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BWF/WFSGI Badminton Sporting Goods Brands Meeting on 18 May 2016 in Kunshan/China

The Badminton World Federation (BWF) and the World Federation of the Sporting Goods Industry (WFSGI) organise the first Badminton Sporting Goods Brands Meeting on 18 May 2016 at the Jinling Grand Hotel in Kunshan, China, to coincide with Thomas & Uber Cups.

The full day meeting will consist of two parts: An internal sporting goods brands meeting coordinated by WFSGI (members & non-members) followed by a dialogue/exchange between the BWF and the sporting goods industry.

If you are not already participating in this and you are interested in attending the meeting please contact Stefanie Burkert WFSGI Senior Manager External Affairs and Strategy. Email: sburkert@wfsgi.org, Phone: +41 79 205 2929

About the WFSGI

The WFSGI is an independent association with no objective of economic character for its own gain and formed by sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations and all sporting goods industry related businesses. Since 1978 the WFSGI is the world authoritative body for the sports industry and also officially recognized by the International Olympic Committee (IOC) as the industry representative within the Olympic Family. WFSGI already counts major Badminton brands such as YONEX or LI NING as their members. Furthermore WFSGI is home to over 300 global sporting goods industry companies such as ADIDAS, NIKE, NEW BALANCE, PUMA, ASICS, UNDER ARMOUR, VF CORP., MIZUNO, PENTLAND, INTERSPORT, SPORT2000, ANTA, POU CHEN, APACHE.

About the BWF

The Badminton World Federation (BWF) is recognized by the International Olympic Committee (IOC) as the world governing body for the sport of badminton. The BWF is empowered by the IOC and the BWF's 180 Members to govern the sport of badminton worldwide. BWF's main focus is regulating, promoting, managing and developing the sport worldwide. This can only be achieved in partnership with a range of stakeholders, the most important of which are BWF Members, the five Continental Confederations and BWF's commercial and media partners.

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