purchased by Spanish consumers. The European average for white shoes is 33 percent.² German, French, and Italian consumers tend to favor other colors -- Spanish consumers rarely choose black, and Italians favor "shiny," with 7 percent of athletic footwear purchases being silver. By contrast, the average for silver in other European countries is just 1 percent.

A shoe's functionality also can be a clue about where someone is from. Technical running shoes are popular in Germany. Conversely, if the shoes have low, thin soles and do not look particularly technical, you could be watching someone from Italy or France. The Europeans call this footwear "sport leisure," and Americans more realistically refer to this style as "low performance." Some Europeans nickname this type of shoe "the one-night stand" because the footwear hardly survives one night in a disco, let alone a soggy, rainy walk home.

American men are more like the Germans in their affinity for technical footwear -- running is the number-one athletic footwear category (27 percent of purchases)³ among American male consumers. Casual athletic footwear is next at 19 percent. Within casual athletic footwear, only about 12 percent of sales to American men are "low-profile" or thin-soled. Among women in the U.S., casual athletic footwear is the

top category (39 percent of total athletic footwear sales to women); roughly 43 to 44 percent of women's casual athletic footwear purchases are "low-profile" shoes.⁴

Another big clue that a tourist is American if he's wearing a basketball shoe. American men purchase roughly \$1.7B of basketball shoes annually, or 18.4 percent of all U.S. men's athletic footwear sales. Seventy percent of these never see a basketball court⁵. Spanish and Italian men are closest to Americans in their love of the game compared to other Europeans, but they're not very close when it comes to purchasing shoes. Of total athletic footwear sales in Europe, 3.3 percent of Spanish purchases are basketball shoes; that number is 2.2 percent for Italian men. Sixty-nine percent of basketball shoes purchased across Europe are actually used for basketball.⁶

Finally, one trait both Europeans and Americans share is their decided preference for local brands. This love translates into a high percentage of sales of local brands within the top 10 brands on both sides of the Atlantic⁷. It seems, based on footwear choices, that we can celebrate our differences in taste by celebrating our appreciation for those things that remind us of home. Vive la difference !

Source : NPD

Erratum – WFSGI Handbook 2010

Please note that two typing mistakes have occurred in the Handbook 2010:

- ⇒ Leatherware's correct website is <http://www.leatherware.com.pk/>
- ⇒ BSI (German Federation for Sporting Goods Industry) correct contact details are:
Bundesverband der Deutschen Sportartikelindustrie (BSI)
Muehlenweg 12
D-53604 Bad Honnef
Germany
E-mail: info@bsi-sport.de
Website: www.bsi-sport.de

Sustaining Members



Salomon announces a voluntary recall of the toe components of certain ski bindings

Salomon SAS has decided to carry out a voluntary and precautionary recall of the toe pieces of the below listed models of TECNopro-branded ski bindings. The ski binding models subject to the recall were produced between July and October 2008. In certain circumstances, the toe components of the below listed models may not fully secure the ski boot into the binding, possibly causing the binding to release inadvertently, posing a falling risk to

the skier. Therefore, these binding models must no longer be used until the toe component is replaced. The toe components of the following models are affected : **TL 70, TL 80 / TL 70 SP, TL 80 SP / TL 70 SR**

Consumers should not disassemble the bindings. Consumers should bring the TECNopro TL 70 or TL 80 bindings to an INTERSPORT authorized Ski Dealer. The authorized dealer will look at the production date on the toe piece and will confirm

whether your toe component is subject to the recall. Authorized dealers will replace the toe component of the listed bindings free of charge, with new toe components produced in 2009 that are compatible with the listed binding models. The safety of our customers and the quality of our products are Salomon top priorities. It is because of this commitment that we are issuing this voluntary recall.

Source : Intersport

Bicycles and Framesets recalled by Seattle Bike Supply

The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, announced a voluntary recall of the following products. Consumers should stop using recalled products immediately unless otherwise instructed.

Name of Product: 2010 Redline Conquest Pro Bicycles and Framesets

Units: About 350

Distributor: Seattle Bike Supply, of Kent, Wash.

Hazard: The bicycle's fork legs can separate from the fork crown and cause the rider to lose control, po-

sing a risk of serious injury if the rider falls.

Incidents/Injuries: The firm is aware of three reports of forks separating with minor injuries reported in one of the incidents.

Description: This recall involves all 2010 Redline Conquest Pro Cyclo-cross bicycles and framesets. The bicycles and framesets were sold in pearl white/blue and have aluminum frames with carbon fiber forks and aluminum steerer tubes.

Sold at: Bicycle specialty stores nationwide between August 2009 and November 2009 for about \$1,900

for the bicycle and about \$550 for the frameset.

Manufactured in: Taiwan

Remedy: Consumers should immediately stop using the recalled bicycles and framesets and contact their local Redline bicycle dealer to receive a free inspection and fork replacement.

Consumer Contact: For additional information contact Redline Bicycles at (800) 283-2453 or visit the firm's Web site at www.Redlinebicycles.com

Source : CPSC

Participate to the WFSGI Quiz and win prizes!

Participate to our quiz and win lots of prizes including a night for two and a spa entry in a Westin hotel,

sports bag, sports shoes, etc...

To do so, read p81 of the WFSGI Handbook 2010 that you may have

received in the last days or go to our website to find the digital version of our magazine ([direct access here](#))!

Any question? Contact : Ségolène Rouillon, WFSGI Communication Manager
Phone : +41 21 612 61 63 / Fax : +41 21 612 61 69 / E-mail : srouillon@wfsigi.org

Sustaining Members



WFSGI JOB MARKET

*This section is displaying job positions offered by WFSGI members.
You can find these offers also on [www.wfsgi.org / Job Market](http://www.wfsgi.org/JobMarket)*

Assistant / Project Coordinator - WFSGI - SUI

Starting 1st March 2010 (or by agreement) we are looking for:

ASSISTANT / PROJECT COORDINATOR (M/F)

Are you ready for a new challenge and are you a responsible person with excellent organizational and communication skills who can take initiative? Do you have excellent English skills and you can take the essential out of meetings through notes and minutes? Are you structured in back office activities such as membership fee controlling, meeting set up and follow up work? Then you are the one we are looking for. Our small association is growing rapidly and we looking for a solid person to grow with us.

REQUIREMENTS

- ⇒ Commercial education
- ⇒ Excellent English skills both written and spoken (French/German an advantage)
- ⇒ Reliable, responsible, flexible, creative and independent personality with good team spirit and strong execution quality
- ⇒ Sufficient latitude to exercise a wide degree of creativity in performing
- ⇒ Political sensitivity and flexibility

JOB DESCRIPTION

- ⇒ Assists the Secretary General in all aspects, i.e. organisation and structure of his daily work
- ⇒ Participate in meetings in order to secure the minutes and a proper follow-up
- ⇒ Coordination of WFSGI tasks and backup office
- ⇒ Liaise to our finance and accounting partner
- ⇒ Preparation and organisation of meetings
- ⇒ Support/Coordinate projects for one or several of our committees on a day-to-day basis
- ⇒ Be part in the planning of projects in order to accomplish its goals
- ⇒ Permanently liaise with the project committee chairman and the committee members
- ⇒ Without necessarily being an expert you should make an effort to understand the topics in order to understand and question requests coming from specialists and to evaluate what is reasonable or possible.

WE OFFER

- ⇒ Working in an internationally company in the sporting goods industry.
- ⇒ Contact to wide range of International Sporting goods companies
- ⇒ Independent and innovative work in a small team
- ⇒ Opportunity to help shape by means of creativity and personal commitment to the field of work and operating environment
- ⇒ Advanced working conditions

If you are looking for a new challenge in a sportive environment then we are looking forward to receive your written application and detailed CV to:

WFSGI – World Federation of the Sporting Goods Industry

Robbert de Kock

Avenue de Rhodanie 54—1007 Lausanne/Switzerland—

Tel. +41 21 6126161 / rdekock@wfsgi.org

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6 - 12 month Internship - WFSGI - SUI

Starting 1st April 2010 (or after agreement) we are looking for:

6 - 12 Month INTERN (100%) M/F

Just finished university or you are at university and you wish a year of practice, then continue reading. Are you ready to make your first experiences in an International association? Do you have excellent organizational and communication skills and can you take initiative? Then you are the person we are looking for. Our small association is growing rapidly and we are ready to give you the right start for your career.

REQUIREMENTS

- ⇒ Economy/Marketing degree (or in process/1 year practice)
- ⇒ Excellent English skills both written and spoken (French/German an advantage)
- ⇒ Reliable, responsible, flexible, creative and independent personality with good team spirit
- ⇒ Good organizational skill

JOB DESCRIPTION

- ⇒ Evaluation and development of Member services (project)
- ⇒ Organize Workshops/webinars according to needs and in collaboration with experts
- ⇒ Prepare promotion activities around events
- ⇒ Analyze new communication tools and technologies (project)
- ⇒ Website inputs, update and development (project to Communication Manager)

WE OFFER

- ⇒ 1st working experience in an international company in the sporting goods industry.
- ⇒ Contact to wide range of International Sporting goods companies
- ⇒ Development opportunities with independent and innovative work in a small team
- ⇒ Opportunity to help shape by means of creativity and personal commitment to the field of work and operating environment of the WFSGI
- ⇒ Advanced working conditions

If you are looking to start a challenge in a sportive environment then we are looking forward to receive your written application and a detailed CV to:

WFSGI – World Federation of the Sporting Goods Industry

Robbert de Kock

Avenue de Rhodanie 54—1007 Lausanne/Switzerland—

Tel. +41 21 6126161 / rdecock@wfsgi.org

Project Manager Apparel - adidas Group - GER

Read the full ad here ([click to link](#))

Head of Apparel Development Originals - adidas Group - GER

Read the full ad here ([click to link](#))

Director of Stores - Nike Factory Stores - Nike - NED

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SPECIAL**WFSGI HANDBOOK 10 EXTRACT****Global Protectionism and the Sporting Goods Industry**

By Brad Figel, Nike Director of Government Relations and Chairman - WFSGI Trade Committee

In last year's WFSGI annual handbook, I wrote optimistically about how directly the sporting goods industry is impacted by international trade and how important a successful conclusion to a WTO DOHA Round was to our industry. A year later my optimistic views have modified a bit and unfortunately we find the DOHA Round negotiations remain stalled and trade protectionism rampant throughout the world.

The global economic crisis hitting every major economy has resulted in a significant slow down in international trade and a sharp rise in protectionist actions around the world. Despite calls by G-20 leaders to avoid protectionist measures during the crisis, most developed and developing countries have implemented broad measures that either: 1) "bail-out" significant sectors with subsidies or 2) protect domestic sectors from import competition through imposition of a wide-swath of trade restrictions.

These trends are hitting many global manufacturing and some service sectors hard, and unfortunately the sporting goods industry is not immune. In fact, the footwear and apparel sectors are being particularly hard hit as these sectors have had a long history of trade protectionism as developed countries historically, and developing countries more recently are doing whatever it takes to maintain and protect its remaining domestic industry from import competition and preserve remaining jobs in those industries.

To give WFSGI members a sampling of the challenges our industry is facing, in November 2009, I asked leading authorities from around the world to contribute to this article by providing just a brief explanation of the kind of trade defense and market access barriers they are currently facing in their regions. As you read this article now, each of these cases will have advanced (hopefully for the better) but this overview provides good examples of some of the challenges we face.

European Union

Alberto Bichi -- Executive Director, Federation of European Sporting Goods Industry (FESI)

Contrary to what has been publicly stated by an important number of political leaders, Europe is still lacking to resist calls for protectionism measures and is on the contrary taking further political steps towards an increased restriction of trade flows worldwide.

This is indeed obvious by its recent proposal to maintain anti-dumping duties on imports of certain leather footwear from China and Vietnam, as it is based on questionable interpretation of the facts supplied by all parties concerned during the investigation. The Commission is proposing to extend the duties for a further 15 months period.

This is both surprising and inexplicable especially if considered that the concerned European footwear companies within FESI - Federation of

the European Sporting Goods industry www.fesi-sport.org -, most of them SMEs, called to deliver relief for hard hit European businesses and consumers. With market pressures pushing the price of footwear for consumers up by a Europe-wide average of 10%, since the duties were imposed in 2006, it would be a timely intervention and a clear signal to the world that the EU is prepared to demonstrate its numerous anti-protectionist declarations. EU should resist to use a legal instrument for avoiding unfair trade practices for short-term protective intentions.

In essence, the Commission's proposal fails to demonstrate that the decreasing imports from China and Vietnam affected the complaining EC producers' financial situation, since prices have increased by 30% and profits are up from 1.3% to 3% despite the economic downturn, according to the Commission's own findings. Imports from China and Vietnam have been replaced by imports from third countries at similar price levels, so the duties are not even helping the complainants. It is also difficult to understand why the anonymous complainants need government protection in the first place.

The anti-dumping duties have been effectively in place for 3-and-a-half years now, despite of its initial agreement for 2 years only and are estimated to have cost European business and consumers more than 800 million euro. Restrictions on

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imports of footwear have existed since the early 1990s and not only have they hampered the choice of consumer goods, but have also contributed greatly to the cost of doing business in Europe with the consequent negative impact on investment flows.

The European Commission initiated its review in September 2008 despite the opposition of 15 EU Member States. Time has presently come to put an end to these restrictive and limiting measures, which are certainly not helping the European economy, and stick to its political publicly voiced commitments.

Brazil

Jose Diaz, Partner Demerast Almeida and Legal Counsel to ABRAMESP

To put it simply, Brazilians are thrilled with the opportunity to host the 2014 World Cup and 2016 Summer Olympics. With these two international competitions, Brazil will be able to shine in so many different ways. But for the world's athletic footwear industry, Brazil consumers and world-class athletes, an ongoing Brazil trade cases against athletic footwear poses a real damper on this excitement.

In 2008 the Brazilian Footwear Industries Association (ABICALCADOS) filed an anti-dumping petition with the Brazilian Government asking for the imposition of antidumping duties against China sourced footwear in the amount of \$25.99 per pair. A broad coalition of major footwear brands (including adidas, Nike, Puma and Asics) formed ABRAMESP to challenge this petition principally arguing that the type of footwear products made in Brazil didn't compete in terms of price or function with the type of athletic footwear these brands imported from China and therefore should be excluded from the proceedings. The case is ongoing, but in September 2009 the

industry suffered a set-back when Brazil agreed to impose a \$12.47 per pair provisional duty against almost all imported product. What was most unfortunate about the decision was that the Brazilian authorities didn't grant our request for the footwear product under investigation to be segmented by price, function, technology and use to better align the investigation to product actually produced by the Brazilian domestic industry. There are several other aspects to the case which we believe raise WTO compliance issues and ABRAMESP will continue to actively engage and participate in this case to ensure that the proceedings adhere to WTO and Brazil rules. We will also continue making the case that the additional costs imposed by the duty will hurt consumers, and negatively impact economic growth and development.

Argentina

Juan Dumas – Executive Director of the Argentine Footwear Association

Argentina followed Brazil's footsteps and, on March 2, 2009 opened an antidumping investigation against China's footwear exports. So far the investigation has been erratic having started off with a clear objective of applying provisional duties to all footwear segments. But things were not so simple for the Argentine authorities since, to their surprise, they found that nearly all local manufacturers of athletic footwear were against restrictions against high quality, high priced products imported from China. Most of the producers are also importers of products they are not in a position manufacture. As a result the provisional duties were applied to three segments of the market but the authorities exempted, so far, athletic footwear. We remain hopeful that the investigation will end up with a restriction to low priced athletic footwear (as well as the rest of footwear), and, as a result, would

not negatively affect the business of top brands. A big effort has been put into this defense and the tide seems to be going in the right direction, but it is not possible to be sure what the final outcome will be. It is expected that a final ruling will take place in the second half of December.

Indonesia

Chris Helzer, Nike Director Government Relations –SE Asia

In late 2008, the Indonesian Ministry of Trade issued a decree (Number 44) that imposes additional requirements for importers of a range of products, including footwear. Under the new decree, importers must apply for a special import license from the Ministry of Trade. Only companies that have received this license are allowed to import products defined under the decree.

Each individual consignment of footwear must be inspected, before shipment to Indonesia, by a company appointed by the Ministry of Trade. The importer is responsible for the cost of inspection. These requirements place additional administrative and financial burden on importers. Additionally, the pre-shipment inspection and post-import clearance process adds considerable time to the importation process.

In addition, the products in the following groups are subject to similar requirements: textiles, clothing, electronics and food & beverages. The ability to limit non-tariff barriers across the Asian region is instrumental to regional economic integration.

USA

Kevin Burke, President and CEO, American Apparel & Footwear Association

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U.S. apparel importers cheered the arrival of 2009 as the beginning of the first truly quota free year for the textile and apparel industry. Unfortunately, this year also saw the United States undertake a series of protectionist measures that may lead to worsening market access for U.S. apparel imports.

Of particular concern is the September 2009 decision by President Obama to invoke the product specific safeguard (known as "Section 421" in the United States) to impose new tariffs on U.S. imports of Chinese tires. Textile industry executives and unions were quick to praise this move, suggesting that it paved the way for similar petitions against U.S. imports of Chinese apparel to be filed. These domestic lobby groups have long complained of surges of U.S. imports of apparel from China, arguing that such imports are "unfairly traded" through subsidies and other illegal trade practices. More ominously, and as a possible precursor for such remedies, they had previously persuaded President Obama, as a candidate shortly before the election in November 2008, to promise to monitor U.S. apparel imports from China.

The path forward remains unclear. If a case is filed, any remedy imposed would last for no more than 3 years; the ability of the United States to use this special safeguard mechanism extends only until 2013. However, it is unclear at this point whether such a remedy would come as a duty, a quota, or some other form.

And any case that might be filed is far from a slam dunk. With U.S. apparel imports already accounting for 97 percent of all apparel sold in the United States, these remedies are no longer about encouraging U.S. apparel production. Rather, the conversation has shifted to whether such remedies can steer business

away from China to Central America -- a traditionally strong export market for U.S. fabric and yarn - or to other developing countries in Asia or Africa.

Even the dynamic with China is complicated. Policy makers are still digesting the impact of the tire decision on U.S. consumers and manufacturers, as well as the U.S./China bilateral relationship. If, as was initially feared, the tire decision sets off a trade war or provokes other irritations, U.S. government officials may be less eager to see a new remedy invoked. Already, China has launched an anti-dumping case against U.S. chicken and is investigating whether to launch a similar case against U.S. autos and auto parts. At the same time, as was the case at several points during the Bush Administration, political or policy considerations may lead the Obama White House to support new restrictions on U.S. imports of Chinese apparel.

One thing is certain. Apparel importers and their retail customers will no doubt experience continued uncertainty for months to come.

China

Lu Chin – Vice-President, China Sporting Goods Federation (CSGF)

Since the financial crisis, the global trend of trade protectionism has been growing. Recently the London "Center for Economic Policy Research" released a report which stated that since the G20 summit in November 2008 the majority of the countries have taken economic measures with protectionism. The G20 members of the general have failed to keep their commitment of their leaders at the summit of the non-implementation of protectionism. A recent WTO report also pointed out that WTO members fall

backwards on its implementation of the commitment to abandon trade protectionist policies. China has become the primary target of protectionist measures in countries to implement. Protectionist measures against China are conducted in various forms: the United States, India and others frequently take anti-dumping, countervailing, safeguard measures and other trade remedy measures on China export products while the developing countries usually directly raise tariffs or the implementation of import licensing in their WTO schedule to the extent permitted to. According to statistics, in the first three quarters of 2009, a total of 19 countries and regions launched 88 trade remedy investigations against Chinese products with a total amount of about 10.2 billion U.S. dollars.

South Africa

Bruno Alves – NIKE GPA Director Central Europe/Africa

In October 2009 the South African Government approved a request from the South African Clothing and Textiles Workers Union (SACTWU) to increase from 40% to 45% the import duties on clothing, therefore setting these tariffs at the maximum WTO-bound rate permitted.

The South African authorities argued that this measure will award protection to the domestic manufacturing industry whilst the government rolls out a fresh rescue package for the clothing and textile industry.

Unfortunately history shows that South Africa has had some of the highest import tariffs on clothing in the world, and as yet these tariffs have failed to improve the competitiveness of the local clothing manufacturing sector. Instead, the punitive effects of this tariff increase will be felt primarily if not exclusively by the end-consumer, retailers, and

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ironically sporting goods brands. In the past, these sporting goods brands have made a significant investment in local production, contributing to the modernization of the domestic textile economy in South Africa. They are now increasingly taxed for importing products that they cannot manufacture in South Africa, yet complement the locally manufactured garments.

In the eve of the World Cup 2010, a unique opportunity to showcase the attractiveness of the country for foreign investors, South Africa makes headlines for the wrong reasons. This decision discredits the volunta-

ry commitments to “fight protectionism and support open trade” reached at the G20 Summit in Pittsburgh. It also increases the potential of an undesirable new spiral of protectionism in other textile / clothing exporting countries, thus hindering progress on multilateral trade talks.

Most importantly, this decision has revealed a profound disconnect between public authorities responsible for defining trade policies and the industries that have over the years made an overwhelming contribution to the modernization of the textile industry in South Africa.

Conclusion

As you can see, our industry faces many challenges around the world. The WFSGI and its members companies are working together as a coalition on each and every one of these cases and we hope, when we write for the 2011 WFSGI handbook, we have successful results to report in each of these cases, the DOHA Round is moving and that trade liberalization is re-flourishing around the world.

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