

PRESS INFORMATION

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SPORT 2000 International

Roundtables: cooperative exchange with industry delivers solutions for the 2021/22 winter sport season

SPORT 2000 is acting to support all retail partners on an international level in order to overcome the current situation. By means of a digital roundtable with the industry, the association is working hard to come up with solutions for the next winter season 2021/22. One of the focal points of the discussion is an adaptation of the order management to the current situation. The first results of the discussion are changes of the model policy, industry partners will significantly increase the number of carry-over products and revised order deadlines.

Together with industry partners in winter sports, SPORT 2000 – the association of specialist sports retailers – is concentrating on close, cooperative exchange. The current aim is to help everyone through the situation caused by the COVID-19 pandemic, which is having a severe impact on winter sports retailers with massive revenue losses.

On Friday the 22nd of January, SPORT 2000 invited partners in the industry to the first roundtable discussion to work on solutions for the coming winter season 2021/22 together. *“This pandemic requires international solutions. The roundtable sets a clear signal that we want to work together with the industry across national borders. Only by cooperating we can find a solution that is viable for the industry and helps our affiliates. Our partners in the industry appreciated taking part in the roundtable and we are feeling positive about the next winter season,”* comments Margit Gosau, CEO of SPORT 2000 International and SPORT 2000 GmbH, regarding the dialogue held on equal terms. The

participating partners included Atomic, Salomon, Head, Rossignol/Dynastar/Lange, Nordica, Tecnica/Blizzard, K2, Fischer and Elan.

Helpful step: first suppliers agree changes to model policy

The initial focus of the roundtable was adapting the model policy and the order management for the challenges of the next winter season. SPORT 2000 retailers currently have large amounts of goods on stock. Due to the current standstill in the winter season, they have not been able to sell winter hardgoods and apparel to customers. Based on current market mechanisms, these goods could only be sold next season – if at all – at a considerable loss. A common solution was therefore required for dealing with these products and new innovations. *“Next winter season, retailers will have to find the right mix between innovative new products and the goods in their stores. The majority of skiers are not aware of the top innovations from this winter, so customers will be able to benefit from the innovations from two seasons. Due to a lack of liquidity resulting from the remaining stock of the previous year, the challenge will be in pushing back orders as far as possible without affecting the industry’s procurement times and production. Suppliers’ payment terms or option volumes for reorders will also have to be adjusted in order to guarantee our retailers’ liquidity,”* explains Bernhard Leichtfried, Category Manager of Winter Sport at SPORT 2000 International, adding: *“We’re pleased about the significant increase in carry-over goods resulting from the talks; these are products that will remain unchanged also in winter 21-22. This is an achievement that will make things easier for our retailers.”* This share is currently 65% for alpine skis and 78% for ski boots. The aim is to increase the share of carry-over goods further and thereby achieve a lower devaluation risk for retailers. More support for retailers from the industry is currently being negotiated.

SPORT 2000 International

SPORT 2000 International is Europe’s second largest trade organisation for independent sports retailers and has 3,950 stores in 23 countries. The sports trading company generated sales totalling EUR 4.9 billion in 2019.



Photo 1:

Caption 1: Margit Gosau, CEO SPORT 2000 International and SPORT 2000 GmbH, is concentrating on a close, cooperative exchange with industry partners.



Photo 2:

Caption 2: Bernhard Leichtfried, Category Manager Wintersport SPORT 2000 International, is pleased about the significant increase in carry-over goods resulting from the talks.

Bildhinweis: SPORT 2000 International (print is free of charge if the originator is credited)

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