

OutdoorNews

Your guide to what's affecting the industry, published by the European Outdoor Group

F E B R U A R Y 2 0 1 0

Industry looking strong for 2010

During 2009 the European Outdoor Group undertook key industry research, looking at consumer attitudes, providing a snapshot of the European outdoor market. To support this report, and gain an insight into consumer attitudes the European Outdoor Group commissioned Profile Outdoors Ltd to conduct two surveys in partnership with German outdoor magazines Klettern and Outdoor and the Mammüt Sports Group of Switzerland. The research set out to address the attitudes and habits of consumers in Germany and Switzerland in relation to participation and spend, brand choice and loyalty, and sustainability and the environment.

Although the research does not provide definitive answers to the challenges being faced by the industry it does provide useful insights into these two markets.

Germany

The research reveals a strong association between outdoor pursuits and health and fitness. The increased focus on wellbeing has made outdoor recreation more important as a means of retreating from the clamour and pace of people's everyday lives. 94% of those surveyed said the outdoors allows them to escape the everyday pressures of life, while 96% said they enjoy being at one with nature.

The frequency of activity amongst those being surveyed was high, with 39% saying that they participate a minimum of four times a month and a further

28% saying two or three times a month.

For vacation trends Germany shows a split in thinking, with 43% stating that they intend to stay within their own country, while 45% will continue to travel into other countries.

On a positive note, outdoor enthusiasts remain resilient with 86% of those surveyed intending to spend either 'more' or 'about the same' as last year on outdoor related travel and accommodation.

Product choice and brand loyalty came out as a key factor for most purchases with 92% saying that their choice of brand is greatly influenced by their previous experiences.

Switzerland

Many of the figures for Switzerland

replicate those of Germany, with 91% of those surveyed agreeing that the outdoors allows them to escape everyday pressures of life and 98% stating that they enjoy being at one with nature.

The figures differ when you look at commitment to participation in Switzerland which is much higher at over half (52%) participating in outdoor sports more than four times a month and a further 26% two or three times a month.

When it comes to vacations the Swiss are said to be the largest spenders per head of population in Europe. Just over half, (52%) said that they intend to spend more of their outdoor activity or holiday at home, while 34% were undecided.

A reassuring 84% of those surveyed said that they expect to spend either 'more' or 'about the same' as last year on product. Quality came out as the top reason for purchasing for 98% of respondents and 96% of those surveyed confirmed that past experience influenced their purchases.

Future growth in the outdoor sector is well supported by favourable trends in participation, lifestyle and demographics for both Switzerland and Germany. All indications bode extremely well for the industry as we head into a new decade.

If you are interested in receiving further information regarding the report, please contact info@europeanoutdoorgroup.com

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Germany: Refusing to follow

Six months ago OutdoorNews carried an article titled 'Any signs of outdoor industry recession?' the report looked at whether any effects were being seen in the outdoor sector, here outdoor.markt.com brings us an update and reports on the current situation in Germany.

With banks and car manufacturers being helped by government, retail and medium-sized industry was left alone in the rain in Germany fighting the financial crisis and the economic downturn. Economists predicted a sharp fall in consumer spending during 2009 - but Germans refused to follow.

Problems of big retail chains like Karstadt/Quelle were not related to current economic factors but to previous and fundamental developments. According to research agency GfK, Germans spent roughly 0.5% more in 2009 than the year before - leaving the economy just suffering from decreasing export revenue. With the beginning of the new year, German consumers are expecting economic conditions to improve further. According to GfK, this is fueled by intense price competition in retail.

For the sporting goods industry, 2010 is foremost the year of the Football World Cup in South Africa. Traditionally, revenue increases sharply through the sale of jerseys, balls, flags and other World Cup accessories as well as the movement of more kids tending to start

playing football when the media focuses on superstars like Michael Ballack, Bastian Schweinsteiger and others.

2009 was a year without a Football World Cup, without a European Championship, without Olympic Games. So how come, that Germany's largest sporting retailer Intersport managed to increase revenue by 7%?

One of the answers is: Outdoor. In 2009 the Intersport shops managed to increase revenue with outdoor apparel, backpacks, shoes etc. by 15%. The year before, there were increases of 14%.

Germans also spent their holidays next to their own doorstep: Despite 4.3% less visitors from abroad, numbers of sleep-overs in German hotels and guesthouses only decreased by 0.4%. The additional bookings came from Germans travelling in Germany.

"The sector will grow further, because outdoor is a long-term trend in society", Peter Schöffel of German traditional manufacturer Schöffel explains "More and more people are looking for a meaningful alternative to their daily stress and routine and find it in nature experiences. And as we know, people spend money for their hobbies."

"Crisis? We haven't got time for the crisis", Thomas Lipke of retail chain Globetrotter told journalists at OutDoor Fair in Friedrichshafen, in July. The

Hamburg based store chain, which also sells over the Internet and by catalogue, is about to open its largest retail store of just outdoor products in Munich city centre.

But: "We will see increasing unemployment and due to various financial burdens we will suffer the decreasing spending power of Germans in 2010," Klaus Jost, Chairman of Intersport warns. "How much money people will then spend for sport, health, fitness and spare time, we have to stimulate. There has to be an occasion for the consumer, then there will be further consumption and eventually revenues."

With a new economic stimulation package, the newly elected government plans to unburden for example hotels. "The sector should obtain an equally low VAT rate than mules, bunnies and zoological collectibles - all by law important goods of daily use", Günter Althaus, Chairman of sporting goods retail chain's mother company ANWR blusters. In an open letter to Economic Minister Rainer Brüderle he continues: "Whether hotel- or catering-services are rather assigned towards goods of daily use as children's shoes, is just a question of perspective."

The retail industry and the outdoor shops are still left alone in the rain in Germany!

Deep disappointment with EU Member States' vote to extend footwear duties

We ended 2009 with the news that the anti-dumping duties were to be extended. The European Footwear Alliance (which includes the European Outdoor Group) is deeply disappointed with the extension of the antidumping duties on footwear imports from China and Vietnam for a further 15 months as of January 2010.

Anti-dumping duties of 16.5% and 10% on Chinese and Vietnamese leather footwear were originally imposed in October 2006. The measures cover virtually the entire spectrum of leather footwear, including fashion, business, leisure, street shoes, sandals and boots. The only categories excluded are special technology athletic footwear and shoes dedicated to

specific sports: e.g. shoes which have spikes, bars and the like attached to them; skating boots, ski boots, boxing boots and cycling shoes.

The regulation imposing the duties foresaw that the measure would be in place for a two year period, which should have had an expiry date of October 2008. In July 2008, three months before the expiry date, the complainants requested a review of the anti-dumping measures. 15 out of 27 EU Member States (a majority) were against extending the measures in September 2008, and yet the European Commission launched an expiry review in October 2008. This means that the duties have de facto been extended for

the entire duration of the review and have therefore been in place for three and a half years.

European footwear companies have paid over 800 million Euros in duties since they came into force.

The vote in late December by EU Ministers is the final nail in the coffin of an agreement reached by Member States in 2006 to end the anti-dumping measures after two years. It also lays to rest any lingering notion that the European Union still intends to fight protectionism. It is deeply disappointing that both the European Commission and a certain number of our elected representatives have failed to keep their word.

The last-minute horse-trading and back room deals which have become characteristic of the EU's opaque trade policy will result in payment of anti-dumping duties in excess of 1 billion Euros for European footwear businesses, which will ultimately be paid for by EU consumers.

"The continuation of the anti-dumping duties on footwear for another 15 months is completely unacceptable. It shows that, despite all the public rhetoric, the EU prefers to follow its protectionist course at the expense of successful European footwear businesses and consumers. Economic logic and due process have been utterly disregarded throughout this case. Our only hope left is that this time round, the EU will actually honour its commitment to end these onerous duties after 15 months and not a day more," said Manfred Junkert, Director of the Federation of the German Footwear Industry.

The Commission has promised that the duties will not be extended beyond 15 months. However, there does not seem to have been any written evidence of this undertaking. The European Outdoor Group as part of the European Footwear Alliance is calling on the Commission to provide a cast iron guarantee that it will honour its commitment.

This is all the more important as those Member States which abstained in the final vote did so on the strict understanding that the measures would be definitively terminated after 15 months.

The introduction of EU anti-dumping duties led to a 23% drop in the EU's leather footwear business imports from Vietnam, from a value of EUR€1.25 billion in 2005 to EUR€960 million in 2007. For China, EU leather footwear imports decreased by 15% during the same period, from EUR€2.08 billion to EUR€1.78 billion. The decline in

footwear imports from China and Vietnam over the past three and a half years has led to an increase in imports from other countries, notably India and Indonesia, but the market share of European footwear producers has not increased. Overall, European producers' sales to emerging markets such as China, where prosperity and consumer demand are on the rise, have increased.

China and Vietnam are important to the European footwear industry, of the 2.46 billion pairs of shoes sold in Europe in 2006, 2.1 billion or over 85% were imported, of which 1.49 billion pairs were from China and 256million were from Vietnam.

The European Outdoor Group as part of the Footwear Alliance will continue to fight for the principles of free trade and is exploring every legal option to challenge this unjust outcome.

A Sustainable Breakfast - MONDAY 08.00hrs at ispo

On Monday at ispo the European Outdoor Group's Sustainability Working Group will present a breakfast meeting. This will be a fantastic opportunity for everyone to update themselves on the latest happenings in the sustainable movement.

As well as an update on the work being undertaken by the Sustainability Working Group and its sub committees, the breakfast meeting will also give you the opportunity to hear first hand from Dr Klaus Rudunsky, Co-Convenor ISO 14067 and Andy Salm, Program Director Organic Exchange Europe and also to learn about some of the sustainability resources already available to the industry.

The meeting may start early, mainly so that it doesn't interrupt people's busy day schedules, but we're also providing breakfast, very kindly sponsored by The North Face.

To attend, people will need to register for the event so please email vanessa.knowles@europeanoutdoorgroup.com to secure your place; otherwise you may not get past the ispo security guys, or you can also leave your name and company details at the EOG Lounge in the East Entrance area.

The Sustainable Breakfast will take place on Monday 8 February in Restaurant Am Turm, room Turmblick, which can be found on the first floor in

the East Entrance area.

Other sustainable news

As we start the New Year, the European Outdoor Group also announced the appointment of Chair and Vice Chairs to ensure the continued success of its Sustainability Working Group.

At the Steering Group meeting of the Sustainability Working Group (part of the European Outdoor Group) in November, Cortney McDermott (CSR & Sustainability Manager, The North Face EMEA) was re-elected as Chair of the Steering Group. Cortney has been a strong leader for the Group since it first started in 2008; she commented, 'I am delighted that the whole Group has shown confidence and support of the work that I have been doing; as a team we are working well together, and without the Group's support I wouldn't be able to do the work necessary. During 2010 the Steering Group and the various committees working under our guidance will start bringing sustainable solutions to the industry that can be utilised by small and large companies alike. This is a fantastic collaborative industry initiative and we encourage more companies and individuals to become involved.'

At a vote just prior to Christmas the Steering Group also voted on the Vice

Chairs of the Steering Group, retaining Anne Girard, Petzl and voting in a new replacement Vice Chair for Kilian Hochrein. Saskia Preenen, from Salomon has accepted the position of Vice Chair. Kilian Hochrein will continue as Chair of the Standards and Regulations Committee, a subcommittee of the Sustainability Working Group and will now be able to concentrate on the progression of the work being undertaken in the area of standards, regulations and labels.

Saskia brings different skills to the position of Vice-Chair including a global overview of the product creation process and project management experience to bring real time solutions. On hearing that she had been voted in to the position of Vice-Chair Saskia commented 'I am eager to take on the additional responsibility within the Steering Group, because I firmly believe in the work we are doing. The Sustainability Working Group can do so much more for the outdoor industry than as a single company and by working together we can make a difference.'

The work of the SWG is NOT exclusive to members of the European Outdoor Group; it is operating on an open source basis and welcomes involvement from all areas of the value chain. To get involved or just ensure you receive information sign up at www.europeanoutdoorsustainability.org

China recession and opportunity

As a country China needs 8% annual growth just for its employment level to keep up with the population growth. In June of 2009 the World Bank estimated growth would be just 7.2% for 2009 with a projected growth of just 7.7% for 2010, all this in contrast to China's pre-recession growth of 13% in 2007. The Chinese government closely watches its GDP growth, slow growth leads to large numbers of people without jobs, and for China this can be directly linked to civil unrest and labour protests in the country. To avoid annual growth slowing the government actively increased its efforts to boost GDP and as a result banks including the Asian Development Bank revised the expected percentage of growth for China to 8.2% for 2009 and 8.9% for 2010.

The World Bank Quarterly Report in November was extremely positive on China's development, highlighting that housing sales and construction are resurging; a clear indicator of a country's move away from a restrictive recession. But maybe one of the key elements, certainly for the outdoor sector, is the domestic surge in demand for imports. Something also indicated in

a presentation given at Interstoff Asia Essential in October where a panel discussion took place looking at 'Managing Economic Downturn' which included CEO for Topy Co (HK), Mr Vincent Fang.

Mr Fang set the scene of the current Chinese market and its position within a global industry before offering an insight, and key clues to the way to break into the market. He said that there are currently many opportunities in China due to the current lack of choice and the consumers love for major and new brands; the high import tariffs include international brands made in China, therefore many overseas companies are setting up joint ventures with Hong Kong companies to manufacture and sell to the Chinese market; and the understanding of what 'retail service' really means is lacking.

But there are also many risks and challenges; inconsistency of regulations and regulation bureaucracy mean many companies struggle with trying to find a way through and this requires specialised skills; there is a lack of IP protection; high turnover in staff affects the quality of the staff; high

commission rentals set by the department stores can be seen as prohibitive; and finally the size of the market, the size is a challenge, with a requirement to be able to cater for many different markets at any time.

He went on to talk about the critical factors for success, suggesting that due to market segmentation retailers should focus on one market segment; product positioning is seen as vital, Chinese consumers have very specific requirements and know how much they want to pay; quality of service is seen as a differentiator; unlimited design – spend on product development, keep your ideas fresh and new, this ensures you keep ahead of the copycat manufacturers and allows you to focus on innovation instead of protecting your IP; and finally Chinese consumers are very quality conscious – they touch fabrics and they want to know where things are made – make sure staff are well trained, courteous and know a lot about your products.

He finished by saying there are no 'winning formulas' but that you should know yourself and others well.

Turning Green: US companies strive for sustainable standards

SNEWS®, the leading trade news service for the US outdoor and fitness market (www.snewsnet.com), recently took an inside look at US outdoor companies that are assessing internal systems and pioneering methodologies to build more sustainable businesses. Here is an excerpt of the full story, which appears in the SNEWS Winter 2010 magazine.

In the past five years, a growing number of global companies, like Wal-Mart and Levi Strauss & Co, have begun to walk a path toward sustainability, performing comprehensive reviews of their operations to reduce their impact on the environment and pursue a sustainable business structure.

"The world is getting smaller and problems are getting bigger environmentally," said Ryan Schuchard, manager of environmental research for Business for Social Responsibility, a group of 25 companies developing sustainable practices.

The US outdoor industry is playing a

leading role in the sustainability movement, as companies such as Patagonia, Timberland, GoLite and REI are not only scrutinising their own impact, but also partnering with other brands both inside and outside the outdoor industry to create better methods of measuring impact.

Product materials and manufacturing impact the environment the most, according to those interviewed for the Winter 2010 SNEWS magazine. If you're going to measure your company's impact on the Earth, a big part of the project is studying the life cycle of products.

Both GoLite and Timberland have developed indexes that measure production methods, the manufacturing supply chain, use of eco-friendly materials and end-of-life programs.

Kim Coupounas, chief environmental officer of GoLite, said, "(The index is) not only an external tool to communicate our values and how products are performing to consumers, but more importantly it provides

parameters for our design development team to move products in the right direction."

Companies in the outdoor industry and the wider business world have partnered to find solutions on how to measure impact more accurately. About 100 companies are participating in the Outdoor Industry Association's two-year-old Eco Working Group to create an Eco Index, which will debut this year and is designed for companies of all sizes. In Europe their work is being echoed by that of the European Outdoor Group's Sustainability Working Group. In late 2009, the two groups agreed to coordinate efforts, with each group working on specific areas of the Eco Index to provide a cohesive tool for all areas of the industry to use.

"It would allow companies to look at different parts of their manufacturing process or material selection or packaging process, and help them make choices," said Amy Roberts, OIA's vice president of government affairs.

Becoming sustainable is not a finite exercise that takes place over a certain amount of time. It requires a company to truly transform itself and rethink the way it conducts business. For this reason, the march toward sustainability requires strong leadership and a clear vision that sustainability will be a core principle of the business.

To read the rest of this story, 'Turning Green: A guide for reviewing your company's environmental impact' please go to www.snewsnet.com/magazines.

If you are not currently a subscriber to SNEWS and want to read future reports or news, EOG members based in Europe can activate a no-cost Freebie subscription to SNEWS by going to www.snewsnet.com/SNEWSFreebie/EOG.html

Subscriptions will be activated once approved by SNEWS circulation services.

UPDATE EOG Association for Conservation

As we head into a new year the Association is pleased to report that it has been inundated with projects for the 2010 round of funding, receiving 52 nominated projects, and new members having been joining on a very regular basis. The Association now has 59 members, which includes the latest new members Wenger from Switzerland, PacSafe from Hong Kong and Source Vagabond Systems from Israel.

During this year the members of the EOG Association for Conservation will be organising events on their own stands including:

Vaude / Nikwax B6 117/B6 100 – Will once again be offering a Vaude bag filled with Nikwax products, these will be sold together as a package for EUR€25 (retail value EUR€80)

Mammut Sports Group B5 201 – will be offering 300 organic cotton t-shirts

Bever ZwerfSPORT – 20 Bever Gear Bag Duffels

Keen B5 317 – from 16.00hrs onwards daily

- Hot Chocolate Happy Hour, with free hot chocolate.

They will also have a HybridLife wheel for people to spin and get a chance to win a few things:

- free socks

- the chance to donate money to one of their HybridCare partners (one of which is the EOG Association for Conservation)

- sponsor EOG Association for Conservation membership for a non member for a year

- or Keen will donate some money on your behalf.

And watch the **Patagonia** stand (B5 110) as they will also be doing something in support of the Association.

Home – the movie

The amazing and awe inspiring film (pictures of the earth shot from the air) will be shown on Monday 8th February at 16.30hrs in the Snow, Ice and Rock Summit area in Hall A6.

This is one, if not THE most incredible documentary movie ever made – something that everyone, everywhere should watch, think about and react to. The film is a 'stunning visual portrayal of Earth' by award-winning aerial photographer Yann Arthus-Bertrand.

As the undisputed rulers of the planet, the film is a vivid reminder that we may fail as guardians of the most precious gift that we can leave for future generations – our HOME.

There will also be free drinks available during the movie, which have been very kindly sponsored by Timex. Herberto Calves, Vice President Marketing for Timex said 'This is a fantastic opportunity for Timex to support the EOG Association for Conservation. Everyone is welcome – please bring as many colleagues as you can to enjoy the experience!'

The next Innov_ex 10

28th April 2010

Lancaster University Management School

Theme: Sustainability: Products, Processes and Activities

Sponsored by the UK's Outdoor Industries Association (OIA), Innovation for Extremes (Innov_ex) is entering its eighth year. Part of the event is the Innovation Design Prize, now in its fourth year, which has developed an exceptional record as a springboard for commercialisation for new designers. For the OIA the prize represents a vital investment in the future of innovative design, while the conference provides opportunities for new designers to meet

with representatives from across the outdoor industry.

In 2010, the conference will focus on the challenges and practicalities of achieving sustainability- whether as a retailer, a manufacturer or as an outdoor organisation - and will specifically address the difficulties faced by smaller companies. It will also highlight the importance of developing holistic approaches to supply chain management

to inform choices that impact on both the environment and on businesses.

Highlights for 2010 include:

Individual versus collective approaches to tackling sustainability: An open discussion session to and for the industry, led by Mark Held, Secretary General, European Outdoor Group (EOG), with Courtney McDermott, (The North Face) Chair of the EOG Sustainability Working Group and Kilian Hochrein, (W.L. Gore) Chair of the Standards and Regulations Working Committee, a sub-committee of the Sustainability Working Group.

A review of differing approaches to measuring your carbon footprint: What systems are best for small and medium sized companies? Mike Berners-Lee, Small World Consulting.

Getting started on Sustainability: An interactive workshop headed by Forum for the Future, based on an open discussion of the practicalities, benefits and pitfalls of starting and developing sustainability policies.

High quality video conferencing discussions from Canada and Japan:

David Labistour the CEO Mountain Equipment Co-operative (MEC), participated in a highly memorable video conference at Innov_ex 08. For 2010 Jeff Crook, Buying & Design Manager will update on MEC's experience since Innov_ex 08 and advise on how to get started with sustainability.

Eco-innovation and sustainability and

Toray, Sei Yonekura Hitotsubashi University, Tokyo (subject to satisfactory video-conferencing arrangements)

Environment as innovation space:

Jackie Seddon, Lancaster Environment Centre, Lancaster University. Instead of environmental legislation being a burden this presentation will show how to perceive it as an area for innovation.

Which way does your carbon footprint face? Looking up and down the supply chain for long term sustainability:

Phil Reeves, Econolyst will address what are the effects of product design on manufacturing, life cycle and end of first life CO₂, and how the use of potentially inefficient manufacturing processes can be offset significantly by

minimizing raw material consumption.

Innovation Design Prize

Designing to win: The career impact of design prizes, Sam Fountain, CEO Sheewee, Innov_ex judge and 1999 winner of New Designers Prize.

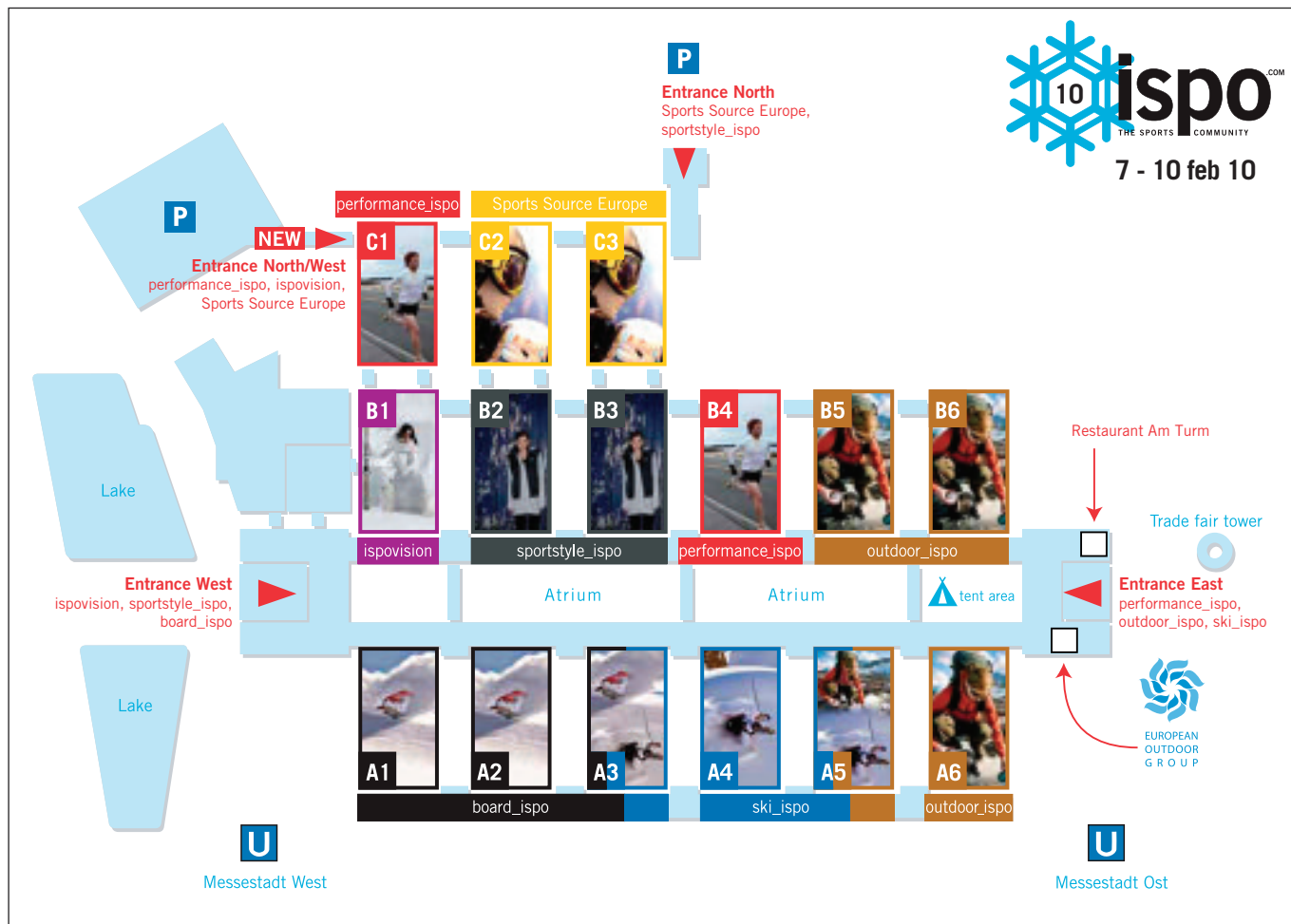
2008 Innov_ex winner Lisa Alberti will report on her project to inspire 14-16 year old technology and design students to become the next generation of innovators.

And finally the Innovation Design Prize entry exhibition and awards for 2010 will be presented.

Further details are available at: www.innovation-for-extremes.org



ispo 2010, the 70th edition of the world's largest sports equipment fair is also the event's 40th year since launch. Back in 1970 the first international sports fair was held in Munich, at the old exhibition centre, on a total of 45,000 square meters of exhibition space.



'Sustainable Clothing Roadmap' industry initiative update - Parts 1 and 2

The Sustainable Clothing Roadmap is a clothing industry initiative established since September 2007 involving over 300 companies along the clothing supply chain and co-ordinated by Defra (the UK's Department for Environment, Food and Rural Affairs) to provide a platform for an integrated approach to improving the environmental and ethical performance of clothing throughout the sector. While it operates out of the UK, it has international linkages in order to influence the global supply chains manufacturing most UK

consumed clothes, 90% of which are imported. The aim is to drive sustainability from retailers down through the clothing supply-chain and fast track best practice through establishing sound science based EVIDENCE and agreeing prioritised ACTIONS (short to long term) and disseminating industry best practice cases in order to catalyse change throughout the sector.

The European Outdoor Group's, Sustainability Working Group is part of

Defra's Steering Group, working with them to provide a voice for and to the industry. Here we provide you access to an article from textiles (issue 4 2009, published by The Textile Institute) covering the latest update on the Sustainable Clothing Roadmap including the latest report on "Maximising Reuse and Recycling of UK Clothing and Textiles" which was Part 1, originally highlighted in our last online newsletter and also to Part 2, 'Reducing the Environmental Impacts of Clothes Cleaning' covering clothes cleaning.

Full articles: www.europeanoutdoorgroup.com/cms/wp-content/uploads/2009/12/SC-Roadmap.pdf

Publications and other background information are available for the industry to use via: <http://www.defra.gov.uk/environment/business/products/roadmaps/clothing/index.htm>

11,000 trade buyers from 34 countries made their way to the city, and in doing so they set the ball rolling for ispo's future success. In 2010, ispo will have around 2,000 exhibitors presenting their products on 175,000 square meters of space. The ispo Gallery at the intersections between the exhibition halls will have a display celebrating the event's anniversary, with impressions from ispo's 40-year history!

To see at ispo:

EVERYDAY

European Outdoor Group Lounge

– Entrance East, **members only**

ispo Outdoor Awards

– Entrance Foyer East permanent display

EOG Association for Conservation

– Entrance Foyer East permanent display

The Snow, Ice and Rock Summit 10

Is a platform for fashion shows, panel discussions and film presentations, with a focus on safety, sustainability and children.

The BrandNew Village provides a platform for the finalists in the BrandNew Awards while young brands will be putting on presentations in the special Greenhouse (outdoor_ispo) and SkiLift (board_ispo) areas.

Wearable Technologies Show (B1), featuring a symbiosis of technology and clothing

Best Ager Gallery (B2), retail and product development for 50+ age group

SUNDAY

DAV Boulder Cup semi finals

14.00 – 16.00hrs

DAV Boulder Cup finals and medals ceremony

17.30hrs

MONDAY

08.00hrs

Sustainability Update – Open Meeting

– everyone welcome
European Outdoor Group's Sustainability Working Group present a breakfast update on sustainability issues – you must register to attend this event (see details elsewhere in this newsletter).

16.30hrs

'Home' the movie

presented by the EOG Association for Conservation. In the Snow, Ice and Rock Summit area.

Where to find EOG members at the show:

Aku	A6 100B	Jack Wolfskin	B6 201/301	Odlo	B3 202, B1 205
Arc'Teryx	B5 209	Kamik	B5 101	Osprey	B5 100
Bergans	A6 101	Komperdell	A5 114	Patagonia	B5 110
Berghaus	B6 114/215	Lafuma	B6 208	Petzl	B5 217
Black Diamond	B5 309	Leki Lenhart	A3 108	Regatta	B2 110
C.A.M.P.	B5 319		A4 300/400/500	Salewa	B5 301
CamelBak	A4 118	Lowa	B5 401	Salomon	A4 402/513
Cascade Designs	A6 100A	Lowe Alpine	A6 415		A1 212
Columbia	A6 401	Mammut Sports Group	B5 201	Schöffel	B6 401
Deuter	B5 400	Marmot	A6 301	Tatonka	A6 413
Equip Technologies	B6 213	Meindl	B5 102	The North Face	B6 101
Ferrino	A6 300/400	Merrell	A6 407	Vaude	B6 117
Fjällräven	A6 201	Nike Action Sports	A2 422		
Haglöfs	A6 207	Nikwax	B6 100		
Icebreaker	B6 214	Nordisk	A6 125		



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Current Members

- adidas Group
- Aku
- Arc'Teryx
- Bergans Fritid
- Berghaus
- Black Diamond
- CamelBak
- C.A.M.P.
- Cascade Designs
- Columbia Sportswear
- Deuter
- Eagle Creek
- Ferrino
- Fjällräven
- Haglöfs
- Helly Hansen
- Icebreaker
- Jack Wolfskin
- Kamik
- Katadyn Group
- Komperdell
- Lafuma
- Leki Lenhart
- Lowa
- Lowe Alpine
- Mammut Sports Group
- Marmot
- Meindl
- Merrell
- Nike
- Nikwax
- Nordisk
- Odlo
- Ortlieb
- Osprey
- Patagonia
- Petzl
- Rab
- Regatta
- Salewa
- Salomon
- Samsonite Outlab
- Schöffel
- Tatonka
- The North Face
- Timberland
- Vango
- Vaude

Illegal trade and Made-In label

Answering questions by members of the European Parliament during a three-hour hearing that will decide whether his nomination is accepted, trade commissioner-designate Karel De Gucht insisted he would seek to make no formal changes to the EU's trade-defence instruments before the World Trade Organization's Doha Round is sealed.

The current global economic climate means that Europe's trade-defence instruments will remain crucial for at least a decade, De Gucht said. In the meantime, EU trade policy will become no more permissive or permeable to imports from cheap-labour countries.

"As far as the trade-defence instruments are concerned... we should do it after the Doha round," he said, responding to a request by one MEP that the EU's trade-defence system be strengthened.

He rejected some MEPs' claims that the EU's trade policy risks become more liberal, in line with previous efforts by his predecessor Peter Mandelson to make

changes that risked skewing trade defence more towards consumer, customer and importer concerns.

"I understand that you are afraid the developments here are going to go in a rather more permissive direction," he said. "That is certainly not my approach. It is true that we may need to adapt to new circumstances in the future. By and large I am someone who supports there being policies in place in the current climate ... and I'm sure we'll have them for a decade to come. We will need to adapt them, but I don't think we need to go in a more permissive direction," he said.

"Quite the opposite in fact."

A self-confessed free-trade advocate, De Gucht has raised concerns in some quarters that he will not adequately defend the EU against illegal trade practices by rival producers.

In 2009 the European Commission re-opened the debate on compulsory labeling of the productions origin of a variety of consumer goods including apparel. And De Gucht also insisted he will

push for 'made-in' labels on certain goods to become mandatory. Departed trade chief Catherine Ashton in October proposed that a list be drawn up on what goods should carry mandatory origin labels. Production-heavy countries such as Italy and Spain want such rules in the hope EU consumers will choose locally produced goods over imports. The issue so far divides MEPs - who generally favour mandatory labels - and EU governments, who generally do not.

"I'm in favour of a made-in proposal, but we need first to come to an agreement between council and parliament," he said. "I will try and make progress in this respect."

Ashton's proposal for a limited list of goods to face mandatory labels - such as textiles, shoes and jewellery - "may help," De Gucht said. "It will limit the scope but it may help us advance."

He promised a clearer outlook on the likelihood of finding agreement within the next two months.

If you missed the European Outdoor Group's online Newsletter – here's some of what you missed. Don't forget though that its free for everyone, you just need to go to the website to sign up to receive it. To read the full stories below go to:

www.europeanoutdoorgroup.com

Anti-dumping Case

Prior to the full announcement in this newsletter we ran a short update on footwear anti-dumping.

SWG update

The Sustainability Working Group has been moving forward quite quickly on various aspects within its remit. A formal agreement has been put in place with the US and the various working committees are progressing with their work.

A US perspective on the start of the holiday shopping season

SNEWS, the leading trade news service for the US outdoor and fitness market (www.snewsnet.com), recently took a look at how retail fared over the long Thanksgiving holiday weekend, considered to be the official kick-off of the US holiday shopping season.

Mass mailing could be damaging your brand

Consumers are taking control of in-bound communication channels, unsubscribing to irrelevant email, and defecting from brands that continue to deliver irrelevant content and random mass mailings, according to a new poll from Boulder, US based Chief Marketing Officer Council and InfoPrint Solutions Company.