



OIA Member Update Quarter 1, 2016

It's been a great start to the year for the Outdoor Industries Association (OIA) and we'd like to take this opportunity to say thank you for your support and share some of our highlights in case you didn't see the updates in our monthly e-newsletter.

If you're not already subscribed to our newsletter, you can sign up at any time by visiting www.theoia.co.uk and entering your email address in the top right hand corner - or if you'd prefer, just contact us directly and we'll make sure you're added to the list. We're also fairly active on Twitter, [@OIAUK1](https://twitter.com/OIAUK1), so make sure you follow us to keep up to date with what we're up to!

If there's anything you'd like to talk to us about please feel free to get in touch on 0161 498 6159 or info@theoia.co.uk.

A thank you from the Sports Minister, Tracey Crouch MP



The Prime Minister recently launched a new UK Government Sport Strategy - www.outdoorindustriesassociation.co.uk/sportingfuture, which is fantastic news for Outdoor Recreation and our industry.

We would like to draw your attention to the enclosed letter, sent directly from the Sports Minister, Tracey Crouch MP, to you, as an OIA member, thanking you personally, thanking our sector and showing what a difference our work is making.

Thank you again for joining us, supporting us, being a part of the journey and for your continued membership of the OIA - together we are stronger.

The OIA Conference & AGM 2016

Nearly 200 delegates from all corners of the outdoors industry descended on the Majestic Hotel in Harrogate for the OIA's annual Conference & AGM earlier this month - they left the event having not only gained valuable knowledge and insights into topical new areas but also made and refreshed relationships with industry colleagues.

Positive feedback from the post-conference survey has been overwhelming, so if you didn't make the OIA Conference & AGM 2016, please visit www.outdoorindustriesassociation.co.uk/Conf2016 to see what you missed - there's a video of the event available, as well as an opportunity to download the presentations. The dates for next year's event will be announced shortly.



OIA teams up with Eversheds for next Director's Forum, to explore 'Pricing in the Outdoor Market'

The next OIA Director's Forum event is scheduled to take place on the evening of Thursday 12th May in Leeds, with the aim of shedding light on a critical issue for the industry right now, 'Pricing in the Outdoor Market'. Thanks to the support of Pentland Group, the OIA has secured Eversheds Solicitors partner Adam Collinson, who specialises in competition law, to deliver a presentation on this topic, giving us up to date legal positioning. He will offer advice on what you can and can't ask your retail partners to do in relation to price, what selective distribution actually means to brands and retailers, some feedback from recent cases involving Adidas and Deuter in Europe and restrictions on online selling, and current thinking on Minimum Advertised Pricing (MAP). The Forum will also debate whether a 'Brexit' will make a difference and anything else attendees would like to discuss.



The Director's Forum, which is free to senior level OIA members, is now fully booked, but to register your interest and put your name on the reserve list, please email bookings@theoia.co.uk.

UK Outdoor Industry Awards 2016



The winners of this year's UK Outdoor Industry Awards were announced at the OIA Conference Gala Dinner on 16th March, selected by consumers from 31 finalist products at The Telegraph Outdoor Adventure & Travel Show in February.

For further information, please visit www.outdoorindustriesassociation.co.uk/awards to view winners and find out who won product of the year, which was selected by the judges.



OIA Board Changes



Hans Falkenberg (Cotswold Outdoor, pictured left) and Frank Bennett (Lyon Equipment, pictured centre) announced their retirement from the OIA board at the conference in March. Hans has been involved in the association since 2012, and Frank since 2009, both greatly contributing to the success and growth of the association. It was also announced at the conference, that Stephen Newlands (AMG Group) was stepping down as OIA Chairman with immediate effect, being succeeded by Robert Loudon MBE, Director General of The Camping and Caravanning Club (pictured right).

Please visit www.outdoorindustriesassociation.co.uk/board to find out more about the OIA Board.

OIA goes to ISPO Munich



OIA CEO Andrew Denton was at ISPO in January for the European Outdoor Group's General Assembly before the show until the official ISPO dinner at the end, and was busy with back to back meetings, catching up with lots of members and several OIA Board Directors. He made new contacts in CSR, DWR chemistry, new European laws and testing procedures, times of trade shows next year and sourced many other nuggets of information to help OIA members. He also met the Brazilian Sports Minister to discuss UK trade missions to Brazil for UK brands - watch out for future updates.

Andrew comments: "The OIA is one of the highest profile, most successful single country Outdoor Trade bodies in the world. We leverage this profile and relationships for the benefit of the industry, to give us an edge, to gain information, to represent and promote the UK as a great place to do business in, being the home of world class outdoor brands to do business with. Thank you to everyone who gave us their time at the show, thank you to the European Outdoor Group for the generous use of their lounge again, and to ISPO for hosting another great show."