WE ARE WFSGI
WE ARE THE GLOBAL VOICE OF THE SPORTING GOODS INDUSTRY
When you become a member of the World Federation of the Sporting Goods Industry (WFSGI), you become part of a powerful, exclusive, industry wide network.

The WFSGI is the sole authoritative body for the global sporting goods industry. Our purpose is to represent and inspire the industry to invest in innovation, promote physical activity, ensure market access and do business in an ethical and sustainable way.

As part of our mission, we facilitate legally permissible communication and cooperation to enhance competitiveness and innovation.

We seek to positively influence the way our products are manufactured, with a focus on people involved in the manufacturing and the environment. Our members are steering the direction of the industry. The future of the sporting goods industry begins with the professional networks that we support.
WE HELP BUILD SUCCESS STORIES

$4,910,856
SAVED PER ANNUM DUE TO THE REDUCTION OF THE BRAZILIAN FOOTWEAR ANTI-DUMPING DUTY

$200,000
LABELLING COST SAVINGS PER ANNUM

1,000+
ATHLETES BENEFITED FROM FREE COMPETITION UNIFORMS
Rio, PyeongChang and Tokyo Olympic Games

343,250
FAKE OFFERING SITES ELIMINATED

72,000 (CHF)
FIFA PLEDGE COST SAVINGS PER ANNUM FOR MEMBERS
WFSGI IN NUMBERS

+300
DIRECT MEMBERS

+5000
INDIRECT MEMBERS

+70%
OF GLOBAL INDUSTRY TURNOVER IS GENERATED BY WFSGI MEMBERS

+498
BILLION USD GENERATED BY THE INDUSTRY AS A GLOBAL TURNOVER

195
COUNTRIES
WE CONNECT INFORM REPRESENT PROMOTE
GET CONNECTED TO AN UNRIVALLED PROFESSIONAL NETWORK

The WFSGI provides THE unique platform for members to exchange easily and openly on non-competitive issues, to develop common solutions, and to benefit from significant economies of scale (i.e. time and money savings).

The WFSGI offers an unrivalled network, facilitating the development of synergies among its members including industry leaders, decision makers and experts covering the whole supply chain (manufacturers, brands, retailers) and beyond (international federations).

KEEP IN TOUCH WITH THE INFORMATION THAT MATTERS

The WFSGI gives its members access to emerging knowledge, reports and recommendations that will shape the industry.

- Members Only Area at WFSGI.ORG provides confidential information, committee minutes, timely updates and changes to the industry.
- Updates on international standards and regulations incl. CEN and ISO.
- Access to webinars with experts and industry leaders.
- Access to the WFSGI Magazine - the official annual publication that is a representative for the global activities of the WFSGI and a leading information resource for the sporting goods industry.
Influence – Engage

DEFENDING THE INDUSTRY ON THE FRONT LINE

The WFSGi is the exclusive legitimate entity to represent the industry’s interests across the globe before:

- Governments
- International organizations (ILO, WTO, UN, etc.)
- International sport organizations (IOC, IFs etc.)

Whether for promoting sports participation and well-being, pushing for fair trade, or lobbying for more favorable regulations, the WFSGi is at the constant service of its members, to defend the industry on the front line.

Conferences – Trade Shows

EVENTS THAT BRING LIFE TO THE INDUSTRY

The WFSGi organizes and hosts several events during the year:

- The World Cycling Forum (WCF) which is specifically oriented towards the bicycle industry’s concerns.
- The World Manufacturers Forum (WMF) which is a specialized event covering manufacturing issues and taking place at various locations.
- The World Sports Forum (WSF) which is dedicated to specific topics and is concurrent with the WFSGi General Assembly at ISPO Munich.

The WFSGi is also regularly invited, as speaker, to trade shows and events, and usually hosts a session at the WTO Public Forum annually.
WORKING AREAS

EMPOWER THE INDUSTRY WITH KNOWLEDGE
WFSGI was founded in 1978 with a mandate to unite and serve sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations and all sporting goods industry related businesses.

The WFSGI is composed of Executive and Board members, 9 core Committees and additional working groups which exchange information on various issues and topics. WFSGI Members meet at least once per year in an Ordinary General Assembly called the “Annual Meetings”. The General Assembly approves the budget and strategic direction of the WFSGI as proposed by the Board, and elects the Board, Chair of the Board and Committee members for three year terms.
Mandate: The Committee on International Sports Organisations (CISO) represents the WFSGI as the industry consensus voice to all sports federations and organisations. Promoting maximum and equal benefits to all WFSGI members and the sporting goods community at large.

- Want the opportunity to provide your input to the industry’s collective feedback to International Federations on relevant regulatory developments for your brand’s sport categories?
- Want early notifications and access to updated branding and advertising guidelines across all Olympic sports?
- Want to discuss common issues and explore industry solutions with colleagues across a range of sports including Athletics, Aquatics (Swimming, Triathlon, Water Polo etc), Badminton, Bicycle, Football, Handball, Rugby and many more?
- Want the opportunity to purchase tickets for the Summer & Winter Olympic Games?
- Want support to apply for Technical Accreditations for the Summer & Winter Olympic Games to provide crucial on the ground support to your athletes?
- Want to participate in NOC Uniform Support Programme and join the other global brands providing competition uniforms to unsponsored athletes at the Olympic Games as part of the unique IOC and WFSGI solidarity initiative?

“Working together to achieve common and joint goals for the industry”

Mandate: Sport-specific industry representative body towards those International Sport Federations, organisers of major sport events, international standard institutions, and United Nations Agencies whose activities concern or affect aquatics activities. A neutral platform for the aquatics brands and manufacturers and deals with global industry interest matters on non-competitive topics.

- Want the opportunity to provide your input to the industry’s collective feedback to the international aquatics governing bodies (World Aquatics and World Triathlon) on relevant regulatory developments for the industry?
- Want early notifications and access to updated branding and advertising guidelines from World Aquatics and World Triathlon?
- Want early notification of new developments in International Standards for aquatics products?
- Want to work with industry colleagues to support the promotion of aquatics for health and well-being and grow aquatic sports generally?

“The Committee provides a strong and unifying voice for our industry, with the common goal of developing, advancing and promoting aquatic sports and activities.”
Mandate: The Athletics Committee is the sport-specific industry representative body towards World Athletics, organizers of major athletics events, international standards institutions, and Non-Governmental Organizations with the intention of fostering the general development and growth of athletics.

- Want your brand to be involved in the industry's collective feedback to World Athletics on athletic shoe regulation?
- Want your brand to be involved in the industry's collective feedback to World Athletics on the development of other relevant regulations, including branding and advertising regulations?
- Want the option to purchase tickets for World Athletics World Championships through WFSGI?
- Want to work with industry colleagues and World Athletics to explore how we can work together to increase participation in athletics and positively impact the future development of the sport?
- Want to attend the annual in-person meeting with World Athletics meeting with industry colleagues and World Athletics leadership to discuss relevant topics for the industry?

“The Committee provides a perfect platform for dialogue, ensuring that we are aligned and working towards a common goal of improving the sport.”

Mandate: Representing leading brands on all levels such as sport, social, technical and environmental issues, along with being the voice of the cycling industry towards the UCI (Union Cycliste Internationale) World Triathlon and the International Olympic Committee (IOC).

- Want to participate in Technical Committee with specific working groups focusing on the wheel & tyre, handlebar, textile, saddle, helmets and disk brakes?
- Want to actively monitor and influence World Triathlon and UCI Regulations?
- Want to know your IP rights, violations, and protection?
- Need advice on supply chain and supplier manufacturing process?
- Want to stay informed about ISO/CEN and cycle standards?

“We are the voice of the bicycle industry towards the UCI on all technical topics, a repository of valuable knowledge, and we offer an opportunity to influence regulations and provide neutral industry feedback across all cycling disciplines.”
**Mandate:** Promoting physical activity on a global level. To foster and encourage the participation of citizens of all countries in healthy sporting activities.

- Worried about the impact of declining global physical activity levels on the sporting goods industry and your company?
- Worried about the inactivity pandemic's impact on our next generation?
- Want to be part of an important industry leading initiative?
- Want to position your company on the forefront of reversing physical inactivity with key stakeholders?

“*We ensure that the sporting goods industry continues to be internationally recognised for its leadership in increasing levels of physical activity and sport participation.*”

Rosalynn Kennedy,
Social and Community Impact,
Communications & Partnerships,
Nike Inc.

**Mandate:** Facilitating and enhancing the interaction, information exchange and co-operation between the WFSGI members on the latest international legal developments within the sporting goods industry

- Want to be part of a neutral platform to develop concrete and tangible solutions to address emerging legal challenges?
- Would you like to join forces with your peers to fight against counterfeiting worldwide, putting suspects completely out of business and sharing cost enforcement?
- Interested in getting support to label your products and packaging easily?
- Fed-up with long and costly physical labels which could potentially be digitalized?
- Seeking guidance on how to counter-act bribery and corruption in the sporting goods industry?
- Want to benefit from legal tips around the e-commerce booming and digital transformation?

“*Peers and professional experts exchange information in a legally permissible manner directly on legal matters on a neutral platform, to tackle challenges with common strategies, joint actions and by offering tangible services.*”

Jochen Schäfer,
WFSGI Legal Counsel
**Mandate:** As a hub for manufacturers and manufacturing issues, WFSGI is working on joint approaches to tackle common challenges and to identify key issues.

- Want access to attend non-commercial forums to explore solutions to common industry issues?
- Want to explore new technologies and the future of manufacturing?
- Want tailored industry support?
- Want to learn about the overlapping subjects from a manufacturing point of view?

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“For our businesses it is crucial to learn about new manufacturing principles. Through the WFSGI network, we can prepare ourselves for future business possibilities and seize new approaches and opportunities.”

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**Mandate:** Developing and promoting an understanding within the WFSGI about the relevance of global social and environmental trends like climate change, resource depletion, labor, and health issues.

- Need support to identify and address sustainability challenges?
- Want access to monthly updates on what is happening in the industry?
- Want access to position papers and learn how to communicate and get started with your CR activities?
- Want to take part in our Sustainability specific projects and discussions?

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“As well as setting minimum standards across the whole industry, we act as an adviser to our members, helping them to address corporate responsibility issues in their business.”
Mandate: Addressing international trade issues facing the global sporting goods industry. Monitoring and engaging with governments involved in bi-lateral and regional free-trade agreement negotiations, building strong relationships with the relevant administrative authorities in the movement.

- Want to be part of joint industry trade cases that affect your business?
- Want to advocate with WTO and permanent missions?
- Want to be informed on the most recent CEN/ISO norms?
- Want access to monthly updates on what is happening in the industry?

“Ingrid van Laerhoven, Director Government Affairs International Trade & Customs EMEA, Nike, Inc.

“Through the WFSGI, we can raise our voice at global forums and be heard.”

WE ARE WFSGI
SERVICES
AT A GLANCE
Are you tired of losing time and money to find the correct information to label your products? The WFSGI has a solution for you!

The WFSGI, with the financial and technical support from some of its members - namely asics corp., BMC Switzerland AG, Canyon Bicycles GmbH, Columbia Sportswear Company, IIC-INTERSPORT International Corporation GmbH, New Balance Athletics Inc., Nike Inc, Pentland Brands Limited, Under Armour Inc., VF Corporation - created a unique database which includes all the labelling requirements that you need to be aware of to sell your products worldwide, covering about 50 countries and 6 product categories (apparel and textiles, footwear, consumer electronics (wearables), personal protective equipment, sporting equipment and bikes (including e-bikes).
WFSGI Pledge

Does your company produce (or plans to produce) any products with a FIFA Quality mark on it? Join us to make the process simple and save money!

As part of the application process of the FIFA Quality Programme (FQP) you will be required to obtain the WFSGI Pledge.

The WFSGI Pledge for the FQP is a tool developed in partnership with FIFA aimed at verifying that all products bearing FIFA’s Quality marks are manufactured in compliance with globally recognized labour standards and without the involvement of child labour.

It covers the global production of all FIFA licensed products – footballs, artificial turf, electronic performance tracking systems (EPTS), goals and goal-line technology (GLT) – WFSGI members benefit from a discounted service fee for every Pledge request.

Online Brand Abuse

CORSEARCH:
JOIN THE WFSGI NEW GLOBAL SOLUTION FOR E-COMMERCE, BRANDS AND CONSUMER PROTECTION ONLINE

The World Federation of the Sporting Goods Industry (WFSGI) partner with Corsearch, one of the global leaders in online IP infringement detection and removal, to fight rising online brand abuse and e-commerce counterfeiting.

With this partnership, the WFSGI is delighted to take its members and the industry at large to the next level of success and performance, in an effort to clean marketplace from brand abuses.

Key benefits:

• Provide WFSGI members with the best tools available on the market, with preferential terms
• Create a leverage effect, by bringing more brands into this online initiative, with the intention to put suspects completely out of business and eliminate entire criminal networks and clusters.
Olympic Family

The WFSGI represents its members vis-à-vis the International Olympic Committee (IOC) and International Sports Federations (IFs) on any subject of concern for the sporting goods industry including equipment and advertisement regulations.

For more information, refer to the Committee on International Sports Organisations (CISO) on page 12.
The sustaining membership is a complementary membership. Companies that choose to be a sustaining member demonstrate a strong identification with the Sporting Goods Industry worldwide, the WFSGI and its objectives.

**GOLD**

adidas  
ANTA  
asics  
mizuno  
new balance  
nike

**SILVER**

华峰HUAFENG  
Cyclone  
L&E  
LI-NING  
Pentland

**BRONZE**

ACCELL GROUP  
APACHE  
ispo  
SHIMANO  
龙行天下集团

THE WFSGI THANKS ALL ITS SUSTAINING MEMBERS FOR THEIR SUPPORT.

CHECK THE FULL MEMBERS DIRECTORY HERE:
WFSGI Members can decide to become a WFSGI Sustaining Member.

WFSGI Sustaining Members [Gold, Silver, Bronze] benefit from options such as free advertising and free logo integration in our media channels.

WFSGI Members and non-members can buy integration into these media. Please refer to the Media Kit for further information on the pricing model.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
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<tbody>
<tr>
<td><strong>ADVERTISEMENT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page [A4] in the WFSGI Magazine (Value 10k)</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half page [1/2 A4] in the WFSGI Magazine (Value 7k)</td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Half page [1/2] in the Weekly News Alert Newsletter twice a year</td>
<td>●</td>
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<tr>
<td><strong>COMPANY LOGO</strong></td>
<td></td>
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<tr>
<td>Listed as a Sustaining Member in the WFSGI Magazine</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Listed as a Sustaining Member on the WFSGI Website</td>
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<tr>
<td>Listed as a Sustaining Member in the Weekly News Alert Newsletter</td>
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</tr>
<tr>
<td>Listed as a Sustaining Member in the Monthly Members Only Newsletter</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Listed at various international trade shows with WFSGI presence (such as ISPO Munich, TaiSPO, Taipei Cycle show, etc.)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Listed as a Sustaining Member in the WFSGI company profile and presentation material</td>
<td>●</td>
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“The WFSGI plays a key role in supporting and promoting the global sporting goods industry at large”

Emma Zwiebler, WFSGI Interim CEO
WFSGI
BENEFITS FOR MEMBERS

BECOME A MEMBER AND BENEFIT

ECONOMIES OF SCALE
DEVELOPING COMMON SOLUTIONS WITH YOUR PEERS ON NON-COMPETITIVE ISSUES TO SAVE YOU TIME AND MONEY

LOBBYING AND ADVOCACY
WHETHER FOR PROMOTING SPORTS PARTICIPATION AND WELL-BEING, PUSHING FOR FAIR TRADE, OR LOBBYING FOR MORE FAVOURABLE REGULATIONS, WE ARE DEFENDING OUR INDUSTRY ON THE FRONT LINE

ENLARGE YOUR NETWORK
MEET THE KEY PLAYERS OF THE SPORTING GOODS INDUSTRY

GET FREE OR REDUCED ENTRIES
TO SPORTING GOODS INDUSTRY EVENTS

GET FREE CONSULTING IN LEGAL, TRADE, MANUFACTURING AND CR TOPICS

GET FREE ACCESS TO POSITION PAPERS AND THE PROJECTS DATABASE KNOWHOW

BE AN ACTIVE MEMBER - VOICE YOUR OPINION AND VOTE FOR THE ELECTION OF THE BOARD AND COMMITTEE CHAIRS

DISCOVER MORE HERE:
MEMBERSHIP APPLICATION

MEMBERSHIP APPLICATION FORM

1. Indicate your category for the Membership:
   - [ ] INDUSTRY SUPPORTER
   - [ ] INDUSTRY SUPPLIER
   - [ ] SPORTS BRANDS
   - [ ] MANUFACTURER
   - [ ] RETAILER
   - [ ] DISTRIBUTOR/IMPORTER

2. If you are an Industry Supporter or Supplier, please fill out this part: 

<table>
<thead>
<tr>
<th>Turnover in USD</th>
<th>Fees in CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 5 bln</td>
<td>39'000.-</td>
</tr>
<tr>
<td>3.5 bln - 5 bln</td>
<td>27'000.-</td>
</tr>
<tr>
<td>1 bln - 3.5 bln</td>
<td>22'000.-</td>
</tr>
<tr>
<td>500 mln - 1 bln</td>
<td>16'500.-</td>
</tr>
<tr>
<td>100 mln - 500 mln</td>
<td>11'000.-</td>
</tr>
<tr>
<td>50 mln - 100 mln</td>
<td>8'500.-</td>
</tr>
<tr>
<td>30 mln - 50 mln</td>
<td>5'500.-</td>
</tr>
<tr>
<td>10 mln - 30 mln</td>
<td>4'125.-</td>
</tr>
<tr>
<td>5 mln - 10 mln</td>
<td>3'750.-</td>
</tr>
<tr>
<td>2.5 mln - 5 mln</td>
<td>2'625.-</td>
</tr>
<tr>
<td>1 mln - 2.5 mln</td>
<td>2'200.-</td>
</tr>
<tr>
<td>&lt; 1 mln</td>
<td>1'500.-</td>
</tr>
</tbody>
</table>

3. If you are a Regional or National association / organization, please fill out this part:

   - [ ] REGIONAL ASSOCIATION / ORGANIZATION
   - [ ] NATIONAL ASSOCIATION / ORGANIZATION

<table>
<thead>
<tr>
<th>Scale / Size</th>
<th>Fees in CHF</th>
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<tbody>
<tr>
<td>Single member</td>
<td>12'000.-</td>
</tr>
<tr>
<td>Country member (from the regional organization)</td>
<td>+ 4'000.- per country</td>
</tr>
<tr>
<td>Large</td>
<td>12'000.-</td>
</tr>
<tr>
<td>Medium</td>
<td>8'000.-</td>
</tr>
<tr>
<td>Small</td>
<td>4'000.-</td>
</tr>
</tbody>
</table>

4. Would you like to become a Sustaining Member and profit from additional benefits?
   - [ ] Gold (+20'000 CHF)
   - [ ] Silver (+10'000 CHF)
   - [ ] Bronze (+5'000 CHF)

5. Provide details about your company or organization:

   - Name ____________________________
   - Address ____________________________
   - City ____________________________
   - Country ____________________________
   - Zip Code ____________________________
   - Phone ____________________________
   - Website ____________________________
   - E-Mail ____________________________
   - Name of President/CEO/Owner ____________________________

6. Declaration: We hereby confirm that we have read and understood the WFSGI By-Laws, Code of Conduct and Privacy Policy and we agree to become a WFSGI Member / Sustaining Member. We attach a company / organization profile and a copy of the last audited accounts to confirm the turnover.

   - Date ____________________________
   - Authorized signature ____________________________

   Enclosures: Please enclose the following documents to your application:
   - Company / organization profile
   - Copy of last audit statement

JOIN YOUR PEERS BECOME A MEMBER TODAY

HOW TO BECOME A MEMBER?

1ST
DOWNLOAD the application Form

2ND
E-MAIL TO: emason@wfsgi.org

3RD
WE CONTACT YOU to finalize your registration