



News Trader

News Trader is a bi-weekly electronic newsletter for people in the sport, outdoor and leisure industries that is sent out only to subscribers



Cape Town holiday sales reflect industry



A survey of Cape Town's retailers, commissioned by the Central City Improvement District (CCID) and carried out by Geocentric Information Systems, confirmed the results of the Sports Trader survey of 2010/2011 end of year holiday sales in the sport, outdoor and lifestyle industries – some happy, some not, but no fireworks. Of the 198 retailers interviewed in Cape Town 28% said their sales were better than the previous holiday season, 34% said there was no change and 38% said business was worse.

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Sports Trader wants to give you what you want



Thank you to everyone who completed the Sports Trader questionnaire attached to the back of the February/March address sheet. The aim of our questionnaire is to ensure that we publish the kind of articles in the magazine and newsletter that will offer you the most value. It is your opportunity to tell us what you like, and what you don't like – and feel free to offer extra comments. Please [click here](#) to download the Word document – please then indicate the options that apply by highlighting the correct one's or deleting the incorrect one's. Please respond via email: trudi@sportstrader.co.za, fax: 021 461 2549 or post: PO Box 12197, Mill street, 8010.

April/May issue of Sports Trader



The deadline for the next Sports Trader – to be mailed early in May – is nearly upon us, but there is still a chance if you want to make use of the opportunity to advertise with, or give input for, the articles we are planning for this issue. Contact Nic du Toit on nicol@sportstrader.co.za (advertising) or Trudi du Toit on trudi@sportstrader.co.za (editorial) if you'd like to reach more than 3 600 retail readers.

[Click to see the main features](#)

Hi-Tec donates to medical and coaching staff of Lions and Bulls



Hi-Tec donated pairs of their latest trail running shoes, the Infinity, to the medical and coaching staff of the Super Rugby Bulls and Lions teams. They were looking for a lightweight, fast shoe to wear during training and received the shoes in their respective team colours, blue and red. Lions coach and rugby superstar Carlos Spencer was on hand to collect the shoes from Werner Kruger of Hi-Tec.

NB Outside Gear of the Year



The New Balance 890 REVlite road running shoe was named "Gear of the Year" winner by Outside Magazine, which will be recognised in Outside magazine's spring 2011 Gear guide issue. They will be incorporating the award logo into their collateral, website, POP displays, etc. from 15th April.

Short news

The average inflation expectations for 2011 eased marginally from 5.5% to 5.3% in the latest BER Inflation Expectation Survey and inflation is expected to edge up to 6% in 2013. The overall CPI estimate for 2012 moderated from 6.3% to 5.7%, which was the first time it eased to within the target band since 2010Q1. Business people and trade unions see inflation exceeding the 6% upper limit of the target in 2013. Analysts revised their expectation for 2011 from 4.5% to 4.7%. For more information visit ber.ac.za.

Google has taken steps to stop ads for counterfeit products, reports the World Federation of Sporting Goods Industries (WFSGI News Alert 47, March 29, 2011). In the last six months of 2010 Google shut down 50 000 Ad-Words accounts for attempting to advertise counterfeit goods, they report in a blog spot, see [here](#). They also have a complaint form ([click here](#)) that can be downloaded to make it easier for trademark owners to complain about counterfeit adverts.

Trade shows

GDS, the International Event for Shoes & Accessories held in Dusseldorf, Germany, reported a successful outcome on their trade show held from the 16th – 18th of March this year. Approximately 24 500 trade visitors used the three days of the trade fair to gather information on 2011/2012 Autumn/Winter season trends and placed their orders. The new sequence of days from a Wednesday to Friday increased the percentage of international retailers at the trade fair. On the second day of the fair they already reached the previous year's attendance figures at 2pm. The next GDS Global Shoes trade fair will be held from the 7th – 9th of September 2011.

Interbike 2011 is already shaping up to be one of their biggest shows ever, says show director Andy Thompson. The 2011 show will be the 30th anniversary of the annual

Buff wins Op Pad award



Wool Buff headwear received the prestigious Dutch Op Pad outdoor award. Op Pad is one of the most read outdoor magazines in Holland and Belgium. This magazine is published by the Algemene Nederlandse Wielrijders Bond (ANWB), a Dutch tourist organization with several activities in the tourist sector that publishes several magazines on different subjects like bikes, travel and camping.

Summit sponsors Beeld Trophy series balls



Summit, locally distributed by Opal Sports, is sponsoring the rugby balls for the Beeld Trophy Series for the first time this year. This series, originally named the Administrators Cup, has been held annually since 1920 in the Pretoria area and this year 20 macro schools (with over 600 boys playing), 70 large schools (between 351-599 boys), 60 medium schools (176-350 boys) and 68 small schools (less than 75 boys) will compete for the Beeld trophy.

Salomon RX Break wins Seal of Acceptance



Salomon announced that the RX Break shoe, a recovery shoe worn before or after sport to help tired feet recover, has been awarded the Seal of Acceptance by the American Podiatric Medical Association (APMA). The APMA's Seal of Acceptance Program was created to inform podiatric physicians and consumers about products whose quality, safety and effectiveness promote good foot health.

[Read more](#)

K-Swiss Announces first-ever \$1M Ironman Challenge



K-Swiss's CEO Steve Nichols has pledged to award \$1-m to brothers Andreas and Michael Raelert if they reach their goal of finishing first and second at the Ironman World Championship on October 8 2011, reports SportsOneSource Media . The bonus would mark the largest sum ever awarded in the competition's 33-year history, putting the payout in the range of such prestigious events as both Wimbledon and the Masters.

Slazenger's Michael Clarke new Aussie captain



Slazenger sponsored Michael Clarke, who uses the Slazenger V900 bat, has been named the new captain of Australia's test and ODI teams. Clarke, who was previously Australia's vice-captain, was the natural choice following Ricky Ponting's decision to stand down. He made his highest test score in January 2010 when he hit 168 against New Zealand and was named Australia's player of the 2009 Ashes series. The Slazenger star scored 4 742 runs in 62 Test matches – which gives him a batting average of 46.49.

Nike donates to Japan



Nike Inc. said it will donate \$1-m to the recovery effort in Japan and will be partnering the NGO Architecture for Humanity and other organisations to rebuild communities. The Nike Japan subsidiary will donate \$250 000 worth of footwear and apparel for victims, which will be distributed through Japan's defence department. Nike has about 26 contract factories and employs hundreds of people, mainly producing products for consumption in Japan.

DueSouth Xterra TV now on

show and will be held from the 14-16th of September at the Sands Expo and Convention Center in Las Vegas. Last year's edition of the show was attended by 24 700 industry professionals, of which 12 200 were retail buyers from every state in the US along with 1 800 international retailer buyers from 67 countries and 560 journalists. For more information visit interbike.com.

Strategist Clem Sunter, a world renowned professional speaker, will be one of the speakers at the Franchise Association of South Africa (FASA)'s Franchise Convention, run alongside the International Franchise Expo (IFE), held at the Sandton Convention on the 26th and 28th of May. The two-day Franchise Convention will focus on issues that may impact on franchising's recovery and future growth. Despite the recent recession, franchisors overall showed a 12% growth in turnover, according to The Franchise Factor 2010 survey conducted by Bendeta Gordon of Franchise Directions. A key part of the Convention will be devoted to dissecting the regulations to the Consumer Protection Act and how it will affect franchising. For Expo bookings and cost to attend the convention contact 011 615 0359 or email fasa@fasa.co.za.

[Click here for upcoming trade shows & events](#)



Season 2 of the DueSouth Xterra TV presented by Rehidrat Sport debuted on SuperSport 7 on Wednesday 30 March 2011. The first episode featured footage of the DueSouth Xterra Lite held at Buffelspoort Dam at the end of January this year as well as footage from the Totalsports Challenge Individual Race.

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Laureus Soweto rugby players in Hong Kong



Ten children from the Laureus-supported Soweto Schools Rugby Programme (SSRP) travelled to Hong Kong to participate in an international youth rugby Sevens tournament. Apart from competing against members of the Laureus Operation Breakthrough project and other youth teams in Hong Kong they had a chance to meet several rugby legends.

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Job classifieds:

A career in the recreational fishing industry

A major importer and distributor of recreational fishing equipment and accessories in Southern Africa is seeking to employ a Marketing Executive to assist with all marketing related duties including multi-media marketing, database marketing, web design, public relations, advertising, liaison with media, copywriting, product research and internal staff relations.

Requirements:

- *Must be computer literate
- *Knowledge of web site design and graphic design
- *Bilingual (English and Afrikaans)
- *Competent in the written word
- *Interest and knowledge of recreational fishing (fresh and salt water)
- *Own transport

Usual benefits; salary negotiable

NB: Please send a covering letter explaining why you think you would be good for the position, in English, together with CV to: info@rapalavmc.co.za.

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