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For immediate release

WFSGI comments on advertising and trading regulations at London Games

Lausanne, Switzerland, June 14, 2011 –

The World Federation of the Sporting Goods Industry (WFSGI) addressed a [letter](#) to the UK-Government Olympic Executive responding within the consultation period to the draft regulations on advertising and trading at the Olympic Games time in London.

Herein, WFSGI and its members applaud the concrete efforts to combat the sales of counterfeit merchandise during the Olympic Games and empathize that they agree with the three prime policy objectives - ensure that all Olympic and Paralympic events have a consistent celebratory look and feel to them, prevent ambush marketing within the vicinity of venues and ensure that people can easily access the venues.

Retail in the focus

Nevertheless, the Industry has some concern regarding the public consultation document taking into account the nature of the sporting goods business - mainly retail business. "We have to make sure that daily retail practice will not be hampered or even restricted simply because there is an event coming to town," sums up **Wolfgang Schnellbügel**, WFSGI CISO committee Chairman and CEO of Sport 2000 International.

The comments and suggestions put forward by the WFSGI draw the attention to the fact that its members invest multi-billions of US-Dollars and are engaged on a daily basis to promote active sports participation and a healthy life style. These companies also invest heavily in research and development activities to allow athletes to perform better and provide substantial financial support directly to young athletes, National Olympic Committees, and International and National sports federations all over the world.

'Business as usual'

At local enforcement level for instance, some of the contemplated rules in particular on advertising restrictions may be misinterpreted during the relevant Event Periods. It should be ensured that any generic advertising and promotion campaigns, which can also be labeled as 'business as usual' activities during the London 2012 Olympics can be continued without any impediments and restraints.

To reduce actual conflict and to avoid embarrassing situations in 2012 prior to and during the London Olympics, the World Federation recommends that the Olympic authorities take a proactive approach by establishing a “hotline/helpdesk” contact to help surface and resolve potential issues in advance. Given the decentralized nature of London’s governance and the fact that the Olympic venues are spread throughout the city, proper training of the local enforcement authorities is certainly a key in this area.

Responsibility of ‘liable parties’

Another point of possible concern is the very broadly defined responsibility of ‘liable parties, which include *“also people who are responsible for goods, services or businesses advertised (such as directors or managers of companies whose products are advertised) and people who own, occupy or manage land (whether directly or indirectly) on which advertising activity takes place.”* As worded, it could e.g. make the CEO of a global sports brand or a global retail chain personally liable for any activities undertaken at local (London) level.

The Government Olympic Executive announced that they will now carefully consider all comments and will publish a response later this summer.

For more details you can read the full letter [here](#).

About the WFSGI

Global solutions through international teamwork – 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 other sporting goods industry related businesses. The WFSGI plays a strategic role in the support and promotion of the sporting goods industry worldwide. The WFSGI promotes free and fair trade and provides platforms for the intergovernmental cooperation with regards to the International Organizations interested or affected by sports. Its aim is also to expand the cooperation on the protection of intellectual property rights and improve human rights issues related to working conditions. All this can be done through contacts with International Organizations such as the ILO, WTO, WHO, UN but also through International Sports Federations (FIFA, IAAF, FIVB, etc.) and the IOC, via the exchange of information and clearing house on issues and topics developed by WFSGI’s various committees.

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