

WFSGI NEWS ALERT



KEEP YOURSELF UPDATED ON THE GLOBAL SPORTING GOODS INDUSTRY!

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WFSGI News Alert #55/ October 5, 2011

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WFSGI - Welcome in Bern: Official Reception and Meeting Days

The WFSGI has installed its new offices earlier this year in Switzerland's capital Bern. Now, the Federation has held the first Board Meeting in its new hometown. The Board Members were hosted by Intersport International (IIC) - just a stone's throw away from the new WFSGI offices (see picture below).

Warmly welcomed by the Mayor of Bern, Alexander Tschäppätt, the WFSGI seized the chance to invite International Federations, Ambassadors and Representatives, Swiss Members, Sport Clubs and Friends to an official reception at the picturesque Erlacherhof, the Mayor's residence.

Alongside the Board Meeting the Trade Committee held its official reunion in the neighborhood. The Meeting Days ended with the WTO Public Forum session in Geneva (read more on page 2).

Source: WFSGI



WFSGI Sustaining Members



Trade barriers influence health, access to sport and physical activities

The World Federation of the Sporting Goods Industry (WFSGI) has hosted for the first time a session at the WTO Public Forum in Geneva, Switzerland. The session “Increasing public access to sport through more open markets for sporting goods” underlined the need to reduce trade barriers for sporting goods such as footwear, apparel and equipment. WTO/WHO member states need to take responsibility in health, but trade barriers and high duties block the access to sport and physical activity.

WFSGI Secretary General and session moderator **Robbert de Kock** invited **Frank Dassler** (General Counsel adidas Group), **Tom Cove** (President and CEO Sporting Goods Manufacturers Association USA), **Edwin Vermulst** (Trade Counsel WFSGI and founding partner of law firm Vermulst Verhaege Graafsma & Bronckers), and **Yi-Fu Lin** (Permanent Representative of Chinese Taipei to the WTO) to speak and to address the alarming message on the global trade barriers and its consequences for society.

Access to sport is important for global health promotion

We are globally faced with increasing costs for our health systems and a general decline in physical health. The whole system could be better off, if people would be more active: The positive effects of physical activity can prevent serious illnesses. The late Armin Dassler used to say “Every dollar spent in sports is a healthy dollar”. Poor health has a far-reaching residual impact on the global economy. Worker productivity, educational achievement and socio-economic advancement are all negatively impacted when individuals suffer from obesity and sedentary lifestyle-related diseases. We need trade policy that supports global health promotion strategies. Specifically, policies that open markets and facilitate the worldwide movement of sporting goods can make a difference by encouraging physical activity. Any Government would be ill-advised to accept

the role of the host of the Olympic Games or the Football World Cup while closing its trade borders to the global sporting goods industry.

“Made in the World”

The story of a product is often far more complex than the label might lead one to believe. As an example most of the sporting shoes manufactured in China are made from mostly non-Chinese materials, such as Australian rawhide and Indonesian synthetics, for a US or EU-based company doing the R&D, designing, marketing and sales in different countries all over the world. The true “made in the world” origin of this ostensibly “Chinese” shoe, however, remains to be recognized by most of the world’s trade experts.

- With regard to a cheap shoe with low R&D, design and marketing costs, more than 50% value-added was in the EU.
- For a medium quality shoe, the EU value-added was between 60%-70%.
- For a high quality shoe the EU value-added could be more than 80%; and
- For high technology shoes with EU-based R&D, the EU value-added could be even higher.

Nine major countries have protectionist measures for sporting goods footwear in place, and China appears to be the main target. Similarly, sporting goods apparel and equipment are subject to trade-restrictive measures across the world. Overall the sporting goods industry is faced with the highest tariffs and duties compared to other industries but so far we have not been able to develop enough lobbying capacity as the other industries to fight these measures.

The “made in the world” initiative has received significant encouragement from the WTO under the direction of Director-General Lamy. Moving along the same path, a solution needs to be found for the removal of impediments to trade for “made in the world” sporting footwear,

apparel and accessories as there is a clear risk that the rising trade-restrictive measures are counter-productive.

Zero for zero is the need of the hour

There is little controversy within the global sporting goods industry regarding the universal elimination of tariffs on sporting goods products. Zero for zero may not come easy, but given its position at the forefront of globalization, sporting footwear, apparel and equipment which are very much “made in the world” cannot settle for a lesser solution.

First, government must recognize what more global trade would contribute to our economic and social development, and the multi-lateral trading system embodied in the WTO is at the centre of the arena. As the proponent of this sectoral proposal to liberalize trade in sporting goods, Mr. Yi Fu Lin stated “on behalf of my government and other co-sponsors, I “must urge all member states to sign-on to this proposal”. Consumers will have more access to better quality sporting goods at more reasonable prices, and in the end their greater participation in sporting activities can only be conducive to bringing about healthier human lives.

The Sporting Goods Industry is tired of being “traded off” in favor of steel, cars or other industries and governments should recognize the clear distinguish between sporting goods and generic ‘shoes’ and ‘apparel’. The one stands for healthy lifestyle, reduction of health costs, higher productivity, more fun in life. The other doesn’t! The sporting goods industry urges the governments around the world to open their markets by allowing easy none tariff access (zero for zero) for sporting goods products, including footwear, apparel and equipment.

For more information - Speeches, Pictures, Audio and video documentation – visit the WTO Public Forum section at our website: www.wfsgi.org

Source: WFSGI

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WFSGI Sustaining Members



NPD releases Global Sports Estimate report 2011

Findings show strong recovery in 2010: The NPD Group released the results of its fifth annual study on the global sports market, Global Sports Estimate 2011.

According to the Global Sports Estimate Report 2011, the worldwide sports market has returned to growth in 2010. Globally the sales of sports equipment, active apparel, and athletic footwear are valued at \$ 315 billion USD (€ 226 billion) for 2010, which represents a four percent increase from 2009.

“Sales of running, hiking/walking, and football/soccer products are the primary

drivers behind this growth,” said Renaud Vaschalde, global sports industry analyst, The NPD Group, Inc., “Overall growth in the sales of footwear and bicycles outperformed apparel and equipment and as expected the 2010 World Cup helped the sport brands associated with it post growth.”

NPD’s Global Sports Estimate Report shows that there are now seven countries in which the sports market size exceeds 10 billion USD in 2010 and another 11 countries with sales estimates between three and 10 billion USD: USA, Japan, Germany, China, France, UK, Italy (Sales at retail of

Athletic Footwear, Active Apparel, Bicycles, and Equipment).

Additionally, the Global Sports Estimate Report finds that products that are designed for sport use are less vulnerable to economic conditions than products that designed with a sport style focus.

“Sales of products that are for use in a specific sport (or sport use products) have held up pretty well despite the recession,” said Vaschalde, “It was only in Japan and Spain that there was a slight decline in the sales of sport use products during 2010.”

Source: NPD

WTO scales back its trade forecast to 5.8% as downside risks build

WTO economists announced that they are revising their 2011 trade forecast to 5.8%, down from their earlier conservative estimate of 6.5%, since trade has grown more slowly than expected in recent months and the outlook for the global economy is increasingly uncertain. Director-General Pascal Lamy said: “The multilateral trading system has been instrumental in maintaining trade openness during the crisis, thereby avoiding even worse outcomes. Members must remain vigilant. This is not the time for go-it-alone measures. This is the time to strengthen and preserve the global trading system so that it keeps performing this vital function in the future.”

Since the original forecast for 2011 was issued on April 22, developed economies in particular have been buffeted by strong headwinds, including the lingering effects of the earthquake and tsunami in Japan, the prolonged budget impasse and credit downgrade in the United States, and the ongoing euro area sovereign debt crisis. Disappointing output and employment data have damaged business and consumer confidence and contributed to the recent turmoil in financial markets.

In light of the deteriorating economy, the WTO now expects world merchandise exports to increase by 5.8% in volume terms in 2011, supported by real GDP growth of 2.5%. Developed economies exports are expected to rise by 3.6% and

their output to go up by 1.5%. Meanwhile, shipments from developing economies are estimated to increase by 8.6% and GDP by 5.9%.

During the economic crisis of 2008-09, WTO members were for the most part able to resist protectionist pressures, but their collective will has recently been tested by weaker economic growth, high unemployment and forced austerity. Another downturn in the global economy could strain their resolve to the breaking point and trigger a descent into self-destructive protectionism.

“The multilateral trading system has been instrumental in maintaining trade openness during the crisis, thereby avoiding even worse outcomes. Members must remain vigilant. This is not the time for go-it-alone measures. This is the time to strengthen and preserve the global trading system so that it keeps performing this vital function in the future.” Director General Pascal Lamy said.

There is an unusually high degree of uncertainty associated with this forecast, which implies a slowdown in world trade rather than an outright decline. Downside risks to GDP have certainly intensified in the last few months, and where output goes trade tends to follow. The situation in Greece is injecting considerable uncertainty into the economic environment.

The economy may be at an inflection point where growth could pick up if policy makers devise a solution to the debt crisis that restores confidence in the financial system. On the other hand, policy missteps could trigger wider instability along the lines of the crisis that followed the failure of Lehman Brothers in 2008. Weighing these factors, we believe that risks to the forecast are firmly rooted on the down side, but we should not ignore the fact that there is some upside potential.

The original forecast from the April press release was quite cautious about the prospects for trade in 2011. As a result, the size of this revision is relatively small. The trade impact of the Japanese disaster turned out to be less than we expected, but the drag imposed by turbulent financial markets could end up being larger than anticipated, which leaves the original forecast not too far from the mark.

The revised forecast for merchandise exports is consistent with the WTO Secretariat’s time-series model for quarterly import demand in a range of major economies (specifically, the members of the Organisation for Economic Cooperation and Development, or OECD, plus China).

Read the full article [here](#).

Source: WTO

Egypt mulls customs duties on textile imports after 'dumping' complaint

Practices of overseas textile companies are under scrutiny following accusations they are hurting local producers. Egypt's Ministry of Trade and Industry may levy customs duties on textile imports after receiving a complaint from the state-owned Holding Co. for Spinning & Weaving about the 'dumping' practices of overseas compa-

nies, according to a report in the financial daily newspaper Al Mal.

'Dumping' is a kind of predatory pricing, where manufacturers export a product to another country at a price below that charged in its home market, or in quantities that cannot be explained through

normal market competition.

An import duty could be imposed in a month if it is found that companies exporting to Egypt are hurting local producers by charging dumping prices.

Source: *Ahram Online*

China 'losing edge' as low-cost manufacturer, says KPMG

China is losing its edge as the world's cheapest place to manufacture goods, a new report suggests. Indonesia and Bangladesh are benefiting most as rising costs in China force firms to switch production, it says.

The report by consultants KPMG says that minimum wage levels in China are now four times greater than other places in South and South East Asia. However, the report says China can defend its position because of its productivity and infrastructure. China is still dominant in the production of goods such as consumer electronics and furniture. But the report says that production of clothing and footwear is now more widely dispersed across Asia, with Indonesia and Vietnam specialising in the production of footwear and India developing a niche in hand-stitched fabrics and metalware.

According to KPMG estimates, Indonesia's

footwear exports grew by 42% in 2010 to \$2.1bn (£1.3bn), while Bangladesh saw textiles exports grow by 43% to more than \$18bn in the year to July 2011.

"Sourcing goods in China purely because of ultra-low costs is a thing of the past," said Nick Debnam, KPMG's Asia-Pacific chair. "With demand still soft in many Western consumer markets, it is also proving difficult for companies to pass on higher costs to consumers. This changing environment is forcing companies to reassess sourcing strategies."

Rising wages

China is battling its highest rate of inflation in three years although the latest consumer prices data from August suggests that the rate is beginning to ease. While much of China's manufacturing has begun to migrate westwards from the

south and east of the country to cheaper provinces such as Sichuan, the report says the cost advantages from such moves inland may be short-lived.

KPMG says that China's increasing manufacturing costs are more to do with the country's demographics.

China's one-child policy has resulted in a "sudden and serious" shortage of the labour that gives workers in both the richer coastal provinces and poorer inland areas the leverage to demand higher wages.

The report was based on interviews with 12 major multinational companies including Ikea, B&Q-owner Kingfisher and Hong Kong's Li & Fung, which sources goods for big-name clients including Wal-Mart.

Source: *KPMG*

Motorcycles: EU registrations down 6% in first semester 2011

Three years of steady decline in the PTW market lead to a loss of almost 300,000 units compared to the 1st half of 2008 which translates to the disappearance of 25% of the EU market. Over the first six months of 2011, a total of 879,773 new Powered Two-Wheelers (PTWs) were registered, or 6,27% less than in the first half of last year.

The main cause of the prolonged contraction lies in the negative performance of the main southern markets (Italy, Greece, Spain). Their impact to the aggregated EU market prevents countries showing quiet signs of recovery (Germany, France, Austria, Belgium and Switzerland) to compensate the losses.

On a positive note, electric PTWs are claiming a new segment. By steadily doubling registrations every year, today more electric motorcycles and scooters are sold in Europe than pure electric cars. So far 11,000 units were reported for the first 6 months 2011 compared to last year's 5567, accounting for 0,3% of the EU market.

Source: *ACEM/ETRA*

NBA to open New York City pop-up store

The NBA Store will reopen this fall in a temporary location, close to its former spot on New York's Fifth Avenue. The league said that partner Adidas will run the temporary 6,000-square-foot store between 47th and 48th streets, incurring all expenses in its operation. The NBA closed

its old store at the corner of 52nd Street in a cost-cutting move in February.

The league plans to find a larger space for a permanent store, which Adidas will operate under the same agreement.

The store will sell player merchandise during the lockout. The NBA has a deal separate from the collective bargaining agreement with the players related to merchandising.

Source: *SportsOneSource*

WFSGI Sustaining Members



Columbia Sportswear Co. to outfit U.S. Freestyle Ski Team

Columbia Sportswear Co. announced it would be the clothing supplier for the U.S. Freestyle Ski Team, a partnership that will extend through the 2014 Olympic Winter Games in Sochi, Russia. Terms of the deal were not revealed.

The U.S. Ski and Snowboard Association includes several disciplines besides freestyle, including downhill and ski jump – both of which require specialized winter garments. Columbia officials see a good fit with the freestyle team because its members wear garments that can be worn by a typical downhill skier, Columbia spokesman Scott Trepanier said.

Columbia will be the supplier for outerwear, baselayer and hats for moguls and

aerials athletes of the freestyle team. Under Armour was the previous supplier.

"The relationship will provide Columbia with a global marketing platform for its trademarked Omni-Heat technology as well as a research and development outlet," says a news release. "A key element for Columbia is garnering insight on its products from athletes and coaches, which will help develop and hone the winter line every season. A team of over 40 world-class U.S. Freestyle Ski Team athletes will be wearing Columbia clothing in diverse and challenging situations where clothing performance clearly impacts athletic performance."

NBC Sports and Versus broadcast commentators will wear Columbia jackets

during national television broadcasts of freestyle events.

The freestyle team will compete in Columbia's Aerial Arson Shell, Sawyers Creek Softshell, Fused Form Parka, and the Bugaboo Pant.

The freestyle team opens its season in early December in Europe. Its primary competitions in America include the Jan. 20-22 Freestyle World Cup in the Olympic village of Lake Placid, N.Y., and the Feb. 2-4 Visa Freestyle International World Cup at Deer Valley Resort in Park City, Utah.

Source: Oregon Live

Lacrosse star Grant Catalino joins Under Armour team

Under Armour announced a partnership with professional Lacrosse player Grant Catalino, who will be a featured athlete for Under Armour's new hard goods lacrosse equipment and appear across various marketing platforms.

Catalino most recently played as an attackman with the Rochester Rattlers, where he set a new Major League Lacrosse single-season record for two-point goals by a rookie and became only the fifth player in MLL history to score nine goals in a single game. Prior to his professional career, Catalino was a three-time All-American at the University of Maryland. During his college tenure, he led the Terrapins to

three straight NCAA quarterfinal appearances and their first NCAA title game since 1998. Catalino is among the all-time leaders in school history in points (10th) and goals (7th).

"Grant fully embraces his role not only as one of the nation's best attackmen, but also as a role model, which makes him stand out and a natural fit for Under Armour," said Matt Mirchin, Senior Vice President, Global Sports Marketing, Under Armour. "An emphasis on training and leadership to the next generation of athletes is paramount to our Brand. Grant has clearly demonstrated he shares these values through his mentorship of younger

teammates and his performance on the field."

Catalino joins a roster of elite athletes who have signed with Under Armour, including three-time Super Bowl champion Tom Brady, 2010 Heisman Trophy winner Cam Newton and Olympic swimming champion Michael Phelps, among others.

Catalino's plans for the future include participating in the upcoming National Lacrosse League Entry Draft on September 21, and running his newfound business, Harvest Lacrosse, a lacrosse camp for student-athletes in Rochester, New York.

Source: SportsOneSource

Asics opens first flagship store in Brazil

ASICS America Group, the athletics products manufacturer with offices in both North and South America, has opened its first flagship store in Sao Paulo, Brazil on August 31st. In four years of operation in the country, the Brazilian subsidiary is the fastest growing within the ASICS Corporation worldwide. In 2010, ASICS Brazil saw a net sales growth of 39 percent compared to 2009.

The new store, opening on Oscar Freire Street in Sao Paulo will initiate the process of a retail expansion planned throughout Brazil.

Featuring an architectural design that is similar to the ASICS store concepts globally, the new store will incorporate unique features. Of particular note, the store will

include the innovative ASICS FOOT ID system, which combines a 3D scan of the foot along with gait analysis to help consumers determine the best shoe for their foot and running style. The information is shared with the consumer and is provided with specific shoe recommendations as well as shared with the ASICS Research and Development center in Japan for future footwear research.

"ASICS is the brand most associated with the sport of running. As a result, the brand has seen significant growth in Brazil over the last few years. With the new store, we hope to offer to Brazilian runners the experience of having the entire ASICS collection in one place, and in addition show the consumer the wide variety of

other products from our brand," stated Giovanni Decker, Brand Manager for ASICS Brazil.

As the first standalone ASICS retail store in Brazil, it will have a sleek design aesthetic with traditional ASICS white and royal blue coloring similar to its predecessors in NYC, London and Tokyo. The first floor will showcase running specific footwear, apparel and accessories and the second floor will feature products for volleyball, tennis, soccer and other sports.

"AS ASICS expands its retail strategy globally, we hope to introduce the brand to new consumers and establish nonrunning products to current consumers of the brand," says Gary Slayton, VP of Emerging.

Source: Asics

WFSGI Sustaining Members



Under Armour plans to double its headquarters

Under Armour is hoping to double the size of its Baltimore headquarters to accommodate additional employees, a retail store and a company museum.

The sports apparel company wants to build an additional 400,000 square feet at Tide Point, an office complex in the Locust Point neighborhood that the firm, which had rented there for years, bought earlier this year.

The company envisions a 20,000-square-foot store opening in 2013, with offices and the museum to follow. Underground and surface parking are also planned.

The company's plans were first reported by the Baltimore Business Journal, which

noted that the Locust Point community is concerned about the speed at which Under Armour hopes to move.

J. Scott Plank, executive vice president of business development at Under Armour, said Thursday that the company needed additional space. He said the firm was already renting a building next to its headquarters and would have to relocate some workers by the end of 2012 if it couldn't move rapidly to expand.

Under Armour also leases part of Tide Point to other businesses — including Advertising.com and Mercy Health Services — and might have to ask those firms

to move if no new space is constructed, Plank said.

Under Armour employs nearly 5,000 people worldwide, up from 3,000 at the end of 2009. About 1,200 employees will work at the headquarters complex by the end of the year, Plank said.

Besides more space, the company needs a store at its headquarters, Scott Plank said. He said the top question he hears from customers and others is, "Hey, where is your store?" The planned museum would help people understand the firm's culture and milestone moments, from the first T-shirt to the first ad, he said.

Source: *The Baltimore Sun*

K-Swiss teams Jillian Michaels for 'Killer Body Beatdown' ad campaign

This fall, California Sports Company K-Swiss will continue their outrageous take on training with the launch of "The Killer Body Beatdown" TUBES ad campaign starring America's Toughest Trainer Jillian Michaels and featuring comedian Kaitlin Olson, known for her fanatical character on the hit FX series "It's Always Sunny in Philadelphia." In partnership with Lady Foot Locker, the multi-media campaign consists of TV spots and a series of comic web films launched on September 14th, 2011.

In the new campaign, created with agency partner 72andSunny, Jillian Michaels and Kaitlin Olson, take TUBES and outrageous humor to popular workout regimes including the "Muffintop Massacre," "Heinie Hottener," and "Hot Cool Down." The new

campaign aligns with Jillian's core market of spirited, fitness-conscious women.

"K-Swiss is bringing the fun back to women's workouts," said Chris Kyle, vice president of marketing for K-Swiss. "After the success of the men's TUBES campaign with Kenny Powers, we wanted to create an equally compelling campaign that inspires women to get in their TUBES, train hard and connects through humor in the process."

To complement the short web films, there will be a 10-second and 30-second TV spots featuring Jillian and Kaitlin directing consumers to join the K-Swiss "Killer Body Beatdown" and visit Lady Foot Locker retail locations around the country. In all films, Jillian and Kaitlin will motivate and

entertain consumers to get in shape with practical, but highly entertaining tips.

Launched September 15th, Lady Foot Locker supports the campaign via in-store displays nationwide. Throughout the month, original content airs on www.ladyfootlocker.com and TV including spots on NBC, CBS, MTV, BRAVO and VH1. Additionally, the campaign is supported with a robust digital/interactive and mobile campaign on the K-Swiss and Lady Foot Locker Facebook pages.

K-Swiss TUBES training collection continues to be the brand's most successful fitness shoe to date. The lightweight shoe features the patented TUBES cushioning technology providing stability, flexibility and durability at an affordable price point of \$80.

Source : *PR Newswire*

Derby Cycle AG and Pon Holdings B.V. agree to cooperation and takeover offer

Derby Cycle AG and Pon Holdings B.V. (hereinafter called "Pon") based in Almere in the Netherlands and its wholly-owned subsidiary Pon Holding Germany GmbH have signed a Business Combination Agreement (hereinafter called the "BCA") and have thus entered into a strategic cooperation. In addition, Pon Holding Germany GmbH has committed itself in the BCA that it will make a voluntary public offer pursuant to Sections 29 ff. of the German Securities Acquisition and Take-over Act (WpÜG) to all shareholders in Derby Cycle AG. In return, Derby Cycle AG shareholders are to be offered a consideration of EUR 28.00 per share in cash.

Under the terms of the BCA, the offer will be subject to a small number of conditions only, including in particular the approval of the merger by the responsible anti-trust authorities and an acceptance rate of 50% of the capital stock and voting rights in Derby Cycle AG plus one share. It is further agreed under the BCA that Pon will not seek to make any changes to the composition of the Management Board of Derby Cycle. In addition, it is intended that Derby Cycle AG should retain its independence and stock market listing for at least 18 months. Thus, the parties agreed to exclude entry into a control and/or profit transfer agreement as well as a squeeze-out for the same time period.

Furthermore, Pon has declared to financially support Derby Cycle in its future aspired growth, in particular in the case that Derby Cycle should realize a currently considered acquisition.

Derby Cycle expects the offer documents to be published by Pon Holding Germany GmbH and the acceptance period to commence in the course of the next weeks. The acceptance period is intended to last a maximum of five weeks. The offer price values Derby Cycle AG's share capital at a total of EUR 210.0 million.

Source: *Derby Cycle*

WFSGI Sustaining Members



Reebok to refund \$25M for toning shoe claims

Reebok International Ltd. will refund \$25 million to consumers that bought the athletic wear maker's toning shoes or apparel as part of a settlement with the Federal Trade Commission over deceptive advertising, the agency announced. The shoes claimed to provide extra tone and strength to leg and buttock muscles.

In a short statement, Reebok stated, "We stand behind our EasyTone technology - the first shoe in the toning category that was inspired by balance-ball training. Settling does not mean we agree with the FTC's allegations; we do not. We have received overwhelmingly enthusiastic feedback from thousands of EasyTone customers, and we remain committed to the further development of our EasyTone line of products. Our customers are our number one priority, and we will continue to deliver products that they trust and love."

According to the FTC's statement, the funds will be made available for consumer refunds either directly from the FTC or through a court-approved class action lawsuit. It is unclear whether consumers will be reimbursed for all or a portion of the purchase price.

"The FTC wants national advertisers to understand that they must exercise some responsibility and ensure that their claims for fitness gear are supported by sound science," said David Vladeck, Director of the FTC's Bureau of Consumer Protection, in the statement.

Under the settlement, Reebok is barred from:

- making claims that toning shoes and other toning apparel are effective in strengthening muscles, or that using the footwear will result in a specific percentage or amount of muscle toning or strengthening, unless the claims are true and backed by scientific evidence;
- making any health or fitness-related efficacy claims for toning shoes and other toning apparel unless the claims are true and backed by scientific evidence; and

- misrepresenting any tests, studies, or research results regarding toning shoes and other toning apparel.

At a news conference, Vladeck said the FTC settlement will run in tandem with any pending class action lawsuits against Reebok over advertising claims for their toning footwear. "We want to get cash back in the hands of consumers as quickly as we can, but this process will take some time," Vladeck said, according to the Chicago Tribune.

Vladeck also praised Reebok for its cooperation in the matter. He noted that Reebok pulled the advertising detailed in the complaint "sometime in the middle of our investigation." The shoes became available in early 2009, and the ads ran during 2009 into 2010, according to the FTC. Reebok also stopped manufacturing boxes and promotional materials with the deceptive claims, he added.

Vladeck declined to comment on other companies that made toning footwear. The agency did not provide an estimate of how many Reebok toning shoes were sold.

According to the FTC complaint, Reebok made unsupported claims in advertisements that walking in its EasyTone shoes and running in its RunTone running shoes strengthen and tone key leg and buttock (gluteus maximus) muscles more than regular shoes. The FTC's complaint also alleges that Reebok falsely claimed that walking in EasyTone footwear had been proven to lead to 28 percent more strength and tone in the buttock muscles, 11 percent more strength and tone in the hamstring muscles, and 11 percent more strength and tone in the calf muscles than regular walking shoes.

The FTC noted that beginning in early 2009, Reebok made its claims through print, television, and Internet advertisements, the FTC alleged. The claims also appeared on shoe boxes and displays in retail stores. One television ad featured a very fit woman explaining to an audience the benefits of Reebok EasyTone toning shoes. She picks up a shoe from a display and points to a chart showing the muscles

that benefit from use of the shoes, while a video camera continues to focus on her buttocks. She says the shoes are proven to strengthen hamstrings and calves by up to 11 percent, and that they tone the buttocks "up to 28 percent more than regular sneakers, just by walking."

In its complaint, the FTC stated, "In truth and in fact, laboratory tests do not show that, when compared to walking in a typical walking shoe, walking in EasyTone footwear will improve muscle tone and strength by 28% in the gluteus maximus, 11% in the hamstrings, and 11% in the calves."

The FTC noted that it has been reported that toning shoe sales in the United States increased from \$17 million in 2008 to approximately \$145 million in 2009. Toning shoe sales peaked in 2010 with sales close to \$1 billion. Reebok as well as Skechers were the two biggest sellers of toning styles.

A microsite - Ftc.gov/reebok - has been set up to provide consumers with the basic facts about the Reebok settlement and directs them to apply for a refund if they are eligible. The Commission vote authorizing the staff to file the complaint and approving the proposed consent decree was 5-0. The FTC filed the complaint and proposed consent decree in the U.S. District Court for the Northern District of Ohio on September 28, 2011. The proposed consent decree is subject to court approval.

The FTC also indicated that findings does not conclude the Reebok broke any a law. In a note at the close of its statement, the FTC noted that Commission files a complaint when it has "reason to believe" that the law has been or is being violated, and it appears to the Commission that a proceeding is in the public interest. The complaint is not a finding or ruling that the defendant has actually violated the law. The consent decree is for settlement purposes only and does not constitute an admission by the defendant that the law has been violated. Consent decrees have the force of law when approved and signed by the District Court judge.

Source: SportsOneSource

Nike, Inc. reports fiscal 2012 first quarter results

- Revenues up 18 percent to \$6.1 billion, up 11 percent excluding currency changes
- Diluted earnings per share up 19 percent to \$1.36
- Worldwide futures orders up 16 percent, 13 percent growth excluding currency changes
- Inventories up 41 percent

Nike, Inc. reported financial results for its fiscal 2012 first quarter ended August 31, 2011. Diluted earnings per share and revenue represented new records as a strong demand for Nike, Inc. brands, SG&A expense leverage, tax efficiencies and a lower average share count offset the impact of a lower gross margin.

"We're off to a strong start in fiscal year 2012. We have a powerful and diverse portfolio of brands and businesses, and we're focused on leveraging them to drive growth and create value for our shareholders," said Mark Parker, President and CEO, Nike, Inc. "It pays to be prudent in times like these. It's also essential that we remain on the offense, creating opportunities. We do that by connecting with consumers, designing innovative products and delivering amazing experiences. That's how we continue to lead this company and the industry into the future."

First Quarter Income Statement Review

- Revenues for Nike, Inc. increased 18 percent to \$6.1 billion, up 11 percent on a currency-neutral basis. Excluding the impacts of changes in foreign currency, Nike Brand revenues rose 12 percent with growth in every geography except Western Europe, which was flat due to the negative impact from changes in the timing of shipments and comparisons to last year's strong World Cup related sales. By category, revenues were up on a currency neutral basis in all key categories except Football (Soccer), which had a challenging prior year comparison given the World Cup last year. Revenues for our Other Businesses increased 10 percent including 2 percentage

points of benefit from changes in currency exchange rates, as growth in Converse, Cole Haan and NIKE Golf offset lower revenues at Hurley and Umbro.

- Gross margin declined 270 basis points to 44.3 percent mainly due to higher product costs and a higher mix of off-price revenues sold at a lower margin than the prior year. These factors more than offset the positive impact of growing sales in our Direct to Consumer operations, select pricing actions and the benefits of ongoing product cost reduction initiatives.
- Selling and administrative expenses grew at a slower rate than revenue, up 9 percent to \$1.8 billion. Demand creation expenses increased 2 percent to \$692 million driven by marketing support for key product initiatives and investments in retail product presentation for wholesale accounts. Operating overhead expenses increased 14 percent to \$1.1 billion due to additional investments made in our wholesale and Direct to Consumer businesses.
- Other expense, net was \$18 million, comprised largely of foreign exchange losses, primarily from currency hedges. For the quarter, we estimate the year-over-year change in foreign currency related losses included in other expense, net combined with the impact of changes in foreign currency exchange rates on the translation of foreign currency-denominated profits increased pretax income by approximately \$32 million.
- The effective tax rate was 24.3 percent compared to 26.0 percent for the same period last year, an improvement due primarily to a reduction in the effective tax rate on operations outside the United States.
- Net income increased 15 percent to \$645 million and diluted earnings per share increased 19 percent to \$1.36 reflecting a 3 percent decline in the weighted average diluted common shares outstanding.

August 31, 2011 Balance Sheet Review

- Inventories for Nike, Inc. were \$3.1 billion, up 41 percent from August 31, 2010. Inventories were higher compared to a year ago due to higher average unit product cost, growth in total units and changes in currency exchange rates. Nike Brand unit inventories were higher as a result of strong demand and elevated product deliveries as manufacturing partners have expanded production capacity to more closely align with demand. Also contributing to the growth in Nike Brand units were strategic pre-builds for key seasonal items with longer production lead times and growth in our Direct to Consumer business. Relative to revenues and futures, current unit inventories are broadly consistent with the levels we reported prior to the 2009 – 2010 economic downturn.
- Cash and short-term investments were \$3.7 billion, lower than last year as higher working capital investments reduced free cash flow from operations, while share repurchases, dividend payments and long-term debt payments also increased year-on-year.

Share Repurchases

During the first quarter, Nike repurchased a total of 7.7 million shares for approximately \$649 million as part of our four-year, \$5 billion share repurchase program, approved by the Board of Directors in September 2008. As of the end of the first quarter, Nike has purchased a total of 38.0 million shares for approximately \$3.0 billion under this program.

Futures Orders

As of the end of the quarter worldwide futures orders for Nike Brand athletic footwear and apparel, scheduled for delivery from September 2011 through January 2012, totaled \$8.5 billion, 16 percent higher than orders reported for the same period last year. Excluding currency changes, reported orders would have increased 13 percent

Source: Nike

Any questions? Contact **Stefanie Burkert**, WFSGI PR Manager & Assistant to the Secretary General
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WFSGI Sustaining Members



Steve Madden announces exclusive licensee agreement for Superga brand

Steve Madden, a leading designer and marketer of fashion footwear and accessories for women, men and children, announced that it has signed a deal with BasicNet S.p.A. to become the exclusive licensee for the Superga brand in North America. In addition, the Company is pleased to have appointed Ashley Olsen and Mary-Kate Olsen as Creative Directors of Superga North America.

"We are excited to celebrate Superga's 100th birthday with the re-introduction of this beloved Italian footwear brand to the USA," said Ashley Olsen. "We hope to introduce a fresh perspective to this iconic collection, while honoring Superga's legacy of timeless design."

As Creative Directors, Ashley Olsen and Mary-Kate Olsen will develop all creative and marketing initiatives and oversee retail

lines of distribution for the Superga brand. The Superga brand's North American distribution is exclusive to premier department stores and high-end specialty footwear boutiques.

For Spring 2012, the partnership will include a co-branded initiative between Superga and The row, the luxury apparel and accessories brand created by Ashley Olsen and Mary-Kate Olsen. "The row for Superga is a unique opportunity to collaborate with a time-honored brand that shares The row's dedication to classic design, effortless luxury and exceptional quality," said Mary-Kate Olsen. The row for Superga collection will be made in luxurious materials and will be available in select points of sale where The row collection is sold.

"Since I first went to Europe in the 80s, Supergas have been my favorite sneakers,

"said Steve Madden. "I am thrilled to be involved with them and I am excited to collaborate with Ashley and Mary-Kate on a new project."

"The agreement reached with Steve Madden is an important step for the development of the Superga brand in the North American markets, and the cooperation with Ashley Olsen and Mary-Kate Olsen will allow us to better meet the tastes of the American customers," commented Franco Spalla, CEO of BasicNet, the worldwide owner of the Superga brand. "We are pleased that the cooperation with Ashley and Mary-Kate will be extended to a new co-branded collection The row for Superga, to be launched in the next Spring-Summer season."

Source: Business Wire

New Balance featured in Mike Lupica's "The Underdogs"

Number-one New York Times bestselling author Mike Lupica's latest book "The Underdogs" features athletic company New Balance helping a young football player, achieve his dream by sponsoring

his team's season with footwear, uniforms and equipment.

"We are extremely excited to be part of Mike's latest inspirational story for youth about the importance of good sportsman-

ship and the power of persistence and teamwork in achieving goals," says Rob DeMartini, chief executive officer and president of New Balance.

Source: New Balance

Apparel firms join Uzbek cotton ban

More than 60 of the world's best known apparel companies and brands as well as the American Apparel and Footwear Association (AAFA), which represents more than 800 brands, have signed a pledge to not knowingly source Uzbek cotton harvested using forced child labor. The companies will maintain this pledge until the elimination of this practice is independently verified by the International Labour Organization (ILO). The pledge is being coordinated by the Responsible Sourcing Network and is posted on its website www.sourcingnetwork.org.

Company signatories include:

adidas Group (adidas, Reebok, Taylor-Made, adidas Golf); ANN INC. (Ann Taylor, LOFT); Brooks Sports, Inc.; Burberry; C&A; Carrefour; Carter's (Carter's, OshKosh B'gosh); Columbia Sportswear Company; Eddie Bauer LLC; EILEEN FISHER; H & M Hennes & Mauritz AB; J.Crew; Kohl's De-

partment Stores, Inc.; Levi Strauss & Co.; Li & Fung Limited; Liz Claiborne Inc.; Macy's Inc.; New Balance; Nordstrom Product Group; Peacocks Stores Ltd (Peacocks London, Pearl Lowe for Peacocks, By Design); PPR Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Stella McCartney, Alexander McQueen, PUMA, Volcom, Redcats); PVH Corp.; Target Corporation; The TJX Companies, Inc.; The Jones Group; VF Corporation; Wal-Mart Stores, Inc. (ASDA, Better Homes & Gardens Canopy, Faded Glory, George, Home Trends, Mainstays, No Boundaries, Puritan, Sam's Club, White Stag, Your Zone); The Walt Disney Company.

The signatories signed a public pledge to demonstrate their unwavering commitment to persuade the Uzbek government to end the use of forced child labor in cotton harvesting. This initiative, uniting

an unprecedented number of American and European apparel powerhouses, luxury brands and consumer favorites, builds off of efforts started in 2004 by a number of European and U.S. advocacy organizations and Uzbek human rights groups.

"I commend these companies for making this public commitment and sending a message about sourcing all aspects of their products ethically," stated Patricia Jurewicz, director of RSN. RSN, a project of As You Sow (www.asyousow.org) addresses human rights violations and environmental destruction in the supply chains of consumer products at the raw commodity level. RSN supports network participants in leveraging their influence to achieve measurable solutions in the areas of conflict minerals and child slave labor.

Source: SportsOneSource

WFSGI Sustaining Members



Sports Direct expects to meet FY forecast

Sports Direct International, the UK's largest sports retailer, said its first quarter gross profit declined slightly due to tough comparisons against the FIFA World Cup a year ago. It reiterated that it expected to meet its earnings forecasts for the year.

Group sales for its fiscal first quarter ended July 25 inched ahead 0.5 percent to £410 million from £408 million (\$655m) a year ago. Gross profit decreased 5.7 percent to £174 million (\$278m) from £185 million. This does not include sales from the new premium lifestyle division.

In line with management's expectations, retail sales in the 13 week period increased 0.8 percent year on year to £368 million (2011: £365m), and retail gross profit decreased 6.6 percent to £156 million (2011: £167m). These results are against tough

comparatives as the FIFA World Cup was taking place in the same period last year. This is illustrated by the UK Retail like-for-like gross contribution for one week decreasing by 40.2 percent.

The Brands division revenue decreased by 2.3 percent to £42 million (2011: £43m), and the corresponding gross profit was flat at £18 million (2011: £18m).

The firm owns Sports World and Lillywhites stores as well as brands including Slazenger, Lonsdale, Everlast and Dunlop. During this period, UK Retail has opened nine and closed four core stores, two of which were core relocations. The company also said it opened three and closed four non-core stores. European retail

opened one new store in France, two in the Netherlands and one in Cyprus.

Dave Forsey, Chief Executive of Sports Direct International plc, said: "The Group's underlying performance in the period has been in line with management expectations, while continuing to invest in margin, inventory and extra group marketing.

"Trading has continued to remain in line since the end of July and therefore the Board is confident of reaching the full year targeted underlying EBITDA of £215m (before the charge for the bonus share scheme), notwithstanding the payment of a £2m success fee to Darren Clarke for winning golf's The Open Championship in July."

Source: SportsOneSource

Crocs, Inc. introduces new golf shoe collection

Crocs announced a new golf line designed in partnership with internationally-recognized golf instructor Hank Haney. The Crocs Golf with Hank Haney collection will launch in the spring of 2012 and feature a number of men's and women's styles that can be worn both on and off the course.

The new collection strikes the perfect balance of utmost comfort for which Crocs shoes are known, with technical engineering for the casual golfer. Each of the four Crocs Golf with Hank Haney styles were designed with input from Haney based on his experience over the past 35 years instructing more than 200 touring professionals from the PGA, LPGA, Champions, European, Japanese, Australian and Asian tours.

Crocs Golf with Hank Haney provides an alternative to traditional golf shoes for the recreational player. All of the styles feature Croslite material midsoles that provide form-to-foot cushioning not found in any other golf shoe.

"I spend a lot of time in and around the golf course so functionality and comfort are extremely important to me," said Haney. "Crocs listened to my input and suggestions, and I believe the Crocs Golf with Hank Haney collection provides golf fans with a complete golf shoe that combines style, performance, and all around comfort. From the range to the clubhouse, the collection features a variety of styles for both men and women."

"The Crocs Golf collection is a natural brand extension for Crocs as it offers a casual alternative to the traditional golf shoe," said Dale Bathum, senior vice president of product development for Crocs. "They still provide all of the same technical engineering, but with the comfort and innovative design consumers have come to expect from Crocs footwear. The launch of this new line continues to showcase the depth and breadth of our styles. Currently, we offer more than 250 styles of Crocs shoes, ranging from the original clog-style shoe to wedges, flats, boots and, now golf shoes."

Source: Crocs

Nike jumps into venture capital to fund green start-ups

Nike announced that it's launching a venture capital arm called the Sustainable Business & Innovation Lab to invest in start-up companies in renewable energy, efficient manufacturing and healthy lifestyles.

The world's largest sporting goods brand made the announcement in its corporate sustainability report, which says its mission "is to enable Nike, Inc. to thrive in a sustainable economy."

Nike wants to support green businesses but its investments will also be guided by choosing companies that offer innovative ideas for its own business growth. It also plans to finance partnerships with government and non-profits.

The company is looking for new product ideas that incorporate sustainability and ways to reduce costs for raw materials, energy and other expenses. Last year, Nike started selling soccer uniforms made from recycled polyester and is looking for other products that attract green customers.

In the past, mostly pharmaceutical and technology corporations had venture capital arms, used mostly to expand their businesses, but now that's extending to consumer product companies. Intel, for example has invested over \$9.8 billion in over 1100 companies since 1991.

Nike has long been considered one of the leaders in sustainability among corpora-

tions, and was on our SB20 List, the World's Top Sustainable Stocks. As a founding member of Business for Innovative Climate & Energy Policy (BICEP), Nike joined a coalition of companies advocating for the passage of meaningful energy and climate change legislation.

Last year, Climate Counts, a nonprofit organization founded in 2007, ranked Nike first among US corporations for the fourth year in a row, for its emissions reduction policies and sustainability reporting.

Source: Sustainable Business

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Ugg Australia launches campaign targeting men

Ugg Australia, a division of Deckers Outdoor Corporation, unveiled its first broadcast commercial, part of an integrated multi-media marketing campaign to support its men's collection. Featuring quarterback Tom Brady and music by Mos Def, the "Steps" spot aired nationally on Monday Night Football on ESPN on September 12 and is the lead component of a campaign that includes additional TV, online digital, national print and outdoor media and showcases the brand's range of men's footwear as well as select outerwear, apparel and accessories.

"Launching our men's campaign with TV illustrates the commitment we have to this initiative and to our partnership with Tom Brady," said Ugg Australia president Constance X. Rishwain. "Working with Tom allows us to celebrate the heritage of Ugg and at the same time introduce it to a new generation of modern men like him who

appreciate great design paired with the Ugg 'inside' experience."

The three-time champion stars in a 00:30 second spot called "Steps" with music by hip hop artist Mos Def that can be seen on Monday Night Football and launches across online digital media platforms including ESPN.com, CBS.com, Pandora, Hulu and Brightroll on September 7. The "Steps" spot follows Tom Brady through the steps of his life. Wearing a variety of Ugg Men's footwear, viewers follow him on his journey through changing seasons and environments that ultimately lead to the stadium.

The spot, created by ad agency M&C Saatchi, Los Angeles was shot by Icelandic directing team the Snorri Brothers. Using their invention, The Snorri Cam - a camera that is attached to a weight belt and stabilized at the hips - they were able to capture one-of-a-kind imagery. House Design

& Film, Los Angeles created the national print and OOH campaign featuring Brady. The national print publications include GQ, Esquire, Details, ESPN the Magazine and Men's Journal, while outdoor media can be seen on tall walls in New York, Boston and Los Angeles. Three other campaign spots--"Drums", "1000 CCs" and "New York City", will air online and focus on the featured Fall/Winter 2011 product in the collection.

"Our goal is to introduce men to the Ugg experience through this campaign by pairing the rugged, masculine design sensibility of our collection with the unique comfort you get only when you put your foot inside our shoes and take a few steps," continued Rishwain. The products features Ugg craftsmanship paired with the premium twinface sheepskin that delivers the ultimate Ugg experience, and is available at retailers worldwide and at www.uggaustralia.com.

Source: MarketWatch

Yue Yuen's revenues jump 23 percent for nine months, gross margin down

Yue Yuen Industrial Limited said revenues for the nine months ended June 30 rose 23.4 percent year on year to U.S. \$5.19 billion while net profit increased 5.9 percent to \$377.0 million from \$356.1 million. The company said both footwear manufacturing and the retail operations in the Greater China Region continued to experience sales growth compared to the same period last year. Shoe manufacturing activity represented 71.1 percent of the Group's Turnover. The Group's larger customers saw good sales growth in the first nine months of the Group's fiscal year 2011 and in general expect that the calendar year 2011 sales growth will finish as a positive figure. For the nine month period, shoe manufacturing sales increased by 25.8 percent to \$3.68 billion underpinned by shoe manufacturing volume that was up by 17.0 percent to 249.1 million pairs, and an increase of 7.6 percent in the average selling price per pair.

The Group has established new production facilities in the inland provinces of China

and other areas. The new locations have created short term operating challenges as many new employees need a period of elaborate training. Wage increases in China and other areas were experienced during the operating period as a result of governments' employment policies.

Retail Turnover from the wholesale and retail operations in the Greater China region, representing 20.5 percent of the Group's turnover, continued its growth trend on a year on year basis as a consequence of the buoyant economy in the Greater China region. Retail Turnover increased by 18.1 percent to US\$ 1,062.3 million in the nine month period. The Group as at 30th June 2011, had 2,887 directly operated retail stores/counters and had 3,190 sub-distributors, giving the Group a total of 6,077 points of sale across the region.

Group turnover grew modestly in the month of July 2011 on account of the high base comparison. Group turnover in-

creased by around 19.6 percent year-on-year to approximately US\$ 631 million. The Group has achieved turnover growth in the ten months ended 31st July 2011, compared to the same period last year, to around \$5.8 billion, an increase of just over 22 percent.

By product category, Athletic Shoes grew 22.4 percent to \$2.8 billion; Casual/Outdoor Shoes increased 38.7 percent to \$867.2 million; and Sports Sandals advanced 18.5 percent to \$67.8 million. Retail Turnover climbed 18.1 percent to \$1.06 billion while Soles, Components & Others' revenues grew 17.6 percent to \$439.1 million.

By region, sale in the U.S. grew 17.1 percent to \$1.47 billion; Europe increased 29.0 percent to \$1.18 billion; South America gained 74.5 percent to \$241.5 million; and Canada, 22.6 percent to \$79.3 million.

Other Areas increased 8.3 percent to \$123.8 million.

Source: APAC Partners

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Global cycling market grows 4 percent in 2010

A recent survey reveals that the global bike market increased in volume by 4% in 2010. According to the NPD Group, the leading global provider of consumer and retail market research information for a wide range of industries, global sales totaled 137 million bicycles (all categories; including e-bikes).

NPD group's survey called 'The Global Sport Market Estimate' is now also focusing on bicycles as well as bike parts and accessories. NPD's survey on the 2010 bike market shows total retail sales (after VAT) valued at 32.9 billion euro (45.8 bn US dollar). This includes the sale of bikes parts, accessories, rental, maintenance, cycling shoes and cycling apparel. In 2009 the value stood at 29.9 billion euro (39.5

bn US dollar). The NPD data, provided exclusively to Bike Europe, further notes that the average price of a bike stood at 179 euro (249 US dollar) in 2010.

NPD's 6th survey 'The Global Sport Market Estimate' further deduced that cycling is the number 1 sport market in the world in terms of revenue, ahead of any other sport. It is accounting for 15% of the global sport market in 2010; was 14% in 2009.

The survey further says: "Electrical bikes have yet to prove that they are a mass market product in Western Europe (to the exception of some countries such as the Netherlands). We believe what is missing is a touch of glamour on the bikes and

they are expensive in comparison with traditional bicycles. So the interesting question is at what level of price will we observe that the demand for hybrid technology products will start to rocket and hit the mass market (and when will this happen?) This is probably around half the current prices (psychological price is certainly below 500 euro) and the turning point is probably still a few years from now."

NPD's cycling survey is on sale. It includes the data broken down by region, and by country for all countries in the world (more than 90, and 36 in Europe).

Source: NPD



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Brisk buying, new features power 2011 Interbike

Interbike OutDoor Demo and International Bicycle Expo celebrated 30 years of serving the cycling industry in Las Vegas the week of September 12, with a show described as “vibrant,” “reinvigorated,” and “productive.” This year’s edition of the annual trade show provided an improved experience for attendees and exhibitors, and blended business value and cycling culture during the five-day event.

Pulling input from multiple advisory panels created over the past year and extensive research commissioned by Interbike, the 2011 edition of the show featured considerable investment in new features, events

and partnerships.

More than 23,000 total attendees and 1,200-plus exhibiting brands got down to business in the Sands Expo and Convention Center at this year’s show and took advantage of Interbike’s new features, including Circulus - a mini-velodrome on the show floor - LaunchPad product showcase area, the Urban Yard and Tri Zone.

The retailer traffic at Interbike represented many of the best, most influential dealers in the country, with 86 percent of Bicycle Retailer and Industry News’ 5-star dealers in attendance and 70 percent of

the BRAIN Top 100 retailers.

Preliminary attendance numbers for Interbike 2011 show nearly 4,000 unique stores represented at the show and the total number of buyers at more than 11,000. International buyer attendance from outside the United State was more than 1,300.

Despite unseasonable thunderstorms during the second morning of the event, reports from the more than 200 exhibiting brands showed a higher frequency of demo bikes being checked out than last year.

Source: Interbike

Brussels continues to obstruct bigger e-bike motors

It’s not finalized yet in new type-approval regulations, but as it stands now 25 km/h electric bicycles with more than 250Watt motors will remain subject to the type-approval for motorcycles. As a result, they will remain classified as mopeds and riders will have to wear a helmet and have insurance and a driver’s licence. If they would be excluded from type-approval, they would be classified as bicycles without all these obligations. The bigger motors would make electric bicycles more suitable for heavy duty usages by postal workers with heavy bags, other types of freight transportation on bicycles and for cycling in hilly and mountainous areas.

The European bicycle industry united in COLIBI/COLIPED associations as well as the one for cyclists, ECF, on the one hand and dealer association ETRA on the other, strongly disagree on new e-bike regulations.

The industry associations as well as the European Cyclist Federation (ECF) want to make sure that the market remains limited to bicycles with pedal assistance up to 25 km/h and a motor output limit of 250W. Both industry organizations are in favour of maintaining the current specifications as described in the Directive 2002/24/EC.

European TwoWheeler Retailers’ Association (ETRA) is lobbying the European Parliament for 3 main issues:

1. as for bicycles with a motor that assists up to 25 km/h irrespective of their motor output limit: exclusion from the type-approval for motorcycles and inclusion in the regulatory framework of Machinery Directive + EN 15194
2. as for bicycles and light electric vehicles with an electric motor that can propel the vehicle itself which do not weigh more than 25 kg: exclusion from the type-approval for motorcycles and

inclusion in the regulatory framework of Machinery Directive + EN 15194

3. as for all other electric bicycles and light electric vehicles that will be included in the type-approval for motorcycles: requirements that are adapted and appropriate to these vehicles.

It looks like that the European Commission will obstruct the use of bigger motors for e-bikes that comply to the current ‘bicycle’ specifications as described in the Directive 2002/24/EC.

The European Commission is willing to allow motors with more than 250 Watt but only when they are included in the type-approval just like motorcycles. This regulation required a compulsory insurance, the wearing of a helmet, a license plate a specific technological requirements for brakes and saddles.

Source: Bike Europe

Brazil raises import duty for bikes to 35 percent

On September 6 Brazil has announced to raise its import duty on assembled bicycles from 20 to 35 percent. At Eurobike Eduardo Musa, President of the country’s biggest bike maker Caloi, told Bike Europe that the import duty increase is caused by the huge influx of bicycles into the country which economy is booming.

According to the Caloi President, Brazil imports of complete bikes stood at about 50,000 units five years ago. For this year the total import will grow to 500,000 units. Brazil is the world’s fifth largest country,

both by geographical area and population (250 million), and also ranks number five in the bicycle market, according to the national industry organization Abraciclo of which Eduardo Musa is Chairman. The Brazilians are buying an estimated 5.7 million bicycles this year.

In terms of production, Brazil is the third biggest bicycle producer in the world after China and India, with an annual output of close to six million units. Caloi is the country’s biggest producer with an annual production of about one million units.

With its economy booming at an annual growth rate of over 7 percent, the bike market is shifting to mid and higher end models. Sports bikes are gaining popularity as the country’s is looking forward to organizing the Olympic Games in 2016. Specialized and Trek recently opened sales offices in the country.

On September 6, the Brazilian government signed the bill on the higher import duty. Today the to 35% raised import duty is going into effect.

Source: Bike Europe

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Patagonia, aiming to be eco-friendly, will promote used clothes on e-Bay

Have an old Patagonia jacket gathering mothballs in the closet? The outdoor-clothing company says it will help you sell it on e-Bay.

Patagonia is trying an unorthodox and possibly risky approach to online retailing. The outfitter will launch an e-Bay storefront where it will not sell its own products but rather promote used Patagonia clothing from e-Bay sellers.

The benefits for e-Bay are clear: It will make a commission on the sales. Patagonia's gains are less obvious. The Ventura, Calif.-company, which has its own online store, will compete against e-Bay merchants selling their own products and won't receive any compensation for the sales.

Patagonia's founder and owner, Yvon Chouinard, says making money is not the point. Instead, he says he just wants people to reuse still-wearable Patagonia apparel rather than buying new threads. It's his way of helping to preserve the environment, he says.

Patagonia has had a long history of contributing toward such causes. Since 1985, for example, it has pledged 1% of its sales to conservation undertakings.

Chouinard admits that Patagonia is uniquely positioned to try something like this. The company, which he says made \$400 million in sales in 2010 and is on pace to grow 25% this year, is owned by him, his wife and his two children. He doesn't have any shareholders or other

interests to please, he says. "I'm in business for different reasons," he says. "I've made all the money I could possibly need."

While acknowledging the environmental goal of the partnership, e-Bay CEO John Donahoe says there could be business benefits. He says by promoting used and presumably cheaper products, Patagonia products are now available to customers who might not want to pay full price for new items.

"Patagonia is extending its customer base and increasing it," Donahoe says "People who are selling it are likely to turn around, take the money they got, and buy the new Patagonia" products, he says.

Source: The Wall Street Journal

Organic exchange report shows Global Organic Cotton Market hits new high

According to the Organic Cotton Market Report 2007-2008 released by Lubbock, Texas-based non-profit organization Organic Exchange (OE), global retail sales of organic cotton apparel and home textile products reached an estimated \$3.2 billion in 2008, a 63-percent increase over the \$1.9-billion market in 2007. Organic production is based on a farming system that maintains and replenishes soil fertility without using toxic and persistent pesticides and fertilizers or genetically modified seeds.

The top 10 organic cotton-using brands and retailers globally were: Bentonville, Ark.-based Wal-Mart Stores Inc.; Belgium-based C&A; Beaverton, Ore.-based Nike

Inc.; England-based H&M; Spain-based Zara; New York City-based Anvil Knitwear Inc.; Switzerland-based Coop Group; San Francisco-based Pottery Barn; Renton, Wash.-based Greensource Organic; and Germany-based Hess Natur.

Despite the current economic downturn, most brands and retailers selling organic cotton products are continuing their sustainability measures, with plans to expand product lines 24 percent and 33 percent in 2009 and 2010, respectively, to create an estimated \$4 billion market in 2009 and a \$5.3 billion market in 2010.

"It is a sign of the times that despite ominous financial forecasts, brands and retail-

ers are standing fast to their commitment to making their product lines more sustainable by ever increasing their use of organic cotton and other organic fibers such as wool, linen, and silk," said LaRhea Pepper, senior director, OE.

According to OE's Organic Cotton Farm and Fiber Report 2008, the amount of organic cotton grown by farmers globally in 2007/08 increased by 152 percent. The organization also noted that during 2008, certified organic cotton fiber suppliers increased by 95 percent - compared with annual growth rates of 45 percent in 2006 and 53 percent in 2007.

Source: Textile News

Rugbywear brands to benefit from RWC

The global rugbywear market - including clothing, footwear and equipment - was worth €300-m (R3.26-bn) in 2010, estimated the US-based market research group NPD and with the 2011 IRB World Cup in full swing, it will no doubt be worth much, much more

With the pool stages almost concluded, the brands that will sell the most fanwear and replica are coming to the fore. In the

knockout stages of the competition adidas and Nike should be selling well in two countries; Kooga in one (a faint possibility in two); Under Armour and Canterbury each in one - the latter, enjoying excellent sales in SA, judging by the many people who are already showing their colours on 'Bok Days.

This is based on our prediction that the following teams will go through to the

quarter finals: Pool A New Zealand (adidas) and France (Nike); Pool B England (Nike) and Argentina (adidas) - assuming that Scotland (Canterbury) will lose against England; Pool C Ireland (Puma) and Australia (Kooga); Pool D South Africa (Canterbury) and Wales (Under Armour) - assuming that Samoa (Kooga) will lose against SA and Wales win against Fiji (Kooga).

Source: Sports Trader

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How politics, commerce, and science complicated fight against 'silent epidemic'

The World Health Organization (WHO) calls it an "invisible epidemic." In the United States and now many parts of the developing world, the biggest killers are no longer infectious diseases, such as HIV and AIDS or malaria, but rather chronic conditions, such as heart and lung disease, cancer, and diabetes. Often the preventable result of unhealthy diets, tobacco, and alcohol use and a lack of physical activity, these non-communicable diseases, or NCDs, now account for two out of every three deaths worldwide.

Most surprising, perhaps, is that NCDs have rapidly gone from afflictions of the developed world to afflictions of the developing world. "Very many unhealthy habits have crept in," says Troy Torrington, of Guyana's mission to the United Nations. Those include a lack of exercise, the consumption of junk food, and the use of alcohol and tobacco promoted by aggressive sales and marketing campaigns. In sum, the lifestyles of people in the developing world are becoming more like those in the United States. This is not just an individual, or even a government-level, health issue. There is a global concern as well: The World Economic Forum has identified NCDs as one of the top threats to worldwide development, as they are driving up health-care costs, disabling workers, and exacting debilitating financial tolls on households.

Although the fight against AIDS, tuberculosis, and malaria has attracted rock-star advocates and billions of dollars in funding in the past decade, efforts to fight NCDs are much less visible. According to a recent report, less than three percent of the nearly \$22 billion spent in 2007 on global development assistance for health was dedicated to NCDs. If this week's high-level UN meeting on NCDs is any indication, that is unlikely to change anytime soon. A hard look at the negotiations that made the meeting in New York possible is a study in the way politics, commerce, and science can combine to influence global health policy in a difficult economic climate. The question is whether an approach that favors partnership with industry over regulation and that kicks the can forward on monetary commitments and specific targets to reduce the toll of NCDs will end up making much of a difference.

The priorities of multinational corporations were key sticking points in discussions over the meeting's pre-negotiated political declaration, which includes the commitments that world leaders are expected to make on behalf of their nations. The negotiations took unexpectedly long and briefly broke down over the summer before the countries reached consensus about two weeks prior to the meeting. According to several attendees, the U.S., Canada and the European Union - along with several other developed countries - generally opposed setting immediate targets for reducing the prevalence of NCDs and resisted explicit calls for taxation on unhealthy products, industry regulation, and patent exemptions to lower drug prices.

Instead, negotiators for these countries pressed for commitments to voluntary action; partnership with the private sector; fostering research and technology innovations to develop better diagnostics, treatments and methods to reformulate foods and beverages; and an emphasis on expertise sharing, especially from the United States, which has been successful in reducing risk factors, including for smoking. In the end, this approach won out.

It stands to reason that corporations would have a serious interest in the decisions coming out of today's meeting. Officials from the food, beverage, alcohol, pharmaceutical, and tobacco industries could either gain or lose significant future global growth depending on the outcome.

Some public health advocates, including Ann Keeling, the chair of the NCD Alliance, a leading organization made up of diabetes, heart, cancer and lung disease advocacy federations, were critical of the United States and other wealthy countries' positions. Keeling said during the stalled negotiations that it would be a "waste to have convened a meeting at this level" without time-bound commitments to form the basis of an action plan. However, U.S. officials argue that working in partnership with industry, along with nongovernmental organizations, and allowing more time to develop specific targets will lead to better results in the fight against NCDs in the long run.

This battle dates to the 1990s, when public health researchers found that NCDs had eclipsed the lethality of infectious diseases in most parts of the world. The WHO reorganized its Geneva offices to direct more attention to the issue and initiated a highly successful UN convention on tobacco control. Still, the multibillion-dollar commitments from wealthy nations to prevent and treat HIV/AIDS, tuberculosis, and malaria in the developing world remained the top agenda item for donor nations. "What we were doing," said Babatunde Osotimehin, the executive director of the UN Population Fund, at a recent Council on Foreign Relations meeting on NCDs, "was to put the communicable disease in a silo as if that's all we had to deal with." Meanwhile, he argued, years passed without much being done to strengthen health systems for what was inevitable, the current flood of NCDs.

During the negotiations leading up to the UN meeting, the toughest disagreement, according to several people who attended the sessions, was over whether NCDs should be referred to as an epidemic and a public health emergency. The decision is about more than rhetoric. Such a designation would allow countries to invoke flexibilities in World Trade Organization rules that permit manufacturers to make cheaper generic versions of patented drugs needed to protect the public's health. Developing countries with large generic drug industries clearly favored the move. Washington, of course, opposed the measure, a view clearly in line with the interests of its large pharmaceutical industry.

The fact that NCDs are expected to weigh more and more heavily on the developing world, including some of the world's most powerful emerging markets, in the coming decades may leave governments little choice but to address their causes and management. It is becoming clear that steps taken now could save both lives and money in the future.

Read the full article [here](#).

Source: *Foreign Affairs*/Sheri Fink and Rebecca Rabinowitz

WFSGI Sustaining Members



3 out of every 4 teenagers in the U.S. are playing at least 1 team sport

The growth in youth team sports since 2009 is now being fueled by America's 13 and 14 year olds, the peak ages of sports participation for children. Nearly 70% of children (age 6-17) in the U.S. are playing team sports and three out of four teenagers are now playing at least one team sport. Those are just a few of the key findings of the Sporting Goods Manufacturers Association's (SGMA) annual participation study on team sports - U. S. Trends in Team Sports (2011 edition).

"The U.S. is truly a team sports-driven society," said SGMA President Tom Cove. "While children represent the foundation and the roots of the team sports experience in the U.S., millions of Americans are also connected to team sports in a variety of ways - as athletes, coaches, parents, administrators, sponsors, and fans."

According to the SGMA, five team sports have had strong gains in participation since 2009. They are beach volleyball (up 12.3%), gymnastics (19.7%), field hockey (up 21.8%), lacrosse (up 37.7%), and rugby (50.7%). Three more traditional mainstream team sports experienced single-digit growth in overall participation: baseball (up 5.2%), basketball (up 9.6%), outdoor soccer (2.8%), and tackle football (up 1.6%). In 2010, sports participation among 13 year olds and 14 year olds increased 22% and 14%, respectively, versus 2009.

"Team sports bring us together as young children, teaching us to socialize, solve problems, resolve disputes, experience the benefits of hard work, understand different personalities and gain self-confidence and direction," said Neil Schwartz, director of business development for SGMA Research. "And the roots of a positive team sports experience are an impactful PE class in school."

Voices of team sports speak out

This edition of U.S. Trends in Team Sports features Q & A interviews with six individuals who play a prominent role in team sports in the U.S. They are Allen Krebs, manager, Kratz Sporting Goods, Clarksville, IN; U.S. Representative Mike McIntyre (D-NC); Todd Miller, founder, flyBurst, Washington, DC; Wayne Ryan, athletic director, Summers County High School, Hinton, West Virginia; and Steve Viarengo, general manager - team sports, Active Network. "Each of the pillars of youth sports - Fitness, Access, Nutrition, and Safety - is vital

to raising a healthy nation," said Congressman McIntyre, a member of the Congressional Caucus on Youth Sports. "We've got to motivate our kids to stay active and eat right. Fitness and nutrition can prevent a range of chronic disease, including diabetes, heart disease, cancer and stroke. Ensuring access to sport and fitness opportunities is vital to connecting our nation's youth with the vast benefits that come from participating in sports."

"While driving my kids around to find team sports in the Washington, D.C. area, I was struck by what a difficult process it was. Combining my passions for sports and technology, I launched flyBurst.com to aggregate all of the information on local sports and put it in one place," said Miller. "Now, sports providers, both non-profit and for-profit, can easily communicate their offerings, previously promoted by word of mouth. Parents and kids can search for activities by location, day of the week, skill level and time."

"The good news is, despite the tough economy, we have not cutback or eliminated any sports programs," said Ryan. "In this small town, our teams are a source of pride, so the businesses in community are very good to us."

"As for youth sports, I see a number of trends, including a tendency towards more competition and specialization at younger ages," said Viarengo. "The day of the three-sport athlete seems to have passed; kids get dialed into their sport much earlier. In terms of competition, soccer, for example, used to be more recreational. Now, kids play not just the team across town, but on a regional level; and not just in the fall, but in spring and summer."

Inside the numbers

Listed below are some newsworthy excerpts from this edition of U.S. Trends in Team Sports:

The Youngsters: Gymnastics has the highest percentage of 6-12 year-olds, as 48% of all gymnasts are in that age group.

Teens at Play: Track & field has the highest percentage of 13-17 year-olds, as 44% of all track & field athletes are in that age group.

The College Scene: Ultimate frisbee has the highest percentage of 18-24 year-olds, as 31% of all ultimate frisbee participants are in that age group.

Sedentary Statistics: The time spent on computers by 8-18 year olds tripled from 1999 to 2009 and 42% of U.S. households own a game console.

Benefits of Activity: Team sports participants were predictably more active and involved in other sports and activities as children than non-team sports participants.

Leaders in Sales: The combined category of baseball/softball leads in overall team sports equipment sales - at \$488 million (at wholesale) in 2010. Football is number one for wholesale sales of team uniforms (\$358 million). Soccer is number one for wholesale sales of team footwear (\$278 million).

Special industry reports & studies

1.) There's a special report entitled Major Spectator Sport Fandom 2010. This section lists what percentage of sports participants in all sports are specifically interested in the MLB, MLS, NBA, NHL, and NFL. It's worth noting that ice hockey players are as interested in the NFL as football players are. And, roller hockey players are big fans of pro basketball, pro football, pro basketball, pro soccer, and pro ice hockey.

2.) 'The Churn Rate' and 'Leaky Bucket' Syndrome. Every year, there are people who are new to an activity or who are returning to a sport ('Newcomers') and there are those who stop participating in that sport ('The Churn Rate'). This process is known as the 'Leaky Bucket' Syndrome.

3.) Manufacturers' sales of team sports gear are featured in U.S. Trends in Team Sports. Specifically, there are listings of manufacturers' sales (at wholesale) of sports equipment for baseball/softball; basketball; ice hockey; soccer; and volleyball (2004-2010); and lacrosse and football (2006-2010). Manufacturers' sales (at wholesale) for team uniforms for baseball, basketball, football, soccer, volleyball, and 'other' team sports (2007-2010). And manufacturers' sales (at wholesale) for team footwear for baseball, football, soccer and volleyball (2007-2010).

The team sports featured in U.S. Trends in Team Sports (2011 edition) include baseball, basketball, cheerleading, field hockey, football (flag), football (tackle), football (touch), gymnastics, ice hockey, lacrosse, paintball, roller hockey, rugby, soccer (indoor), soccer (outdoor), softball (fast pitch), softball (slow pitch), track & field, volleyball (beach), volleyball (court), volleyball (grass), and wrestling.

Source: SGMA

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Adidas AG included in Dow Jones Sustainability Indexes for 12th time

For the 12th consecutive time, adidas AG has been selected to join the Dow Jones Sustainability Indexes (DJSI), the world's first global sustainability index family tracking the performance of the leading sustainability-driven companies worldwide. In the category "Clothing, Accessories & Footwear", adidas AG was rated as industry leader in sustainability issues and corporate responsibility for the 8th time.

The annual review of the DJSI family is based on a thorough analysis of corporate

economic, environmental and social performance, assessing issues such as corporate governance, risk management, branding, climate change mitigation, supply chain standards and labour practices.

"We are very proud of this achievement which is a great recognition of our continuous commitment as an industry leader in the field of sustainable business practices for over a decade now," said Frank Henke, Global Director Social and Environ-

mental Affairs at the adidas Group. "It is a motivation to continue our efforts and to even further integrate social and environmental improvements into every aspect of our business."

For more information about DJSI please refer to www.sustainability-index.com.

Source: adidas Group

UN launches global campaign to fight non-communicable diseases

On 19 September 2011, the United Nations launched an all-out attack on non-communicable diseases (NCDs) that cause 63 per cent of all deaths.

According to the UN, the two-day high-level General Assembly meeting, has been attended by more than 30 heads of State and Government and at least 100 other senior ministers and experts, adopted a declaration calling for a multi-pronged

campaign by governments, industry and civil society to set up by 2013 the plans needed to curb the risk factors behind the four groups of NCDs – cardiovascular diseases, cancers, chronic respiratory diseases and diabetes.

Steps range from price and tax measures to reduce tobacco consumption to curbing the extensive marketing to children, particularly on television, of foods and beverages

that are high in saturated fats, trans-fatty acids, sugars, or salt. Other measures seek to cut the harmful consumption of alcohol, promote overall healthy diets and increase physical activity.

Read more and see video at UN News Centre

Source: UN

Croc ban for Welsh hospital staff

NHS staff have been told they cannot wear Croc-style clogs while at work because of health and safety concerns.

A safety alert has been issued to all health boards that some rubber clogs may not offer protection against the risk of injuries from sharp objects, particularly in operating theatres.

But some nurses have criticised the policy, claiming the popular shoes, with their distinctive hole design, are a source of comfort during a 12-hour shift.

A nurse working in Cardiff and the Vale of Glamorgan said: "We work 12-and-a-half-hour shifts and for those of us who do wear them find they help get us through the day. "Crocs have been used and worn for years by thousands of staff and have complied with the uniform policy. "It would be interesting to see what the public think of this as it's their NHS. We should be more concerned with care delivery.

"I'm sure no-one really cares what's on our feet as we don't look at other members of the multidisciplinary team or patients and their families and judge them.

The all-Wales NHS dress code, which also introduced a standard nurse uniform, states all staff must wear "footwear that

complies with the relevant health and safety requirements, for example, soft soled for reduced noise, low heeled for manual handling and ease of movement, and closed toes for protection."

And the safety alert, sent to all health boards in Wales, warns there have been a number of incidents of sharp objects penetrating the soles of Toffein Qwirk's 800 Crocs style clogs, worn in operating theatres.

Hospitals around the world, including in the US, Canada, Sweden and Austria, have introduced bans on staff wearing Croc-style shoes because of safety concerns and because of a high-voltage static electricity build up which can interfere with electronic equipment.

Peter Meredith-Smith, associate director of the Royal College of Nursing in Wales, said: "Shoes are part of the uniform and we would expect our members to follow the requirements of health and safety advice and adhere to the dress code.

"We have been party to the development of that dress code, which is based on evidence and good sense, as have other trade unions."

Ruth Walker, executive director of nursing at Cardiff and Vale University Health Board, said: "The comfort and working environment of staff is important but safety is a paramount concern.

"There is clear health and safety guidance from the Welsh Government and the Department of Health on the risks of clog-style footwear in a healthcare setting and the all-Wales dress code is quite specific in its requirements.

"This includes footwear being soft soled for reduced noise, low heeled for manual handling and ease of movement and having closed toes for protection against things like spills and needles, which clog-style footwear does not.

A Welsh Government spokesman said: "NHS organisations have a duty of care towards their staff.

"The all-Wales uniform policy and dress code for all NHS staff, including nurses, includes health and safety guidelines, which states that footwear used in medical and clinical areas should be an enclosed/full shoe, which provides adequate support and a stable, non-slip sole."

Source: Wales Online

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