



## Chairman's word...

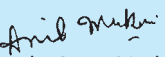


Dear Members,

The export figures compiled by the Council for first six months of the current year on the basis of export returns submitted by members, do not show a healthy trend. Most of the items have shown a negative growth as compared to the same period last year. The Govt. on its part is trying to provide full support to exporters in these difficult times. I would recommend that exporters should intensify their marketing efforts.

I have noted the enhanced participation by members in various export promotion activities this year. I understand, participation in Sports Source Asia, Hong Kong last months was successful. I would also like to take this opportunity to wish our participants in Soccerex Fair, South Africa, all the very best, which is being held from 30th November to 2nd December, 2009.

We had a very fruitful meeting with Secretary General, World Federation of Sporting Goods Industries, Switzerland during his recent visit to India. WFSGI has offered its full support to the Indian sporting goods industry for promotion. We must use the channels provided by WFSGI for promotion of the industry.

Your Sincerely,  
  
 (A.G. Mukim)

## Indian Sports Goods Showcased at Sports Source Asia



*Mr. Klaus Dittlich, Managing Director, Messe Munchen International visiting the Indian Stands at SSA*

The Council participated in Sports Source Asia (SSA), Hong Kong, held from 28 to 30 October, 2009. The exclusively set up India Pavilion consisted of display by 8 exhibitors with varied product profiles.

Sports Source Asia'09 attracted about 42 buying missions from various countries and regions. As reported by Indian exhibitors, 140 buyers visited Indian stands out of which more than 50% were from outside Hong Kong. The participants collectively received about 90 enquiries and anticipate business worth Rs. 2 Crores.

Sports Source Asia is an established premier sourcing point for sports equipment, sports apparel and accessories in Asia. This edition featured a wide variety including sportswear and equipment for water sports, gym, track & field sports and much more. It was co-organized by Hong Kong Trade Development Council (HKTDC) and MMI Asia Pte Ltd (MMI) at Hong Kong Asia World Expo Centre from 28th October to 30th October, 2009.



The first two editions of SSA'09 have established this trade show as a premier sourcing point and this was the 3rd edition of the fair. The exhibition was spread over 5832 sq. meters area with total 216 exhibitors from eight countries and regions. More than 70% of exhibitors were from overseas (outside Hong Kong). There were four National Pavilions in all, from Korea (organized by Korea International Trade Association), Taiwan (organized by Taiwan Sporting Goods Manufacturers Association), Ningbo (China) and from India. ■



A view of Indian stands at SSA



## WFSGI Secretary General, Mr. Robert De Kock visits India

Mr. Robert De Kock in meeting with Mr. Rajan Mayor, Vice Chairman, SGEPC



Mr. Robert during visits to sports goods factories



## Health and Fitness

### ACSM Survey Predicts 2010 Fitness Trends

A lasting trend is developing in health and fitness, according to an American College of Sports Medicine (ACSM) survey. The importance of experienced and educated fitness professionals remains the top predicted fitness trend for the third straight year.

Consistent with 2009 results, the elevated importance of experienced and educated fitness professionals was identified as the top trend of 2010, likely due to increased industry regulation and an influx of specialty certifications and educational programs available for these professionals.

Strength training surged to second in the rankings, an indicator of the increased focus on strength training for various populations. Though strength training once was viewed only as a training method for male bodybuilders, more average exercisers and women are realising its importance for healthy bones, muscles and aging.

#### **The top 10 fitness trends predicted for 2010 are**

##### **Educated and Experienced Fitness Professionals**

Because of an increase in the number of organisations offering health and fitness certifications, it's important that consumers choose professionals certified through programs that are accredited by the National Commission for Certifying Agencies, such as those offered by ACSM.

##### **Strength Training**

Strength training is an essential part of a complete physical activity program -- for all physical activity levels and genders. In addition, some health clubs still focus exclusively on weight lifting and strength training.

##### **Children and Obesity**

Health and fitness professionals see the growing problem of childhood obesity as an opportunity to reverse an alarming trend. There is also an increasing market demand for programs tailored to overweight and obese children.

##### **Personal Training**

Education, training and proper credentialing for health and fitness professionals who act as personal trainers has become increasingly important, and is an integral part of staffing for health and fitness facilities.

##### **Core Training**

Different from strength training, this type of training specifically emphasises conditioning of the middle-body muscles, including the pelvis, lower back, hips and abdomen -- all of which provide needed support for the spine.

##### **Special Fitness Programs for Older Adults**

With more and more of the baby boomer population reaching retirement age, health and fitness professionals are designing age-appropriate fitness programs to keep older adults healthy and happy well into their golden years.

##### **Functional Fitness**

This is a trend toward using strength training to improve balance and ease of daily living. Functional fitness and special fitness programs for older adults are closely related.

##### **Sport-specific Training**

This trend distinctly relates to young athletes. High school athletes are incorporating training into their off-seasons in order to stay in top shape for their sports, and might join a health and fitness club or local community health organization to increase strength and endurance.

##### **Pilates**

Incorporating core training using the entire body, Pilates classes have become a mainstay of many health and fitness clubs. Pilates also improves flexibility and posture.

##### **Group Personal Training**

Perhaps the most surprising top-10 trend of the survey, group personal training involves small groups, in lieu of one-on-one instruction. The trend may reflect economic difficulties and makes financial sense for both the client and the trainer. ■





## Sport and Leisure Trends

### UK to develop health and fitness market

With UK obesity levels predicted to rise in the future, there is likely to be an increase in general physical exercise referrals to tackle this problem. Health and fitness clubs are likely to be provided with a ready-made customer base for the future. The sector is, however, slowly moving towards the concept of wellness and preventative care and this provides a great opportunity for the growing spa market.

#### Effect of demographic changes

By the year 2010, the number of people over 55 will have increased. As the proportion and number of 'time-rich and cash-rich' customers rises, the industry will need to capitalise on the opportunities this will provide.

#### Government initiatives

The UK government, through Sport England and other regional bodies, is investing money into schools, community sports, elite sports, coaching provision and training for PE teachers. It is anticipated that job opportunities will increase in sport development and coaching.

#### London 2012 Olympics Games

Hosting the London 2012 Olympic and Paralympic Games will have far-reaching effects on community regeneration, with a predicted 70,000 new jobs and £17 billion investment.

#### Industry health promotions

Initiatives such as Active at Work aim to reduce the number of overweight people in the future by encouraging them to join a health and fitness club. Companies investing in promoting exercise and fitness are likely to get a return in reduced absenteeism, increased productivity and staff morale.

#### Tax concessions


The Fitness Industry Association (FIA) continues to lobby for tax concessions for individuals' spending on health clubs. They argue that healthier lifestyles reduce obesity and overweight-related treatments for The National Health Service (NHS).

#### Impact of legislation

The introduction of the Smoking Ban Law across England on 1 July 2007 has already led to a decline in bingo participation and it is anticipated that this decline will continue. In Scotland, 10 clubs have already closed. It is anticipated that exposure to second-hand smoke for people working in places such as

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bingo halls will drop. Following the Gambling Act 2007, gaming and betting employers can now advertise their services.

17 new regional casinos are due to open as a result of the Act, which should result in new job opportunities.

The passing of the Unlawful Internet

Gambling Enforcement Act (UIGEA) 2006 is predicted to lead to an increase in US online gaming providers relocating to the regulated UK market. Mergers between US and UK online gambling companies is likely to occur, with an emphasis on accessing Asia. There is likely to be an increased need for skilled bilingual (Asian/English) software and online gaming developers and website designers.

The capping of the working week to 48 hours, minimum-wage legislation and limitations on night-shift working hours are expected to affect the sector's future. Changes to the culture of long working hours will increase the sector's reliance on part-time shift workers, in particular in the online gaming and betting industries.

#### Impact of technology

Continued technological advances, e.g., improved internet web-based platforms, security, video streaming, bandwidth and interactive high quality screens will contribute to making the player experience more enjoyable and satisfactory. Graduates with a computer-science-related or electronic engineering degree and programming skills should be in particular demand. ■

## Lightweight Flame Resistant Fabric Introduced by Milliken

Milliken & Company, one of the world's largest privately-held textile and chemical manufacturers, has announced the launch of a new lightweight flame resistant (FR) fabric, as part of its Amplitude line of workwear fabrics. Amplitude is the company's line of patent-pending premium, high-performance FR fabrics for industrial workwear.

According to Milliken, the new six ounce per square yard Amplitude fabric is one of the lightest weight 88/12 cotton/nylon fabrics to be recognized by UL for compliance to NFPA 70E (HRC2) electric arc and NFPA 2112 flash fire protective clothing. The fabric is made completely in the United States, and has the same benefits as the other fabrics in the Amplitude line, including soft hand, increased breathability, and improved strength.

Milliken says that the newly enhanced proprietary fabrics are processed ammonia-free and are constructed of a lightweight cotton/nylon blend designed to help mitigate potential injuries due to electric arc and flash fire exposure while providing durability and superior comfort. ■

Source : *Technical Textiles Online*

## UK Schools turn to fun sports

A study by the UK's government found that cheerleading, yoga and circus skills such as juggling and trampolining are replacing competitive sports, with less than a third of students now playing team games.

Team games such as rugby union and hockey, according to a report in *The Independent*, are declining in popularity as students turn to 'fun' sports such as juggling, trampolining, skateboarding and angling, a major Government survey has shown.

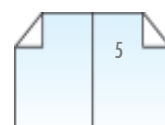
According to the study, 72% of students are failing to play regularly in competitive sporting fixtures at school; and 81% do not regularly compete against students from other schools. Some schools have no choice but to offer alternative sports because they lack playing fields and other facilities for competitive games, education, etc. The survey shows that 58% of secondary schools - and 32% schools overall - now offer cheerleading as a sport. More than one in five offer trampolining, 21% yoga and 18% 'circus skills.' But the proportion of schools offering rugby has dropped from 74% in 2006 to 66%. ■

Source : *Sports One Source*

## New Retail POS Launched by OIA and Sports One Source

Outdoor Industry Association® (OIA) has selected Sports One Source Group to develop and manage a new retail point-of-sale (POS) tracking system designed specifically for manufacturers and retailers in the active outdoor lifestyle industry. The new system is scheduled to launch in February, 2010, and will provide broad, in-depth coverage of weekly retail sales of outdoor products in channels ranging from full-line sporting goods and outdoor specialty to family footwear, department stores and Internet/catalog retailers. The new Internet-based reporting system is a result of an eight month audit of retailers and manufacturers and will be available via the OIA website (outdoorindustry.org). ■

Source : *Sports One Source*

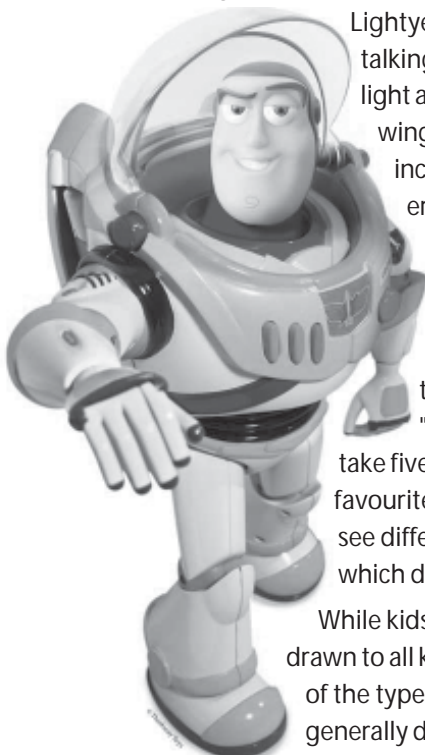


## Hot Holidays Toys

### Retro items, motorized gadgets, arts & crafts feature

The Canadian Toy Association held its seventh annual "Hot Toys for the Holidays" media event where a select group of toddlers to tweens tested dozens of activities, toys and games which the association anticipates will be in demand. Spokesman Jeff Hurst says they are definitely seeing the retro trend this year, notably with the re-emergence of Buzz Lightyear from the popular "Toy Story" movie franchise.

"We haven't seen Buzz on the toy shelves for a while and he's out this Christmas which is great (for) a lot of kids who didn't know who Buzz Lightyear was before," he said of the talking action figure, which features light and sound effects and pop-out wings. Other blasts from the past include an updated draw-and-erase Etch-A-Sketch now featuring a joystick, as well as updated versions of classic board games like Monopoly. There isn't any indication there's a lone "it" toy this season. "I think what you'll see is if you take five kids and ask them what their favourite one is, I think you are going to see differences in their favourites which does make it a little easier."



While kids on hand at the event were drawn to all kinds of toys, divisions in terms of the types of items favoured were generally drawn along gender lines. Boys

seemed more keen on construction toys like Lego and K'NEX and most notably motorized gadgets. They tested out zooming cars, activated talking trucks and sent a remote-controlled mini helicopter swooping and circling through the air.

Meanwhile, girls generally gravitated towards arts and crafts and more hands-on activities. They were painting pictures, slicing faux cookies, moulding edible dough and channelling their inner fashionistas making mini-outfits on dress forms.

Aware of cost-conscious parents and challenging economic times, nearly half of the more than 110 toys and games showcased were priced at \$25 or less. ■

Source : The Canadian Press



## Effective and Lightweight

### Companies launch more training machines

Under efforts to boost overseas sales, China's suppliers of abdominal training equipment are widening their design selections and changing export strategies. Responding to demand for more effective products, makers have introduced machines where users can kneel on a stool and utilize the arm grips and their core muscles to slide up and down the track. The resulting arc like motion simulates the hanging leg raise exercise, one of the best ways of toning the midsection, without putting stress on the neck, back and shoulders. The movement targets hard-to-reach lower and oblique abdominal muscles.

Popular in the US and EU markets, such products are fitted with a repetition counter. Ergonomic knee and elbow cushions are incorporated for greater convenience and comfort. Price is from \$70 to \$90, depending on the thickness of the steel frame, padding material, size and maximum load capacity. Models have a 1.5 to 3mm-thick steel body and a PU or PVC cushion. They can support between 120 and 150kg. The miniaturization trend in steel equipment is also driving China makers to launch lightweight and portable designs. These are foldable as well, allowing for a space saving function. Going between \$17 and \$20, the latest releases enable users to perform smooth, full-range abdominal contractions while seated comfortably and supported properly by sponge rollers. These also help exercise the shoulder and back muscles. Other versions work the midsection through circular or swinging movements of the body along a friction-free track. They feature three resistance intensities to match users' different fitness levels. New designs account for about 60% of exports. The rest consists of conventional products, including sit-up benches and medicine balls. ■

Source : Sports One Source





### Amendment of para 2.63(ii) of HBP Vol.I regarding RCMC

**Copy Public Notice No. 16 /2009-2014, dated 10th November, 2009**

In exercise of power conferred under paragraph 2.4 of the Foreign Trade Policy 2004-2009, the Director General of Foreign Trade hereby makes the following amendment in para 2.63 (ii) of the Handbook of Procedure(Vol. I) relating to Registering Authorities issuing RCMC:-

“ Para 2.63 (ii) A status holder has an option to obtain RCMC from Federation of Indian Exporters’ Organisation (FIEIO).”

This issues in public interest.

Sd/-

**(R.S.Gujral)**

Director General of Foreign Trade and

Ex-Officio Additional Secretary to the Govt. of India

(File No.01/94/162/325/AM08/PC-II(B) Vol.I)

### Benefits against self attested EP copy of Shipping Bills (in cases where original EP copy of Shipping Bill has been negotiated by the Bank)

**Copy of Policy Circular No. 15/2009-14, dated 5th November, 2009**

To

All Regional Authorities

**Sub:** Grant of VKGUY and FPS/FMS benefits against self attested EP copy of Shipping Bills (in cases where original EP copy of Shipping Bill has been negotiated by the Bank).

Requests have been received from few firms stating that original EP-cum-Exchange Control copy of Shipping Bill have been submitted to the Bank by them for negotiation purpose and the same is not receivable from the Bank and they have requested to consider their claims under VKGUY and FMS/FPS Schemes on the basis of submission of self attested copies of the Shipping Bills.

2. The matter has been examined in the DGFT. It has been decided that before granting benefits under these Schemes, the following documents may be furnished by the applicant:

- i] An Affidavit and Indemnity Bond, where the applicant clearly states that the original EP copy was handed over to the Bank for negotiation purpose, along with a letter from the Bank confirming the same;
  - ii] Self attested photocopy of the Shipping Bill be submitted by the applicant.
3. RA to impose a cut of 2% on the entitlement as indicated in Para- 2.60 of HBP v1.
  4. This issues with the approval of DGFT.

Sd/-

**[Anil Kumar Singh]**

Joint Director General of Foreign Trade

(Issued from F.No. 01/91/180/1268/AM09/PC3)

### Business Opportunity

Mr. Luis Duque

M/s Vina Luis Felipe Edwards, **Chile**

Tel: 56-72-858245; Email: luis.duque@lfewines.com

Interested in : **Sports Goods**

# Trade Show Display

**Making your creativity more than your budget will win you business**

Your trade show exhibit display serves as a direct, powerful reflection of your company image and portrays the level of product quality and service customers can expect to receive. To be effective, the visual impact of your display must make a strong first impression and communicate your message in a matter of seconds. This small window of time is critical to attracting prospects to your booth and maximizing your sales opportunities.

**Getting Started** - As you begin considering the type, size, design, and configuration of your trade show display, answer these questions :

- What do you want to accomplish through trade show participation?
- How do you plan to use your exhibit to meet your objectives?
- How large are the events in which you plan to participate? Do they attract national, regional or local audiences?
- What location type (in-line, corner, end, island) and size of trade show exhibit display space will you reserve?
- How many events will you participate in annually?
- How will you likely transport your display to each show?
- How much money are you willing to invest in your exhibit?



**Types of Trade Show Exhibit Displays** - Whether you decide to have a custom display produced, or adapt a used or rental unit, the type of booth you need will be based on the nature of shows you attend and what you want to accomplish at

each one. Here are some standard types of trade show displays:

- **Pop-up Display:** Consists of light-weight folding frames covered with magnetic-backed fabric, vinyl, or plastic panels that create curved or angled walls.
- **Panel Display:** They can be readily adapted to different booth sizes and configurations.
- **Table-Top Display:** These displays usually have three panels with velcro-attached graphics and headlines that can be easily changed and updated.
- **Pull-up Display:** Lightweight, easy method to accent your booth. These function like a window shade in reverse and can be placed together or in different booth locations.

**Choosing a Trade Show Exhibit Display Company** - You need to carefully research companies that sell quality trade show displays and select an exhibit firm that has the expertise you want, can effectively communicate and service your needs, will deliver your booth on time, meet your budget requirements, and guarantee the work. ■

*Source : Trade Show Advisor*

**Points to Remember**

- Measure** your objectives before you reserve your space
- Conduct** a Mental Rehearsal Adopt the Proper Mindset
- Understand** Body Language Offer Takeaways
- Mark** deadlines for post fair Follow Ups
- Remember** to carry out an Evaluation

**Editor: Tarun Dewan**

*XSPORTS is the newsletter of Sports Goods Export Promotion Council*

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