



Latest Sports Trader now out



The latest issue of SA Sports Trader is out and should reach you soon. Features to look forward to include:

[Magnificent Fridays & replica wear](#)
[Advertising claims: When is it okay to advertise the benefits of a product and how much proof is needed to support the claims?](#)

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Asics president to lead world sporting body



Asics president Motoi Oyama was elected president of the World Federation of the Sporting Goods Industry (WFSGI) for a three-year term. Oyama, the son-in-law of Asics founder Kihachiro Onitsuka, said in a statement that as president he would promote fair trade by resolving anti-dumping issues, encourage harmonious and healthy relations with federations, protect the global environment and improve healthy labour conditions in order to create sustainable products.

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Nike and Hi-Tec win Sports Awards



Nike won three categories of the first South African Virgin Active Sport Industry Awards for marketing, PR, sponsorship, media, advertising and design. Hi-Tec won the Best Use of Digital Communications in Sport for their creative Liquid Mountaineering campaign for their Ion Mask technology (see [here](#)) that has already had 9-m views on YouTube.

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Super-Brands acquire Lonsdale



The Super-Brands group announced that they have recently acquired the distribution rights for Lonsdale London, the international boxing range brand. Super-Brands say Lonsdale will complement the current range of brands they represent, offering the combination of performance, technical equipment, heritage and modern design.

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Puma SA celebrates Cobra Golf merge



The merge between Cobra Golf and Puma SA was celebrated at the River Club in Observatory on the 18th of February, where the media and golfers had a chance to test Puma-Cobra clubs. The international merge between Puma AG and Cobra Golf was announced in 2010, combining Puma Golf's footwear, apparel and accessories designs with Cobra Golf's advanced equipment, innovation and superior performance.

[See slideshow and read more](#)

Merrell "barefoot" shoes a hit



Merrell has appointed Seth Cobb, who has

Short news

We apologise for jumping the gun by mentioning that Puma is the new Bafana Bafana sponsor in the replica article on p15 of the February/March issue Sports Trader. We made the error because at that stage the official announcement of the new sponsor was imminent and we unfortunately believed SAFA CEO Leslie Sedibe when he confirmed months of press speculation that the new Bafana Bafana technical sponsor will be Puma. It might yet become true – or SAFA might decide to sign with Nike, adidas or any other brand – once an agreement suiting both parties can be reached. We therefore apologise for printing misleading information.

The 2010 FIFA World Cup in South Africa helped boost FIFA's earnings with \$4.2-bn during the 2007-2010 four-year cycle – resulting in overall profit of \$631-m after expenses. This helped to strengthen FIFA's reserves to \$1.3-bn. The FIFA Financial Report is available on FIFA.com ([Click here](#)).

Nicholas Tucker, former marketing manager of Adventure Inc, has left the industry to join a family business in the hospitality/events industry. For marketing enquiries regarding Adventure Inc, please contact Leo Rust (leo@adventureinc.co.za) or Malcolm Loos (malcolm@adventureinc.co.za).

Of the 2 630 participants in the Rand Athletic Club Tough One 10km run at the end of last year, 52% wore Asics, 18% wore Nike, 11% wore adidas, 10% New Balance, 3% Saucony, 1.5% Brooks and 4% wore other brands.

Trade shows

The 5th ispo China opened its door to more than 17 700 professional visitors, a record for ispo China with an increase in attendance of 9%, from the 23rd-25th of February 2011. The European Outdoor Group (EOG) announced its decision to officially and exclusively endorse ispo China. In addition, the Outdoor Industry Association (OIA) chose ispo China to introduce its Eco Index, developed jointly with the EOG, for the first time to Asian market sports business professionals. Overall 276 exhibitors representing 350 brands form 19 countries participated in ispo China 2011, a 29% increase to 2010.

[Click here for upcoming trade shows & events](#)



been with the brand for 15 years, as general manager and VP for the brand. He will be expected to build on Merrell's success with the US retail launch of their barefoot range, which contributed to 20% sales growth in the fourth quarter.

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Top swimmers at Arena launch



South Africa's top swimming stars, Ryk Neethling, Cameron van der Burgh, Mandy Loots, Chanelle van Wyk and Kirsty Coventry will be at the Sportsmans Warehouse in the Fourways Crossing Retail Centre on Saturday the 5th of March to launch the Arena 2011 Swimwear range. Members of the public are invited to meet their heroes, see Arena's latest swimwear speed technology and get Neethling's signature on his biography. Arena's swimwear launch will be held from 12-2pm.

Rugby coaching clinics hosted by Canterbury



Canterbury and Discovery Vitality will be hosting Coaching the Coaches rugby clinics presented by Jake White and Eddie Jones, coaches of the 2007 IRB World Cup champions, in Johannesburg, Durban and Stellenbosch during the next two weeks. The courses, aimed at improving the level of rugby coaching at schools, includes analysis, pre-season training, conditioning norms for age groups and will cover topics like nutrition, developing your coaching team and playing system, philosophy of the game, patterns of play, developing an annual programme, practice schedules and drills.

Mikasa official game ball supplier of the FIVB



Mikasa signed an agreement with the Federation Internationale de Volleyball (FIVB) to make Mikasa the official game ball supplier of the FIVB Volleyball and Beach Volleyball Events including the 2016 Rio de Janeiro Olympic Games. The contract was signed by Jizhong Wei, president of the FIVB, and Taketoshi Saeki, president of Misa Corporation (pictured here) on February 8, 2011 at Lausanne, Switzerland.

Columbia Grape escape makes its debut today



The Cape Argus Mountain Bike (MTB) challenge (which starts on Saturday) will coincide with a three-day stage race, the Columbia Grape Escape (which starts today) at Boschendal Wine Estate in Franschoek on Sunday. More than 5 000 cyclists are expected to arrive at Boschendal Wine Farm on Sunday. This will be the debut of the Columbia Grape Escape marking a 225km mountain bike route which is part of the exhilarating events ahead of the Cape Argus Pick 'n Pay Cycle Tour (13th of March).

Dunlop D squad juniors excel



Dunlop D Squad player and national U14 Champion Musawenkosi Mpondi took the U14 title at the Slazenger Coastal Classic in December. Slazenger was the official sponsor of the Western Cape tournament and Dunlop took the opportunity to display their new Biomimetic range and arrange demonstrations – with very positive feedback!

[Read more](#)

DueSouth Xterra attract record crowds



Dan Hugo and Carina Wasle (Austria) were crowned the DueSouth Xterra SA 2011 Champions on Saturday 26 February in Grabouw when they finished the route in 2hours15mins and 2hours 41mins respectively. They were welcomed by the largest crowd that Xterra Grabouw has ever attracted.

[Read more](#)

CAL athletes excel at Dusi



9 of the 12 paddlers from Martin Dreyer's USN and Hi-Tec-sponsored Change a Life (CAL) Academy finished under the top 24 paddlers at the 2011 Dusi Canoe Marathon. Eric Zondi (pictured here) came 4th overall, ahead of previous K1 Dusi champions and paddling legends, Hank McGregor (5th) and Len Jenkins (6th).

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Fascinating adventure talks become regular



The second evening of Fascinating Expedition & Adventure Talks (FEAT) was held in Cape Town on the 12th of February. FEAT is set to become an annual event and the next FEAT event will be held in Johannesburg in September/October this year. Tatum Prins, one of SA's top female adventure racers, was one of the guest speakers at the event – her 7minute talk can be seen here.

[Read more](#)

Kris Jenner and Kim Kardashian Shape-up ambassadors



Skechers, locally distributed by Footwear Trading, signed a global Shape-ups marketing partnership with US socialite Kim Kardashian and her mother, Kris Jenner, stars of a reality TV show. The Skechers Shape-ups fitness footwear line offers a variety of styles and specialised features to meet the varied workout needs of every individual and the personal style of each Kardashian family member is highlighted throughout the extensive collection.

New Balance sponsors rugby



Sportswear brand New Balance is the off-field apparel and footwear sponsor of the UCT Ikey Tigers competing in the 2011 Varsity Cup. It is the second season that New Balance will be sponsoring this rugby brand with customised tracksuits, golf shirts and other items.

Job classifieds:

Super-Brands is looking for a new brand manager for Karrimor (karrimor.com). Interested candidates must have experience in outdoor retail or supply. Responsibilities will include managing staff and stock and ranging and sourcing Karrimor products. You will need to have a firm understanding of financials, and be able to manage budgets and performances within the brand. Categories include hiking, climbing, outdoor accessories, footwear and clothing as well as general outdoor equipment. The position will be based in Cape Town at our Head Office, Industria 2 near the Cape Town Airport. All interested candidates to please send your details to careers@super-brands.co.za.

Agents wanted:

Nationwide commissioned sales gents required for the Lonsdale brand (lonsdale.com). Focus on Lonsdale boxing equipment, gloves, protective gear and more. Apart from sports retailers, they will also be marketing to academies, gyms and boxing facilities. All Interested candidates to please send your details to careers@super-brands.co.za.

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