

WFSGI NEWS ALERT



KEEP YOURSELF UPDATED ON THE GLOBAL SPORTING GOODS INDUSTRY!

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Last chance to register to the WFSGI meetings at ISPO 2012

Have you already registered for the WFSGI meetings in Munich on January 27 & 28, 2012? If not, then please register now by following [this link](#). There you will also find the agenda for the two days of meetings. Following the General Assembly on January, 28, the first WFSGI Health Symposium will take place. Dr. Timothy Armstrong who

is the Coordinator, Surveillance and Population-based Prevention Unit Chronic Diseases and Health Promotion at the World Health Organization (WHO) and Dr. Rhona S. Applebaum, Vice President and Chief Scientific and Regulatory Officer, Global Scientific and Regulatory Affairs (SRA) and The Coca-Cola Company's Bev-

erage Institute for Health and Wellness have been appointed to inform and inspire you on how the Sporting Goods Industry can invest in the "Health" topic and profit from it respectively.

Source: WFSGI

WFSGI Handbook 2012 is online

While the print version of the new WFSGI Handbook is just about to make its way to our members, the online edition can already be found on our website. The handbook is an annual publication reporting about different industry topics and new tendencies within the organization.

About the 2012 edition

This year's edition focuses on the importance of physical activity for health. You will find an article written by Tim Armstrong from the WHO, bringing to light fascinating facts about the coherence of physical activity and prevention and control of Non-Communicable Diseases (NCD's).

Besides Health, we also focus on London 2012, Trade, Corporate Social Responsibility, Retail and Bicycle. The last 20 pages are dedicated to the WFSGI and its bodies. Find out who is who in the world of sporting goods.

Read the online version [here](#)

Source: WFSGI

Sporting goods stocks rose by 2.7% in 2011

Sporting goods suppliers and retailers around the world were worth a total of \$191.3 billion on stock exchanges at the end of 2011, just 2.7% more on a weighted average basis than at the end of 2010 in terms of U.S. dollars, according to an annual study by Sporting Goods Intelligence. Like in previous years, the sporting goods

sector performed better than the general economy. Across all sectors and on a global basis, the capitalization of stock markets fell by 12.1% to \$45.7 trillion, according to Bloomberg, registering the first loss in three years. Our figures are based on the stock exchange quotations of the 85 public companies in the sector at

the end of each year, multiplied by the number of fully diluted outstanding shares at the respective dates. They are translated into U.S. dollars at its value at the end of the year. The full story was published in SGI Europe on January 6.

Source: SGI Europe

WFSGI Sustaining Members



Reduce tariffs and duties - give retail relief

The Australian Sporting Goods Association (ASGA) has called for an immediate reduction of tariffs and Custom duties applied to clothing and footwear imports.

The ASGA says that the imposition of outdated protectionist measures is destroying any chance Australian retailers have of competing in the global retail market place. It says that imposing tariffs is inconsistent with a competitive global retail market.

ASGA Executive Director, Brad Kitschke, says that tariffs should be rolled back immediately, rather than wait for the planned reductions in late 2012 and 2015.

"Australian retailers pay a 10% tariff on apparel imports and a 5% tariff on footwear imports. When a consumer buys something from an offshore online retailer, those charges are not applied when the product is imported into Australia. Aus-

tralian retailers cannot compete because their own Government slugs them with a penalty for importing products."

"Why should an Australian retailer have to pay a 10% tariff to import clothing to sell in Australia? There is not justification for maintaining this outdated protectionist regime when retail now operates in a truly global market. The Government has been quick to criticise the retail sector for not maintaining pace with market trends, but its own regulatory regime and the imposition of tariffs is outdated and inconsistent with a 21st century global retail market. "

"The Government's refusal to reduce the \$1000 GST threshold whilst maintaining the imposition of protectionist tariffs is inconsistent." "The best Christmas present the Government can give retailers is to remove the roadblocks to competition. The Government should reduce tariffs and duties immediately so that Australian

retailers can import products and compete with offshore online retailers who don't have to pay these charges." Kitschke said.

The ASGA is also critical of the lack of thought leadership on issues such as tariffs and Customs' duties amongst consumer advocates. It says that the imposition of tariffs is a direct attack on the ability of consumers to source products from Australian retailers at the best price possible and says consumer advocates should support retailers' calls for tariff reductions.

"If we want consumers to have access to products at the cheapest price and if we want Australian retailers to be able to compete globally, then we need to remove the road blocks to competition. This is one road block that both consumer and retail advocates seem to have ignored." Kitschke concluded.

Source: ASGA

The next industrial revolution

Economic advances now sweeping through China, India, and other emerging markets dwarf the pace and scale of the Western world's industrial transformation in the 18th and 19th centuries. As three billion more middle-class consumers join the global economy over the next two decades, the resource landscape will change profoundly: demand for many commodities will soar, and new technologies will be

needed to counterbalance critical shortages of food, water, and other resources.

"Mobilizing for a resource revolution" shows how higher resource productivity and expanded supply can meet this surging demand. "Voices on the resource revolution" comprises three video interviews on the risks and opportunities ahead, with Harvard historian Niall Fergu-

son, the North American CEO of a leading water services company, and Boeing's environmental chief. "Five technologies to watch" explores potentially revolutionary approaches that could dramatically affect the unfolding of the resource productivity revolution.

Source: McKinsey

Gore-Tex shuffles product range and management

Gore-Tex is revising its product range of apparel laminates to meet the goal that it is as easy as possible for consumers to understand the uses of the company's various products. Therefore, Gore has decided to cancel former sub-brands such as Paclite, Soft Shell, Pro Shell and Performance Shell. These terms will be kept to explain the different technologies, but will

no longer appear as brands, effective with autumn 2012. Instead, Gore-Tex will label highly technical gear as "Gore-Tex Pro" for core users such as mountaineers, while applying the term "Gore-Tex Active" for sports people who are devoted to light & fast activities. According to Lewis Grundy from the fabrics division, the new branding follows less the technical description

of the laminates, but describes better their application, facilitating the right purchase decisions at the point of sale. On top of this, Gore has merged its outdoor and snow business units into one division, arguing that most of its clients offer apparel in both categories.

Source: SGI Europe

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Shoe Carnival cuts Q4 EPS on weak boot sales

Shoe Carnival said poor boot sales, largely due to warm weather so far this winter season, led to a fourth-quarter EPS shortfall. The family shoe chain expects EPS in the fourth quarter to be in the range of 20 cents to 23 cents a share, down from an earlier projection of 33 cents to 36 cents. Comparable store sales are expected to decline in the range of 3.0 to 3.5 percent.

In releasing third-quarter results on Nov. 17, Shoe Carnival expected comps to grow 4.6 percent. Total sales are now expected to be in the range of \$181 to \$182 million versus a previous target of sales in the range of \$186 to \$190 million.

In the fourth quarter of fiscal 2010, comparable store sales increased 4.6 percent and earnings per diluted share were \$0.33.

For fiscal 2011, the company expects net sales to be in the range of \$761 to \$762 million and comparable store sales to in-

crease approximately 0.7 percent. Earnings per diluted share for fiscal 2011 are expected to be in the range of \$1.92 to \$1.95. For fiscal 2010, comparable store sales increased 8.2 percent and earnings per diluted share were \$2.05.

Shoe Carnival had expected fiscal 2011 EPS between \$2.05 and \$2.08 with sales ranging from \$767 to \$770 million and comps up in the range of 1.2 to 1.7 percent.

Speaking on the results for the quarter, Mark Lemond, president and chief executive officer, said, "Our fourth quarter sales and earnings results have been significantly affected by a decline in the sale of boots, particularly women's boots. Our boot sales in the first two months of the fourth quarter last year increased 20 percent on a comparable basis, whereas this year boot sales have declined 15 percent in our comparable stores. We attribute

this decline in large part to unseasonably warm weather. Additionally, due to increased promotional activity focused on boot sales, we expect the gross profit margin for the fourth quarter to decline by approximately 170 basis points."

Lemond continued, "Our expected annual earnings will still represent the second highest in the company's history despite lower than anticipated fourth quarter results. Going forward, we remain intently focused on accelerating our store growth and the potential that new stores represent for long-term growth in sales and earnings. In fiscal 2012, we expect to open 30 stores, including investments in two major new markets -- Dallas, TX, and Puerto Rico."

The company will release full fourth quarter financial results on Wednesday, Mar. 21, 2012, after market close.

Source: SportsOneSource

Switzerland appoints top official to investigate 2022 Olympic bid

Switzerland has appointed leading official Gian Gilli to carry out a feasibility study into a proposed joint bid from Davos and St Moritz to host the 2022 Winter Olympics and Paralympics, it has been announced.

Gilli, who is also Switzerland's Chef de Mission for the London 2012 Olympics, will produce a report that will be studied by the country's sports federations at a meeting due to be held in April.

"We have a unique opportunity and I am optimistic that we can come up with a

good concept that would make holding the Winter Olympics there good sense," said Gilli, one of Switzerland's leading sports officials who was the chief organiser of the 2003 World Skiing Championships in St Moritz and the 2009 World Ice Hockey Championships in Bern and Kloten.

Davos and St Moritz are both located in Graubünden, the largest and easternmost canton of Switzerland, and a referendum on whether to bid for the Games is set to be held there in November.

Switzerland are also one of the most successful countries in the history of the Winter Olympics, having a total of 127 medals, including 44 gold, 18 of them in Alpine skiing.

But it has not hosted the Winter Olympics since St Moritz in 1948.

Switzerland has put forward unsuccessful bids by the Valais area of the country in 1976, 2002 and 2006.

Source: insidethegame

McDonald's extends Olympic deal to 2020

McDonald's has extended its partnership with the International Olympic Committee to 2020, signing a deal guaranteed to be worth a nine-figure sum.

The eight-year extension continues an Olympic sponsorship that began in 1976. McDonald's has been involved in the Games even longer - first flying hamburgers to homesick American athletes at the 1968 Winter Games in Grenoble.

Coca-Cola, Dow Chemical, General Electric, Omega, Procter & Gamble and Visa have also extended their deals to 2020. The IOC

is expected to reform its sponsorship model to some extent after that date.

'We are delighted that McDonald's, our long-time and valued Olympic Partner for more than 35 years, is continuing its ongoing commitment not only to help fund the Olympic Games but also to support the Olympic Movement around the world and ultimately the athletes themselves,' said IOC president Jacques Rogge.

McDonald's chief operating officer Don Thompson added: 'We share the Olympic

ideals of teamwork, excellence and being your best. Those ideals are at the heart of what McDonald's stands for and how we've brought the Games to life. Feeding the athletes is a tradition we are extremely proud of, and we look forward to continuing our role in helping to make the Games possible.

Source: Sport Industry Group

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Nike, Inc. reports fiscal 2012 second quarter results

Earnings per share for the quarter rose 6 percent as a result of continued strong demand for Nike, Inc. brands, SG&A expense leverage and a lower average share count, which more than offset the impact of a lower gross margin.

Nike, Inc. reported financial results for its fiscal 2012 second quarter ended November 30, 2011. Earnings per share for the quarter rose 6 percent as a result of continued strong demand for Nike, Inc. brands, SG&A expense leverage and a lower average share count, which more than offset the impact of a lower gross margin.

“Our strong second quarter results demonstrate that the Nike, Inc. portfolio is a powerful engine for growth,” said Mark Parker, President and CEO, Nike, Inc. “We’re able to accomplish this by staying focused on what we do best – deliver innovative products and experiences that serve athletes, inspire consumers and reward our shareholders. Going forward we’ll continue to use the unique power of our portfolio to drive growth, manage risk and connect with consumers.”*

Second Quarter Income Statement Review

- Revenues for Nike, Inc. increased 18 percent to \$5.7 billion, up 16 percent on a currency-neutral basis. Excluding the impacts of changes in foreign currency, Nike Brand revenues rose 18 percent with growth in every geography except Japan and in all key categories except Action Sports. Revenues for Other Businesses increased 5 percent with minimal impact from changes in currency exchange rates, as growth at Converse more than offset lower revenues at Nike Golf, Cole Haan, Hurley and Umbro.
- Gross margin declined 260 basis points to 42.7 percent due primarily to higher product costs, which more than offset the positive effects of growing sales in our Direct to Consumer operations, price increases and ongoing product cost reduction initiatives.
- Selling and administrative expenses grew at a lower rate than revenue, up 13 percent to \$1.8 billion. Demand creation expenses increased 12 percent

to \$644 million driven by marketing support for key product initiatives and investments in consumer events for the Nike Brand. Operating overhead expenses increased 13 percent to \$1.2 billion due to additional investments made in our wholesale and Direct to Consumer businesses.

- Other expense, net was \$9 million, primarily comprised of net foreign exchange losses, partially offset by non-recurring items. For the quarter, we estimate the year-over-year change in foreign currency related gains and losses included in other expense, net combined with the impact of changes in foreign currency exchange rates on the translation of foreign currency-denominated profits decreased Income before income taxes by approximately \$17 million.
- The Effective tax rate was 24.1 percent compared to 25.0 percent for the same period last year, an improvement due primarily to a reduction in the effective tax rate on operations outside the United States.
- Net income increased 3 percent to \$469 million and Diluted earnings per share increased 6 percent to \$1.00, reflecting a 4 percent decline in the weighted average diluted common shares outstanding.

November 30, 2011 Balance Sheet Review

- Inventories for Nike, Inc. were \$3.2 billion, up 35 percent from November 30, 2010. Inventories were higher compared to a year ago due to significantly higher average unit product cost and growth in total units. Nike Brand inventories were up 39 percent. Approximately 20 percentage points of the increase was due to higher wholesale unit inventories as a result of strong demand and more timely deliveries from our product suppliers. The remaining 19 percentage points of the increase in Nike Brand inventories were primarily a result of significantly higher product input costs. Relative to revenues and futures, current unit inventories remain broadly consistent with levels reported prior to the 2009 – 2010 economic downturn.

- Cash and short-term investments were \$3.4 billion, \$1.4 billion lower than last year as higher working capital investments reduced free cash flow from operations, while share repurchases, dividend payments and long-term debt payments also increased year-on-year.

Share Repurchases

During the second quarter, a total of 7.6 million shares were repurchased for approximately \$672 million as part of our four-year, \$5 billion share repurchase program, approved by the Board of Directors in September 2008. As of the end of the second quarter, a total of 45.6 million shares were repurchased for approximately \$3.6 billion under this program.

Futures Orders

As of the end of the quarter worldwide futures orders for Nike Brand athletic footwear and apparel, scheduled for delivery from December 2011 through April 2012, totaled \$8.9 billion, 13 percent higher than orders reported for the same period last year. Changes in foreign currency exchange rates did not have a significant impact on reported futures orders.*

*The marked paragraphs contain forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially. These risks and uncertainties are detailed from time to time in reports filed by Nike with the S.E.C., including Forms 8-K, 10-Q, and 10-K. Some forward-looking statements in this release concern changes in futures orders that are not necessarily indicative of changes in total revenues for subsequent periods due to the mix of futures and “at once” orders, exchange rate fluctuations, order cancellations and discounts, which may vary significantly from quarter to quarter, and because a significant portion of the business does not report futures orders.

Read the table of figures [here](#)

Source: Nike, Inc.

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WFSGI Sustaining Members



First FIS World Snow Day: 225 events in 39 countries

Sunday, 1st January 2012 marked the milestone of just three weeks to go until the largest winter event in the world. The inaugural FIS World Snow Day, set to be held on 22nd January 2012, aims to bring children between four and fourteen - together with their families - to the slopes, trails and tracks, in a fun-filled day of events, activities and competitions on snow. The inaugural World Snow Day will consist of 225 events in 39 countries.

The initiative falls under FIS's 'Bring Children to the Snow' campaign, which was launched in 2007 and celebrates winter sports as a fun, healthy and social recreation activity for children of all fitness levels and capabilities. The World Snow Day 2012 will be the first event to be conducted on a global scale, joining the worldwide community in celebrating snow sports as part of a healthy lifestyle, and to foster global awareness of the importance of nurturing the natural environment.

With such a large number of events as part of World Snow Day, the variety is also extensive. Some examples include a winter

wonderland in the heart of Tokyo; free ski and snowboard lessons across Poland; the Snow and Ice Festival in China; free skiing and snowboarding for kids under 12 in Lake Louise, Canada; Winter Sports Festival in Lake Placid USA; free ski and snowboard lessons India; and a world record attempt in La Molina, Spain.

Countries participating include America, Switzerland, Austria, Canada, Finland, Germany, Great Britain, Kazakhstan, Norway, Poland, Sweden, Turkey, Pakistan, India, Japan, Iceland, Australia, Russia and Spain, amongst others. The event's motto to 'Explore, Experience and Enjoy the Snow' will be consistently shared across the world, whilst the worldwide festivities will adhere to the unique identity of each location.

From the 1st January 2012, FIS will also be partnering with the European Broadcasting Union (EBU), Eurosport and Infront Sports & Media to broadcast a World Snow Day TV trailer across the globe. In addition, a virtual World Snow Day promotional campaign has been launched

where activities will be featured on the various FIS websites and social media channels for the final days leading into the inaugural event.

For more information on World Snow Day visit: <http://world-snow-day.com>

Source: FIS



adidas Golf introduces Powerband 4.0 Footwear

adidas Golf, an industry leader in footwear innovation and performance technologies, is launching the next generation of its most powerful footwear – the Powerband 4.0, catering to those seeking enhanced stability, leverage, and balance control.

The Powerband franchise has always been about eliminating power leaks and for its ability to help golfers of all levels better transfer their power from back-swing back to the ball at impact. The key is an energy-harnessing foundation called a Powerband Chassis, which provides extraordinary lateral stability from the ground up to allow for faster, more aggressive golf

swings and a stretch resistant synthetic overlay for added stability and durability. The Powerband 4.0 allows athletes to gain greater control, agility and leverage at the ground level encouraging speed and stability throughout the golf swing.

"There's no better way to support golf's growing power game than by advancing golf's most powerful shoe," said Bill Price, Director of Global Footwear. "The Powerband 4.0 provokes confidence because it delivers the support and stability aggressive golfers need and does so at a tour-proven level."

Complementing the Powerband Chassis is adidas Golf's FitFoam™ insole for everlasting cushioning and a TPU forefoot with 8-spike configuration with Thintech™ low-profile technology for improved traction and stability. The upper features full-grain leather with detailed synthetic overlays for added stability and durability.

Source: TaylorMade

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Asics celebrates true sport values with evocative new advertising campaign

Leading sports performance brand Asics has launched a new international TV, print and digital brand campaign based around the values of true sport.

The new campaign, created by 180 Amsterdam and titled 'Made of Sport', celebrates the true sport athlete's journey to personal victory. It celebrates the early mornings and the late nights this commitment requires. It honours the athletes who respect one another and cherish the challenges, demands, passion and dedication that keep them pushing for rewards more noble and valuable than fame and wealth.

The above-the-line campaign includes a selection of 60", 30", 20" and 6" TV adverts and double and single page print adverts. There will also be a series of three minute inspirational short films - hosted on the brand's website. The campaign will be broadcast in Europe, Asia (Japan, South Korea) and Oceania.

Directed by Henrik Hansen, the campaign features a selection of elite and amateur athletes including Olympians such as American hurdler Lolo Jones, German Olympic champion triathlete Jan Frodeno and French trail running champion Emmanuel Gault. The campaign shows the hard work and training that dedicated athletes undertake on every level. The

voiceover throughout the adverts makes evocative statements about each athlete, including "I am made of all the days you don't see. Not just the ones you do." and "I am made of everything to come. Not just what has been."

At the end of each advert, the audience is asked 'Are You Made of Sport?', inviting viewers to look into themselves and evaluate their own true sport credentials.

Michael Price, European Marketing Director at Asics said "We have decided to create a campaign that strips sport back to its true authentic meaning and taps into its real values; teamwork, sacrifice, sportsmanship and dedication. We feel our audience will relate much more to seeing the behind the scenes of elite sport and everyday athletes than they will to watching high-profile 'celebrity' athletes pose and posture."

Al Moseley, Managing Partner and Executive Creative Director at 180 Amsterdam said "Asics is reclaiming the idea of true sport, and giving it back to the everyday athlete. The campaign encourages the audience to ask themselves if they too are made of the dedication, commitment and passion that true sport athletes exhibit."

The print campaign shot by Ben Ingham

includes images of elite and amateur athletes training in sports such as handball and tennis as well as road running and sprinting. Christophe Lemaitre, Europe's fastest man, features in the campaign with the statement, 'I am built of sweat. Not swagger.' emblazoned across the image, Simon Wheatcroft, a British blind runner has the uplifting declaration, 'I am made of beliefs. Not barriers.' featured on his imagery. Adverts have also been created for new key footwear and apparel products, featuring slogans highlighting key consumer benefits such as 'Made of Adaptive Support' for the new Asics Gel-Kayano 18 and 'Made of Water Release' for the new Asics Gel-Fuji trail running shoes. This campaign will be Asics Europe's largest media investment to date. The advertising campaign will go live across Europe from the beginning of January 2012, starting in the UK and Germany. The TV commercials have been pre-launched on Eurosport and will appear on from 15 to 31 December in 59 countries, 125 million households.

The TV-commercial can be viewed [here](#)

The 6 short films can be viewed [here](#)

Source: Asics

Mizuno appoints new VP of Latin America

Mizuno USA, Inc., a global leader in speciality sporting goods, announced the hiring of Hartmut Junghahn as Vice President of Latin America. Scheduled to assume responsibilities in January 2012, Junghahn brings Mizuno more than 27 years of consumer products expertise, with experience as a general manager, including sales, marketing and distribution management, with significant emphasis on the Latin American region.

Junghahn's primary responsibility will be leading the continued strategic development and execution of Mizuno's Latin American business plan. Providing insight on local market conditions and working in cooperation with business partners in the region, the largest of which is ALPA in Sao Paulo, Brazil, Junghahn will identify and develop brand-building and strategic expansion opportunities consistent with Mizuno's global business directives, values and resources.

"Latin America is a critical piece of our global brand strategy, and while we've been successful there, there still exists an enormous amount of untapped potential considering the marquee global events it will play host to, including the 2014 World Cup in Brazil and 2016 Olympics in Rio," said Bob Puccini, President Mizuno USA, Inc., Chairman, Mizuno Canada, Ltd., and Director of Mizuno Corporation. "Hartmut's combination of knowledge and experience in Latin America, expertise in international consumer products marketing and proven leadership qualities made him the ideal choice for this role and he will certainly be integral to our ongoing success in this important region."

A senior multinational executive, Junghahn has spent his career marketing and selling well known brands throughout the fast growing Latin American and South American regions. He most recently served as Director of Business Develop-

ment for Nomacor, the world's leading producer of alternative wine closures, overseeing commercial and strategic efforts for South America. Prior to that, he was the Executive Vice President and General Manager of Latin America for Spectrum Brands, maker of consumer products brands such as Rayovac batteries. Before working for Spectrum, Junghahn was Vice President of Sales for Diageo PLC, the world's leading distributor of premium beverages including spirits, beer and wine for such brands as Johnnie Walker and Crown Royal, in Brazil, Uruguay, and Argentina.

Junghahn received a Master of Business Administration from the prestigious Massachusetts Institute Technology Sloan School of Management, as well as a Bachelor Degree in Business Administration from the Austin Peay State University in Clarksville, Tennessee.

Source: Mizuno

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Nike, Inc. announces plans for Greater China headquarters

Nike, Inc. announced plans for the development of a new centralized campus for Nike's employees in Shanghai, China. The nearly 600,000 square foot headquarters will be built at The Springs, Tishman Speyer's newest mixed-use development in Shanghai's Yangpu District. Nike's investment in developing this new centralized campus will support its long-term business growth strategy in China, where it celebrated 30 years of business in 2011. The Springs is Tishman Speyer's largest project in China and follows the development of previous successful commercial projects in Tianjin and Chengdu.

"This announcement is very exciting and a strategic investment in our continued growth in China," said Craig Cheek, VP & GM of Nike's Greater China geography. "This new campus headquarters will allow us to elevate and expand on our facilities and capabilities while bringing all of our Shanghai based employees together from our portfolio of Nike, Inc. Brands into one central campus." In June 2011, Nike reported more than \$2 billion in revenue for the first time for this geography and in its second quarter FY12 earnings reported on December 20, Nike reported a 35% increase in its revenue there.

"When we broke ground on The Springs in June, we were confident that world-class

companies would recognize the value and importance of establishing a presence in Shanghai," said Tishman Speyer co-CEOs Jerry Speyer and Rob Speyer. "The creation of the Nike Greater China Headquarters at The Springs underscores the strength of this market and importance of this development to the Shanghai business as well as residential communities. We're thrilled that Nike, one of the world's great global brands and companies, will be an anchor in this development and look forward to a long-term relationship."

Nike has signed a long-term lease with Tishman Speyer, one of the world's leading owners, developers, operators and investment managers of first-class real estate on the project. Tishman Speyer will construct the more than 587,227 square feet (approximately 54,575 square meters) of space in a multi-building campus. Nike said when complete, the campus within The Springs will consist of up to three office buildings and a five-story multi-purpose conference center, in a campus-type setting. Along with the commercial buildings, it will feature a soccer pitch and regulation-size indoor basketball court and state-of-the-art work-out facility. The campus will also include a full service food and beverage facility and a standalone conference center to host

large-scale events and product unveilings. Nike expects to occupy the new space starting in the first quarter of 2014.

The Springs development is centrally located between the city's two major airports, Hong Qiao and Pu Dong. It is being built along a major transit hub, connecting it to a subway interchange and 32 bus lines, providing high-speed connections to the greater Shanghai metropolitan region. Situated on a former airfield facility, it is also adjacent to a 33-acre ecological park reserve, unique to Shanghai, and all of its commercial components have been designed to LEED gold standards by a team of leading international architects and environmental consultants.

Tishman Speyer broke ground on The Springs in late June 2011. The first phase of the residential units will be for pre-sale in October 2012. The Springs is a 9.7 million square foot (900,230 square meters) full-service, "green" community, located less than eight miles from Shanghai's Central Business District. When completed, it will feature approximately 900 units of residential housing and nearly 8 million square feet (740,000 square meters) of class-A office park, class-A commercial office space, SOHO live-work space, serviced apartments, hotel, retail business and cultural amenity space.

Source: Nike, Inc.

World Squash Federation extends Dunlop partnership

National squash federations worldwide have received a boost with the launch of WSF Dunlop KickStart 2012, a new World Squash Federation (WSF) initiative which will see 250 dozen Dunlop Max balls being delivered to nations via the regional federations.

This is an addition to the ongoing long term Official Ball partnership that WSF and Dunlop maintain.

The Dunlop Max ball is larger than a normal squash ball and more bouncy - it is a beginners' ball that is an established introductory tool.

Announcing the initiative, WSF chief executive Andrew Shelley commented: 'Development is always at the top of our agenda, and this is another way for us to support local coaches, especially in 'young' countries, as they introduce new blood into our sport.'

'We are already growing in so many countries as a result of local structures - and we are pleased to support these. We are very grateful to Dunlop for their partnership and look forward to getting feedback about the success of the initiative at the WSF World Development Conference later this year.'

Sunny Singh, Dunlop's head of sports marketing, added: 'Squash is a vibrant market for us, and we are eager to assist the sport to grow in any way we can. The Max is the ball we know that coaches like to use, especially for children, as they start out on what for so many becomes a long-term exercise regime.'

'We wish this WSF initiative every success and are pleased to be the KickStart partner.'

Squash is played in over 180 countries and has had world champions from each of the world's five continents

Source: The Sport Industry Daily

Any questions? Contact **Simone Ramsauer**, WFSGI PR Manager
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Crocs sees 4Q revenue at high end of guidance

Crocs Inc. said its fourth-quarter revenue will be at the high end of its expectations and said it expects its full-year revenue to exceed \$1 billion for the first time in the footwear company's history.

Shares jumped 4.6% to \$16.68 in after-hours trading.

The company had previously forecast fourth-quarter revenue of \$200 million to

\$205 million. Analysts polled by Thomson Reuters most recently predicted 2011 of \$1 billion.

The company has worked recently to revamp its product line, rolling out more traditional footwear as well as a line of shoes for children that change color in the sun, one product that analysts have said appears to be a hit.

In October, Crocs reported its third-quarter earnings rose 21%, led by revenue gains in Asia.

The company will release its fourth-quarter results in late February.

Source: SportsOneSource

Teva enters the Japanese Market

Officially available at retail March 2012, Teva (a division of Deckers Outdoor Corporation) proudly announced its re-launch of the brand in Japan this past week with a special kick-off celebration in Roppongi, Tokyo.

"We're very excited to reintroduce Teva to the Japanese Market," says Pete Worley, Teva Brand President. "Over the last five years, Teva has evolved into an innovative, youthful, year-round action-outdoor brand. We look forward to building a relationship with Japanese consumers, and helping them live great stories in the outdoors."

The "Teva 2012 Launch Presentation" was the first commercial event to take place at Tokyo's state-of-the-art nightclub, Nico-farre. During the presentation attendees were surrounded by imagery and videos highlighting Teva athletes and the 2012 collection on a 360-degree LED monitor setup that covered the hall's walls and ceiling.

Adding to the excitement of the evening, Teva made the announcement that Rafting Team Teikei will be joining Teva's team of athletes. Teikei has won the Teva World

Rafting Championships for the past two years despite talk that it would take 50 years for a Japanese team to become world champions. In the second half of the event legendary freeride mountain biker and Teva athlete, Jeff Lenosky, also made an appearance. The Links, a mountain bike shoe that Jeff has developed in collaboration with Teva, will go on sale in fall of 2012.

Source: TEVA

Amer Sports acquires Nikita, a female focused action sports apparel brand

In line with Amer Sports strategic priority to grow faster in softgoods, Amer Sports is acquiring [Nikita ehf](#), a snowboarding inspired Action Sports apparel brand which focuses on female consumers. The annual net sale of Nikita is approximately EUR 8 million.

"Action Sports apparel is a large and dynamic market driven by young people who skate, surf and snowboard and the acquisition complements Amer Sports portfolio in

Action Sports. With Salomon snowboards, Bonfire apparel and now, Nikita, we have a great opportunity to expand our presence in Action Sports, bring a broader range of exciting, authentic products to market and reach new consumer groups", states Andy Towne, President of Amer Sports Apparel.

Nikita offers apparel "For Girls Who Ride" with a full year offering. Nikita sales are mostly in Europe and distributed selectively also in North America and Asia. Nikita

originates from Iceland and the sellers are individual and institutional owners.

"Amer Sports Apparel category will bring benefits to Nikita as we can leverage the scale of our brands in design, sourcing and in go-to-market activities", Towne continues.

The transaction will not have a material impact on Amer Sports 2011 financial results or balance sheet.

Source: Amer Sports Corporation

ISPO Bike partners with Taichung Bike Week

The Germany bicycle show ISPO Bike, formerly known as Bike Expo, and the Taichung Bike Week have entered into a partnership. In a joint statement organizers of both events said that the aim of this cooperation is to generate synergies for exhibitors at both trade shows. At the same time both parties reported that it is not yet known how they will fulfill this alliance and they are initiating an exchange of ideas and information.

While the Taichung Bike Week is an established event in the bicycle industry, Bike Expo was launched by Messe Muenchen International in 2009. After two editions

the name was changed to ISPO Bike. The organizers stated that the new name is: "To reflect the growing profile of the Munich bicycle show as a result of industry feedback. Now incorporated into the global ISPO brand portfolio, ISPO Bike can offer its increasing number of brand and retail supporters' access to the international strength and resources of ISPO. The ISPO Bike 2012 will take place from 16-19 August in Munich."

Based on feedback from exhibitors and visitors as well as meetings with co-organizers and participating hotels the Taichung Bike Week organizers recon-

firmed the new dates for 2012 on November 13 – 16. The participating hotels in 2012 will be Tempus, Evergreen and Splendor. The Hotel Splendor is now able to accommodate an additional 80-90 exhibitor all on one floor with even more room for future expansion when required. The Taichung Bike Week now has a capacity to facilitate some 230 - 250 exhibitors for the 2012 edition.

Source: Bike Europe

WFSGI Sustaining Members



India's biggest bike maker enters e-bike market with ultra motor take-over

Hero, India's biggest bike maker, brings itself at the centre stage of the global electric bike business. On December 28 the Ludhiana based company announced the take-over of the electric two wheeler assets, brands and team of the London, UK headquartered Ultra Motor Ltd.

"This acquisition provides us excess to Ultra Motor's existing range, distribution network, designs and presence in hi-end markets," said Naveen Munjal, Managing Director of Heroeco Vehicles Pvt Ltd.; Hero's subsidiary that currently (among other activities) manufactures and markets e-scooters.

The young scion of Munjal family that owns Hero and all its subsidiaries further said, "This take-over brings us fast moving electric bike brands like A2B & F4W (fast forward)," Munjal said. However, he declined to comment on the size of the deal. "We are bound by legalities for not disclosing the amount," he stated. Earlier, both the companies jointly entered the Indian electric bike market but parted ways. Ultra Motors has also tried to enter the Indian market independently but without much success, it closed its plant couple of years back.

Heroeco, the newly formed umbrella entity includes - Hero Electric, Hero Exports, Mediva (Medical Equipment), Winn and Hero Ecotech. The group is also planning to invest about USD 90 million in various verticals in the next five years. The company has about USD 100 million turnover annually and targets to triple its turnover in the next five years.

Through importers Ultra Motor has distribution networks in 22 countries. The take-over presents Hero the much needed excess to these markets. "Ultra Motor has distribution networks in markets like Canada, Switzerland, Benelux, Spain, Russia & Japan. While it has considerable market share in Benelux, Germany, US & Canada," Naveen said.

On November 7 Ultra Motor Ltd. filed for Administration in the UK which is comparable to the Chapter 11 bankruptcy protection in the US. The company announced that it had sold its subsidiary Ultra Motor Taiwan, which develops and manufactures electric motors and propulsion systems, to a group of European private equity investors.

After selling its Taiwan subsidiary, Ultra Motor Ltd. still owned two distributing

companies located in Germany and the United States. Next to that there are subsidiaries controlling the Ultra's E2W business, including the A2B range. "We took over the team, stock, IT, tooling and brand," Naveen Munjal said.

Currently, Heroeco has presence in e-scooters only but with the deal it will widen its product range with e-bikes. "We will now have a wider product range from pedelecs, folding bikes, e-bikes and e-scooters," Naveen Munjal furthered.

At the December 28 press conference chairman, Vijay Munjal of Heroeco Vehicles Pvt Ltd. announced next to the Ultra Motor take-over also the company's entry in the medical equipment sector under the Mediva brandname as well as a new bicycle range under the Winn brandname. "Winn will be a hi-end bicycle range to be launched globally after entering the Indian market. We find the gaps in our international range of bicycles and Winn fills the gap," Vijay Munjal said. The company's Mangli plant in Ludhiana manufactures 900,000 bicycles annually for the international market and 65,000 e-scooters.

Source: *Bike Europe*

Accell Group acquires Currie Technologies

Accell Group N.V. announced that it has reached agreement on the acquisition of all shares in Currie Technologies. Based in Chatsworth (California), Currie Technologies is the US market leader in e-bikes and e-steps for everyone, young and old, and has an extensive distribution network. Accell Group will finance the acquisition from its own resources.

René Takens, CEO of Accell Group: „Currie Technologies is an excellent investment for us in e-mobility in the United States. More and more Americans discover the bicycle as an alternative way of transportation. With its self-developed electric two wheelers Currie Technologies meets the growing market for eco-friendly and affordable alternatives of transportation. The acquisition provides good synergy opportunities with our other activities in North America. In addition, Currie has an interesting port-

folio of IP-rights which also offers opportunities in other markets and countries in which we are active. With this acquisition we strengthen our market position and improve our execution power in the US market for electric two wheelers."

The current e-bike market in the United States is still in its infancy compared to Europe. Expectations of the Light Electrical Vehicle Association (LEVA) are that the e-bike market in the US will show growth in the short to medium term comparable with the recent market developments in Europe. The current market for e-bikes in the US is estimated to be 50,000 units. It is expected that this number will rapidly increase in the coming years.

[Currie Technologies](#) is a developer and distributor of high quality hybrid electrically powered bikes and e-steps for all

ages. With its brands I-ZIP en E-ZIP, Currie Technologies is one of the leading suppliers of e-bikes and e-steps (mini e-scooters) in the United States. The company distributes its products via superstores as well as specialist bike shops. Currie Technologies has 40 employees and an annualized turnover of approximately \$ 20 million.

Accell Group will invest in marketing and technology in order to support the growth of Currie Technologies. It is expected that the company will contribute to Accell Group's earnings per share within two years. Consolidation will take place as of 1 January 2012.

Source: *Accell Group*

Giant expands into motorcycle rims, Chinese market

Giant, the world's leading bicycle maker, will step up its foray into the manufacturing of rims for heavy-duty motorcycles in 2012, says King Liu, founder and chairman of the Taiwan-based company.

Liu said that the company started to ship small orders of motorcycle rims in the second half of 2011 and expects orders pick up in 2012. The company plans to invest NT\$200-300 (US\$6.6-\$9.9 million) to expand its plant in Jiangsu province for the production of bicycle and motorcycle rims.

Giant has recently won a NT\$270 million (US\$8.9 million) bid on Taipei's public bicycle rental system project. The company will build 163 bicycle stations in the city and provide more than 5,000 rental Giant bicy-

cles for locals and travelers. The system will coordinate with the city's mass rapid transit system, providing convenient transportation means between MRT stations and people's destinations, thereby cutting down on driving, improving air pollution.

Meanwhile, Giant will also accelerate development in mainland China. The new US\$36 million plant in Jiangsu began operations in the third quarter of 2011 with an output of less than 300,000 units last year. Production will be expanded to 1 million units this year.

The company is also expanding the capacities of its other manufacturing bases in China, including a Tianjin plant, which will

triple capacity to 3 million units a year in three years and a Chengdu factory, which will double capacity to 600,000 units in 2013. The output of electric bicycles will increase to 400,000 units this year.

The Chinese market already accounted for 24% of the company's total revenue in 2010, and in the first 11 months of 2011 sales in the Chinese market shot up 56%, overtaking shipments to the US.

Giant's global bicycle sales grew 5% to 5.5 million units in 2011, a number that is expected to increase by another 5-10% to 6 million units in 2012.

Source: *Want ChinaTimes*

Scott Sports buys Syncros

Swiss multisport and bicycle supplier Scott Sports gave itself a nice New Year present by taking over the Canadian bike parts and accessory brand Syncros from Ritchey. With this move Scott will celebrate a debut into the aftermarket bike parts and accessory business. They want to become a major player in this market. Financial terms on the takeover were not disclosed. The deal will also lead to a new distribution strategy for Syncros. The brand will be

sold through Scott Sports' international importer and IBD networks.

Peter Hamilton and Pippin Osborne founded Syncros in 1986 as a small high-end components company based at Vancouver's North Shore. After a few changes in ownership, Tom Ritchey made the final acquisition in 2003. Under his guidance Syncros returned to its roots as a leading manufacturer of high-end mountain bike

components specialized in the All-Mountain, Freeride and Downhill categories.

A dedicated design and engineering team is now working to develop innovative products for future Syncros product lines expanding the entire range into the Cross Country and Road categories. The new era starts with the implementation of a new logo and graphic identity.

Source: *Syncros*

Bikes, bags and breakfast smoothies

With the countdown to raising the first €1 million ticking ever faster, there are numerous ways of helping the European Outdoor Conservation Association (EOCA) edge ever closer to their goal at ispo this year.

Since 2006, the European outdoor industry has been working together to collectively give back to the environment through raising money to put into conservation projects worldwide. 100% of membership dues and monies raised by members is put directly into the projects sourced and voted for by the members, as well as the general public.

This ispo is no exception, and members are working harder than ever to keep donations coming in. Come and pedal your way each morning between 08.30 – 10.30 to a delicious, healthy breakfast smoothie on the EOCA stand, sponsored by Nikwax. Take your recycled smoothie cup, once empty of course! To the Nikwax stand for an exciting free gift as a thank you for taking part.

Also for the first time this year – pick up your 'goody bag' from the EOCA stand – and use it to collect all manner of treats from member stands including neck warmers, hydration bladders, socks, walking boots and poles, duffel bags, wash kits

and thermal mugs! A goody bag costs just €20 to collect goodies worth €140 and the deluxe goody bag will set you back just €75 for goodies worth at least €350! Every goody bag gives its owner the opportunity to win a Bergans rucksack as well.

Finally, when you need a spot of refreshment, head down to the ISPO Snow, Ice & Rock bar in Hall A6 – everything there is available for just €1 – and all the money will be donated by ISPO towards EOCA's 2012 funding round, taking it a step closer to the €1 million goal!

Source: *European Outdoor Conversation Association*

Any questions? Contact Simone Ramsauer, WFSGI PR Manager
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WFSGI Sustaining Members



Coliped's joint European booth at the Taipei Cycle Show 2012

On this special 25th anniversary edition of the Taipei Cycle Show – congrats to Taitra! – also one of the exhibitors has every reason to celebrate.

Participating for the first time in the TCS back in 1993, Coliped is now preparing their 20th joint European booth at the Show.

And for sure, Coliped will be breaking every record in March 2012! For the first time ever, the joint booth will host more than 30 exhibitors, 34 to be precise, on a total of 97 booths or 873 m². This is beyond comparison with any of the previous editions. Moreover, the booth is completely sold out.

In 2012, Coliped welcomes 10 newcomers on the joint booth: 4ZA, Atala, Bobike, Carrera-Podium, Challenge Tires, Cratoni Helmets, Gazelle, GMG BV, Reed Business/Bike Europe and Santini.

Worth mentioning is that 2 exhibiting companies have been very loyal participants since the joint European booth was first established in 1993: Büchel and Rigida-Ryde.

Coliped wishes to thank all their exhibitors, as well as show organiser Taitra for their trust, excellent co-operation, friendship and support over the past 20 years.

Coliped hopes to continue this success story for many more years.

2012 Coliped exhibitors: 4ZA, AGU, Alpina Raggi, Apollo Vredestein, Atala, Bobike, Bohle/Schwalbe, Büchel, Carrera Podium, Challenge Tires, Clarks, Coliped, Cratoni Helmets, Elite, FFWD, Fulcrum, Gazelle, GMG BV, Herrmans, Hesling Products, Industrie Sportive, ITM, Limar, New Looxs, Polisport, Reed Business/Bike Europe, Ryde/Rigida, Santini, Selle Italia, Selle Royal, Ursus, Vittoria, Weldtite & Widek.

Source : Coliped

Adidas sees more progress and possible acquisitions

The Adidas Group may continue to make small acquisitions like last year's \$25 million takeover of Five Ten, but it is unlikely to engage this year in share buybacks or in large takeovers, according to the German newspaper Börsen-Zeitung quoting Robin

Stalker, chief financial officer. Further progress is expected this year in sales and earnings per share, partly because of the Adidas brand's exposure at the UEFA football championships and the London Olympic Games. Revenues from football prod-

ucts will likely exceed the €1.5 billion attained in the World Cup year of 2010.

Source: SGI Europe

Lack of snow having significant negative impact on snow sports sales

According to SnowSports Industries America (SIA) the next round of 2011/2012 data covering August through November snow sports sales, snow sports consumers were not yet affected by the lack of snow that is dampening spirits and bottom lines across the industry in December and early January. Sales between August and November 2011 were up 5 percent overall in units and 10 percent overall in dollars sold, reaching \$1.2 billion.

Specialty shop inventories, while leaner than ever at the end of the 2010/2011 season, are slightly more stocked than they were at the end of November last season. Sell-through is also slightly higher, indicating that inventories are aligned well with market demand through November 2011.

Early Trends to Watch this Season:

- Reverse and mixed camber ski sales have doubled from 28,000 units sold through November last season to more than 55,000 sold through November 2011.
- Insulated parka sales are up 18 percent in units sold as non-participants head to

chain stores and online to buy snow sports apparel as casual wear. Internet sales of insulated parkas are up 33 percent in units and dollars sold through November.

- AT/Randonee boot sales are up 22 percent in units and dollar and skins sales are up 21 percent in units sold and 25 percent in dollars sold.
- Winter boot sales are strong again this season with sales reaching more than \$36 million through November, \$6 million more than sales through November last season.
- More than 1.2 million helmets sold last season and this season is off to a strong start with more than 300,000 units sold as of November 30, a 15 percent increase in units sold.

December data is currently being collected and tabulated; however, reports from the field indicate that the lack of snow nationally has had a significantly negative impact on retail sales and reorders from retail to suppliers, in December.

The current lack of snow across the U.S. is a threat to the health of the 2011/ 2012 season overall. If current conditions persist, core participant buyers may choose to wait and see what new technology may become available in the 2012/2013 models when snow conditions are (hopefully) better.

But hope remains for better conditions this season; the National Oceanic and Atmospheric Administration continues to call for standard La Niña conditions for the remaining winter months:

"During January - March 2012, there is an increased chance of above-average temperatures across the south-central and southeastern U.S., and below-average temperatures over the western and the northwest-central U.S. Also, above-average precipitation is favored across most of the northern tier of states and in the Ohio and Tennessee Valleys, and drier-than-average conditions are more likely across the southern tier of the U.S."

Source: SportsOneSource

WFSGI Sustaining Members



New Harvard study shows advantages of barefoot running

According to the results of a new study from Harvard University, and published in the January 28th online edition of Nature, people who run barefoot hit the ground differently than those who wear shoes, and in doing so, lessen the impact on their bodies.

Daniel E. Lieberman, the co-author of the study and a professor of human evolutionary biology at Harvard University said, "People who don't wear shoes when they run have an astonishingly different strike. By landing on the middle or front of the foot, barefoot runners have almost no impact collision, much less than most shod runners generate when they heel-strike."

By contrast, runners with shoes on tended to strike the ground with their heels, leading to an impact equivalent to two to three times their body weight, Lieberman said.

This new study focused on the running gaits of shod and unshod people from the US, where most people have grown up wearing running shoes, and from Kenya, where running barefoot is still common.

The research found that people who grew up running barefoot in Kenya's Rift Valley province, which is known for its endurance running champs, tended to land mostly on the front or middle of the foot when they touched ground.

Some world class athletes who run barefoot include:

- Abebe Bikila, former Olympic marathon world-record holder
- Bruce Tulloh, former European 5k record-holder
- Tegla Loroupe, former Olympic marathon world-record holder
- Zola Budd, former world record holder in the women's 5000 meters

People who have always worn cushioned running shoes, on the other hand, usually hit the ground heel first.

According to Biomechanist Reed Ferber of the University of Calgary in Canada, this study "is unique in that they actually went and found people who have been running barefoot and are world renowned as barefoot runners." Previous studies focused on people who were asked to run barefoot for the first time during laboratory experiments, he says.

The study examined the physical stresses on feet and found that people wearing running shoes strike the ground with the mass of the entire leg, which is nearly 7 percent of the body. That's more than three times the weight of impact for barefoot running.

"It's really about how you hit the ground," said Lieberman, who specializes in human

evolutionary biology. "When you hit the ground, some of your body comes to a dead stop." For runners in cushioned shoes, "It is literally like someone hitting you on the heel with a hammer," Lieberman said. But, he added, that "The way in which barefoot runners run is more or less collision free."

The research goes on to say, "For most of human evolutionary history, runners were either barefoot or wore minimal footwear such as sandals or moccasins with smaller heels and little cushioning."

It should be pointed out that a maker of footwear was one of the sources of funding for the Harvard study. However, even critics of this study would likely agree that the test results have shown that runners can safely run distance with minimal or no footwear.

2 million years ago, our pre-human ancestors evolved a running stride used to wear out prey during prolonged hunts. The 1970s invention of the modern running shoe changed our strides. This was not always for the best, as recent decades have seen a huge increase in injuries.

While the jury is out on whether barefoot running causes fewer injuries than running with shoes, this research points the way for further studies, as the incidents of running-related injuries continue to rise

Source: *NaturalNews*

Mark Cuban's co-star stealing the spotlight in new Skechers Super Bowl ad

Skechers USA, Inc announced that its upcoming Skechers GOrun commercial premiering during Super Bowl XLVI is creating massive media excitement for the spot's surprising co-star—a scrappy French bulldog named Mr. Quiggly.

Mr. Quiggly steps into the spotlight as the representative of Skechers' underdog image in the performance arena. The new campaign stars Dallas Mavericks owner

Mark Cuban and will use humor to illustrate how Skechers now produces performance footwear that's exceeding expectations and impressing runners and athletes everywhere. Skechers will run its spot in the coveted position right before the two minute warning in the first half of the game.

Designed by the Company's Advanced Concepts Team after three years of re-

search working with elite runners, the radically lightweight Skechers GOrun minimal running shoe features mid-foot strike technology and GOimpulse sensors for enhanced sensory feedback. Skechers GOrun is available in sporting goods, department and specialty athletic stores, and Skechers stores around the world.

Source: *Skechers*

Compex launches wireless system

Compex, the leading supplier of electrical muscle stimulation equipment, is launching a wireless system. In addition to eliminating any cables from the electrodes, the new Compex Wireless system includes a

color LED screen on a remote control device that carries all the data that the user needs to fine-tune his or her workout session. He or she can download 22 different muscle training programs to custom-

ize the training session for different requirements and objectives.

Source: *SGI Europe*

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Fitness trends for 2012

The American Council on Exercise, (ACE), has recently released its report on fitness trends to watch for in 2012. Which 2011 trends are staying and what are fresh trends in 2012. Here are a few of our favorites:

- **Lifestyle changes:** ACE predicts an uptick in lifestyle coaching including both workout activities and healthy eating, stress relief, and more. Fitness facilities are hiring more nutritionists and physical therapists to serve the expanding needs of their members. Those experts are ready to give many helpful advices how plan for a fitness regimen into their lifestyle.
- **Technology supports and popular workouts:** Technology is beginning to play a significant role in complementing in-person fitness services by providing additional motivational support. Incorporating with living attitude is supporting from personal logging devices such as FitBit, BodyMedia, and Nike Plus. These must-have fitness accessories are to track workouts and share training successes with social networks. Researchers speculate that in 2012, social media and mobile-based applications will continue to

aid and revolutionize the fitness Industry. Personal training is also going high tech. ACE believes that more trainers will use technology to provide remote one-on-one or small group training, whether through uploading workout videos to YouTube or their personal sites, using software to view and track a client's workout and nutritional information, or tweeting daily tips. Fitness facilities are getting savvier, too, creating more online, interactive fitness plans for their members.

- **Small-group training:** Small-group classes such as Zumba, boot camp, TRX suspension training, and interval training will continue to be popular workout trends in 2012.
- **Weight loss support at work:** You might not have a corporate gym, but ACE found that office wellness initiatives like team walking challenges or that Biggest Loser-style weight-loss competitions will be hot in 2012. A survey of 1,200 employers found that companies spent an average of \$200 on wellness incentives per employee — anything from wellness competitions and prizes to gym memberships — in 2010, up 35 percent from \$163 in 2009, and experts predict

that number will continue to rise. ACE predicts that more business owners will provide discounts to outside fitness facilities and health clubs.

- **Fighting fad diets:** Although ACE has seen great progress in diet and fitness education, Matthews says the average dieter still believes the best way to lose weight is through a restrictive or fad diet. As part of ACE's efforts to combat this approach, the organization is providing better tools for trainers to help clients set healthier goals and stay motivated without crash diets. ACE also introduced a lifestyle and weight management coaching certification to help dieters understand what it takes to achieve long-term weight loss results.

There is an increasing trend of obesity among world population. There follows trends of fitness to combat to this problem. In general, any trend is prediction only and all outcomes depend on your own lifestyle and your attitude to adapt this fitness facilities into your daily life. We need to see positive attitude among dieters in 2012, that is the most important thing.

Source: *Everyday Health*

Sand/beach volleyball: college teams to compete in sand volleyball in 2012

One of America's favorite Olympic sports -- beach volleyball -- is being rebranded as 'sand volleyball' at the collegiate and high school levels. Gone are the bikini uniforms worn at the beach and on television by Olympic athletes. In their place will be young athletes representing their academic institutions wearing their school colors.

According to SGMA Research, beach/sand volleyball is a growing sport which is gaining popularity at all levels. Since 2007, sand/beach volleyball has added more than one million annual participants, a 28% increase in four years.

At last Thursday's (December 15th) SGMA Volleyball Council meeting in San Antonio, Kathy DeBoer, president of the American Volleyball Coaches Association (AVCA), discussed the prospects of sand volleyball and its future.

"Adding sand volleyball to the emerging sports list for women was a great move by the NCAA," said AVCA Executive Director Kathy DeBoer. "This is a very popular sport, and quite distinct from court volleyball. In

the last two years, per SGMA reports, participation has increased almost 20% to more than five million players, and we are just at the beginning of the curve."

"The AVCA will be hosting the first Collegiate Sand Volleyball Championship on April 27-29 in Gulf Shores, Alabama -- with four schools vying to become the first national champion of the new sport.

In 2012, 15 colleges/universities will compete at the Division I level, with 11 of the 15 being located in the Southeast. For at least the first year of sand volleyball competition, no NCAA Champion will be crowned since the minimum number of teams needed for NCAA consideration is 40. With the emergence of sand volleyball as a recognized collegiate sport, the NCAA has announced that six scholarships will be available at the Division I level and five scholarships at the Division II level. David Clendenin from the NCAA announced that the NCAA has added its 89th Championship with the creation of the Division III Men's Volleyball National Championship which will also be held in spring of 2012. The SGMA Volleyball Council Meeting was

held in conjunction with the AVCA Convention last week in San Antonio, with the purpose of uniting the industry to discuss common issues. Twenty-five individuals from 17 organizations (which included Molten USA, Porter Athletic, Park & Sun Sports, Sports Imports, Wilson Sporting Goods Company, Mizuno USA, Nfinity Athletic, NCAA, NFHS, Mikasa Sports USA, Tachikara, Bison Inc., Under Armour, USA Volleyball and AVCA) were in attendance for the first SGMA Volleyball Council meeting in years after the urging of several industry leaders to reorganize the group. With volleyball expected to have major exposure during the 2012 Olympics, industry leaders felt the time was right to reorganize to capitalize on the momentum in the industry.

"Volleyball is in a great position moving into 2012," Neil Schwartz, director of business development for SGMA Research. "The ability for the industry to take the exposure from the Olympics and translate it into participation growth will influence the future of the game for years to come."

Source: *SGMA*

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Asics invites gymnasts to create the ultimate natural shoe

33 members of the award winning GB Acrobatic Squad and Britain's Got Talent winners, Spelbound, spent the day in a London studio bent in eye watering positions to achieve an incredible human statue of an Asics running shoe. The gymnasts contorted and supported each other to create this image captured by photographer Melvin Vincent to launch the latest collection of running shoes from performance sportswear brand Asics.

The human shoe is a replica of Asics' new Gel-Excel33, which is now on sale at specialist running stores across Europe. The Gel-Excel 33 is the flagship model of the new Asics 33 collection which is designed to allow all 33 joints in the foot to move freely giving the wearer a natural running experience.

The flexible gymnasts were directed by two choreographers to help the gymnasts mould themselves into the different shapes required to create the human shoe. To showcase one of the key properties of the shoe, called the 'Propulsion Trusstic' – which helps the foot transform from a flexible structure for shock absorption, into a powerful lever for forward propulsion – the gymnasts had to incorporate real athletic strength and skill by shifting their bodies into back breaking positions and strenuously lifting their team mates forward.

"This is a first for us" said Neil Griffith, choreographer and World Champion gymnastics coach, "we have worked for some interesting clients over the years but we've never been asked to create the shape of a running shoe before. Having 33

gymnasts involved and showing the human shoe move forward created some challenges but we are delighted with the result."

Filmed in HD, a behind-the-scenes film is available to view [here](#) and shows the gymnasts back-flipping, somersaulting and throwing younger members of the team forward to show the explosive power the shoe offers the wearer.

Michael Price, Marketing Director of Asics Europe B.V. comments: "The Asics 33 collection is all about natural movement, flexibility and propulsion and so what better way to illustrate this than creating a human version of the shoe with some of the best gymnasts in the world."

Source: Asics

JD Sports Fashion buys Blacks

JD Sports Fashion has announced that it has acquired the trading assets and some of the subsidiaries of Blacks Leisure Group, the largest outdoor retailer in the U.K., for £20 million (€24.2 million). It will not take over its debts. JD will evaluate the performance of each of the group's 290 Blacks and Millets stores before it decides which ones will be retained in the long term. At

that point, they will be run as independent chains within the JD group. Other cost reduction measures will be taken. Julia Reynolds, who has been running Blacks in recent months, and other members of the senior management will be retained by the new owners. As previously reported, JD was one of the four candidates to the acquisition of Blacks on the condition that

it would go into a "pre-packaged administration," a sort of Chapter 11 bankruptcy. More in SGI Europe and its Outdoor Industry Compass, which will also report on the possible synergies and on JD's operations during the Christmas period.

Source: SGI Europe

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