

PRESS RELEASE # 09-05

Manufacturer Identification Guidelines for Olympic Games in Vancouver in 2010 available on WFSGI website

Lausanne, February 16th, 2009 –

The WFSGI would like to announce you that the final version of the **IOC Manufacturer Identification Guidelines (MIG) for the Olympic Games in Vancouver** are available on the WFSGI website www.wfsgi.org. The document is essential for all the companies involved in the Olympics as sponsor or partner of athletes, teams, International and National Federations or National Olympic Committees. The WFSGI is as the sole representative of the sporting goods industry within the Olympic family to represent the interest of the industry and to inform our industry on the rules that the IOC has prepared for the Olympics. For specific questions please contact the WFSGI-Robbert de Kock at rdekock@wfsgi.org or call +41 21 6126161.

Successful MIG workshop at WFSGI Forum in Munich/ISPO

With the Olympic Games in Vancouver in 2010 approaching, the WFSGI successfully organized an information meeting to present the MIG and its functioning to all parties involved in the Olympics via sponsoring or advertisement. This meeting was part of the WFSGI Forum that took place at the ISPO Show in Munich beginning of February. The attendees benefited from the direct presence of the IOC (International Olympic Committee) with Mr Peter Bratschi, Vice-President Marketing, Mr Alexis Gros-Piron, Head of Operations Marketing and Mr. André Gorgemans, IOC Consultant, to whom the audience addressed current product development situations on branding for the Vancouver 2010 Olympic Games.

The workshop IOC-MIG presentation is available on www.wfsgi.org (Committees > CISO > MIG).

Definition of the MIG

For each Olympic Games, the IOC (International Olympic Committee) is publishing the Manufacturer Identification Guidelines (MIG). They contain the general rules and regulations concerning the identification of the manufacturer trademarks and the specific details for the different categories (clothing, equipment, accessories and footwear) being ruled at the Olympic Games. These guidelines apply to all athletes, officials, and other persons accredited at the Olympic Games and within all its venues and sites. The Guidelines are distributed to all National Olympic Committees (NOC), International Federations (IF) and sporting goods manufacturers via the IOC and the WFSGI.

The WFSGI :

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

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For more information :

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