



News Trader

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



Latest Sports Trader now out



The April/May issue of SA Sports Trader is out and should reach you soon.

Articles to look forward to include:

[Challenges faced by footwear and apparel brands](#)
[Consumer Protection Act: Implications for retailers](#)
[Recommending the right outdoor shoe](#)

[See more of the latest articles](#)

Two Oceans Expo again a hit



The Two Oceans Marathon Expo was, once again, a hub of activity as runners, their friends and families and other interested Capetonians flocked to the Good Hope Centre between 20-22 April to see the latest running-related goods and stock up on accessories. Especially the stands of nutritional product brands were swamped by visitors buying fuel for the race.

[See slideshow and read more](#)

Gilbert RWC ball officially launched



The Gilbert Virtuo, the official match ball for the RWC 2011, was officially launched in Cape Town on April 14, with a demonstration by some of South Africa's top kickers Braam van Straaten, Percy Montgomery and Louis Koen that with the Virtuo, "anybody" can become a kicker. After some coaching, extreme athlete Ryan Sands and radio personalities Ryan O'Connor and Mark Bayly, put the kicking theory to the test – with mixed results.

[Read more](#)

SAFA to buy rights for Bafana Bafana trademark



Bafana Bafana trade name holders Stanton Woodrush issued another statement that the SA Football Association (SAFA) approached them to negotiate the sale of the Bafana Bafana trademark in class 25. Following a meeting on 20th April 2011, Stanton Woodrush submitted a proposal to SAFA to sell the class 25 rights. No further statements will be made until the conclusion of the negotiations.

FEAT award launched



Following the success of the inspirational Fascinating Expedition and Adventure Talk (FEAT) events the first FEAT award was announced this month. The FEAT Award invites applications from adventurers, of all ages, for funding that will assist in making an adventure possible.

[Read more](#)

Columbia wins three industry awards



Columbia has scored big this season with three industry awards. The Peak to Peak jacket, featuring Omni-Dry, won Outside Magazine's Gear of the Year award in the shell category. The Omni-Heat Squall Line Bib and Parka took the

Short news

Marlene Marais, marketing manager for Capestorm for the past 9 months, will be joining Media24 from the beginning of May, where she will be working on the Runners World and Bicycling magazines.

Salomon-sponsored Ryan Sandes will depart next week to tackle what is considered one of the most difficult 100km ultra-trail marathon events in the Southern Hemisphere – The NorthFace 100. The 4th edition of the NorthFace 100 will be starting on the 14th of May in the World Heritage-listed Blue Mountains National Park in Leura, Australia. Sandes is moving away from multi-stage endurance events for 2011 to focus mainly on one-day mountain ultra-trail races.

Trade shows

Visitors to this year's SAFTAD fishing tackle trade show who pre-register, will receive a complimentary food or drinks voucher (one per company). To pre-register for this popular show, held on 23-24 July at the Unisa centre, 2 Vinton Road, Ormonde Ext 1 in Johannesburg, contact Mary-Ann Hodgskin at maryann@mweb.co.za or Tel: 011 943 4921 or Cell: 083 795 5588. Retailers will also receive registration forms with their April/May issues of Sports Trader. Akals will this year be exhibiting all their products – including non-fishing products for cycling and outdoor – in the Edcon Centre, next door to the SAFTAD trade show, at No 1 Vinton Road, Ormonde.

spo Beijing (formerly ispo China) has announced that next year's show will be extended to four days from the 22nd – 25th of February 2012 due to high demand. The extended running time will allow trade show participants to attend all conferences, forums and seminars. Moving the trade show dates to February this year revealed a successful date for future shows. The 2012 show will once again be held at the China National Convention Centre



prize as the best new fishing outerwear in Field & Stream Magazine's Best of the Best award. This is the second season in a row that Columbia has received this award. Shape magazine has awarded the Switchback 2 Low its Get Fit Shape Shoe award for 2011, naming it the Best for Distance Trail Running.

Anderson now Slazenger ambassador



Slazenger announced that James Anderson, Lancashire and England star, has joined them as an ambassador. Anderson, who burst onto the International cricketing scene in 2002 at the age of 20, will be endorsing Slazenger's new V Series equipment. In 2003, after numerous match winning performances, Anderson was named the first player in 54 years to win the England Young Cricketer of the Year Award unchallenged. Since then he has developed into one of the most feared pace bowlers in international cricket and was a key member of both the 2009 and 2011 Ashes winning England sides.

New Balance teams up with elite cyclists



New Balance will be the official 2011 athletic shoe and compression apparel partner for official athletic shoe and compression apparel partner for off-bike training for Team Garmin-Cervelo, the elite US professional cycling team. New Balance will provide athletic footwear and technologically advanced compression apparel to the team of 64 riders for all off-bike activities, as part of their conditioning-improvement programme.

[Read more](#)

Canterbury sponsors schools rugby



Canterbury is sponsoring the jerseys of the South African College Schools (SACS) rugby teams. They launched their sponsorship at the Cavendish store in March where all players had their personal jersey handed over by rugby legend Percy Montgomery. After a speech by the 1st team captain each player signed the CCC wall of fame. Canterbury was also associated with the 2011 St John's Rugby Festival held at the school over the Easter weekend. St John's College has a long and proud history with rugby which has been played at the school for 79 years. With the recent introduction of Preparatory schools participating at the Easter Rugby Festival, the sport is set to grow and increase in popularity in the years to come.

Sport summit in Cape Town



Entries for the international Beyond Sports Awards 2011 closed on May 1. The winners of these awards for the best sport development projects from across the world will be announced at the Beyond Sport Summit and Awards 2011, which will be held in Cape Town from 5-8 December this year. It will be the third annual summit, the previous one held in Chicago, where the use of sport as a vehicle for positive social change will be celebrated.

[Read more](#)

Minor changes in stage two of ProNutro AfricanX Trailrun



The organisers of the ProNutro AfricanX Trailrun presented by New Balance announced that stage two of the three day stage race will undergo a minor change due to the recent fire in Kleinmond. According to Pieter du Plessis, race director, the decision to implement changes to stage two was taken to ensure a scenic experience on the longest of the three stages.

[Read more](#)

Job advertisement:

(CNCC) in Beijing.

Interbike opened registration a month earlier this year for its September trade show and show organizers have seen a 160% increase in buyer registration compared to last year during the same time span, with more than 2 300 qualified buyers so far. Manufacturers, retailers, press and advocates representing categories across the cycling industry will converge on Bootleg Canyon in Boulder City, Nevada, September 12-13 before their meetings and presentations at the Interbike trade show at the Sands Expo & Convention Center in Las Vegas September 14-16. To register as an attendee visit interbike.com/register.

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

A sports wholesaler is looking for an agent to represent them in the Gauteng and outlying regions. Must have previous experience and a good understanding of the Gauteng fishing market. We already have a strong customer base, but are looking at growing our current market share. We supply a large variety of sport, underwater and fishing products with established brand names. Please fax a short CV to 086 590 6419.

Classifieds:

An outgoing young man with a genuine interest in others is looking for a position as a representative in the sports industry. According to an international personal profile analysis his natural approach is to adopt the role of advisor, and to be enthusiastically suggestive in getting others to accept his decisions. He has an Institute of Marketing Management Certificate in Sales and Marketing and a strong family background in cricket. He played first team rugby and cricket at Grey High in PE. Contact Duncan Emslie on davee@cricket.co.za or duncanemslie@webmail.co.za or Tel: 073 206 0845.

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