

NEWS ALERT

KEEP YOURSELF UPDATED

ON THE WORLD SPORTING GOODS INDUSTRY!



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#30/2009-12-18

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The new WFSGI Handbook soon in your mailbox !

We are happy to announce you that the WFSGI Handbook 2010 has been published and is now on its way to your mailbox.

The WFSGI Handbook includes this year a special feature on Retail but also highlights major topics such as CSR and Trade issues which we think are relevant for our industry. You will find for example stories and information on the concept of green

products, including showcases of some members’ approach and the latest status on footwear protectionism and the expectations.

The WFSGI Handbook is an important tool for our industry to inform our members and stakeholders with essential information and topics. In 2010 our handbook is much easier to read as it comprises shorter articles. Year after year, we have impro-

ved the contents and the presentation of the WFSGI Handbook. The WFSGI Handbook is now becoming a visible tool amongst the Sporting Goods Industry stakeholders and International Organizations.

The WFSGI Handbook will be available online on www.wfsgi.org from January 4th, 2010.

Source : WFSGI

Intersport sponsor of African football national teams

INTERSPORT, the world’s leading Sports Retailer, is proud to announce its partnership agreement to cooperate with three major PUMA African Football Federations: Ghana, Ivory Coast and Cameroon. In 2010, the eyes of the world will be turned to Africa thanks to the Orange Africa Cup of Nations and 2010 FIFA World Cup South Africa. This partnership agreement will enable INTERSPORT to capitalize on the increased atten-

tion that Africa and African Football will receive during the course of 2010. INTERSPORT will activate its relationship through online and in store activities commencing at the start of the Orange Cup of Nations. The climax of the relationship will be the unique “African experience”, which in partnership with PUMA, the leading sport lifestyle brand and a powerhouse in African football will bring together Ghana, Ivory Coast

and Cameroon to Paris in preparation for the FIFA World Cup. The sponsorship package will give INTERSPORT a strong communication platform. INTERSPORT branding will appear on boards, on the teams’ equipments and all sponsors recognition materials, including interview backdrops at the training camp in Paris.

Source : Intersport

Sustaining Members



A warm Thank-You to Lesley Roberts—Pentland Group

After more than 13 years with Pentland, **Lesley Roberts** will be stepping back from her role as Corporate Responsibility Director at the end of this month. Lesley joined Pentland in 1996 at the behest of Stephen Rubin, Chairman to bring both her skills and knowledge in the world of corporate responsibility to bear from within business. At the time she was Director of Anti-slavery International and was widely recognised for improving both the professionalism and visibility of an organisation which has its roots in the early anti-slavery campaigns of the 19th century. Through challenge, leadership and support Lesley

has ensured that Pentland have always been recognised externally as a leader in this area and together with the CR team and our businesses corporate responsibility remains at the heart of both our values and strategy. Lesley will continue to work with Pentland on certain projects going forward, as well as exploring other opportunities that allow her experience to make a difference in the world. As a result of this change, **Helen Ashton Ford** is appointed Corporate Responsibility Director, Pentland Brands effective 1st January 2010, reporting to Andrew Rubin. Helen has been working in this area for the last year based in Hong Kong

and has already made a significant impact on our ethical sourcing work while based in Asia. Helen will remain in Hong Kong for the moment, Alison Tracy and Ingelise Jones will report to Helen.

In the name of the whole sporting goods industry, we would like to thank Lesley for everything she has achieved at Pentland but also as WFSGI CSR Committee Chair in the past years. We wish her and Helen every success in their future endeavours.

Source : Pentland/WFSGI

Nike and (RED)[™] unite to leverage the power of Sport to fight HIV/AIDS in Africa

On the day before World Aids day, some of the world's best footballers joined Bono at announcement of partnership between NIKE, Inc. and (RED). Didier Drogba (Chelsea), Joe Cole (Chelsea), Andrei Arshavin (Arsenal), Marco Materazzi (Inter Milan), Denilson (Arsenal), Lucas Neill (Everton), Clint Dempsey (Fulham) and Seol Ki-Hyeon (Fulham), came together in London to announce a partnership between NIKE, Inc. and (RED). This unique partnership delivers a two-pronged approach to fight HIV/AIDS in Africa by delivering funds to support programs that offer education and medication on the ground and will harness the power of sport to engage youth around the world in the fight against AIDS in Africa. In making the partnership announcement, Mark Parker, President and CEO of NIKE, Inc., Susan Smith Ellis, CEO, (RED)

and Professor Michel D. Kazatchkine Executive Director of the Global Fund to Fight AIDS, Tuberculosis and Malaria were joined by footballers from around the world and U2 vocalist and (RED) co-founder Bono, to emphasize the need for global action and participation to eliminate AIDS in Africa. "The fight against AIDS in Africa needs great brands to drive awareness and engagement," said Susan Smith Ellis, CEO, (RED). Nike has a proven history of elevating global causes to create consumer awareness and participation. The Nike and (RED) concept is a simple one that invites people to "Lace Up. Save Lives" by purchasing a pair of NIKE (PRODUCT) RED[™] laces. One hundred percent of the profits from (NIKE)RED laces will be split equally between The Global Fund to Fight AIDS, Tuberculosis and Malaria, which funds AIDS programs

that provide medicine for those living with HIV, and football-based community initiatives that deliver education and understanding around HIV/AIDS prevention. This unique partnership delivers programs that both medicate and educate. Progress has been made in the drive to reduce HIV infections in Africa, with fourteen countries reporting a decline in the prevalence of the disease. This is great news and proves the fight can be won. But AIDS remains one of the greatest challenges facing the world today. An estimated 3,800 men, women and children die in sub-Saharan Africa every day, in addition to 6,000 new infections every day among 15-24 year old men and women.

Source : Nike

Sustaining Members



TYR announces multi-year partnership with USA Triathlon

With a mission to further promote the sport of triathlon, it is with excitement that TYR announces a multi-year partnership with USA Triathlon. The company, a USA Triathlon Gold Sponsor, will be the official swimwear, Team USA competition and training apparel outfitter, and swim accessories and goggles supplier for the organization.

Backed by 25 years of swimsuit development, TYR outfits triathletes of all levels with swim skins, training suits and accessories, apparel, and now a new line of wetsuits, the Hur-

ricane series. In addition to product development, TYR is dedicated to the advancement of multisport and top American triathletes, including company sponsored Andy Potts, Becky Lavelle, and T.J. Tollakson. In collaborating with USA Triathlon, which has a vision to engage every American in the multisport lifestyle, TYR plans to work towards that end result.

USA Triathlon is currently 130,000 members strong- comprised of athletes, coaches, officials, parents and fans striving to strengthen mul-

tisport. Amongst its many roles in the sport, the organization is responsible for the selection and training of teams to represent the United States in international competitions, as well as fostering grassroots expansion of triathlon. Creating interest and participating in a variety of programs- including camps, clinics, races, and educational opportunities- the organization teams with TYR to continue their ongoing efforts.

Source : TYR

Timberland signs pact to enter Indian market

The Timberland Company announced an exclusive partnership with Reliance Brands Ltd, a part of Reliance Industries, to distribute Timberland footwear and apparel in the Indian market for the first time, according to multiple Indian news websites. Reliance will make Timberland products available through Timberland branded retail

stores and premium department stores in major cities throughout India, several news outlets reported citing a press release issued in Mumbai. The deal marks the third for Reliance Brands, which recently landed joint ventures with Italian sports lifestyle brand Paul & Shark and the iconic jeans brand

Diesel. Reliance Brands was created in 2007 to acquire rights to international brands for India's luxury apparel, footwear and lifestyle segments, according to The Economic Times website published by India Times.

Source : SportsOneSource

Li-Ning to open U.S. Store in Portland

Chinese sports brand Li Ning will test the U.S. market with its first retail outlet outside of Asia in by opening a store next month in Nike's backyard, the company disclosed. The company, which competes with much larger Nike and adidas in mainland China, has set up an R&D facility in Portland, OR to be close to its supply chain in Asia, according to

Reuters and other media outlets. It will open the Portland store in January to test U.S. appetite for its apparel, footwear and other sporting goods. For the six months ended 30 June 2009, the Li Ning Group Ltd's revenue grew by 32.4% to RMB4,051.9 million (\$593.6mm). Accounting for 92.2% of the total revenue, sales of the LI-NING brand

grew by 24.5% to RMB3,736.9 million (\$547.4mm). Profit attributable to equity holders rose by 41.6% to (\$69.21mm).

Source : SportsOneSource

Amer to keep Mavic Cycling Business

Finnish sports equipment maker Amer said in a statement that it had decided to keep France-based bicycle component unit Mavic. Amer had announced in September it was mulling "strategic alternatives" with respect to Mavic. "Amer Sports has

during the last months evaluated several different options and has now reached the conclusion that a divestment of this business would not be in the shareholders' best interest," Amer added in the statement. "Instead Amer Sports will

concentrate its efforts on further developing its cycling business."

Source : SportsOneSource

Sustaining Members



New Balance announces new Korean Distribution Partner

Global athletic footwear and apparel leader New Balance announces an exclusive 11-year Korea distribution agreement with E-land ("The Group"), an innovative integrated fashion and retail company in Korea, as part of the company's plan to expand its presence in key international markets. The distribution agreement commences on January

1, 2010 and will include New Balance product distribution and a license to design and produce New Balance Lifestyle apparel. Key New Balance marketing initiatives planned in Korea for 2010 including the Total Fit marketing campaign, support for major marathons and sponsorship of more than 30 running clubs across the country. New Balance

will also open a New Balance Experience Store in Korea in 2010. The company currently has 187 points of sales in Korea and plans to increase this to 280 by 2012. New Balance has had a presence in the country since 2000.

Source : New Balance

PUMA forms PUMA Golf North America

PUMA announced a new partnership to grow the North American golf business with the formation of PUMA Golf North America, as the official distributor and licensee of PUMA Golf in the United States and Canada. PUMA Golf North America will become the official licensee, responsible for the North American distribution of the brand's footwear, apparel and accessories to on & off course golf specialty, sporting goods and online accounts. The long-term agreement will include dedicated resources for the golf category across merchandising, sales, marketing and operations. The newly formed organization will begin work on

PUMA Golf effective immediately, with the in-store launch of the Spring 2010 collections and the sell-in for Fall/Winter 2010 quickly approaching. The company said golf is a major priority in PUMA's global brand strategy and this new alliance will propel the category in North America as well as expand PUMA's distribution in the golf market.

The company said PUMA Golf North America has assembled a team of seasoned experts with years of proven experience and success in the sport. Members of the executive team at PUMA Golf North America have been directly involved since PUMA's entry into the golf industry

in 2006, building the category successfully in Canada.

PUMA entered the golf market in 2006, offering golfers technical performance gear that helped players look better, feel better and play better on and off the course. Catching the eyes of professional and novice golfers around the world, PUMA Golf is known for being colorful, stylish, inclusive and fun. Today, PUMA Golf athletes include newcomer Rickie Fowler, Geoff Ogilvy, Johan Edfors, Jeff Overton and Anna Nordqvist. For more information about PUMA Golf, visit golf.puma.com or www.puma.com

Source : SportsOneSource

JJB Sports sees 29% Sales Decline

JJB Sports Plc said that on a like-for-like basis, the company's revenues were down 29% for the 20-week period ended on Dec. 13, compared to the same period last year. The UK-based sports retailer also said that it remains cautious about Christmas and New Year and expects difficult trading within the current environment. Overall, revenues were down 52% in the 20-week period. JJB Sports said that like-for-like sales have shown some improvement since the half year. While August like-for-like sales decreased 37%, September and October like-for-like sales dropped 27% and November like-for-like sales slid 21%.

JJB also stated that like-for-like sales showed a 32% slide in the first three weeks of December as last year's sale started on Nov. 25, 2008 and continued up to March 2009. Meanwhile, this year's sale will start on Dec. 26 and the company expects to launch the new Spring ranges before the end of January. Further, JJB said that since the first half of the year, overall gross margin improved by 12 percentage points to 46% for the 20-week period. However, this was 90 basis points lower than the comparable period last year. The company is beginning to take delivery of the new stock as the stock holding has improved from

the half year's GBP 50 million and is now 19% lower than the last year. JJB also stated that 400 million new ordinary shares of 5 pence were listed on the London Stock Exchange on November 3 following the successful £100 million capital raising on October 28. The company will use the net proceeds of approximately £94 million to pay down its £30.5 million borrowings with Bank of Scotland. The facility has now been amended to a 3-year £25 million facility expiring on September 30, 2012.

Source : SportsOneSource

Sustaining Members



SGMA working with Congress to extend duty suspension for producers of volleyballs and basketballs

The Sporting Goods Manufacturers Association (SGMA) is aggressively supporting the extension of duty suspension bills on basketballs and volleyballs. If the U.S. Congress approves tariff relief legislation by year's end that includes the SGMA ball bills, duty suspensions will be extended through 2011.

In 2006, Congress temporarily suspended duties on basketballs and volleyballs for three years effective January 1, 2007. The duty suspensions are scheduled to expire at midnight on December 31, 2009.

According to SGMA, there are two issues which must be resolved in order for the duty suspension bills to be included in a broad tariff bill. First, is there domestic production of volleyballs and basketballs? Second, will the total revenue loss to the Treasury from any duty relief on any of the balls exceed \$500,000? "It's important that SGMA succeeds in getting Congress to pass this duty relief because these products are no longer manufactured in the United States," said Bill Sells, SGMA's vice

president of government relations. "With no domestic production of volleyballs and basketballs, any duty collected would result in a higher retail prices for the consumer, which is something our economy does not need."

Back on October 29, four bills were introduced in the U.S. Senate to extend the ball duty suspensions through 2011. The four bills were S.2333 (for volleyballs), S.2334 (for leather basketballs), S.2335 (for basketballs not made of rubber or leather), and S.2446 (for rubber basketballs). All of the bills have bipartisan support from four U.S. Senators – John Kerry (D-MA), Paul Kirk (D-MA), Jim Bunning (R-KY), and John Ensign (R-NV). It is expected that these four duty relief bills will be included in the Miscellaneous Tariff Bill (MTB) that Congress is hoping to pass before leaving Washington, D.C. for the upcoming holidays. On November 2, the Senate Finance Committee requested public comments on those four duty relief bills. SGMA submitted a

'Statement of Support' to the Committee for each ball bill. In early December, the International Trade Commission (ITC) and the International Trade Administration (ITA) contacted SGMA for information regarding domestic production on volleyballs and basketballs. The Senate is currently reviewing all public comments and a report from the ITC/ITA to verify there is no domestic production of volleyballs and basketballs. "At this point in time, it is best if the House and the Senate agree on the items in a Miscellaneous Tariff Bill and each pass identical MTBs to avoid the need for a conference to reconcile any differences," said Sells. "Extensions of existing duty relief will be easiest to pass and will avoid the problems created by reinstatement of duties. With the Senate in full-scale debate on health care reform, the biggest concern is running out of time before the suspensions expire."

Source : SGMA

Europe's Skiset to expand in North America

Skiset, a ski and snowboard rental store chain with more than 700 stores in over 350 European ski resorts, has expanded to North America and plans to have over 70 stores at major resorts in the United States and Canada for the 2009/2010 winter ski season. According to a press release, Skiset said it has launched their new North American websites (<http://www.skiset.us> & <http://www.skiset.ca>) and will sell directly to the consumer. They will also work with third party vendors such as tour operators and online travel websites. Direct customers will have

access to discounted rates and a customer friendly online reservations website. Third party vendors are offered a one-stop shop solution for their rental needs for the entire North American continent. Besides France, Skiset's stores are located in Switzerland, Austria, Italy, Andorra, Spain, Germany, Bulgaria, and Slovenia. Skiset has developed their North America network by recruiting independently owned ski and snowboard rental stores. The company said the stores benefit from increased exposure to the consumer and travel trade through Skiset's

brand recognition and strategic partnerships around the world. Skiset also undertakes extensive marketing initiatives. Moreover, Skiset will act as a buying group for its partner rental stores to create volume orders to leverage discounted rates with ski and snowboard equipment manufacturers.

Skiset plan to have more than 150 partner stores for the 2010/2011 winter season and over 400 by 2012/2013.

Source : SportsOneSource

Sustaining Members



NSGA: Females spend \$5.6 Billion in 2008 on Athletic Footwear

Athletic and sport footwear purchased by females for their most popular sports and activities in 2008 accounted for \$5.6 billion of the \$10.1 billion in sales for footwear used in those activities, according to data contained in NSGA's two primary research reports. The overall sport and athletic footwear market in 2008 is \$17.2 billion. Among the 39 sports surveyed by NSGA in the Association's "Sports Participation Series I and II" reports, exercise walking attracted 59.3 million females age seven and older; swimming and exercising with equipment, 33.3 million each. Sports, recreational

and fitness activities attracting more than 20 million females were aerobic exercising, 25.6 million; bowling, 24.8 million; camping (vacation/overnight), 23.4 million; and working out at club, 21.6 million. Attracting more than 10 million females were bicycle riding, 19.4 million; hiking, 18.9 million; running/jogging, 17.2 million; fishing, 13.7 million; weightlifting, 13.5 million; yoga, 12.9 million; power boating, 12.4 million; and billiards/pool, 12.0 million.

According to NSGA's "The Sporting Goods Market in 2009," females purchased 63% of the \$4.2 billion in

walking shoes (\$2.6 billion) in 2008; 53% of the \$2.3 billion in running/jogging shoes (\$1.2 billion); 54.9% of the \$1.6 billion in cross training shoes (\$892.7 million); 30% of the \$1.04 billion in hiking boots (\$312.9 million); 63.3% of the \$475 million in fitness shoes (\$300.7 million); 82.2% of the \$260 million in aerobics shoes (\$213.7 million); 40% of the \$59.7 million in cycling shoes (\$23.9 million); 63.9% of the \$54.3 million in bowling shoes (\$34.7 million); and 40% of the \$28.5 million in trail running shoes (\$11.4 million).

Source : *SportsOneSource*

AAFA tells Obama to increase domestic manufacturing jobs by eliminating prison labor

In the wake of President Barack Obama's Job Summit on December 3, AAFA sent a letter December 10 to President Obama explaining that Obama could immediately stimulate job creation in the US apparel and footwear manufacturing industry by minimizing the amount of US government apparel and footwear

contracts being taken by Federal Prison Industries (FPI). FPI enjoys a preferential status in government contracting, whereby it can take any contract it wants before the domestic manufacturing industry is even given an opportunity to bid. The unintended consequence of FPI's status has often caused the domes-

tic apparel, footwear and textiles businesses to have to lay off workers or shut down completely as prisoners in US federal prisons fulfill the contracts instead of US apparel, footwear and textile manufacturers.

Source : *AAFA*

Jordan Brand awards \$1 Million to the pursuit of Educational Excellence

Jordan Brand, a division of NIKE, Inc., announced that the Jordan Fundamentals Grant Program has honored close to 100 educators nationwide for their outstanding achievements and contributions in the classroom. This year, the Jordan Fundamentals Grant Program has awarded \$1 million in total grants for the 2009-2010 school year to aid middle and high school teachers

working in underserved communities. These grants provide the resources necessary for instructional creativity and enhance curriculum development. The Jordan Fundamentals Grant Program acknowledges and provides financial support to teachers who endeavor to overcome challenges and limited resources in order to achieve excellence through instructional creativity,

innovative teaching and high learning expectations for students. Since 1999, the Jordan Fundamentals program has presented more than \$10 million in financial aid to public secondary school teachers where at least 50 percent of the student body population is eligible for the free or reduced lunch program.

Source : *Nike*

Sustaining Members



Louis Vuitton and New Balance reach settlement agreement concerning shoe design

New Balance Athletic Shoe, Inc and Louis Vuitton Malletier, owners of some of the world's best-known trademarks and designs, have resolved the suit filed by New Balance concerning its iconic 574 model shoe and the design of Louis Vuitton's Minstrel shoe. Louis Vuitton acknowledges that New Balance owns valid and protectable rights in the 574 trade dress, and the lawsuit has been dismissed. Michael Pantolony, Director of Civil Enforcement,

North America, for Louis Vuitton, said, "We are pleased to have reached an amicable resolution of this matter with New Balance. In the interest of reaching a resolution with New Balance, Louis Vuitton has discontinued selling the Minstrel shoe. Respecting and protecting the integrity of intellectual property is essential, and is a top priority for Louis Vuitton." Ed Haddad, Vice President of Intellectual Property for New Balance, said, "We appreciate

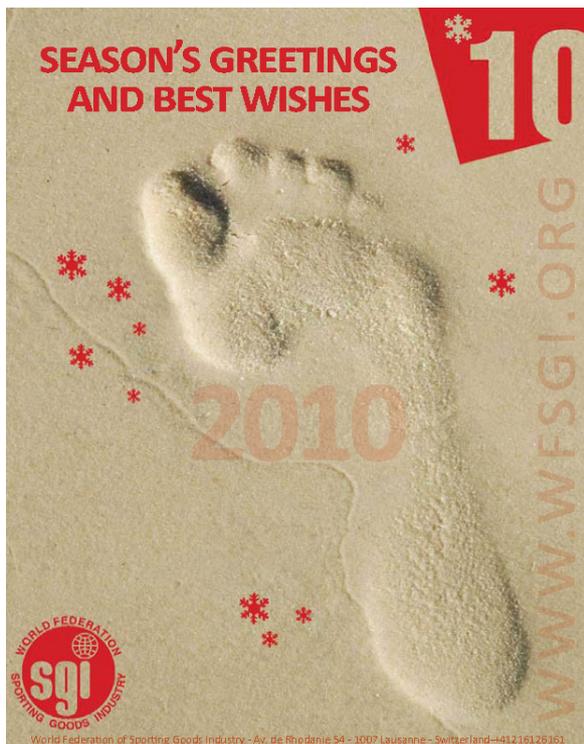
Louis Vuitton's cooperation in promptly resolving this matter. Both companies are united in the fight to protect intellectual property. Based on our experience in resolving this issue and understanding what we both share in protecting intellectual property, we now hope to explore joining forces with Louis Vuitton in certain anti-counterfeiting initiatives."

Source : New Balance

WFSGI Office closed for Christmas holidays

Please note that the WFSGI office will be closed for Christmas and New Year holidays from December 21st to 31st 2009 inclusive.

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



Dear all,

2009 has been a difficult business year for many of us but we were all able to master it well.

In difficult times, federations play a more important role in organization, coordination and costs savings by sharing best practice.

We are also pleased to see again progress in our services. You will find out more during our WFSGI meetings at ISPO so don't miss it!

In the meantime, we wish you all the best for 2010 and "See you at ISPO".

Happy holidays and best regards.

The WFSGI Team

John, Robbert, Jochen, Segolene, Anne, Marc and Melanie

Sustaining Members



WFSGI JOB MARKET

*This section is displaying job positions offered by WFSGI members.
You can find these offers also on www.wfsgi.org / Job Market*

Assistant / Project Coordinator - WFSGI - SUI

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

ASSISTANT / PROJECT COORDINATOR (M/F)

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

REQUIREMENTS

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

JOB DESCRIPTION

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

WE OFFER

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

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

WFSGI – World Federation of the Sporting Goods Industry

Robbert de Kock

Avenue de Rhodanie 54—1007 Lausanne/Switzerland—

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

Sustaining Members



6 - 12 month Internship - WFSGI - SUI

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

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

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

REQUIREMENTS

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

JOB DESCRIPTION

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

WE OFFER

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

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

WFSGI – World Federation of the Sporting Goods Industry

Robbert de Kock

Avenue de Rhodanie 54—1007 Lausanne/Switzerland—

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

Project Manager Apparel - adidas Group - GER

Read the full ad here (click to link)

Head of Apparel Development Originals - adidas Group - GER

Read the full ad here (click to link)

Head of Retail Marketing WE - adidas Group - GER

Read the full ad here (click to link)

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Head of Retail Product Merchandising (Europe) - adidas Group - GER

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

Global Marketing Operations Manager - Nike - USA

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

Global Merchandising Director, Umbro - Nike - USA

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

Director of Stores - Nike Factory Stores - Nike - NED

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

Business Planner - Nike Retail - Russia Focus - Nike - NED

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

Customer Service Executive - Pentland - GBR

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Social Media Executive - Pentland - GBR

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

Job offers to advertise? Publish them here!

Easy : e-mail srouillon@wfsgi.org!

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SPECIAL**WFSGI HANDBOOK 09 EXTRACT****IMAC – An Assurance to the Pakistan’s Soccer Industry for Socially Responsible Entrepreneurship**

In the endeavours of addressing the child labour issues in the soccer ball industry in Sialkot, (Pakistan), the Sialkot Chamber of Commerce & Industry, in collaboration with other stakeholders, has been instrumental in establishing an organization called IMAC (Independent Monitoring Association for Child Labour). IMAC has proven to be a reliable successor of the ILO-IPEC’s work place monitoring programme which was set up in early 1998, as a part of ILO-IPEC’s Programme on the Elimination of Child Labour in the Soccer Ball Industry in Sialkot, Pakistan. Prior to the IMAC, the work place monitoring in the soccer ball industry was undertaken by the ILO-IPEC. In March 2003, ILO-IPEC decided to phase out of the programme and handed over its monitoring functions to IMAC. Since then, IMAC is carrying out the work place monitoring functions with the same fervor and zeal as it was done under the auspices of ILO.

IMAC’s mandate is to provide work place monitoring services against child labour as well as the basic working conditions at work places. The manufacturers of hand stitched balls voluntarily join IMAC’s Child Labour Elimination Programme through the Sialkot Chamber of Commerce & Industry (SCCI). They pay the joining fee as well as the monitoring fee, on pro rata basis, to the SCCI. IMAC has signed a five years contract with SCCI wherein SCCI has committed to provide necessary funding to the IMAC. SCCI uses two sources to arrange the necessary funds for IMAC: 1) contribution of the participating

manufacturers in shape of joining fees and pro-rata payments as per the number of balls produced every year, and 2) contribution from the TDAP agreed in the 36th meeting of the Board of Administrators of the Export Development Fund. Under this provision the TDAP had committed a fund of Rs: 30 million for a period of five years.

Socially Responsible Entrepreneurship in Sialkot

The child labour programme has helped the soccer ball industry, in particular, and the other industries in general, to be more socially responsible. Although, even before the introduction of this programme, children were not the need of the industry. A manufacturer was paying the stitching wages on per ball basis without having any consideration as to who has stitched a ball. However, there was not much awareness about the menace of child labour among the stitching families and the sub-contractors. The programme has not only brought in the consciousness about the rights of children, but it has also enlightened the industrialists in Sialkot for better working conditions for their workers and in turn improving the quality of their products. This would definitely help the industry to face the future challenges of WTO. The corporate sector in Sialkot has taken the lead to solve their problems on self help basis that range from improving the communication and drainage infrastructure in the city to constructing their own airport, which is a unique example in whole of Asia.

Monitoring Progress During Past Three Years

Year 2006, was a Soccer World Cup year. During the World Cup Year, soccer ball stitching activities are quite intensified. Accordingly, IMAC also intensified its monitoring visits during 2006. Earlier, during 2000-2005, IMAC monitors had undertaken, on the average, 1193 monitoring visits per month. However, this figure was increased to 1,588 per month during 2006. This was done by increasing the working hours per week and also sometimes carrying out monitoring visits on weekends. IMAC also engaged two monitoring interns during 2006 that also helped to increase the number of monitoring visits. IMAC maintained their intensified monitoring visits during the following years.

During the past three years, IMAC has carried out 61,351 monitoring visits to the average 2,611 stitching centers of about 93 soccer ball manufacturers. In this duration, 21 more soccer ball manufacturers voluntarily joined the Child Labour Elimination Programme.

As such, each of the registered centre/ work place has been visited at least 23 times during this period which means IMAC maintained the lap time of 7 weeks.

Working Conditions in the Stitching Centers Monitored by IMAC

In addition to monitoring the work places for child labour, IMAC also looked at the conditions prevailed at the work places visited. During these visits the shortcomings identified

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were communicated to the respective manufacturers and were followed up for rectifications. All the shortcomings identified by the IMAC monitors so far have been rectified by the respective manufacturers. Generally IMAC monitoring teams try to assess the physical conditions at the stitching centers such as sufficient sitting space for stitchers, light, sitting arrangements, ventilation/ air circulation, drinking water availability and toilets. However, while collecting the information cultural norms and social aspects are kept in view. Generally three categories are used for these assessment: 1: Excellent/ More than sufficient, 2: Good/ sufficient; 3: Poor/ insufficient/not available. The stitching centers are classified into two types i.e. *Purposely Built Centers* and *others*. The Purposely Built Centers are monitored for two additional conditions i.e. Fire Extinguisher and First Aid facilities.

IMAC regularly updates its database and the respective monthly progress reports covering each and every aspect of its monitoring, and regularly publishes the results on its website for public viewing/ information.

Management of IMAC

As per its Memorandum & Articles of Association, IMAC is managed by a Board of Governors. The Board of Governors has representation of almost all the stakeholder i.e. Government, Workers, Employers & Business Community, international community, civil society organizations i.e. NGOs and academic institution. Out of the 14 members of the BOG, only 4 belong to the soccer ball industry.

The Memorandum & Articles of Association of IMAC requires its BOG to meet at least once in 15 months. During the past three years, the BOG of IMAC held 5 meetings and dealt with the usual manage-

ment as well as the policy issues.

Criticism on IMAC

IMAC came into existence and became operational in March 2003. It had taken over monitoring functions from ILO-IPEC.

ILO-IPEC, being an international organization and a UN specialized body, has its own standing, credibility, culture and norms. IMAC was a new born organization. In order to reach the maturity and credibility level it was expected of, it required time and constant support from all the stakeholders, particularly the international organizations that had contributed in its establishment. Among these organizations, ILO-IPEC had not only the responsibility of supporting it but also of nurturing it as it played a unique catalytic role in its conception and realization. It was, apparently, the first experiment of ILO-IPEC to sustain the efforts put in over a period of five years to address the issue of child labour in the soccer ball industry in Sialkot. Therefore, it was not merely an action programme of IPEC, it was rather making of a new era to institutionalize and indigenize the achievements made through the unique partnership of business community, international organizations, NGOs and government functionaries.

During its initial years, it sailed quite smoothly and developed an environment and culture that made it credible and it was seen as a trustworthy monitoring organization by the international community concerned about the issues of child labour and the working conditions of workers in the soccer ball industry.

However, a significant event that took place in 2006-2007 questioned the credibility of IMAC. This was the decision of Nike to cease business with its prime supplier in Pakistan i.e. Saga Sports. It had great reper-

cussions for the workers of Saga Sports as well as IMAC. Nike's decision put a great pressure on IMAC's efficacy and credibility. In this scenario, ILO offered to do an independent evaluation of IMAC. In February 2007, two international experts carried out an independent assessment of the working of IMAC. The Draft Report of the ILO Experts is placed at Annex-B

The two experts declared that IMAC's Monitoring System was of very high standard. However, they made recommendations to broaden the scope of IMAC beyond soccer ball to other industries and also monitor for the social compliance along with the child labour issues. They also suggested for IMAC to be financially independent in order to enhance and ensure its credibility as a monitoring organization. For the purpose the international consultants recommended to establish an endowment fund for IMAC. The report of the ILO Independent Evaluation was presented in a multi stake holder conference jointly organized by ILO and the Government of Pakistan in Islamabad on 21-22 February 2007. The outcome of the conference had been termed as "Sialkot Initiative". ILO is coordinating activities with the related stakeholders for translating various recommendations of the conference into action.

IMAC's Child Labour Elimination Programme is a voluntary programme and the soccer ball manufacturers join it at will on the basis of their needs and requirements. Therefore, if anything happens at the work places of manufacturers who are not part of the IMAC's programme, IMAC can not help it. Moreover, IMAC is not a statutory body. Its role is only advisory and supportive. Since monitoring work places is an activity and not 24 hours surveillance, therefore, IMAC basically informs the respective manufacturers

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to rectify problems it finds out during its monitoring visits and recommends them to improve the working conditions at their work places. IMAC also follows up with the manufacturers about the implementation of its recommendations.

Therefore, as far as the failures of IMAC were concerned, this was the only occasion when some corners cast their doubts about the credibility of IMAC. Otherwise IMAC enjoys the trust of its clients i.e. soccer ball manufacturers and the international stake holders.

Successes of IMAC & its importance for the Export Industry of Sialkot

Before the inception of IMAC, ILO-IPEC's Child Labour Elimination Programme only concentrated on the issue of child labour. After taking over from ILO-IPEC, IMAC not only continued this programme with the same zeal and fervor, rather made it more authentic by adding the working conditions in its monitoring list. This gave a lot of assurance to the international buyers about the status of the working conditions in the soccer ball industry. This could be evident from the fact that, despite the big odds of price competition with China and the technological changes in the soccer ball production in terms of mechanization, Pakistan's exports of soccer balls increased from 36 million balls in 1998 to around 100 million balls in 2006-2007.

The success of IMAC could also be

gauged from the fact that while evaluating the IMAC the two ILO experts, inter-alia, recommended to expand the mandate of IMAC to core labour standards and standards on Occupational Safety and Health.

Importance of IMAC for Export Industry

In the present day export business scenario, the importance of the CSR has become very critical. The consumer in the developed world has become so conscious about it that any hint of the violation of CSR or exploitation of workers can have serious consequences for producers/ suppliers. Therefore, the international buyers always look for such assurances before buying any product especially from developing countries. In this regard, a continued role of IMAC has become very important. FIFA does not issue licenses to soccer ball manufacturers in Pakistan unless they become members of IMAC. Similarly international buyers, most of the time, confirm the membership of a manufacturer with IMAC before making any deal. International media has also become very conscious of the presence and role of IMAC. A recent event that took place in Switzerland in April 2008 is a testimony to this fact. Bank Credit Suisse – the second largest bank of Switzerland, through a sourcing company in Switzerland, made a deal with a supplier in Sialkot for the supply of 200,000 balls. This supplier was not a member of IMAC. A Swiss TV investigated the matter and found out that since the

respective supplier M/S Sunflex was not a member of IMAC, therefore, its production could not be ensured as child labour free. The further investigation of the Swiss TV which was done by their journalist in Sialkot confirmed their stance. As a result the Bank Credit Suisse had to donate one million Swiss Francs to UNICEF as a kind of compensation.

FLO-CERT GmbH is an independent International Certification Company offering Fair-trade Certification services to clients in more than 70 countries. In Sialkot, Pakistan they have their certified producers of soccer balls. In order to ensure that their certified producers in Sialkot are socially benign, FLO-CERT relies on IMAC's monitoring and for the purpose has signed a Cooperation Agreement with IMAC. All the above stated facts show that the importance of IMAC, especially for the soccer ball industry is increasing day by day. As such its continued operations in Sialkot have become a necessity in order to continue and promote the soccer ball exports from Pakistan .

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