

A new Chairman for Olympic issues

Lausanne, August 3rd, 2010-

The WFSGI has nominated a new chairman for its CISO committee (Committee for International Sport Organizations) in the person of Mr. Wolfgang Schnellbügel (52), Managing Director of SPORT 2000 International GmbH. Mr. Schnellbügel has a long industry experience and is specialized in the retail sector. Leading the committee is a new challenge he is welcoming with pleasure. "SPORT 2000 is one of the major retailers in the world and has to be present in the very important committee. It is my pleasure to take the responsibility to chair it", says Mr Schnellbügel.

Wolfgang Schnellbügel started his career in the sporting goods industry with apprenticeship in wholesale and foreign trade followed by commercial studies. He occupied positions like Director Marketing and Sales Business Unit Manager and entered SPORT 2000 as Managing Director SPORT 2000 Deutschland. He reached his position at SPORT 2000 International in 2006.

Mr Schnellbügel will, as did his predecessor Mr Rovers, have the support of the two Vice-Chairmen of the committee in the name of Celia Muir (head Global Marketing Speedo) and Jean-Pierre Morand (Sport Lawyer – Carrad et Associés). Together with the committee members, they will form an important balanced group to handle all the IOC and International Federation issues.

The CISO Committee represents the WFSGI as the industry consensus voice to all sport federations and organizations by promoting maximum and equal benefit to all WFSGI members and the sporting goods manufactures' community at large. The current Committee agenda involves detailed coordination with the IOC and other International Sports Federations on brand exposure at and around sanctioned events, including; kit specifications; advertising; Restriction of ambush marketing; Olympic ticketing and technical accreditations for WFSGI members; and much more.

"We are proud to welcome Mr Schnellbügel in the in the important role. His experience, knowledge and neutral view will positively influence the work of the committee", says Mr John Larsen, WFSGI President.