



TaiSPO

Taipei Int'l Sporting Goods Show 2009

March 19-22

www.TaiSPO.com.tw

E-mail: taispo@taitra.org.tw

Bulletin Board



Show Dates & Hours

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Exhibition Extra

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Experts discuss risk management amid downturn

Aside from showcasing the newest sporting goods, the 2009 TaiSPO also featured seminars on the latest industry developments and trends by notable international speakers.

Jochen M. Schaefer, World Federation of the Sporting Goods Industry (WFSGI) legal counsel, underscored the importance of redefining business models during his talk on "Financial and Economic Crisis in Europe — Risks and Opportunities for Taiwanese Sporting Goods Companies in 2009."

Schaefer urged local companies to be innovative, knowledgeable, and informed to succeed in

Europe, as well as to view current risks as opportunities. "In a crisis situation, if a company has a good product, then it can actually gain market share."

Raul Sergio Hacker, director of WFSGI Board-America, said in "Brazil Continues to Grow Despite the Crisis" that the South American country's sport market is estimated at US\$10 billion and is expected to continue to grow by 20 percent per year for 2009 and 2010.

Hacker said that since the Brazilian market is very expensive, those who import from the outside usually have a better price than those who produce locally.

Alberto Bichi, secretary-gen-



Clockwise from top left: Jochen M. Schaefer, WFSGI legal counsel; Raul Sergio Hacker, director of WFSGI Board-America; and Alberto Bichi, secretary-general of the Federation of the European Sporting Goods Industry.

monized standards, and a conformity assessment policy.

The new approach makes it much easier for legislators to agree on essential principles rather than on technical details, and directives do not need to change to meet changes in technology, he said among the benefits of the new approach.

Taiwan products bewilder buyers



Odd Arne Steffensen is a buyer from Norway.

Michiel Lips, buyer from Netherlands-based Telstar Trading BV, was a buyer at 2009 TaiSPO.

"We supply for shops under Dutch travelers' organizations, so we are mainly looking for products related to traveling and safety," he explained.

He was especially drawn to Taiwan-manufactured snow steps, which are tied to the shoes to keep people from falling on snowy or slippery grounds.

"These simple snow steps can help elderly get just a little extra grip when there is frost or snow," he said.

Lips said he also took an interest in Taiwan-made ski helmets.

"I am convinced of the quality of the Taiwanese helmets," he said.

Another buyer at the trade show was Odd Arne Steffensen, managing director of Beach Mountain, a Norwegian retailer of fitness apparatus.

"We will definitely make some appointments with several Taiwanese suppliers," he said.

Procurement meeting sees positive response

On Friday, TAITRA hosted a procurement meeting for manufacturers and buyers of sporting goods. Over 100 companies registered to participate in the meeting. It mostly included foreign buyers seeking to import products from Taiwanese manufacturers. Both buyers and manufacturers were generally enthusiastic about the meeting.

"I definitely like Taiwanese goods, because they have some very

good quality products. And then there's a number of goods that you're buying from a middleman in North America, but actually they're made over here anyway," said Mark Jeffery, buyer for Canadian firm Fitness Depot.

Jeffery said coming to Taiwan allowed him to deal with the manufacturers directly, so he could make sure quality control met the company's standards.

He said his company kept strict standards for other issues such as working conditions, environment-friendliness and packaging materials. "This results in the fine quality of our products and trust from our customers," he concluded.

Also Julian Chou, representative of Alexandave Industries Co., said TaiSPO is a cost-saving and easy way to market the firm's products to international buyers. "At this exhibi-



tion, we've introduced TPU plates for weights, and the reactions so far are plenty and generally quite positive," he said.

Star climber promotes Afar products

One of the most innovative products showcased at this year's 2009 Taipei International Sporting Goods Show (TaiSPO) was Afar Sports Ltd.'s Sky Wall indoor climbing machine.

Featuring a shock absorbing mat and photovoltaic sensor that prevents users from being caught by the machine's rolling deck, the Sky Wall can be adjusted to 10 speeds and to incline angles between -7 to 15 degrees.

Kris Lee (see photo), who represents Taiwan at the 2009 World Games in the rock climbing competition, said the Sky Wall is a very convenient and safe exercise machine that anyone can use at home.

According to Jason Huang, Afar exercise physiology engineer, the Sky Wall took about two years to



develop and is already being sold in the United States, Australia, and Taiwan. It was developed and is manufactured in Afar's headquarters in Taichung.

"Compared with man-made rock walls, the Sky Wall is much safer to use and there is no need to wear ropes, harnesses or any rock climbing gear," said Amy Tseng, Afar assistant manager.

Available in three sizes and a kids' version, the Sky Wall is priced at about US\$2,000 to US\$5,000, depending on the model. Set-up requires about an hour.

Other novel products by Afar include the Surf's Up cardio shaper and the Ski-Skate Trainer (Body Glide). Its booth is C322.

Housefit products suitable for both homes, public arenas

Housefit, as the name suggest, primarily produces fitness equipment and accessories for the average home.

However, this year Housefit decided to launch a new series of semi-commercial equipment to meet the growing demand from hospitals, salons, and schools. The major difference between equipment for the home compared to elsewhere is the length of usage of the equipment. Whereas in the home, a person may work out maybe once a day, at school, students may be using the machines all day long.

Housefit, like many other equipment makers, does not focus its business on the island. Taiwan people tend not to use fitness equipment as much as Western countries because of its temperate climate and people's habit of exercising outdoors.

Taiwanese also prefer equip-



ment that includes some sort of entertainment such as music or interactive screens.

Housefit primarily sells to buyers from Europe and the Middle East.

Darren Hsu, a salesperson from Housefit, explained that fitness equipment makers tend to do better in places where it is either particularly hot or cold because people don't like to exercise outside in extreme climates and prefer exercising in the comfort of their homes and gym.

You can visit Housefit at Booth B935 at the TaiSPO exhibit.