



REPORT: PRESIDENT & CEO ROBBERT DE KOCK

THE CHANGING LANDSCAPE

2018 showed an intense but successful year with various signals to the change of roles for industry federations like ours. The focus on lobbying in our expert areas remains but there is a clear signal that other services are a need to survive. In the meantime, the industry is strongly focused finding their strategies and position in the new way of communicating and selling products, taking in consideration new laws that create additional costs and challenges (GDPR). Our empowerment for reaching our goals 2018 brought us invaluable and positive pay-offs. Our commitment, to identify, develop and solve areas of common interest for the sports industry worldwide was, and still will be, our responsibility and in 2018 we made further steps in our fast moving world.

The importance of the WFSGI as contributor with a binding-role between the different stakeholders has grown in size and influence. A major task for us is to ensure the promotion of high significant subjects and to represent the sports industry. We are proud and, more than that, delighted to deliberate positive results showing the importance of our work and effort.

2018 brought giant changes and development to our federation. A new strong, committed and intendend team came together to pursue a proactive collaboration to handle global topics. Four new teammates are substancialy enriching with knowhow and peresverance our internal processes, sustaining and gliding projects with the objective to support and promote individual and collective initiatives delivered by WFSGI members.

Crucial goals have been achieved in 2018 like the long-awaited launching of The WFSGI Compliant Labelling Requirements Database, a result of the WFSGI's exclusive partnership with Compliance & Risks. The industry wide survey to increase awareness and understanding of the physical activity programmes being delivered by the WFSGI membership that are aimed to reduce physical inactivity levels. Our membership with GAISF is reinforcing positively to our sport stakeholders initiatives and are an important part for new performances.

With the 6th edition of the World Manufacturers Forum, the WFSGI offered again the benefit of reaching cross-industry exchange with high-level keynote speakers with stimulating topics. We are glad and satisfied of delivering creative answers and solutions to the exponential development and introduction of new technology affecting the whole supply chain starting from material sourcing to final purchasing of products.

In 2019 we will continue to strengthen the WFSGI's constructive relations with the IOC with the aim of implementing positive changes for the sporting goods industry and the athletes prior to Tokyo 2020. We will further expand our service portfolio in legal to support our members in their daily work.

My special thank you goes to all different experts of the WFSGI member companies, to the WFSGI Board, Committee Chairpersons, Committee Members and all the people who are continuously driving the federation and the industry to the next level, supporting the WFSGI by bringing together their engagement and know-how.

With best personal regards,

Robbert de Kock
WFSGI President and CEO