



**Sporting Goods Industry Association**  
[www.sportsandplay.com](http://www.sportsandplay.com)

To promote, develop and protect the interests of the UK's Sporting goods industry'

The Sporting Goods Industry Association represents manufacturers, wholesalers and distributors of Sporting goods. The association brings together the power of the sports brands across many elements of sport for the benefit of the industry as a whole.

The main aims of SGIA are to:

- Liaise with Government and the EC Commission on all legislative issues directly affecting the UK Sporting goods industry members
- Assist with the development of industry specifications
- Promote the positive aspects of Sport through combined marketing
- Support and co-operate with national associations and governing bodies with regard to matters of common interest
- Act as a single voice to the Press on relevant issues

Through the combined power of the Brands, Media and Buying Groups, SGIA believes it can make a significant difference to ensure the Sporting goods industry continues to have a bright future.

SGIA's objectives for 2008 are to:

- Work with governmental departments on mutually beneficial projects to develop the sports market
- Enhance communication within the industry
- Provide and share market statistics
- Address relevant industry issues
- Work closely with FESI on European lobbying

A major focus for SGIA in the coming years is to increase participation within sport in the UK. With the 2012 Olympics fast approaching there is a real need to ensure that the games are not just a great spectacle in London but that they also create a legacy in UK sport for many generations to come.

One of our major objectives is to work with its members and the relevant bodies to increase participation in sport. This is beneficial to all concerned as ultimately increased participation results in a stronger trade, continuous growth and a successful industry.