



News Trader

Sports Trader
The Sports Community of Tomorrow

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.

Fridays now "Magnificent"?

Welcome back to what promises to be an interesting year for the industry with three world cups for major sporting codes: cricket from February to April, netball in July and rugby in September. The call by the Minister of Sport and Recreation, Fikile Mbalula, for South Africans to show their support for the teams by wearing supporter shirts on Fridays, could be a windfall for retailers selling replica and supporters shirts or maybe not? We'll tell you what retailers think in our February issue – and if you have an opinion about this (e.g. if you think consumers will follow the minister's example when he introduced "Protea Friday" by wearing a Springbok supporter's T-shirt; have concerns about the effect of possible sponsorship changes or anything else) please contact Fanie Heyns at fheyns@lantic.net. He is writing the article for us.



Knysna company ispo Overall Brand New Award winner

A Knysna born sport called 360Ball, developed by adventure racers and outdoor store owners Mark and John Collins, is the Overall Winner of the 2011 ispo BrandNew Awards. This was Africa's only submission – and first overall winner – of a BrandNew award at the international expo. 282 applicants from 28 countries competed for a spot on the winners list that will showcase their innovations at ispo from 6-9 February in Munich. 360Ball, described as a revolutionary new racket sport, is played by two competing players, or as doubles teams, on a circular court around a plate in the middle of the court. The players are allowed to touch the ball twice before it has to be passed to the next team/player via the plate, which is surrounded by a donut-shaped ball deflector that adds an element of surprise to the ball-direction. Read more.



New adidas MD takes office

Winand Krawinkel, former marketing director for adidas Italy and FIFA, has taken up the position of MD of adidas SA (as reported in News Trader number 59). Brian Kerby left adidas on 31 December after 15 years with the company – ten as MD – and will be pursuing other business opportunities, including consulting. Read the interview on his highs and lows with the brand in the February issue of Sports Trader.



Gunn & Moore MD launches 2011 bats in SA

The premium world launch of the 2011 Gunn & Moore bat range was held at the Sports Horizons store in Johannesburg at the end of last year. Edward Lowy, MD of Gunn & Moore in the UK, played Father Christmas to the enjoyment of the audience of mainly young cricketer. Nine GM players attended the launch (Neil McKenzie, Rob Frolink, Goolam Bodi, Blake Snijman, Steven Cook, Werner Coetzee, Faf du Plessis, Dane Villias and Farhaan Behardien). This was the second G&M worldwide launch at Sports Horizons and follows last year's launch of the DXM GM bat making concept.



Brutal sponsors Griqwas

Brutal rugby, distributed by Brand Gallery, has been appointed the official technical kit and supporters' wear supplier of Griqwas rugby for their professional and amateur teams. Apart from clothing, they will also supply flags, caps and supporters and miniature balls. They also renewed their contracts as the official technical supplier of the Falcons and Leopards for the next three years.



Sport Horizons equipment to aid cricket development

Sports Horizons, in collaboration with the Let's Play initiative, recently made a donation of cricket equipment to four disadvantaged areas around Pretoria – Mamelodi, Soshanguve, Atteridgville and Eersterust. The donation goes a long way to aid in the development of cricket in these areas, as Vaughn Bishop of the Let's Play initiative says: they now only have to get young cricket players in the field and do not have to worry about equipment to make the game possible. The Mamelodi club plays in the Premier League of the Northern Cricket Union, while the other clubs are part of the lower leagues.



Issue 65 • January 2011

Short news

- Texas Peak announced that this year there will be a change in ownership structure of the company and current South African management and shareholders will acquire 100% ownership of the company from its current Australian shareholders. Texas Peak assures that no operational changes should surface but the new and improved Texas Peak SA will be 100% owned and operated by its current management.

- There were a few changes in the industry over the festive season. Adam Bennett resigned from Ad's African Flies and will be moving to Golden Associates Africa. Liase with Martin on martin@gesza.co.za for further information. Paul Stone has left Mr Price Sport and any dealings should be continued with Therisa or Mellisa.

- The European Union (EU) will not renew its anti-dumping duties on imports of leather shoes from China and Vietnam (introduced at the end of 2006) when they expire on March 31. In announcing the end of the anti-dumping duties, the Commission agreed to monitor shoe imports from China, Vietnam and other sources on a weekly basis to assess the application of fair trade principles after the duties are lifted in April. The Commission will hold quarterly meetings with the two governments and put extra pressure on the Chinese government to open up its market for shoe imports from Europe.

- According to a study by the Consumer Electronics Association (CEA) and published by SportsOneSource Media, almost half of US online consumers used a fitness technology in the past year and 37% anticipate purchasing a fitness technology in the next 12 months. The study also found that 76% of those interviewed exercised alone without the guidance of exercise professionals and 74% of consumers exercise at home. The 2011 International CES trade show (6-9th January) held a Fitness TechZone for the first time that showcased the newest innovations and tools for the sports enthusiast and key trends impacting the collective multi-billion dollar sports, fitness and outdoors markets. The CEA's "Getting Fit With Consumer Electronics" presents the findings of an Internet survey administered to an online national sample of 1 303 US adults between July 26 and August 5, 2010. The study was designed and formulated by CEA Market.

- SGMA has asked the US government to take the lead in seeking World Customs Organization (WCO) approval

Kloppers helps development

Kloppers and the Free State Cricket Union issued all the Centre of Excellences players attending the national weeks with cricket boots at the end of last year. Most of the players in the centre come from poor family backgrounds in the township area and players are now able to play with decent cricket boots instead of torn tekies and school shoes, said Muhammed Nanabhay, urban development manager of the Free State Cricket Union. The Free State Cricket Union also issued a full set of playing kit to players going to the Coca Cola Khaya Majola, national u13, u15 and u17-weeks. Two of the centre's players, Thabang Rakgatla and Jamian Maarman, have already represented the Free State u19's in the Cricket SA 3-day u19-tournament. Kloppers also supplied kit to two young and talented tennis players, Bishop Mosebi and Neo Makhakhe, at the end of last year and they are the proud sponsors of the Chevrolet Knights, Cheetahs and the Bloemfontein Celtics.



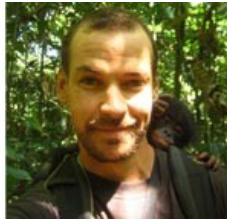
Excitement at Jeep Apparel's MTB Assault Race

The Hewlett Packard Urban Rage MTB Assault, presented by Jeep Apparel, provided plenty of excitement at Durban Point Waterfront and uShaka Marine World from the 11th of December 2010. Philip Buys (Garmin, adidas) and Candice Neethling (DCM chrome) secured their third successive victories, ensuring their uninterrupted domination of the event since its inception three years ago. The Super Cats final was a gripping display of the fastest five women and ten men who had qualified for the individual Alley Cat heats during the day. The Enduro events were introduced for the first time this year, making for two days of riding opportunity on the purpose built course. The Monster Urban Jump 'Expression Session' proved to be a crowd thriller as twelve daredevils took the plunge off the ramp and into the canal. Sam Bull proved the ultimate stunt man.



Tragic death for expedition paddler

Fluid Kayaks team expedition paddler of note, Hendri Coetzee, tragically passed away in December 2010 when a crocodile attacked him during a first descent of a river in the DRC. His final expedition was with Ben Stookesberry and Chris Korbolic in the Lukuga River (a major tributary of the Congo River). He was attacked by a crocodile while they were paddling in the middle of the river, the crocodile pulled him over and they never saw him again. He will be sorely missed by team members, family and those at Fluid Kayaks. Hendri kept a blog of his expeditions on greatwhiteexplorer.blogspot.com.



First in Africa Speedo concept store launched

The first Speedo concept store in Africa opened its doors in Canal Walk, Cape Town, in November. The Canal Walk Speedo concept store will be a prototype for all new Speedo concept stores across the globe. The concept store is divided into two main sections, with a black colour scheme denoting performance gear and a red colour scheme for everyday swimwear and fashion items. In-store assistants are trained to advise customers on all aspects of serious swim training, from nutritional advice to preparing for competitive swims.



Pasacojo to represent Malik

Malik have announced that Pasacojo Agencies will be representing Malik Hockey in the Western, Eastern and Northern Cape. Marcelle Keet, Sulette Damons, Dirkie Chamberlain and Kim Hubach (pictured here) proudly played with Malik sticks in the World Cup in Argentina, the Commonwealth Games and in the recent series against Argentina in Bloemfontein, where South Africa beat Argentina, the current world champions.



South African football youths compete in The Challenge

Four of South Africa's most talented football youths will compete in 'The Chance', a global search comprising of 100 players who will compete to join the Nike Academy in London. Jonathan King, Nazan Klaasens, Khayaletu Nzimande and Reyaad Pieterse (pictured here) will be the South Africans competing to be amongst the top 32 players who will get into the Academy. On Thursday all players from around the world were put through a series of training drills testing their levels of ability. The drills encompassed all facets of the game including technical, tactical, physical and mental components. This was done to select the best 32 players that will be announced at the conclusion of training today. Tomorrow morning the players that have progressed will enter into a series of small-sided and full-sided games where the players will have their final chance to impress the selectors. All the athletes will have the opportunity to watch the professionals in action at the Emirates Stadium, London, as they take in the English Premier League match between Arsenal and Wigan Athletic on Saturday.



Morgan and Miller to play with the Slazenger V360

Slazenger has signed a sponsorship deal with Middlesex and England star Eoin Morgan (pictured here), the only player in history to score an ODI hundred for two nations who is particularly noted for his lower-order hitting ability, many seeing him as a 'finisher'. His reputation as a finisher got a boost when his unbeaten century saw England to victory in the first ODI against Australia in June 2010. England went on to win and Morgan was named man of the series. Morgan is currently endorsing the Slazenger V 360 bat, part of Slazenger's 2011 bat range. South Africa's David Miller will also be playing with the new V360, which has been developed specifically for players that need to hit the ball all around the park.



Webb Ellis match ball for South America

Webb Ellis has signed a long-term agreement with CONSUR, the South American rugby union in Argentina, to be the official supplier of game balls and apparel for referees of all the tournaments organised by the Confederation. The CONSUT, one of six regional associations of the International Rugby Board, brings together the rugby unions of Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Paraguay, Peru, Uruguay and Venezuela and is responsible for



to establish additional customs classification for athletic footwear. SGMA was joined by the American Apparel and Footwear Association, Footwear Distributors and Retailers of America and the Rubber and Plastics Footwear Manufacturers Association in filing the request with the US International Trade Commission. The proposal would create additional athletic footwear categories with respect to footwear with plastic uppers and leather uppers. The creation of the categories would make it possible for countries to track trade in athletic footwear. Statistical information of commercial benefit to the sporting industry can be sustained and the industry efforts to differentiate athletic footwear from other types of footwear in future trade investigations can be facilitated. Should the US government agree to pursue the request, it would submit a proposal to WCO as part of its next five-year review of the Harmonized System (HS) of customs classification. If approved all member countries would be required to implement the new athletic footwear categories on January 1 2017.

Trade shows

- The Surf Expo, held from January 6-8 at the Orange County Convention Center, saw a 9.2% increase in buyer attendance compared to last January's event. Organizers said 6,276 retailers attended the show, along with 4,887 exhibitor attendees, 219 media guests and 128 industry guests. Surf Expo is one of the largest trade shows for the action sports world following the termination of the ASR (Action Sports Retailer Trade Show). Encompassing more than 220,000 net square feet in the Orange County Convention Center, this year's show has been praised as the most successful in years with retail representation of over 45 states and countries. With show categories like the Bangers 4 Bucks Skate Shop Contest, Resort, Swim and Boutique category, Quiksilver All 80'2 All Day Vert Challenge, Parasail category and Stand Up Paddle category, the show knew how to draw a crowd.

- Interbike announced a new floorplan for the 2011 edition of the show (from 14-16 September) that includes 13 000 sqm of additional exhibit and community space in the Sands Expo and Convention Centre in Las Vegas. The show will also be integrated with the Health & Fitness Business Expo, which will be held on the same dates. The show will now comprise of two floors of the Sands Expo and Convention Center and the new layout will also include demo areas on each floor and an expanded Interbike Café and Urban Legend Lounge. Contract renewals for the OutDoor Demo (September 12-13 in Boulder City) and Interbike are now available online ([click here](http://clickhere)).

Coming shows:

- 20-23 Jan: Outdoor Retailer Winter, Salt Palace Convention Center, Salt Lake City, USA. outdoorretailer.com. Trade show for the outdoor industry.

- 6-9 Feb: ispo Winter: New Munich Trade Fair Centre, Munich, Germany. ispo-winter.com. Trade show for winter sports.

- 6-9 Feb: Sports Source Europe: New Munich Trade Fair Centre, Munich, Germany. sport-source-europe.de. International sourcing show for sports equipment and apparel.

- 7-9 Feb: WSA Show, Venetian and Sands Expo Center, Las Vegas, USA. wsashow.com. International footwear and accessories exhibition.

organizing all the regional tournaments. Webb Ellis will provide game balls with a special design to all the participating unions.

Rugby classic since 1823

• 10-14 Feb: 15th Ethiopian trade show: Addis Ababa, Ethiopia. africantradefairs.ae. International trade expo for general and industrial products.

Yonex signs world #1 Caroline Wozniacki

Yonex, which dominates world badminton sales, has now signed a multi-year sponsorship agreement with WTA Tour World # 1 Caroline Wozniacki (20). Before turning pro in 2005, the Danish tennis champion achieved great results at junior International level and in 2008 she was awarded WTA New Comer of the Year. In 2010 she became ITF World Champion and ended the year as the WTA # 1 ranked player. The new Yonex VCORE 100S more than meets her demands, she declared after testing the racket. "VCORE lets you play aggressively because it has so much power, but you still have control to put the ball in the right spot to hit clean winners. The spin is amazing. The ball just kicks off any surface which allows anyone to play with great confidence," she commented.



Nick Matthew makes history

Dunlop ambassador Nick Matthew made history in December 2010 when he became the first Englishman to lift the PSA World Open Championship squash title in Saudi Arabia. Matthew, # no.2, beat fellow Englishman James Willstrop in the final in what was the first all-English encounter in the tournament's 34-year history. This victory lifted the 30 year-old back to the top of the world rankings after Ramy Ashour retired in the second round. Matthew uses the Dunlop Aerogel 4D Evolution 120 squash racket and his latest win will take him back to the top of the world rankings.



Nike unveils the French team kits

Nike have announced its new partnership with the French Football Federation and launched the latest team kits at the Espace Camdon. The team kits are Nike's most environmentally sustainable to date, with shirts and shorts made from a microfiber polyester that is derived entirely from recycled plastic bottles, and will be worn for the first time on February 9 in the game against Brazil. For the shirt, this material is combined with organic cotton (96% recycled polyester, 4% organic cotton). The Nike Dri-FIT technology and ventilation systems, coupled with an ergonomic fit and soft cotton feel for player comfort, help keep players cool. Nike also unveiled a broader range of FFF-branded Nike Sportswear products designed for fans off the field of play. The "Nos Differences Nous Unissent" (our differences unite us) is one detail on the FFF range. Both Nike and the FFF are committed to supporting the work of the Fondation du Football in using football as a vehicle to promote the positive aspects of diversity in society. The Nike Sportswear FFF product will be available at retail from the 5th of February.



Superga 100 years

Superga, named after the famous "Hill" of Superga in Torino, Italy, celebrates its 100th birthday this year. In commemoration of their 100 years in existence, Superga world-wide have re-launched the original design of the classic white shoe. The 2750 Aerex Century model is a canvas sneaker that has additional lace loops, rubber toecap and a vulcanized natural rubber sole and foxing and golden metal eyelets. The "vintage" Superga's retail for R 450.



Job classifieds:

K Swiss, the performance, running, tennis and lifestyle brand is looking for an agent to represent them in Gauteng. Please send through your 1 page CV to sam@natala.co.za.