

IGNITING MEANINGFUL
CHANGE SINCE 1978.

GIVING BRANDS A VOICE AT
THE TABLE & EARLY ALERTS
ON CHANGES TO INTERNATIONAL
SPORTS RULES AND
REGULATIONS IN THE OLYMPIC
& PARALYMPIC MOVEMENT

DELIVERING
CONSOLIDATED
UPDATES ON
KEY LEGAL &
REGULATORY
UPDATES



ADVOCATING
INDUSTRY
POSITIONS ON
ENVIRONMENTAL,
SOCIAL AND
GOVERNANCE



PROVIDING LEADING
INSIGHTS VIA
THE ANNUAL
SPORTING
GOODS REPORT
with McKinsey & Co



LEADING ADVOCACY
AND ACTION TO
ELEVATE LEVELS OF
PHYSICAL ACTIVITY



SUPPORTING THE
INDUSTRY WITH
ACTION AND EARLY
INFORMATION
ON GLOBAL
TRADE TRENDS
& MEASURES



LEADING BY
EXAMPLE WITH
OUR INDUSTRY
CODE OF
CONDUCT



WE UNITE THE GLOBAL SPORTING GOODS INDUSTRY



WITH PARTNERSHIPS
AND ACTION TO
SUPPORT HEALTHIER
PEOPLE AND A MORE
ACTIVE PLANET.



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WFSGI has a powerful collective platform and a responsibility to galvanize the global sports industry. We support by building the partnerships and solutions that can help address pressing issues affecting the industry and people's lives.

+70%

OF THE GLOBAL SPORTING GOODS INDUSTRY IS REPRESENTED BY OUR MEMBERS* >>



- MEMBERS INCLUDE:**
- BRANDS
 - MANUFACTURERS
 - RETAILERS
 - NATIONAL & REGIONAL SPORTING GOODS TRADE ASSOCIATIONS

*Calculated by annual turnover

WE ARE PIVOTING TO MAKE A GREATER IMPACT WHERE IT IS NEEDED MOST.

We are reaching tipping points on many global issues – especially health. WFSGI must play a vital role in finding solutions on behalf of our members.

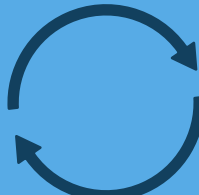


To ensure our industry is on track, our members have aligned behind a new vision that calls for greater public-private collaboration on some of society's toughest challenges. We are excited to lead on these activities as we continue to build on our legacy in elite sport, trade, and legal.

OUR STRATEGIC PRIORITIES:



INFLUENCE
ACTIVITY FROM
PLAYGROUND
TO PODIUM



ENABLE
SUSTAINABLE
BUSINESS



PROMOTE
FREE AND
FAIR TRADE



SUPPORT
TRANSITION
IN A CHANGING
WORLD