

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 15 trade associations and over 500 member companies within the UK Sports and Play sectors. The FSPA employs 5 full time Association Managers and 1 part time Association Manager.

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 2015 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.

2. 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.

3. 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.

4. Raise Awareness of UKTI

The FSPA will raise awareness of UKTI 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, other government departments and agencies.

The FSPA will also further its relationships with the World Federation of Sporting Goods (WFSGI), MEP's and EU Governments. Issues that will be discussed/resolved to prevent barriers to trade in 2015 include:

- Free Trade Agreements
- GSP Countries / Changes
- Union Customs Codes

- Additional Duties levied by countries – i.e. Turkey

The FSPA will also keep abreast of changes coming from the EU Parliament and Countries, in 2015 this will include:

- EU Directive on Lightweight Plastic Bags
- Triman – France
- EU Circular on Economy Package and Waste Policy Review
- Reach 2018
- EU Trade Mark Legislation
- Textile Labelling

Information obtained will be passed on to members and UK Exporters within the Sports and Play Industries.

2. 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 of exhibitions and with members at meetings (both Executive and General).

The topic of ‘Exhibitions UK and Worldwide’ will be added to the majority of Association’s Agendas. Feedback will also be solicited from attendees at UK and worldwide Trade Shows (this will encompass members and non-members).

3. 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). Member concerns will be relayed to the UK Government by the FSPA who will lobby the EU and MEP’s.

Association Managers (who have a strong knowledge of the parts of the industry that they look after) will provide export advice and give 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 member’s e-newsletters and seminars.

In 2015, we will hold the following seminars on International Trade:

- Design rights in the sports industry- protecting the shape of your product
- Game set and match: the essential guide to protecting your brand
- Character merchandising - can you bend it like Beckham
- Credit Insurance

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 UKTI.

4. Raise Awareness of UKTI

To raise awareness of UKTI 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 UKTI marketing materials will be prominent at all overseas trade shows that the FSPA attends. In 2015 the FSPA will have a presence at the following international trade shows:

- PGA Merchandise Show – January 2015
- ISPO Munich – February 2015

A new ISPO exhibition has just been launched (a sports show that will take place in Shanghai- July 2015) the FSPA will monitor this show, with a view to taking part in 2016.

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.