

PRESS RELEASE # 08-05

Great audience for the WFSGI annual meetings in Beijing

Lausanne, June 12th, 2008 –

The WFSGI annual meeting 2008 was held in Beijing (China). Aside from this annual meeting (WFSGI committees meetings only accessible to WFSGI members), the WFSGI Forum was co-organized by the WFSGI and CSGF (China Sporting Goods Federation) with high caliber speakers. All these meetings took place during the 22nd China International Sporting Goods Show, from May 29th to June 1st 2008, at the New China International Exhibition Center in Beijing. The China International Sporting Goods Show, gathered 960 exhibitors for a duration of 4 days and welcomed around 100 000 visitors in total, among which 50 000 trade visitors.

The forum, open to the industry with over 300 participants, took place on Thursday 29th June afternoon with various high caliber speakers like Mr. Gilbert Felli (Executive Director - International Olympic Committee) who introduced the new Youth Olympics concept. The Youth Olympics, which first edition will be organized in 2010, are an important topic for our members and industry as it will have a direct impact on the sporting goods industry, reaching young athletes and bringing forward new sport disciplines.

The audience had also the opportunity to attend a presentation given by Mr Jeff Sacre from Chwmeq, a company specialized in environmental/waste stewardship. Mr Sacre explained why it is important to manage the production-derived waste in order to avoid ecological impact, legal consequences and financial liabilities for a company and focused on how to reduce impacts on the supply chain. The meetings could also benefit from Mr Mark Ginsberg, from the US Department of Energy, Office of Energy Efficiency and Renewable Energy especially in charge of Industrial Energy Efficiency. Mr Ginsberg gave us a short view on the world industrial energy consumption and on the importance of energy and then presented more in detail a US Project called "Save Energy Now" which aims at driving a 25% reduction in industrial energy intensity by 2017. Discussions are currently taking place with the US Energy Department to work together on environmental programs.

The WFSGI could also count on the presence of various high level Chinese government representatives with Mr. Wang Jun, Vice-Minister of China General Administration of Sport who made a introduction on sport in China and on Mr Wang Hejun, from MOFCOM, Ministry of Commerce of China, whose presentation was dealing with the strengthening of co-operation and the handling of conflicts in international trade. Mr. Zhang Qin from SIPO, Intellectual Property Office of China, was also present and shared his experience on patents and development for the sporting goods industry while Mrs. Lv Zihua, Deputy Director of the Trade Mark Office of State Administration for Industry & Commerce, gave us more information on the protection of trademarks and brands in China.

During the WFSGI internal meetings, the WFSGI Board took a decision about the future WFSGI meeting set up where additional specialized meetings for each committee will take place and specialists/experts of the member representatives will gather for one or two days in order to further discuss the current topics and projects.

The WFSGI also took the opportunity in China to thank Mr Michel Perraudin (WFSGI President 2004-2007) for his work and his commitment during his presidency. Mr Michel Perraudin (SUI) was replaced by Mr John Larsen (USA - New Balance Athletic Shoe, Inc , President Emeritus) last June but is still an active WFSGI Board member.



WFSGI :

The WFSGI, founded in 1978, is the leading body for the sports industry in the world located in Lausanne, Switzerland. It is a non-profit and non-governmental association officially recognized by the International Olympic Committee as the industry representative within the Olympic family. Within the federation leading sports industry, retail companies and the national federations of the sporting goods industry cooperate in the geographical zones Europe, Pan America, Asia and Oceania. The WFSGI activities range from promoting fair trade to contributing to increased sport participation in the world. The WFSGI provides the platform for the harmonization of standards, provides intergovernmental cooperation with regards to the International Organizations interested or affected by sports, expand the cooperation on the protection of intellectual property rights, improve human rights issues related to working conditions in the world.

WFSGI - Global solutions through international teamwork

For more information :

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