



OIA Update Quarter 1, 2018

It's been a great few months 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](#). We're fairly active on social media ([Twitter](#), [Facebook](#) and [Instagram](#)), so make sure you follow us to keep up to date with our latest news and news from across the UK Outdoor Recreation industry as it happens.

We published our Manifesto and Annual Report this quarter, click on the image below to read:



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.

OIA Conference & AGM 2018



The OIA's 2018 Conference & AGM took place on 14th and 15th March at Shrigley Hall Hotel in Cheshire. Doug Gurr, UK Country Manager, Amazon and Patagonia General Manager (EMEA), Ryan Gellert were amongst the well-received keynote speakers. Around 200 delegates attended this year's event, which was sponsored by The Camping and Caravanning Club for the third year in a row. A comprehensive programme of thought provoking keynote presentations, workshops and activities took place in a relaxed and informal environment, where delegates had plenty of time to network with industry colleagues.

Save the date for next year's event: 13th & 14th March at the same venue. Further information is available at www.theoia.co.uk/conference-agm.

UK Outdoor Industry Awards 2018



The winners of this year's UK Outdoor Industry Awards were announced at the [OIA Conference Dinner](#) in March, with Katadyn's BeFree bottle being awarded the overall Product of the Year. All entries were on display to 1,000 trade visitors at OTS 2017, where a panel of judges selected the finalists. The finalist products were then on display to over 90,000 consumers at the [Caravan, Camping & Motorhome Show](#) in February. Over 1,200 consumer votes were placed online to select the eventual winners in each of the ten categories.

The 2019 awards will follow the same format, open to entries in April 2018. For further information, please visit www.theoia.co.uk/awards.

Outdoor Trade Show (OTS) 2018



There are now almost 100 exhibitors already booked for this year's event, which is to take place from Tuesday 3rd to Thursday 5th July 2018 at its new venue, EventCity in Manchester. This will be the second show the OIA has been involved as a partner, following the organisers gifting us a share of the ownership in 2016. The event will once again provide exhibiting brands with a fantastic opportunity to showcase their product ranges to retail visitors. The full exhibitor list and latest floor plan can be viewed on the [OTS website](#), along with the booking form for those who would like to book a stand.

New Partnership with In Kind Direct

The OIA has announced a new partnership with leading product donation charity In Kind Direct in a bid to tackle waste and deliver high social impact. In Kind Direct and the OIA will work together on an annual plan of communications to members to drive awareness of the strategic imperative for product giving in the industry to increase product donations for social good. [Read more...](#)



Outdoor Military Show (OMS) 2018



The Outdoor Military Show (OMS) took place at Exeter Castle in February. Now a partner of the OIA, the show has expanded and had over 40 brands booked to exhibit, including OIA Members Bradshaw Taylor, Buffalo, Craghoppers, Keela, Lyon Equipment, Marmut, Meindl, Montane, Mountain Boot Company, Noble Custom, Scott Sports, Terra Nova, Thule, ProAgencies and Snugpak.

ISPO Munich Round-Up

Our CEO Andrew Denton was extremely active at ISPO, Munich in January, networking with European outdoor industry colleagues and catching up with members, prospects and other European Trade Associations over the four days. The OIA's [pre-ISPO Ski Day](#) in the German ski resort of Garmisch Partenkirchen was a great success, with around 20 members taking part in the networking opportunity - thanks to OIA Members Bullitt Mobile and Brandwave for your generous contributions.



Getting Active Outdoors - issue 3 out now!



Getting Active Outdoors (GAO) is the OIA's bi-annual digital magazine, published in collaboration with Target Publishing with an ambitious aim to galvanize the Great British public and generate a whole new generation of Outdoor enthusiasts.

Issue 3 is out now, which can be read via: theoia.co.uk/about/resources/gao-magazine

The aim of the free, digital magazine is to inspire the British public to get fitter, happier and healthier by exploring what's out there, right on their doorstep; by sharing this magazine far and wide you are helping us achieve that goal.

Welcome to the new OIA Members that have joined in the last quarter:



Click on the logos above to find out more.

View the full OIA Members list here: www.theoia.co.uk/members