



# News Trader Sports Trader & Tackle Trader

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

## New head for adidas SA

After 9 years at the helm of adidas in South Africa, Brian Kerby (right) is being promoted to another position within the adidas group (still to be announced). According to adidas (international) the performance of adidas SA during the 2010 FIFA World Cup was outstanding, leading to record sales. Winand Krawinkel, adidas marketing manager in Italy, has been appointed as MD of adidas in SA and he will arrive in Cape Town in December. He was appointed MD of FIFA Marketing in 2001 after FIFA took the marketing function in-house, and joined adidas four years ago. Kerby is currently travelling overseas and could not be reached for comment.



## Upheaval if Walmart buys Massmart?

If – and it looks most likely to be when – the world's largest retailer Walmart buys Massmart, it will have far-reaching implications for the local sport and outdoor retail industries. Walmart stores stock just about every category of sport and outdoor equipment and apparel currently in the market – including top range product from top brands. When announcing the bid Walmart president and CEO Doug McMillon said it was Walmart's mission to save people money, and that people in Africa are paying too high prices. If Walmart copies their store model in the current Massmart stores, as well as the new ones they are bound to open, it could give a whole new meaning to retail prices. This could change consumer buying patterns, with huge implications for all retailers. [Read more.](#)



## Deadline close

We're on deadline for the October/November print issue of Sports Trader, but can still take advertising bookings till early next week, as this is the last opportunity to reach retailers that are busy stocking up for the Christmas holiday rush. If you want to advertise contact Nic du Toit on [nicol@sportstrader.co.za](mailto:nicol@sportstrader.co.za) or Tel: 021 461 2544. We'll again publish our popular annual Xmas Stocking feature with interesting products aimed at the holiday market. [Click here to see the features for the next issue.](#)



## World Cup visitors award us A+

A FIFA survey confirms that "the gees" during the 2010 FIFA World Cup won us many friends and could result in future benefits: nearly all (94%) international visitors would happily recommend a visit to South Africa to their friends and family and 83% said they intend to return to the country. Almost three-quarters of the international visitors visited SA for the first time and stayed for an average of 12 days. Our stadiums got the thumbs up with 99% visitors commenting favourably, and 98% of those questioned liked the atmosphere in South Africa. The event also changed preconceptions: 84% of the international visitors rated us more positively after the World Cup than they did before. In turn, 91% of South Africans said they were proud that their country was able to prove all the doubters wrong. [Read more.](#)



## Blakey to leave Genuine Connection

Gary Blakey (right), marketing manager for Genuine Connection, Rugbytech and Patrick, will be leaving the company at the end of December to become more involved in his family's business. He is, however, keen to remain active in the sports industry and will be looking at opportunities to take on some agencies.



## Changes at Footwear Trading

Werner Pieters (right), former marketing manager for Footwear Trading, has been appointed brand manager for Skechers, Marc Ecco and Diesel footwear and accessories. His former assistant, Chantelle Steenekamp, has been appointed marketing manager. She studied Communications at the University of Potchefstroom and then obtained an honours degree in tourism. Before she joined Footwear Trading as Pieters' assistant four years ago, she did marketing for a guesthouse.



## Industry members at Commonwealth Games

Several hockey industry members will be active at the Commonwealth Games, starting in Delhi on Sunday: Rassie (Erasmus Pieterse) of Baseline Sport (left), local distributor of TK hockey, is goalkeeper for the SA team. Michelle Joubert of K&T Sport, local distributor of Malik hockey, is one of the Grade 1 FIH umpires that are about to be promoted to the top World Panel. At the recent Ladies World Cup she umpired in the semi-final and was reserve umpire for the final (which fellow South African Marelize de Klerk umpired). K&T Sport's Peter Wright (right) will also officiate as a FIH Grade 1 umpire, as will Pieterse's wife, Lesley.



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## Short news

• Mike Wallace has been appointed by Baseline Sport as the Western Cape agent for TK Hockey. He comments that he is "happy to be selling TK again as it is a great brand and on the way up."

• The Independent Electoral Commission of South Africa (IEC) has invited tenders from local manufacturers for 210 000 units of t-shirts to be used by its electoral agents in next year's local government elections (see [elections.org.za/eproc\\_inter](http://elections.org.za/eproc_inter)). Note: closing date is 4 October. SACTWU has expressed their appreciation that the tender specifications require these t-shirts to be manufactured locally.

• The BER Inflation Expectation Survey for the third quarter of 2010 showed inflation expectation dropped 0.6 points to 5.7 percentage points during the 3rd quarter of 2010. This is the first time since 2007Q4 that overall inflation expectations fell below 6.0%. Average CPI inflation expectations for 2011 declined by 0.4 percentage points – from 6.5 in the 2nd quarter 2010 to 6.1 in 3rd quarter 2010. This is the third consecutive quarter that inflation expectations in respect of 2011 declined. After remaining unchanged at 6.8 in the last two surveys, inflation expectations in respect of 2012 declined to 6.4. The latest results are discussed in more detail in a report that appears on our webpage at [ber.ac.za](http://ber.ac.za).

• Overall participation in the top seven team sports in the US declined in the last year but participation in seven 'niche' team sports – including rugby – is on the rise, according to the annual US Trends in Team Sports report, published by the American sporting goods manufacturers' body SGMA. Rugby participation grew 8.7% in the US and it also has the highest percentage of overall participants in the 18-24 age group. Other 'niche' team sports with respectable gains in participation since 2008 are fast-pitch softball (up 13.8%), ice hockey (up 12.2%), beach volleyball (up 7.3%), lacrosse (up 6.2%), indoor soccer (up 3.7%) and gymnastics (3.6%). Gymnastics has the highest percentage of overall participants in the 6-12 age group (48%), while track & field has the highest percentage of overall participants in the 13-17 age group (44%). Participation dropped in the following seven team sports: basketball, baseball, outdoor soccer, touch football, slow pitch softball, court volleyball and tackle football.

• Nike Inc. reported Q1 sales grew 8% to \$5.2 billion. Excluding currency fluctuations, sales grew 10%. Earnings rose 9% to \$559 million, or \$1.14 a share, from \$513 million, or \$1.09, in 2009. This is partly due to gross margin expansion driven by the strength of the company's brands in the marketplace and continued clean inventory positions. "We had a great first quarter" said Mark Parker, President and CEO, NIKE, Inc. "Going forward we'll continue to maximize the flexibility, balance and alignment that we have built into our portfolio of brands and

## Mikasa sponsor Botswana volleyball

Mikasa, locally distributed by Pat Wiltshire Sport, now sponsors the Botswana national volleyball team. The Botswana women's team (#28) is one of only five African countries in the World Top 30 Rankings for women – the others are Algeria, Cameroon, Tunisia and Senegal, while the men's volleyball teams from Egypt and Morocco are also ranked in the World Top 30.



## Bushnell becomes ULTIMO

Bushnell Performance Optics (Pty) Ltd. Recently changed their name to ULTIMO. "The reason for this name change is twofold", says sales director Christo Snyman. People associate the name Bushnell with binoculars, which they still distribute, but they also distribute several other brands like Tasco, Bushnell Outdoor Accessories (hunting-related accessories), as well as three eyewear brands, Serengeti, Bolle and Cebe. "Coupled with the fact that we have also secured the distribution rights in Sub-Saharan Africa for Suunto (heart rate monitors, outdoor watches and diving computers), meant we had to change our name to encompass all our brand names, and not only be associated with one." Their 18-year relationship with Bushnell International is continuing as before, as will their high service and commitment levels give peace of mind to their customers, says Snyman. Their address details remain the same.



## Second Skins sponsors Sporting Chance

Second Skins, the Cape Town based manufacturer of sporting apparel, announced a sponsorship deal with Sporting Chance, a sports coaching and development organisation. Second Skins will be providing apparel for coaches of the Sporting Chance clinics as well as donating sporting gear to the Sporting Chance development clinics. Sporting Chance was established 20 years ago with the primary objective of providing opportunities for sporting achievement for as many children as possible – irrespective of race, gender or social class – by offering professional coaching at schools and sports clubs. Pictured here is Brett Trollip, MD Second Skins and Brad Bing, MD Sporting Chance (right).



## Deysel to join Navratilova climb

South African mountaineer Deshun Deysel will be among the leading sport stars joining Martina Navratilova's Mount Kilimanjaro expedition to raise funds for the Laureus Sport for Good Foundation. UK Olympic athlete Gail Emms (badminton) and Mark Foster (swimming) and German Paralympic athlete Michael Teuber are among the 28 climbers to join the December expedition led by Navratilova, who has fought breast cancer this year. Before the climb the team will be visiting the Laureus-supported Mathare Youth Sports Association (MYSA) project in Nairobi - the kind of project that will benefit from funds raised during the Kilimanjaro climb. Each year MYSA organises thousands of football matches for around 20,000 young people, playing in over 1,000 leagues. Success is measured not just by the goals scored in matches, but by the work the young people do in cleaning up the slums. MYSA has been supported by Laureus since 2000. It has twice been nominated for the Nobel Peace Prize for its work.



## Voetspore opens shop

Voetspore, the TV-team travellers, have opened a store-within-a-store in LA Sport, Pretoria East, where they display products from their main suppliers, Bushtec and Drimac. Over the past ten years the Voetspore team travelled about 140 000km with their 4x4's across Africa and for their last four journeys LA Sport had been responsible for the fitment of their vehicles. They primarily stock Bushtec and Drimac products in this "Voetspore Shop" as they have only used tents, stretchers, mattresses, sleeping bags and rucksacks from Bushtec, and worn clothes from Drimac.



## Columbia Da Gama Dam triathlon

The Columbia Da Gama Dam off-road triathlon will be held on Sunday the 31st of October from 08:00 at the Da Gama Dam in Mpumalanga. Prizes will be awarded to the first 3 athletes in each category, if there are more than 5 entries per category. If not, only the winner will receive a prize. Triathletes can compete in the Standard event (1500m swim, 30km mountain biking and 10km run), the Sprint (750m swim, 15km mountain biking and 5km run) or the Mini Sprint (300m swim, 8km mountain biking and 2.5km run). Grab entry forms at [numbela.co.za](http://numbela.co.za).



## 20 centres for 2010?

At the FIFA Preliminary Draw in December 2007 it was announced that by the end of the first FIFA World Cup on African soil the FIFA Goal Programme will raise \$10m to finance the construction of 20 Football for Hope centres across Africa. On Saturday 25 September the third Football for Hope centre was opened in the Katutura Youth Complex in Windhoek, Namibia. The other two centres are in Khayelitsha, Cape Town and in Mathare, Nairobi in Kenya. FIFA Secretary General Jerome Valcke and Namibian Prime Minister Nahas Angula (right) were at the opening. For more information in the "20 centres for 2010" see [FIFA.com/footballforhope](http://FIFA.com/footballforhope).



## K-Swiss Blade-Light Best New Shoe

The K-Swiss Blade-Light won the Running Network's Best New Shoe award for Fall this year. These shoes are recommended for medium- to high-arched feet with neutral biomechanics. It is lightweight, neutral (no extra support in the shoe) and provides plenty of cushioning and flexibility. The upper features a supportive saddle that keeps the foot centred over the midsole, which is a generous slab of moulded EVA with excellent flexibility. The outsole is minimal (exposed EVA) but has carbon rubber reinforced areas and a forefoot insert of blown rubber and Superfoam assisting the toe-off.



categories."

- An American survey shows that tri-athletes are avid competitors, with 90% planning to participate in at least one event in 2011 and 32% of respondents indicating they plan on participating in 5 or more triathlons in 2011. The survey, conducted by The Active Network among 1 560 triathletes from the Active Network's Active Lifestyle panel showed that regardless of income level, the average triathlete spent \$ 2 135 in 2010 on gear alone. The average age of triathletes surveyed was 40 years old with close to half earning an annual income of over \$100K, 40% of athletes surveyed has a college degree and over 40% has a post-graduate degree. Despite professional demands, 50% of triathletes surveyed train for 10-15 hours a week with 33% indicating they train for three to four months leading up to an event. According to data provided by the World Triathlon Corporation the number of Ironman events held around the world continues to rise. When Ironman 70.3 was launched in 2006, there were 17 events worldwide. Today there are 42 Ironman 70.3 events in 22 countries.

## Trade shows

- The application process for the Ispo Brand New Award is already in full swing and companies from 12 different countries have already entered. All companies or brands younger than 4 years that have not exhibited at ispo before can enter the competition. (See [ispo-brandnew.com/en/application.aspx](http://ispo-brandnew.com/en/application.aspx)). 50 young companies will receive awards in 8 categories, which include a booth in the ispo BrandNew village at the February show.

- The 2010 Interbike OutDoor Demo and International Bicycle Expo held 20-24 September at the Sands Expo and Convention Centre in Las Vegas, reported a successful week of product demos, launches, business meetings and events. More than 24,000 exhibitors and attendees filled the hall for the indoor portion of the show, a 3% increase compared to Interbike 2009. Preliminary attendance figures show the number of unique stores represented remained the same at more than 4,000 and the total number of buyers remained the same at more than 11,300. Total attendance at OutDoor Demo remained in line with 2009 with an estimated 3,900 retailers, and boasted close to 120. Total attendance for the two day demo was more than 5,200 people. International buyer attendance was 1,872, a 44% increase compared to last year, representing 67 countries outside of the US, compared to 64 in 2009. The venue and dates of the 2011 show has been changed to Anaheim, California, from the 8-12 August. Interbike's sister show, the Health+Fitness Business Expo, will also be held at the Anaheim Convention Centre from August 10-12. The 2012 and 2013 Interbike shows are also scheduled to be held in Anaheim in August as well, with exact dates to be announced at a later date.

Coming shows:

- 6-10 October: Uganda Trade Expo. Lugogo Exhibition Centre, Kampala, Uganda. [salman@aficantradefairs.ae](mailto:salman@aficantradefairs.ae).

- 6-10 October: Intermot. Cologne, Germany. [intermot-cologne.com](http://intermot-cologne.com). International motorcycle, scooter and bicycle fair.

- 27-29 October: Sports Source Asia. AsiaWorld-Expo, Hong Kong, China. [sportssource-asia.hktcd.com](http://sportssource-asia.hktcd.com). International sourcing show for sports equipment and apparel.

- 4-7 November: DEMA. Orange County

## Puma and adidas Peace One Day Cup

Following the historic handshake between adidas and Puma exactly one year ago, this year's International Peace Day (21 September) was marked by the Peace One Day Cup 2010 in the home town of the two companies, Herzogenaurach. A total of 192 adults and children gave their best to win the Peace Trophy for their team. CEOs of adidas and Puma, Herbert Hainer and Jochen Zeits (right), together with football player Javier Pinola (middle), presented the winners with the Peace One Day Trophy. Through the Puma Peace initiative, over 3 000 football matches were played around the world in recognition of Peace Day – including in strife-torn countries like Pakistan and the Congo.



## Job Classifieds:

SALEWA, a leading Italian multi-specialist mountaineering brand since 1935, is looking for a distributor in South Africa.

We design, develop and market alpine equipment, apparel, and footwear for women, men and kids. We are athlete-driven and deliver performance and protection for your alpine experience through innovation, quality and safety. We aim higher and commit our efforts to a steadily and reliably growing business with our partners. Partners with experience in sport, fashion and outdoor and the patience for close collaboration on strategy and concepts, will have success in the long term.

For distribution and license inquiries please contact:

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## Job classifieds:

Wild Elements Apparel (Columbia) is looking for a manager with outdoor retail experience for their Eastgate branch, as well as part time sales people for the Eastgate store. Please send your CV to [hanel@wea.co.za](mailto:hanel@wea.co.za).

Convention Center, Orlando, USA.  
[demashow.com](http://demashow.com). International dive show.

• 9-12 November: Lagos International Trade Expo (16th), Lagos, West Africa.  
[salman@africantradefairs.ae](mailto:salman@africantradefairs.ae).

• 22-25 November: Kenya International Trade Expo (7th), Nairobi, Kenya.  
[salman@africantradefairs.ae](mailto:salman@africantradefairs.ae).