**FSPA Export Strategy for the Sports and Play Industry**

**Situation Analysis**

The Federation of Sports and Play Associations (FSPA) is the national not-for-profit umbrella trade body representing and promoting the interests of 13 trade associations and over 500 member companies within the UK Sports and Play sectors.

The FSPA requires an export strategy to deliver sustainable growth to the UK Sports and Play industries by bringing together the whole value chain in partnership with Government, to grow exports and reduce trade barriers.

**Objective**

In 2017 the FSPA will assist 50+ UK companies within the sports and play sectors to exhibit at trade shows around the world in order to showcase the UK sports and play industries. This will lead to improved recognition of the industry and an increase in UK exports.

**Strategy**

1. **Challenge Trade Barriers**

The FSPA will challenge trade barriers such as import duties that are restricting the growth of the UK sports and play industry export in key markets.

1. **Identify Key Opportunities for World Wide Trade Shows**

The FSPA will identify key opportunities for trade show around the world that present an opportunity to showcase UK sports and play industries.

1. **Membership Communication**

Member companies under the FSPA umbrella will work with their own associations and the FSPA will discuss their key concerns with UK Government.

1. **Raise Awareness of The Department of International Trade (Dit)**

The FSPA will raise awareness of DiT within its membership to encourage them to export more.

**Tactics**

1. **Challenge Trade Barriers**

The FSPA will challenge trade barriers by working closely with members, non-members and UK Government. The FSPA is an active member of the Federation of the European Play Industry (FEPI) and the Federation of the European Sporting Goods Industry (FESI) and works alongside UK partners such as National Governing Bodies, County Sports Partnerships, The Youth Sport Trust, Sport and Recreation Alliance, Sport England and other government departments and agencies.

The FSPA will also further its relationships with the World Federation of Sporting Goods (WFSGI), MEPs and EU Governments. Issues will be discussed/resolved to prevent barriers to trade in 2017.

The FSPA will also keep abreast of changes coming from the EU Parliament. Information obtained will be passed on to members and UK Exporters within the Sports and Play Industries.

1. **Identify Key Opportunities for World Wide Trade Shows**

The FSPA will identify key opportunities for Trade Shows around the world by working with exhibition organisers who are expanding their portfolio. Exhibitions UK and worldwide are on the majority of Association agendas plus we will provide feedback at events - UK and worldwide - from attendees, which include members and non-members.

1. **Membership Communication**

Members will receive information from the FSPA on trade barriers as they arise (these are normally issued through EU policy, but can relate to individual country trade barriers). Members’ concerns will be relayed to the UK Government by the FSPA who will lobby the EU and MEPs.

Association Managers, who have a strong knowledge of the parts of the industry that they look after, will provide export advice and export market information to member companies. These communications will be sent via our Sports and Play Association website, individual Association websites, Twitter, LinkedIn, Facebook, trade magazines and members’ e-newsletters and seminars.

The FSPA will run a number of seminars on International Trade in 2017 plus work with members on Brexit.

The FSPA will work closely with a variety of magazines in the sport and play sector. These publications will provide us with editorial on a variety of topics including releasing information on export and advertising the new grants that we administer for DiT.

1. **Raise Awareness of DiT**

To raise awareness of DiT within its membership and encourage members to export more, the FSPA will utilise the GREAT campaign and its imagery to promote the sports and play industries. The DiT marketing materials will be prominent at all overseas trade shows that the FSPA attends.

The FSPA holds a database of non-members, to help it reach new exporters. This database will be utilised to communicate topical information on an as required basis.

The FSPA will set up a special export group for small companies within the sport and play industry; this will consist of members and non-members. It will assist those that have just started to export or are looking to export.