

■ **Press release** ■

## **EU4SPORTSCLUSTERS ALLIANCE SEEKS BUSINESS OPPORTUNITIES IN THE UNITED STATES**

**Within the EU4SportsClusters Alliance project, the European Strategic Sport Clusters Partnership is organising a trade mission to the United States in September, where around 20 representatives of European companies and organizations will take part.**

The outdoor industry in the USA generates \$ 887 billion in annual consumer spending, 7.6 million jobs and 65.3 billion in federal tax revenue. It is, therefore, a very attractive market for companies from all over the world in the outdoor sports sector.

These promising economic data have made the EU4SportsClusters Alliance project to organize a mission to the United States between 16<sup>th</sup> and 23<sup>rd</sup> September. Specifically, the delegation will stop at Ogden-Salt Lake City and Las Vegas, coinciding with Interbike, the most important cycling fair in the world held in the capital of Nevada. Apart from the visit to the fair, the mission will include a study tour, bilateral interviews with local companies - up to 12 each participant - and a follow-up service after the trip.

This internationalization action seeks to promote business opportunities for outdoor sports companies and entities, cycling, sports tourism, events, technology and skiing. Specifically, it includes the participation of some 26 representatives from 22 companies and European organisations.

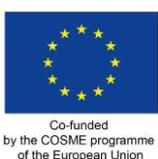
Participation in the mission is co-financed by the EU, within the framework of the European project EU4SportsClusters Alliance, led by INDESCAT. Thus, the project will allow the participant companies to have a reduced price for joining the mission to the USA, but also will offer them the possibility to connect with other European companies and be part of future international export groups.

### **Utah and Ogden, a potential market for outdoor sports**

The state of Utah was the venue for the 2002 Winter Olympics Games and has the largest ski resort in North America, the Park City Mountain Resort. The region has first-class sports facilities and a rich natural environment: mountains, rivers, lakes and wildlife; universities with programs that specialise in outdoor products, and more than 200 companies in the sector.

It is therefore one of the main states in terms of employment in the outdoor sports industry, with more than 7,000 active professionals, 1,000 of whom are in Ogden.

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With a population of 85,000 inhabitants, Ogden is located 45km from Salt Lake City. Recognised nationally as the benchmark in the outdoor industry, Ogden has impressive natural environments where you can practice sports, more than 230 miles of marked paths (370 km), 13,000 acres of fresh water (5,261 ha) and more than 170,000 acres of national forest land (68,796 ha). For this reason, it hosts more and more a number of outdoor sports events (marathons, triathlons, etc.). Specifically, only in 2016, more than 200 were celebrated with more than 350,000 participants.

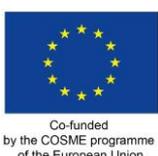
### **Interbike, the benchmark cycling fair in the world**

Interbike is the world's leading cycling fair. It brings together manufacturers, retailers, industry lobbies and the media in this sector. Founded in 1982, the event brought together more than 750 companies with 1,400 cycling related brands last year. It hosts more than 25,000 total annual assistants.

### **EU4SportsClusters Alliance**

EU4SportsClusters Alliance is a biennial project co-financed by the EU whose objective is to promote the internationalisation of the European sports industry. INDESCAT is leading a partnership with three more clusters - Cluster Montagne (FR) and Flanders Bike Valley (BE) and Sports & Technology (NL) - and EPSI, the European Platform for Sports and Innovation. Within the framework of the project, four markets (USA, Japan, China and Iran) have been analysed, two commercial missions are carried out (China, visited in February, and the United States, to be visited in September) and export groups are being set up to accompany participant companies in their challenge of establishing themselves in target markets.

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