



## WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY

MSI - Building C, Av. de Rhodanie 54, CH-1007 Lausanne, Switzerland  
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### Activity Report January – March 2008

Dear Members,

It has been some months since you last heard something from us and we would like to roughly give you an update information of what we have done in the last 3 months. I will be shorter than the previous info but you can always ask for details if you wish.

#### JANUARY

- 1) The start of our new staff. André and Anne Gorgemans left us at the end of December 2007 and we have newly hired Anne Baylon, my assistant and Ségolène Paquet, our communication manager.
- 2) On the 8<sup>th</sup> January we had our yearly audit. This time much earlier than before so that we can present the results at the ISPO as we did.
- 3) We had various meetings with local companies and authorities on social security, insurances, pension, etc.
- 4) A preparation meeting with Celia Muir to discuss the MIG sub-committee result which was presented at ISPO (See presentation on our website [www.wfsgi.org](http://www.wfsgi.org)).
- 5) We had our quarterly meeting between the directors of all International Federations and sports organizations. Most of them are present in Lausanne or surroundings. Exchange of experience and activities. Special guest : CEO of Rugby World Cup 2007.
- 6) On the 23<sup>rd</sup> January we all went to Munich with a new team for our first ISPO as WFSGI secretariat. The meetings went well and we had positive feedback on the preparation. We have uploaded all presentations and minutes on our website. After ISPO we made our debrief and we will improve where we have not been good enough! Details on the ISPO meeting you will find in the separate minutes on our website.

#### FEBRUARY

- 1) We set up conference calls with all chairmen of the committees for the follow up and action plan for the next couple of months. We noticed in the various meetings that we need more involvement from the members to bring us all forward. Please give your support!
- 2) We discussed with the brands involved in Football about the procedure for the Olympic Football kit regulations and addressed the IOC on this point. The request was launched via FESI. Still ongoing and quite sensitive and complex.
- 3) Met with WTO - Mr. Lamy for the DOHA update. Chairman Trade Committee and Federation Committee informed. Tom Cove will prepare a position paper to all national and regional federations early April that we will distribute as soon as we have it.
- 4) Reidar Magnus came to the office to discuss the FEDAS issues and the follow up with Tom Cove. TCE in direct contact for follow up.



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- 5) We met the World Heart Organization who wishes to collaborate with the sporting goods industry. Without priority we will proceed the discussions.
- 6) We met Mr. Stirling Smith who is a CSR consultant for Nike and who proposed to support an Atlanta 2 agreement involving ILO/FIFA/Pakistani Governments/WFSGI. Further discussions will take place with the CSR chairman – Frank Henke and the CSR committee on how to proceed.
- 7) On the 7<sup>th</sup> February we had a small “apéro” (cocktail) where we invited all international federations and sports organizations in our offices. Many did not know what we are doing.
- 8) We launched the preparation and feeding of our new website. We want to be live by end of March.
- 9) We met with the AISTS (University of Lausanne – Sport Management) for the launch of our brand exposure project (part of a CISO sub-committee). See on the WFSGI website the objectives.
- 10) F2FX has approached us for a project to bring the research companies together with the industry. They wish the WFSGI to associate! See their first initiative. Unique is that there is no such platform existing today. <http://www.slidiz.com/>
- 11) We met Mr. Timo Lumme, director Television/Marketing of the IOC to update and discuss future collaboration with the IOC.
- 12) DSM (a Dutch Multinational) approached us for a meeting and the wish to get in touch with our industry companies. DSM is investing in research of new materials, technologies and supports the sports world in many aspects. Pls see their website [http://www.dsm.com/en\\_US/html/about/dsm\\_and\\_sport.htm](http://www.dsm.com/en_US/html/about/dsm_and_sport.htm)
- 13) We met with FIFA – Dominique Boyer to discuss the pledge procedure but also the concerns of the IOC football kit regulations, World Cup 2010 kit regulations and the strong changing FIFA staff. We will have a follow up meeting with the new team in April 2008.
- 14) RdK went on invitation to Korea for the Korean Sporting Goods Show and the Forum. Discussions have taken place between the Korean organizers, the authorities and our Korean representative O-Sung Kwon. RDK made a presentation during the Forum.

### MARCH

- 1) We started a call action to get detailed information from each of you and the responsible for the various departments in your company. We wish to make targeted mails in the future for which this detailed information is important. **We ask your support as we need to get our databank up to date again.**
- 2) We met IIC-INTERSPORT – Franz Julen to discuss the new financial situation and presented our direction and objectives. Reidar Magnus has been confirmed as new CSR committee member.
- 3) RdK gave a lecture at the AISTS (University of Lausanne) to explain what the WFSGI and our industry is doing. <http://www.aists.org/>
- 4) Meeting FTA – Foreign Trade Association and BSCI in Brussels to present the WFSGI and to see what synergies can be found. FTA does active lobbying in Brussels. Further discussions to follow.



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- 5) Meeting with FESI in Brussels to discuss further collaboration and working procedures. Present was Horst Widmann, Alberto Bichi and RDK. It was very constructive and we have cleared some path for future collaborations.
- 6) Nike – Rory McMillan in Brussels– Informative meeting about the Nike Governance activities in Europe and the involvement of Rory in the WFSGI IPR committee.
- 7) CBI meeting in Rotterdam – We obtained confirmation that the CBI will support the sporting goods industry in a project for developing countries.(The investment will be EUR 2.8 mln for a 5 year project) CBI is a Dutch Government department. More details will follow with a press release end April or early Mai. [www.cbi.eu](http://www.cbi.eu)
- 8) Frank Henke visited the offices to discuss further CSR procedures and the CSR internet presence. We send you all an information by e-mail on March 18<sup>th</sup> where we ask your support. **Please fill it out ASAP and send it back to us.**
- 9) The NEW website will go live by the end of March on [www.wfsgi.org](http://www.wfsgi.org) – More details will follow. We are all very excited!
- 10) We visited Taiwan Sporting Goods Show on invitation of TAITRA and TSMA. We made a presentation on the sporting goods industry markets in Europe. Interesting was the combination of the bike show combined with the sporting goods show. For the time being in different halls. Bike show is leading in the world. The sporting goods show has a strong focus in Fitness equipment.
- 11) We send 1<sup>st</sup> information for our meeting in Beijing in Mai 2008. Pls book early your hotel as the costs will go up rapidly in April and Mai. **If you haven't replied, please do so!**
- 12) An interview with the Swiss magazine “Sport & Mode” on the federation and the situation of retailer does own brands and brands go retailing.
- 13) Meeting with Mr. Peter Bratschi, IOC - VP Television/Marketing to pre-discuss the MIG for Vancouver. A meeting shall be scheduled with Celia Muir, RDK and the IOC working group.
- 14) Presence at the National Sport Week in NL – Promoting sport, fighting obesity. An event that has great success and could be a model for other countries. This after we discussed a world sports day event. More info will follow.

It shall be clear to you that between all these meetings we reply to all your mails and we work on the various preparations for the meetings. Coming topics are the Beijing Meeting in Mai, the Financial report Q1, A pre-discussion on possible new fee structures, meetings with Chinese government officials, Concrete CBI time frame and scope, meeting with all IF's and their kit & advertisement regulations, meetings with ILO and Pakistan situation, etc., etc.

For more details please don't hesitate to contact us.

Robbert De Kock, WFSGI Secretary General

Lausanne, March 25<sup>th</sup> 2008