

Hamid Gholamzadeh Fasandoz

EXPORT AND IMPORT OF SPORTING GOODS

University of Jyväskylä
Faculty of Sport and Health Sciences
Department of Social Sciences of Sport
M.Sc - Thesis in Sports Planning and Administration 2001

Abstract

Sporting goods is one of the subdivisions of the sport industry with its own particular structure in each country. This study introduces all countries' exports and imports of sporting goods according to a valid classification of sporting goods items by the United Nations, European Union and Statistics Finland during the years 1993-1996. The main objectives of this study were to find out the importance and the monetary value of the export and import of sporting goods. The other focuses of the study were to find out the main importers and exporters of sporting goods and the position of Finland in this trade.

The data related to export and import of sporting goods has been collected from the International Trade Statistics Yearbooks, which were published by United Nations Statistics Office and the data related to Finland has been collected from the Foreign Trade Statistics Yearbooks, which were published by Statistics Finland (national board of customs). A quantitative methodology has been chosen to collect, compare, describe and carry out the study.

The study showed that the trade of sporting goods was an increasing business and accounted for more than 0.20 % of total merchandize of the world. The study revealed that the main exporters and importers of sporting goods were industrialized and developing countries.

The study showed also that the export and import of sporting goods was a growing trade in Finland and accounted for more than 0.20 % of Finland's total imports and total exports.

Key words: Sporting goods, export and import

CONTENTS

ABSTRACT

1. INTRODUCTION.....	1
2. REVIEW OF THE LITERATURE.....	3
2.1 Development of sporting goods trade.....	3
2.2 The international trade system.....	5
2.3 Sporting goods in countries.....	9
2.4 The structure of sport goods.....	12
2.5 Classification of sporting goods in international statistics.....	17
2.6 Employment in sporting goods sector.....	19
2.7 Brand and image in sporting goods business.....	20
2.8 Women and sporting goods industry.....	21
2.9 The Internet as a distribution channel for sporting goods.....	21
2.10 Market size and forecast of potential market.....	23
2.11 Pricing in sporting goods industry.....	23
2.12 Sporting goods industry and weather.....	24
2.13 Labor costs and sporting goods.....	25
2.14 Sporting goods exhibitions.....	26
2.15 The importance of exports in Finland and Finnish sporting goods companies.....	27
2.16 Import channels for exporting sporting goods to Finland.....	30
3. THE OBJECTIVES OF THE STUDY.....	30
3.1 The structure of sport industry.....	32
4. METHODS AND PROCEDURES.....	34
4.1 Limitations in the classification of sporting goods.....	34

4.2	Procedures in international data collection.....	34
4.3	Procedures in collecting data related to Finland.....	37
5.	RESULTS.....	39
5.1	The total imports and imports of sporting goods among countries.....	39
5.1.1	The total imports and imports of sporting goods among countries in 1993.....	39
5.1.2	The total imports and imports of sporting goods among countries in 1994.....	40
5.1.3	The total imports and imports of sporting goods among countries in 1995.....	42
5.1.4	The total imports and imports of sporting goods among countries in 1996.....	43
5.2	The changes in the total imports and imports of sporting goods among countries during 1993-1995.....	45
5.3	The main importer countries of sporting goods during 1993-1996	47
5.4	The total exports and export of sporting goods among countries.....	48
5.4.1	The total exports and export of sporting goods among countries in 1993.....	48
5.4.2	The total exports and export of sporting goods among countries in 1994.....	50
5.4.3	The total exports and export of sporting goods among countries in 1995.....	51
5.4.4	The total exports and export of sporting goods among countries in 1996.....	52
5.5	The changes in the total exports and exports of sporting goods among countries during 1993-1995.....	54
5.6	The exporter countries of sporting goods during 1993-1996.....	56
5.7	The import of sporting goods to Finland in 1993.....	57
5.7.1	Exporter countries of sporting goods to Finland in 1993.....	57

5.7.2	The export of sporting goods from Finland during 1993.....	58
5.7.3	The importer countries of sporting goods from Finland in 1993.....	59
5.8	The import of sporting goods to Finland in 1994	60
5.8.1	The exporter countries of sporting goods to Finland in 1994.....	60
5.8.2	The export of sporting goods from Finland during 1994.....	61
5.8.3	The importer countries of sporting goods from Finland in 1994.....	62
5.9	The import of sporting goods in Finland during 1995.....	62
5.9.1	The exporter countries of sporting goods to Finland in 1995.....	63
5.9.2	Export of sporting goods by Finland during 1995.....	64
5.9.3	The importer countries of sporting goods from Finland in 1995.....	65
5.10	The import of sporting goods in Finland during 1996.....	66
5.10.1	Exporter countries of sporting goods to Finland in 1996.....	66
5.10.2	The export of sporting goods from Finland in 1996.....	67
5.10.3	The importer countries of sporting goods from Finland in 1996.....	68
5.11	The import of sporting goods in Finland during 1997.....	69
5.11.1	The exporter countries of sporting goods to Finland in 1997.....	69
5.11.2	The export of sporting goods from Finland during 1997.....	70
5.11.3	Importer countries of sporting goods from Finland in 1997.....	71
5.12	The changes in total import and import of sporting goods in Finland during 1993-1997.....	72
5.13	The main exporter countries of sporting goods to Finland during 1993-1997.....	74
5.14	Total exports and export of sporting goods from Finland during 1993-1997.....	75
5.15	The importer countries of sporting goods from Finland during 1993-1997	77

6. DISCUSSION.....	78
6.1 Trends in the trade of sporting goods.....	78
6.2 Classification of sporting goods.....	82
6.3 The relationship between total trade and the trade of sporting goods.....	85
6.4 The similarities among importer countries of sporting goods.....	86
6.5 Cheap material, low labor costs and export of sporting goods.....	87
6.6 Studies in the trade of sporting goods.....	88
7. CONCLUSIONS.....	90
7.1 Sporting goods trade, a growing business.....	90
7.2 The best markets for sporting goods.....	91
7.3 The main exporter countries of sporting goods and the role of cheap material and labor costs.....	91
7.4 Finland's position in sporting goods trade.....	92
7.5 Classification of sporting goods.....	93
7.6 The importance of sporting goods trade.....	93
REFERENCES.....	95
APPENDICES.....	101
LIST OF TABLES, CHARTS, PICTURES AND APPENDICES.....	132

1. INTRODUCTION

The political, cultural, educational, medical and recreational well being of a country is entirely dependent upon its economic health. The amount of wealth, which any nation can produce, is dependent on its industry, agriculture and services that provide the basic elements for further actions. Clearly, we live by the efforts of our industries, agriculture and services and it is only if these activities produce a surplus, we can enjoy reasonable levels of education, medical care and all those other services which amount to a good standard of living.

By producing a surplus over domestic consumption, a nation can sell its products to other countries and is able to buy the products needed to satisfy the demands of its people. These interactions, buying and selling to overseas, take place through exports and imports. Many countries are seeking the opportunity to raise their exports potentials in variety of methods. Imports of cheap materials or the export promotion policy may be some examples of these efforts. One of the efforts in this context goes to studying the fields that can provide information, evaluation and prediction about the economic areas for these activities.

Sport is a natural feature of people's lives and the topics related to it are raising the attention of various organizations at present more than before. The high salaries paid to professional athletes, sponsorships for sporting events and teams at national and international level often receive publicity through television, radio and printed media. Millions of dollars for the winners of lotteries and sports competitions, the economic impact of sport events such as television contracts, employment and tax income on the regional and national level make the front pages of news in every country. The involvement of large sums of money in connection to sports has attracted many public and private sectors and created an interesting topic for individuals who are involved in the study of the relationship between sport and economy. At present, the relationship between sport and the economy is increasingly diverse and complex. The present study

is another attempt which focuses on the export and import of sporting goods to provide some information in this area.

The successful commercialization of the 1984 Los Angeles Olympic Games led to the realization that the activities in this field have gone beyond the scope of athletics and have found a new meaning in relation to industry and commerce. The economic interest is further linked not only to professional sports but also to other fields of sport such as amateur sports, sport events and fitness sports.

New sport culture, new sports, the 'sports for all' program from UNESCO and supporter countries, direct and indirect governmental benefit, welfare, participation of women in sports, high standard of life all highlight the importance of sports business in the future. Today it is generally accepted that sports is a big business and a growing area. The diversity of sports such as winter sports, water sports, recreational sports, team sports, fitness sports creates the conclusion that people will spend large sums of money in acquiring sporting goods and equipment needed for such activities.

Many industrialized countries are experiencing a new sport culture and a boom in physical activities. With the expansion of this new sport culture among these nations, sport goods consumption will be increased, which in turn will give multiple usages to sport goods and equipment. Nowadays a sport car is not designed just for transportation. Tennis shoes, track shirts, and bicycles are used not only in sport arenas but also in normal life, in work place and on the streets.

There are lots of international groups in the business and manufacturing of sporting goods, which have important role in the exports and imports of these items. Some of which such as Nike, Adidas, Reebok, Benetton, Mizuno, Fila, Pentland, Asics, Amer (wilson, atomic, oxygen), Callaway Golf, New balance, Rossignol, Columbia, K2, Puma, Helly Hansen in sporting goods are famous names every where. These multinational companies are involved not only in the internal business activities but also in the external activities with lots of international markets. They inject lots of money

into the national economy and provide high employment both in their own countries and in other countries too. The joint venture contracts of Nike with China and Taiwan are good examples of such co-operations.

Individuals such as sports managers, sports teachers as well as athletes now play a major part in creating various demands for sports products. However, we have just begun to comprehend this rapidly evolving system and sports relation to the economy, as sport is becoming one of the sunrise industries in most of the developed countries. It is therefore imperative that a good understanding of the relationship between the economy and the sporting goods sector of sport industry may improve and help planners and other sport related organizations in forecasting and planning their future transactions. At present the information based on the economic impact of the sporting goods as well as their impact on the economy of countries is quite limited. The main objective of this study is to evaluate the importance of sporting goods by finding out the monetary value of the export and import of these items in the world. The share of sporting goods, in total merchandise of world and in total export and import of countries as well as the main exporter and importer countries of these items are other concerns of this study. Finland's position in this trade also is one of the other focuses of this research during the years of this study.

2. REVIEW OF THE LITERATURE

2.1 Development of sporting goods trade

The development of every trade is dependent on the people, companies and manufacturers which involved in some kind of business activities in this area. Sporting goods companies and manufacturers are important groups who involved not only in the production process but also in the export and import of these items in international trade. It seems that in the past companies paid little attention to sporting goods because sports were not so popular when compared to present times and these items were not in mass demand as they are now. With the expansion of sports and its process of

internationalization, sporting goods caught the eyes of people who were involved in the business or in the manufacturing process of other goods. International events played a major role in the development of this trade when others recognized that the success of some athletes or countries was based mostly on the high quality of their sport equipment. For example, Seppo Ahonen, Amer's president, commented on an interview that new and innovative products improve the game and the sporting performance (Finland in Europe, 1995). Little by little the sports world was witnessing the foundation of companies and manufactures that started to form small businesses and at present time they are providing the world's sports goods and equipment. A glance at the history of these companies, for example Adidas, pioneering tradition in the sporting goods, show that the company was established back in 1920s when the German shoemaker Adi Dassler made his first training shoes. This was the beginning of the Adidas success story. Today this company is one of the world's best-known brands of sporting goods with many outlets worldwide. Adidas is not the only one; there are many branded companies from many countries such as Nike, Reebok, Callaway Golf, New balance, Columbia and K2 from United States; Mizuno and Asics from Japan; Puma from Germany; Fila and Benetton from Italy; Amer (Wilson, atomic, oxygen) from Finland and others. Although it will not be easy to say where the income earned by these companies goes due to international shareholders system. As Minquet (1993) reported that sport industry is left with the following dilemmas for 1993:

1. Opening of public markets.
2. Freedom of movement for capital and services.

Some of the products of sport companies are made in other countries through direct and indirect investment, licensing and other economic agreements. For example Nike's products have been made in Indonesia and China, or Adidas's products have been made in Thailand. This process of companies cooperation with foreign companies and manufacturers through different economic agreements makes it difficult to find out the final destinations of the incomes of economic units which are operating in foreign markets when it comes to export and import of countries in this area.

Companies and groups with regard to the political system, which affects the economic system of the countries, are exporting sporting goods to other countries or importing them from other countries to domestic markets. Dibb et al (1997) pointed that once a company decides to target a particular country, it has to determine the best form of entry. Its board choices extend to: indirect exporting, direct exporting, licensing, joint ventures and direct investment. Each succeeding strategy involves more commitment, risk, control and profit potential.

As sportsmen or sports fans have founded many of these sporting goods companies and most of these companies are still running by them, the traditional system of management in these companies has always been under question. However, at present time the sport goods industry has gone far beyond the athletic scope and has found an economic and commercial concept. It is for this reason that some experts are suggesting professional management for this industry. Bose (1996) indicated that while vast profits are being gained by sport, it continues to be run and administered in the United Kingdom as if it was still an amateur matter. He believes that sport industry is still running by people who have no idea about business and there is a gap between the increasing prominence of sport as an industry and the mentality of the people who run it.

2.2 The international trade system

One of the most important policies affecting every trade at international level as well as the export and import of sporting goods is international trade system. A country, a company or a person, which is seeking to do business abroad, needs to understand the international trade system. In an attempt to sell to another country, a firm will face various trade restrictions. The most common is the tariff, which is a tax, levied by the foreign government against designated imported products. The tariff may be designed to raise revenue (revenue tariff), or to protect domestic firms (protective tariff). The exporter might also face a quota, which sets limits on the amount of goods that the importing country will accept in certain product categories. The purpose of the quota is

to conserve foreign exchange and protect local industry and employment. An embargo is the ultimate form of quota in which imports in prescribed categories are totally banned. Trade is also discouraged by exchange control, which regulates the amount of available foreign exchange and its exchange rate against other countries. The company might also confront non-tariff barriers, such as product standards. At the same time, certain forces seek to liberalize and foster trade among nations, or at least between some countries. The General Agreement on Tariffs and Trade (GATT) is an international agreement that has reduced the level of tariffs throughout the world on six different occasions. Today, however, GATT seems unable to preserve low tariffs against a growing wave of protectionism.

Several countries have formed economic communities, the most important of which is the European Economic Community (EEC, also known as the Common Market). The EEC's members are the major Western European nations, they are striving to reduce tariffs within the community, reduce prices, and expand employment and investment. The EEC has taken the form of a customs union, which is a free-trade area (no tariffs facing the members) that imposes a uniform tariff for trade with nonmember nations. The next move would be an economic union in which all members would operate under the same trade policies. While EEC has facilitated trade between the countries within the common Market, it has retarded the trade with countries outside the common market. Since EEC's formation, other economic communities have been formed, notably the Latin American Integration Association (LAIA), the Central American Common Market (CACM), and the Council for Mutual Economic Assistance (CMEA) (Eastern European countries).

These agreements sometimes are in debate among countries for political and economical reasons. The debates and changes in these trade agreements put the companies and groups who are involved in this trade with other countries under pressures for example:

Cove (1996) points that according to the United States Commerce Department import figures, more sports equipment of United States comes from China (24.9 percent of total imports) than any other country. In June 1996, the Clinton administration and Congress had to decide whether to renew Most Favored Nation trade status for the People's Republic of China. This is one of the most important trade policies affecting the sporting goods industry in United States. Cove (1996) mentions that MFN status allows imported goods from a designated country to enter the United States at reduced tariff rates, for example goods will face a 1,8 percent duty if they were imported from an MFN country but a 30 percent duty from a non –MFN country.

Sometimes the trade problems in one kind of goods have effects on the import and export of the other goods for instance:

Bernstein (1996) reported that apparel, kids bicycles, fishing rods, surf boards and fitness equipment were all on the United States trade representative's 3 billion USD hit list of Chinese imports, which will be heavily tariffed if China does not crack down on bootleg electronic media operations within its borders. The athletic footwear category was spared. These sport goods categories may get caught in the crossfire of a brewing trade war between the United States and China. These sporting goods category lists will be whittled down to 2 billion USD by the time the sanctions go into effect in June. Bernstein 1996 mentioned that according to Tom Cove, the sporting goods manufacturers association's Vice President of Government Relations, the selected trade sanctions might ultimately act in place of revoking China's Most Favored Nation status. This route is advocated by some groups in Washington but opposed by the United States President (Bernstein, 1996).

Lustigman (1993) in the article of the North American Free Trade Agreement opens doors for United States vendors, reports from a new trade agreement among three countries, the United States, Canada and Mexico. He believed that by recent passage of NAFTA in the House of Representatives, the sporting goods industry could look forward to expanding its horizon to the north and south.

Another study concerning this trade, by Manzell in 1994, suggested that trade agreement NAFTA will help American sporting goods manufacturers to access the Canadian and Mexican market. Manufacturers hope that the NAFTA will boost United States exports of sporting goods equipment to the already fast-growing markets in Canada and Mexico. Before it was officially passed by United States, Canadian and Mexican government advocates hailed the NAFTA, as a sort of superhighway of trade. Now sporting goods manufacturers have the opportunity to test just how smooth the road to free trade may be and how fast it may expand their business. Manzella (1994) believed that the reduction in Canadian and Mexican tariffs and non-tariff barriers under NAFTA has and will continue to make United States sporting goods equipment more attractive in the north and south of its borders.

The NAFTA was an important trade agreement which many writers have mentioned it in their sporting goods trade reviews. Booth (1996) pointed that by the year 2010, more United States exports in dollar value are expected to go to Latin America than to Europe and Japan. Latin American countries are now virtually all democracies and have realigned their tariff and import regulations. New tariff and trade regulations are making it easier for United States companies to enter the market. These countries will be new markets for youth-oriented consumer goods such as apparel, sporting goods, music and media.

Despite the trade agreements with other countries, another concern for American manufacturers inside the country is a proposing tax on sporting goods. Cove (1996) commented that for the fourth time in eleven years, some special interest groups are proposing to impose an excise tax on selected sporting goods and outdoor products. The recreation industry strongly opposes this tax. Supporters of the tax desperately attempt to paint it as a user fee, under the misguided notion that those who purchase these products are necessarily the users of the outdoor lands who would in turn benefit from the new funding. They pointed to successful tax programs in the hunting and fishing industries where taxes on products have served to bolster the industry over time.

2.3 Sporting goods in countries

Many countries in the world have their own sport's structure with attention to the political and social structure, which is in power in their respective countries. For instance China has its own sport's structure by having a sport's minister ahead. The Chinese believe that sport-related products will be a substantial part of the Chinese economic expansion and have a special department for sports equipment and clothing. Wang (1998) believed that the modern sports have greatly gone beyond the scope of athletics. Sport has been injected the concept of industry and has participated in the management of commercial capital. As economy is developing, the scale has been enlarged with a correspondingly expanding commercial value, turning the industry into an abundant gold mine. Like in United States, which the National Sporting Goods Association (NSGA) organizes sport goods exhibition in Chicago each July and an even larger expo in Atlanta, the Chinese Ministry of Sport has decided to hold a national sports equipment and costumes exhibition once a year. The aim is to attract international and national attention in order to stimulate Chinese production of these items. One of the goals of the 1993 conference by the Chinese Sport's Ministry was to develop the sports industry, by using western technology, to produce sports facilities, equipment and costumes at competitive rates and obtain or expand a share of the world market. Because of this reason the Chinese Sport's Ministry has established foreign franchises to cooperate with foreign companies, for example with Nike America's largest sport firm, holding revenues of 43 billion USD for the fiscal year that ended in May 1991. Chinese success in sporting goods industry has strengthened sport goods in China to the extent that it can be used as an economical power serving other purpose in regard to support various sectors of this industry.

The value of sporting goods shipments in Japan totaled about 356 billion Yen in 1981, led by fishing tackle with 122,700 million Yen. This was followed by golf and hockey equipment, ski gear, and baseball/softball equipment. Export in 1982 reached to 43,700 million Yen. Skiing equipment has improved greatly over the years. Most of Japan's ski imports come from Austria. The total shipment value of domestic tennis equipment for

fiscal year 1982 was 59,848 million Yen, an increase of 10,1% over the year 1981 (Japan 21st, 1986).

According to Oga (1998), the Economic Research Institute of the Economic Planning Agency reported that the Japanese sports industry was worth 19,7 billion USD in 1982 and grew consistently afterward, rising to 35,2 billion USD in 1990, which indicates that the growth in sport industry in Japan was much faster than the GNP after 1986. In 1982, the sporting goods sector was worth 5,86 billion USD that grew gradually to 8,86 billion USD by the year 1990.

Oga (1998) has given another indication of divisions in the sporting goods sector in Japan which consists of the following 11 businesses: Golf, tennis, table's tennis, baseball and softball, other ball games, skiing and skating, climbing and camping, fishing, aquatic sports, sports bicycle, and other sporting goods. The sport wear sector includes sport wear and sport shoes. For the sporting goods sector in the sport industry, the growth rate of the sporting goods sector was -2,1 % in 1986. Since then, it grew to reach 15,8 % in 1989. However, the growth rate of sporting goods declined sharply in 1992 and 1993.

The sporting goods market in the United Kingdom was worth an estimated 2,6 billion £ in 1993, almost 4 % over 1992. Participation in sports is generally rising and participation by women is growing fast. UK production of sporting goods was valued at 573 million £ in 1992. Between 1993 and 1997, the sporting goods market was expected to grow by 33 %, to 3,4 billion £. The major growth in sports in recent years were in swimming, ten-pin bowling, walking, fitness, golfing, cycling, running, and weight lifting (Wall, 1994).

Sporting goods sales, including toys, by retailers in the United Kingdom declined by 4% in 1992, following a 1 % fall in 1991. The results of the two years have been far below the all-retailer average. After a 5 % decline in sales volume in 1991, the following year brought a further decline by 6 %. Retail prices for toys and sporting goods increased at

half the general level in 1992. Since January 1987, prices have risen by little more than half the general level. Sales growth is forecast at 4 % in 1993, taking sector turnover to 1,79 billion £ (Retail Trade Review, 1994).

The first study in United States reviews sporting goods trade in this country during the years 1982-1986. According to this report made by the International Trade Administration, Japan was the leading supplier of all goods to the United States market followed by Canada, Germany, Taiwan and Mexico. But the overall United States merchandise trade balance has changed considerably during the 1982-1996 period. United States imports from developing countries rose during this time. There were strong increases in the United States purchases of apparel, chemicals, toys and sporting goods equipment from these countries (Bailey and Tucker, 1987).

In reviewing Vanderwolf's report from United States in 1996, there was an introduction of another division of sporting goods. He mentioned the name of this division as recreational equipment, which sport equipment is one of the subgroups of this collection alongside with the motorcycle and Marian equipment. Vanderwolf (1996) suggested that American made recreational equipment was demanded in virtually all around the world markets. United States manufacturers of this industry exported to more than 125 countries. The largest United States export markets for recreational equipment were Japan, Canada, the European Union and the emerging markets in South America and Asia such as Argentina and Korea. Export sales are an important part of recreational equipment manufacturers' strategies. The exports to shipments ratios for motorcycles, Marian equipment, and sports equipment were 41 %, 15 %, and 21 %. United States personal consumption expenditures on recreational equipment were 36.3 billion USD in 1995, which has grown 8 % annually since 1990 (Vanderwolf, 1996).

United States sporting goods manufacturers are finding the global market to be a welcoming one in sporting goods. Exports are expected to increase by 13 % to nearly 1,7 billion USD in 1994. In Canada, fitness equipment and apparel was estimated with 164 million USD in sales in 1993, bicycles and other cycles, not motorized, generated

143 million USD in 1992. Golf equipment had 54 million USD in 1993 with balls accounting for 32 million USD. The market in Mexico includes the bicycle at an estimated value of 24,8 million USD, fitness equipment at 15,3 million USD inflatable boats, sailboats and rafts at 15,1 million USD and inflatable balls at 10,2 million USD. Beyond NAFTA, United States exports reached an estimated 1,5 billion USD in 1993, an increase of 13 % over 1992. The United States output of sporting goods reached 7,3 billion USD in 1993, an increase of 4 % over 1992. The largest markets for United States manufactures were Japan, Canada, South Korea, Taiwan, Mexico and the United Kingdom. Export was forecast to increase by 13 % to nearly 1,7 billion USD in 1994 (Manzella, 1994).

Tory (1999) pointed that the manufacturers sales of sporting goods (including equipment, apparel and footwear) during 1999 were projected to reach 46,7 billion USD, compared to 45,6 billion USD during 1998 and 45,1 billion USD during 1997 according to the Sporting Goods Manufacturing Association. Balassa and Noland (1990) believed that the largest net import sectors in 2000 will be oil, motor vehicles, clothing, miscellaneous manufactures (including a variety of light manufactures such as toys and sporting goods), iron and steel. The strongest competitors for United States manufacturers in the Latin markets are Asia and Europe but United States supplies have, despite the NAFTA agreement, other advantages also. These advantages include geographical proximity, product quality and brand name recognition.

2.4 The structure of sport goods

The structure of sport goods itself is not clear in most literature and it seems that there is a border between sporting goods and equipment on one hand and sportswear and sports shoes on the other hand in many countries. The differences existing among the sport goods structure in many countries make it difficult to classify the sport goods items into one category and to collect the related data for export and import. Miller (1997) suggested that the structure of every classification or industry is important because the success of every entrepreneur can be greatly enhanced by a thorough

analysis of the industry's structure. He believed that a thorough knowledge and understanding of the forces in the sport industry enables a sport business manager to capitalize on internal strengths, minimize internal weaknesses, take advantage of external opportunities, and use offensive and defensive tactics to protect against external threats. Levämäki (1925) commented that the classification of industry into different branches is interesting in many ways, and is the only means by which one can discover what kind of utilities industry produces, and in how many direction it has now-a-days been able to develop. Some researchers used sports to identify the border between the economic aspects of sport and its relationship with other sectors of sport. According to Heinemann (1986) the economic impact of sport can be categorized into three groups in general:

1. Special economic aspects of sport-clubs
2. Special economic aspects of sport oriented markets
3. Special economic aspects of sport development.

Here the author used the economic aspects of sports to give a classification of sectors in the sport industry. Others used other ways and looked deeply to define it from inside of sport industry, for example, the sport industry in Japan is defined in the White Papers on Leisure by the Foundation of Leisure Department Center. According to Oga and Kimura (1993) the overall sport industry in this country consists of the following four sectors:

- a) Sporting goods (consisting of equipment for sport and exercise regimes):
- b) Sport wear (apparel for sports and footwear),
- c) Sport services (provided by sports and fitness clubs), and
- d) Admission fees, cost of tickets.

Some even brought the materials that were used in the construction of sport arenas into the category of sport goods (the materials that were used for the need of sport activities). As Fan (1997) from China mentioned from Liang that for the 1990 Beijing

Asian Games 70 % of the equipment was made in China and 30 % was imported from Korea. Also Minquet (1993) from France mentioned the construction and public works related to sport as sporting goods. Some also used other ways to define sport goods structure with attention to sport structure in their own countries, because the sport structure also varies in different countries as in the case of socialist countries. One example would be the administrative system of Chinese sport. As it was indicated in Wang's study in 1997, there were new departments such as department of sport equipment, costume and sport museum as well as the department of exhibition center in Chinese national sport's structure, which were established after 1980. One responsibility of these centers was to organize an exhibition for sport goods. With all differences that there were in the case of sport, sport industry and sporting goods structure in the world, Phelops (1994) indicated that the sport industry was accounted for more than 2.5 % of world trade according to a European Commission report.

In order to recognize the place of sporting goods in the sport industry, a clear definition of the sport industry and its structure is needed. In addition, there should be a remark definition of sporting goods in order to recognize a clear border among the goods, which are produced in this category. Regarding the definition of sport industry that;

“The sport industry is the market in which the products offered to its buyers are sports, fitness, recreation, or leisure-related and may be activities, goods, services, people, places, or ideas (Bollaert, 1998)”.

There may be some other questions such as, whether the athletes, when being sold from one sport club to another sport club in another country, fall under the category of sporting goods, as in the case with other export and import of sport goods? Can terming people as a supposed product extend this definition? It will not be illogical to suppose a person as a product who provides services for a limited or unlimited time instead of exchange value.

In the definition of sport goods Chelladurai (1998) believed that the goods include all the equipment needed to engage in various kinds of sport and physical activity (e.g., golf clubs, tennis balls, weight training sets). In addition, the promotional materials (e.g., T-shirts, caps banners) could also be included in the list of goods produced in the context of sport. Chelladurai comments about the sport industry: "There is a trend to group all sport organizations into a general class and call sport industry". When an industry is considered as a group of organizations that produce the same or similar products, which are substitutable for each other, the question arises whether it is a single industry, in other words, are the different products of the various sport organizations similar enough to be substitutable for each other. Can the product of a golf club be substituted for the product of the intercollegiate athletic department? These questions clearly show that sport industry cannot be called a single industry. So it is equally important that sport industry should be defined and the various products of its fields should be identified. Chelladurai (1998) believed that the best way to begin to describe this field is to catalogue and classify the various products that it produces. It has been argued that developing a classification of the observed phenomena is fundamental to any form of scientific inquiry. To classify things is to bring parsimony and mental order to one's view of them. To classify things is to know one or two key attributes about an object and then infer (sometimes reliably, sometimes not so reliably) other attributes of the object.

The need to begin with the classification of the products rather than the organizations themselves comes from the "growing interface between management and economics". The recent interest shown by management scholars to apply economists to look at their field from a managerial perspective has resulted in a body of knowledge known as organizational economics. The major proposition of organizational economics is that (a) organizations are mechanisms that have evolved to facilitate the process of exchange of products and (b) the types of organizational arrangements, need to support any particular exchange will depend on the inherent characteristics of the exchange. From this perspective, the question of what is being exchanged becomes critical, what are the entities of the exchange that is being facilitated by sports organizations? The products

of exchange within the context of sport when are defined and classified then the essential nature of the field and its boundaries can be captured. So in the definition and classification of sport goods, firstly, the definition of product concept and secondly a classification of its products are needed, because sporting goods are some kinds of products that need also a valid classification in order to be accepted by related organizations.

If sporting goods are believed to be products, then there will be a need for definitions of goods and products. The product concept is one of the oldest concepts guiding the people involved in the business activities. Kotler (1988) commented that the production concept holds that consumers will favor those products that are widely available and low in cost. Managers of production-oriented organizations concentrate on achieving high production efficiency and wide distribution coverage.

Dibb et al (1997) believed that a product is everything, both favorable and unfavorable, as long as it is received within the range of exchange. It is a complexity of tangible and intangible attributes including functional, social and psychological utilities or benefits. Unlike Chelladurai, they classified the products in three categories; a product can be an idea, a service, a good or any combination of these three. This definition also covers supporting services that goes with goods, such as installation, guarantees, product information and promises of repair or maintenance.

A good is a tangible physical entity, such as jogging shoes or a tennis ball.

A service, by contrast, is intangible. It is the result of the application of human and mechanical efforts by people or objects. The examples of services include e.g. aerobic session.

Ideas are concepts, philosophies, images or issues. They provide the psychological stimulus to solve problems or adjust to the environment. For example, Ox Fam provides

famine relief and attempts to improve the long-term prospects of people in hunger stricken countries.

With this definition of product and its explanation of goods, services and ideas it is clear that sporting goods are under the title of goods but the question one wish to ask here is that: although they are goods why there are different divisions, groups and subgroups in this category and which elements have been taken into consideration to divide and categorized them under deferent classifications? Is it better to classify them according to the industries, which are in the production processes of them or according to the purpose and their use for example sports?

2.5 Classification of sporting goods in United Nations Statistics

The following classification is one of the valid classifications of sporting goods for foreign trade of countries in the world and sporting goods as one section of this classification has been divided to some other subsections. This study is based on the data, which was collected according to this classification of foreign trade of countries for these items. The European Union and other member countries accepted the sporting goods classified in this collection by United Nations and are implementing it in their foreign trade as one of the classifications for commodities with other countries. Sporting goods are classified in the following categories:

894. Toys and sporting goods

8941 Baby carriages and parts thereof

8942. Toys, construction sets and puzzles

8943. Article for fanfare, parlor games, billiards etc.

8944. Festive, carnival and other similar articles, Christmas tree.

8945. No information available in the original

8946. Roundabouts, swings, other fairground amusements

8947. Sporting goods

The Standard International Trade Classification of United Nations and European Union has classified the sections, divisions, groups, subgroups and items of sporting goods under the mentioned category in more details such:

- 894.7** Sporting goods
- 894.7.1 Fishing rods, fish-hooks and other line tackle; fish landing nets, butterfly nets and similar nets; decoy” birds” (other than those of heading 896.5 or 898.29) and similar hunting or shooting requisites, n.e.s.
- 894.7.2 Ice skates and roller skates (including skating boots with skates attached)
- 894.7.3 Snow -skies and other snow ski equipment
- 894.7.4 Water-skies, surfboards, sailboards and other water sport equipment
- 894.7.5 Golf equipment
- 894.7.6 Tennis, badminton or similar rackets, whether or not strung
- 894.7.7 Gloves, mittens and mitts, specially designed for use in sports
- 894.7.8 Gymnasium or athletics articles and equipment
- 894.7.9 Sports goods, n.e.s.

As this classification indicates some sporting goods and equipment such as boats for pleasure, shoes and sport clothes are excluded from this classification. In response to the idea behind the Classification of the sections, divisions, groups, subgroups, and items of toys and sporting goods, the Finland’s National Board of Customs (Statistical Unit) suggested that it is seldom mentioned in their classifications, the purpose of the goods, for what purpose the goods are used. They used the classifications that are international and defined by some other organizations. The CN-classification is the same as in other EU-countries, and the SITC-classification is made by the United Nations (25.3.1999). Thus, it seems logical due to the multi-purpose feature of the goods. One can also infer that both the data and goods can be classified according to the purpose they serve, for example sports. Therefore, these items, category 894.7, are indicating the sporting goods in this classification and making it clear what kinds of sport goods included in this category.

2.6 Employment in sporting goods sector

One of the facilities that every industry offers to its community is employment, the more the better. Employment is one of the other concerns in every country and the involvement of industries in the enlargement of their economic units enables them to offer more opportunity to its people. One of the efforts in this way can be the internationalization of these units and promotion of exports in their own area. Wagner (1990) reported that the number of people employed in the sport equipment sector was 27,000 in United Kingdom and 25,000 in Federal Republic of Germany. Sport wears manufacturers also employed about 30,000 in the UK and 25,000 in FRG.

In Finland, according to the Finland's Ministry of Education 20,000 people were employed in jobs related to sports and physical activities (Stronger through physical activity and sport, 1993). About 6000 people were employed in municipal jobs, 2000 in teaching physical education, 1000 in sports clubs, 500 in central sports organizations, 500 in sports parks and 10000 in the manufacture and sales of sport equipment and clothing.

In Germany the leisure industry, along with tourism, had more than 750,000 employees (Opaschowski, 1997). In the United States toys and sporting goods sector of sport industry and the recreational equipment manufactures employs approximately 124,000 people spread throughout all 50 states (Vanderwolf, 1994).

By the time that Amer corporation, a Finnish-based multi business firm, bought the Atomic, an Austrian manufacturer of skis and snowboards, and Koflach, a maker of ski boots and in-line skates, there was concern among Austrians also about the people who were working in these manufacturers. Seppo Ahonen, Amer's president indicated in an interview that:

“The Austrian press wanted a local buyer before we stepped in. This meant the combining of ski factories in Austria. I told them that this is the right solution for

Austrians. Amer is able to safeguard the jobs of workers at Atomic and Koflach” (Johansson, 1995).

2.7 Brand and image in sporting goods business

Brand and image are other concerns in the export and import of sporting goods. The importance of a well-known brand is clear for every company to safeguard its sell and compete with other companies in domestic and foreign markets. Reda (1996) revealed that according to a new international survey by Kurt Salmon Associates, nearly 6 out of 10 consumers in United States are shopping for a specific sporting goods brand, with Nike, Reebok and Adidas topping their list of favorites. United States consumers are so enamored with brands that 60 % would go to a different store if the labels they are looking for were not available in the first place. British sporting goods consumers are also brand-conscious with 67% ready to go to another store. German and Japanese consumers gave significantly less importance to brands. In Finland, Amer, a sporting goods and tobacco group, suffers from an image problem (O’ Dwyer, 1994). Amer has gained certain advantage by hiring top level athletes such as Pete Sampras and Steffi Graff in tennis, Michael Jordan in basketball and Lasse Kjus in skiing. This policy enables the company to make a welcoming brand in sporting goods and also points out that top athletes play a crucial role in product development. The company believed that the best sporting goods products are developed in co-operation with top athletes, assisted by their expertise and experience (Amer’s annual report, 1999). This company is an international sport goods manufacturer abroad, while at home, it holds a virtual monopoly over Finland’s tobacco market in partnership with Philip Morris (O’ Dwyer, 1994). In the journal of Japan 21st (1986) an anonymous writer commented on the interest of the Japanese to foreign-brands that the rise in living standards has made more Japanese interested in foreign ski brands. The author also suggested that if the ski manufacturers wish to survive, they must deal with the problem of coping with name brand products.

Actman (1996) reported that today's children in the United States possess an enormous amount of purchasing power-particularly in sporting goods industry, where each child spends around 100 USD a year for sporting goods and 75 USD a year for sports apparel. He suggested that sporting goods companies must be concerned, as children are sensitive to brand names and quality.

2.8 Women and sporting goods industry

Women are participating in sports activities more than ever before. The diversity of sports for women and the increasing number of women in physical activities has opened new avenues for sporting goods manufacturers forcing them to examine the entire industry from a new angle. The production line for instance needs special fashion and design for nearly half of the world's population. Carr (1996) agreed with this idea and emphasized that woman's sports are getting popular. It has taken decades for women's sports to take off and get their recognition. The question now is how long it will take many of the sporting goods industry's leading vendors to produce products designed for women. Retailers, particularly sporting goods chains, have to start questioning the shelf space they allocate to these categories.

2.9 The Internet as a distribution channel for sporting goods

The Internet is going to be one of the distribution channels of sporting goods alongside with other goods. The availability of computers with the Internet in every village, city and country has given an opportunity for potential buyers, retailers and manufacturers to achieve their goals in a short time. Now, for buyers in foreign countries, is possible to get information about the products of every company from everywhere in the world. Companies from China, Japan, and United States have found the opportunity to show their customers the design, fashion, color, price and even the nearest shopping center of their products.

The Internet has been a virtual open door through which more and more manufacturers and retailers are stepping in with an effort to reach their populace in every country. With nearly 2/3 of Internet users being college-educated males and 1/2 in the professional and managerial occupations in United States, the demographics largely parallel the sporting goods industry. The umbrella web site for the Sporting Goods Manufacturers Association (SGMA), Outdoor Recreational Coalition of America (ORCA), Bicycle Industry Organization (BIO) and Ski Industry Association (SIA) links more than 68 manufacturers through the four trade associations, a figure that has grown since June 1995 (Gallagher, 1996).

Hansell (1999) reported that Nike Inc., which has consistently blocked Internet retailers from selling its goods, has reversed its stand and will allow Fogdog sports, an on-line sporting goods dealer, to sell the full Nike product line. Nike is the first big athletics goods provider to forge a pact with a retailer that sells goods only on the World Wide Web. The sporting goods category, which has been slow to develop on the Internet, has seen a flurry of activity this year. According to Hansell (1996) Michael Rubin, the Chief Executive of Global Sports, said, he thought Fogdog's strategy was flawed and risky because Nike wanted 12 percent of Fogdog's shares.

The arrival of e-commerce after several years of slow growth in equipment, apparel and footwear sales, have produced consolidation and financial problems, making it an accomplishment to simply survive the drought. Manufacturers sales of sporting goods (including equipment, apparel and footwear) during 1999 are projected to reach 46,7 billion USD, compared to 45,6 billion USD during 1998 and 45,1 billion USD during 1997, according to the Sporting Goods Manufacturers Association. But on-line sales of sporting goods are estimated to be about 100 million USD in 1998 and will grow to 1 billion USD by 2003. Sporting goods is an assortment-driven category with numerous sub-specialties, and the web seems to be an ideal alternative medium to sell these goods. Sport fans already use the Web extensively for information. Internet websites, Espn.com and sportsline.com are among the top most-visited sites (Troy, 1998).

2.10 Market size and forecast of potential market

Castel (1996) in the article of 'Oh Canada! What went wrong?' revealed about the current market and market size: "With annual retail sales hovering at 4,7 billion USD, Canada, at first blush, seemed like a lucrative market for sporting goods. Although Canadians have a population barely the size of California's, Americans perceive Canadians to be mainstream sports aficionados, and therefore highly motivated customers."

In the forecast of market potential, Opaschowski (1997) described the outlook for German society and the economy until 2010. He believed that the total population is going to decline to 78,9 million in 2010. By 2010, 26 % of the population will be aged over 60 and 19 % under 20. Leisure expenditure for a four-person household on average income is forecast to rise to 1150 DM/month in Western Germany and 950 DM/ in Eastern Germany. Greater individualism results in a decline of interest in sports but the leisure industry becomes one of the largest employment sectors.

Another study indicated the opportunity of American companies in Germany; that Germany offers a rising income, a depreciated dollar, and stable growth, along with world trade fairs to help American companies obtain export opportunities. Sporting goods are among other industry sectors, which have the possibility to use these opportunities (Business America, 1988).

2.11 Pricing in sporting goods industry

Pricing is another challenge for sporting goods companies in the export and import of these items. Companies are trying to bring down the prices of their products by implementing cheap labor force and cheap raw material in order to be able to compete with foreign and domestic products. A research about this important issue was conducted in some European countries such as, Germany, France, Italy, Spain, the Netherlands and Belgium in 1994. Diller et al (1994) revealed that pricing was a critical

issue for firms operating in Europe. A structural analysis performed on the pricing conditions of the three sub-segments of the sporting goods markets, along with other markets, in mentioned countries showed that existing structural differences among these countries are too large to be ignored. However, the internationalization of the retail industry across Europe is putting increasing pressure on consumer goods firms to align their prices. In Finland, the Finnish Import Promotion Office for products from developing countries (1995) explained that price competition played a keen role in the Finnish business environment. The low cost supermarkets sell majority of foodstuffs and consumer goods at present. Shops are specialized in selected qualities, services and have expert knowledge from a decreasing share of the Finnish market.

2.12 Sporting goods industry and weather

For some international and Finnish winter oriented companies in sporting goods, every change in the market place is important, including the weather. For some major cross-country skiing product manufacturers a bad winter can be disastrous. Lack of snow in an important market leads to a catastrophic drop in the sales of skis and equipment all over the world. For the countries and companies, who are producers of winter sporting goods, sales of their goods will be at the mercy of weather (Finnish- American Chamber of Commerce, 1981). Karhu's Helsinki-based ski division manager, Esa Korri confirmed that out of 13 ski manufacturers in Canada in 1977, only two remained after the closure of the rest due to bankruptcy. Sales by Karhu were over 30,000 pairs to abroad between September and February in 1982. A further 20,000 were sold in Finland. In addition, the company sells over 120,000 pairs of cross-country skis in Canada every year and a further 60,000 in the United States. Another problem in addition to weather facing many cross-country ski manufacturers is that today's advanced skis last much longer and skiers are not buying new skis as often (Zollo, 1983).

2.13 Labor costs and sporting goods

Labor cost plays a critical role in keeping the prices of products in competitive level. Fan (1997) believed that the Chinese exporting successes in sport goods are due to two advantages over other countries:

1. Low labor costs and
2. Rich resources

Low labor cost is one of Asia's major advantages. However, there is increased concern about this issue. For example, Pakistan is one of the exporters of sporting goods. Its manufacturers of soccer balls have been warned to stop using underage workers or will face cancellation of millions of dollars worth of orders for balls carrying the International Football Federation's FIFA logo (Shada, 1996). The author in other article reviews the effects of European Union ban on the imports of toys and sporting goods. The European Union has issued an alert on items made with polyvinyl chloride or PVC. Chemical additives used to soften and color the plastic items pose a serious health risk to small children. If the tests confirm the danger, European Union will not waste time to impose ban on the import of such items. Such a ban would destroy Asia's toys and sporting goods industry. Over the years, enticed by low labor costs and access to cheap raw materials, many European toy makers have moved manufacturing facilities to Asia. Despite the employment, European countries are an important market for Asia's domestic toy manufacturers. Asian-made products account for about half the 13 billion USD worth of toys sold in the Europe. European imports of Chinese-made toys alone were worth 2 billion USD in 1997 (Shada, 1998).

A comparison research about the sportswear industry in Finland, France, Germany, Italy, Portugal, UK by Koskivaara and Pilli-Sihvola in 1989 supported the advantage of labor force cost in this industry too. Their country level analyses indicated that the countries with moderate labor cost increase could gain on the international market. This

is one of the reasons for most of the industrialized countries to have their manufactures in low labor cost countries.

A 4-year economic plan for the period 1990-1993, released in Taiwan by Council for Economic Planning and Development project, claimed that economic growth would shift to moderate growth rates of 7 % per year. Planners hoped that domestic demand would grow 8.7 % per year under this program, with increased public spending boosting demand in the private sector. Taiwan's traditional intensive export manufacturing industries such as textiles, footwear, and sporting goods will continue to decline as companies move offshore, pressured by:

1. Appreciation of the national currency against the United States Dollar.
2. Rising labor costs, and
3. Labor shortages and growing environmental protests (East Asian Executive Reports 1990).

2.14 Sporting goods exhibitions

Various exhibitions are held in the United States in order to promote the export of sporting goods:

The biggest names in sports goods manufacturing gathered in the biggest sporting goods show in the world in 1996, the 2nd biggest United States trade show, held for four days in Atlanta. There were some 3,200 exhibitors with nearly 104,000 people attendance. The National Sporting Goods Association organizes another exhibition every July in Chicago and it has become a major event for many small company owners in the sporting goods business. The NSGA also hosted an export-sales forum, career seminars and press conferences by major sporting goods retailers. More than 9,000 visitors from 66 countries were primarily there to meet and to be met, to recalibrate their corporate strategies based on what they saw (Farnham, 1996).

2.15 The importance of exports in Finland and Finnish sporting goods companies

Emphases on exports are the concerns of every country specially the diversity of exports play an important role in the national economy of countries. Kallonen (1995) believed that Finland has always been quite heavily dependent on foreign trade as a consequence of her limited sources of raw materials and small domestic market. The importance of foreign trade for the Finnish economy is shown by the fact that more than a half of Finland's total production has to be exported and a quarter of total consumption has to be met by imports. Economic growth in Finland is linked mainly with foreign trade, and particularly with exports.

Conventional economic indicators give a distinctly divided picture of the Finnish economy. The export sector is booming with companies beginning to move into a better situation after years of heavy losses. The financial sector has begun to respond to return of profitability in the export industries, with interest rates coming down and share prices climbing. Due to strong export performance, the export industries and parts of the financial sector have pulled out of the recession. The export boom is pointing the right direction, with manufacturing, rather than domestic consumption, becoming the engine of growth. Success in exporting has prompted Finnish companies to take the next step and go international (Finland in Europe, 1995).

A phrase that established itself in Finnish economic parlance way back in the 1960's is "new exports" (Meaning any exports other than forest or metal product). Diversity in export is one of the major concerns in every developed economy and a good support to other sectors of the national economy (Hosia and Raivo, 1986).

Another indication generally for Finnish goods comes from Jermu Laine, the Minister for Foreign Trade in 1986 and it is about the quality of Finnish goods. He believed that Finnish products will be in demand only if their superiority has proved itself in the world, nothing less will suffice (Finland exports, 1986).

Export and international diversification have altered Finland in more than just the economic sense. When foreign trade accounts for nearly half a country's GDP its inhabitants start seeing the world in a new light.

Finland has traditionally stood for free trade in terms of its trade policy. Paavo Rantanen, one of the previous ministers for foreign affairs in an interview in 1995 said that economically, Finland is heavily dependent on its foreign trade. This is the source of its traditional philosophy of free trade. On the international sense, a small and highly specialized export industry can only succeed in a world where barriers to trade are low (Kallonen, 1995). But in the sporting goods business, where free trade means a lot, Seppo Ahonen, the President of Amer Corporation, a multi business and sporting goods company, had his own opinion. He confirmed that Finland's recent accession to the European Union does not mean immediate relief or problems for Amer. He reviled that there will be more competition in Finland. One positive point is that the consolidation of commerce is making headway and chains are growing. American chains are entering Europe through the United Kingdom, which means that the big chains will have to have a comprehensive product range. Competition will increase up and the channels for distribution and marketing will have to be further improved. Unit costs must be reduced. There is a great deal to do on the European level (Finland in Europe, 1995).

The Amer group is one of the biggest groups in sporting goods business in the world. Its net sales totaled 4,432 million FIM in 1998. Compared to 1997 there was 6 % decline. The net sales were 4,694 million FIM in 1997. The share and items of this group in sale were Golf 28 %, Racquet sports 27 %, Team sports 17 %, Alpine and cross-country skiing 12 %, In-line skating and snowboarding 4 % and Tobacco 12 %. They announced that the North America, Finland, Europe, Japan, Asia and Pacific are the best regions for their products (Amer's annual report, 1999).

There are lots of companies and manufactures in Finland producing sport goods, sports clothes and sport footwear such as Tiklas, Luhta, Antti-Fantti, Easy-Beasy, Finnvaate, Gefa, Hauki-Tex, Janstorp, Jap, Jormakka (Hosia and Raivio, 1986), and most of the sport goods companies were, or still are, multi business for example:

The exports of Neste (Fortum) in 1986, Finland's largest industrial concern, were gasoline, heating oils, raw materials for the plastics industry, plastic piping, and oil automotive batteries. Exel, one of Nest's subsidiaries was also the world's leading manufacturer of windsurfing masts and among the biggest suppliers of fiber reinforced laminates and profiles to the ski and ice hockey stick industries (Hosis and Raivio, 1986). In 1988, some of 30 % of Exel's sporting goods production went to the domestic market, while 70 % was exported, primarily to central Europe, then, the company had established a manufacturing subsidiary, Exel Ltd, in Peterborough, Ontario, Canada and, through Exel Inc., the Woburn, MA, sales office for its consumers in the United States (Finnish-American chamber of commerce, 1988). Later this company was holding 50 % of the world market for ski sticks and now its personnel are about 250 and its net sales in 1998 totaled 176.4 million FIM, an increase of 17 % over the year 1997. The company was listed in the Helsinki Exchanges in October 1998 (Exel's annual report, 1998).

The largest sports equipment manufacturer in Finland, Karhu-Titan Oy, in addition to making a complete line of Winter Sports equipment such as skis, poles, bindings, waxes, hoes and boots, ski suits, other clothing items and accessories, ice hockey sticks, skates, helmets, training and game wear, provides also track and field, gym equipment and materials and fishing tackle. With headquarters in Helsinki, Karhu-Titan have production facilities in five locations in Finland plus subsidiaries in Sweden, Denmark, United Kingdom, the Nederland, Spain, Germany, Austria, Canada and United States as well as a network of distributors in Europe and Asia (Finnish-American chamber of commerce, 1980).

Tunturipyora Oy of Turku, the manufacturer of physical fitness equipment in Finland, which was established in 1922 as a modest bicycle repair shop, holds the domestic bicycle market with a 25 % share and also has a 60 % share of the moped market. The company started exporting its products to the United States in 1972 and the United States market for the past five years consumed 50 % of the company's entire exports (Korpivaara, 1981).

2.16 Import channels for exporting sporting goods to Finland

The major part of consumer goods as well as a considerable amount of the raw materials are imported into Finland through the wholesalers and import companies. The selection of a trade partner depends on the product and the services needed. It is important to note that by selecting one specific channel, other channels are often automatically excluded. Peltola (1980) in her monograph on trade channels, N2, under the title of trade channels for sports goods in Finland, for helping the exporters to reach their final consumers in Finland, has divided the types of Finnish operating in retail trade for sporting goods and leisure articles in 3 groups:

1. Central wholesaling organization
2. Voluntary specialty shop chains
3. Independent retail trade that accounts for nearly 10% of total sales of sport goods in Finland.

3. THE OBJECTIVES OF THE STUDY

In a world of constant change, sports is also undergoing through a rapid and profound alternations, an alternation which was driven by the increased public awareness of general health and fitness. One of the significant forces responsible for this process is the growing commercialization of sports. Sports and recreational activities are becoming major factors in people's lives all around the world. The increasing number of participants in sports and physical activities has created an industry and has brought new light to the relationship between sport and economy, which cannot be denied by any country. This relationship is going to be one of the concerns of many countries within in following years.

One of the most important issues in relationship between sport and economy is the economic impact of sport goods and sport equipment. Sport goods are in every place. People need sport clothes and sport shoes when they attend to sports and physical

activities. The athletes use skies, ski shoes, ski sticks when they want to go skiing. One of the best segments in the big supermarkets is allocated to sport goods. Purchasing sporting goods has become almost inevitable part of most families in many societies and almost necessary items of colleges and universities.

Some companies and countries have recognized this huge demand for sporting goods and succeeded to choose and implement long-term policy in order to provide these items not only for domestic needs but also for markets in other countries through exports. China and Taiwan are good examples for this issue.

The consumption of sporting goods and the export and import of these items are interesting topics in the field of sport and economy. There are not so many studies in this area and the information concerning this topic can be useful and interesting both for public and private organizations in this field. So the main objective of this study is to evaluate and analyze the importance of sporting goods in foreign trade of countries during the years 1993-1996.

The research questions to be answered here are:

1. What is the monetary value of the export and import of sporting goods?
2. What is the share of sporting goods in total merchandise of all goods in the world?
3. What is the share of sporting goods in total export and import of countries?
4. How many countries are active in the export and import of sporting goods according to the United Nations trade standards?
5. Which countries have the highest percentage of these items in their total exports and imports?

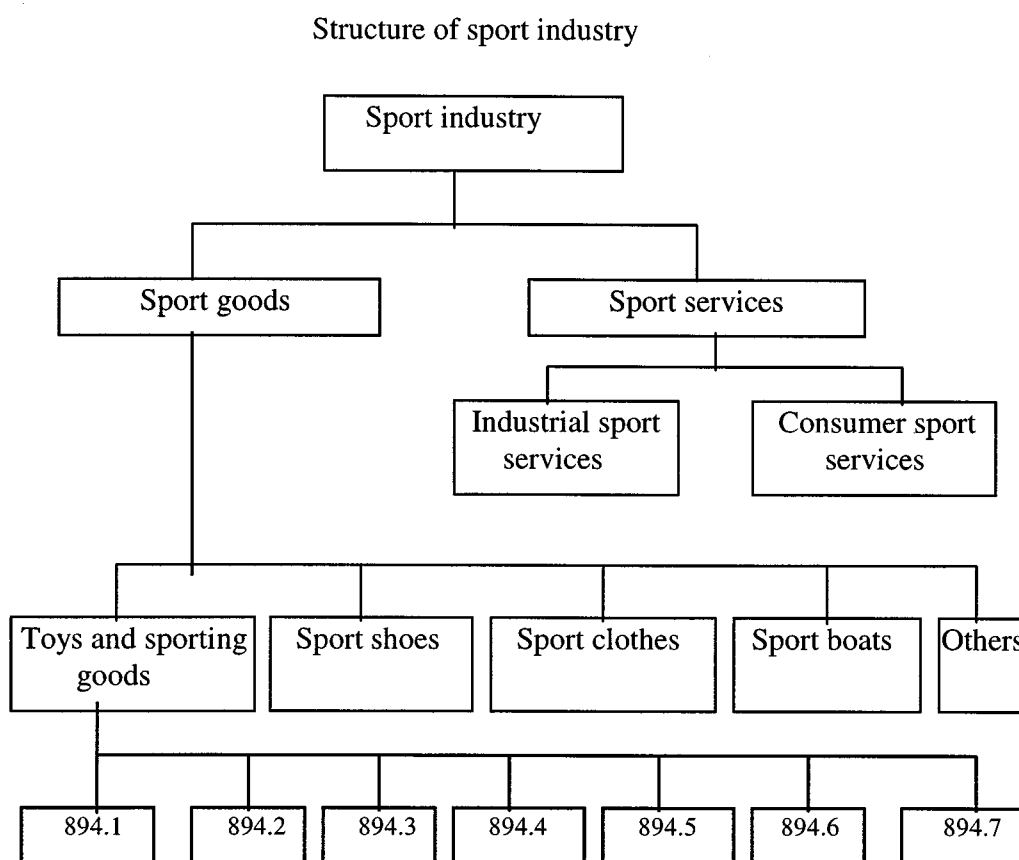
6. Which countries are the top exporters and importers of sporting goods?

Another main objective of this study as mentioned before is to evaluate the foreign trade of sporting goods in Finland. The questions to be answered in this area are:

1. What is the monetary value of sporting goods in the exports and imports of Finland during the years 1993-1997?
2. What is the share of sporting goods in total export and import of Finland?
3. Which countries are top exporters of these items to Finland?
4. Which countries are top importers of sporting goods from Finland?
6. Where is Finland's place among importers and exporters of sporting goods?
7. How many countries are involved in the trade of sporting goods with Finland?

3.1 The structure of sporting goods

Chart 1 shows the scope of this research. The sport industry has been divided to two main subgroups: sport goods and sport services. Sport goods itself covers a large area from toys and sporting goods up to sport shoes, sport wears, boats for pleasure, motor cycles etc. Because of the diversity of the items under sport goods title and the data related to them, only one of the subgroups of sport goods in toys and sporting goods section, sporting goods (894,7), has been chosen and the data related to this group has been collected for this study.

Chart 1

894. Toys and sporting goods

894.1 Baby carriages and parts thereof

894.2 Toys, construction sets and puzzles

894.3 Article for fanfare, parlor games, billiards etc.

894.4 Festive, carnival and other similar articles, Christmas tree

894.5 No information available in the original

894.6 Roundabouts, swings, other fairground amusements

894.7 Sporting goods

Therefore, the study just covers the exports and imports of the items of sporting goods under the title of toys and sporting goods and the data related to the other subdivisions of sport goods were excluded from this study.

4. METHODS AND PROCEDURES

The research was based on studying the countries' foreign trade of sporting goods during 1993-1996. The data related to sporting goods has been separated and collected from this category for this study. Finland has been chosen as a case and a quantitative methodology has been conducted to collect, compare and describe the data related to this study. A valid classification of commodities, regarding sporting goods, which was set by the United Nations, European Union and Statistics Finland, was used to carry out this study.

4.1 Limitations in the classification of sporting goods

This classification of sporting goods, which was set by the United Nations and the European Union, has accordingly accepted by member countries. It is one of the valid classifications for sporting goods in the world when it comes to studying the imports and exports of these items. But certain sports goods and sport equipment were excluded from this classification. So this classification can be a subdivision or one of the subgroups of sport goods classifications. The title for sporting goods in the mentioned United Nations, European Union and Statistics Finland Yearbooks underlined as item number 894.7 with sections, divisions, groups and subgroups. The data related to the export and import of sporting goods has been chosen according to this classification.

4.2 Procedures in international data collection

All countries, which presented their data to the United Nations, were selected for the first part of this study from the International Trade Statistics yearbooks published by the United Nations Statistics Office. The data provides basic information based on each individual country's external trade. While in the case of Finland, all countries have been chosen according to Finland's National Board of Customs (statistical unit) for the years 1993, 1994, 1995, 1996 and 1997.

Every year the data available for the first part of the study differed. The number of countries and the data related to them in total merchandise as well as in sporting goods decreased year after year due to the following reasons:

1. Some of countries were not able to present their data to the United Nations and some of them had data only for one, two or three years.

2. According to the United Nations Statistics Office, the values of exports and imports are analyzed by commodities, the data for commodities have been taken into consideration, only, when the values in every year are more than or equal to 0.3 % of country's total trade for that year. Above, mentioned reasons caused the following results in the number of participant countries in this trade.

Table 1. The number of participant countries in total exports, total imports as well as in the export and import of sporting goods in the world during 1993-1997.

Year	Total imports	Total exports	Importers of sporting goods	Exporters of sporting goods
1993	166	163	102	68
1994	162	158	114	74
1995	152	150	115	72
1996	115	109	89	62

Table 1 shows a four-year data on countries' participation in international trade and in the trade of sporting goods. Table 2 indicates the number of countries which have involved in total trade and in the trade of sporting goods with Finland during 1993-1997. Tables 1 and 2 indicate the number of participant countries in this trade in order to give clue to readers in methodology part of this study to know with how many countries the study was concerned.

With the exception of some countries from Latin America and some new countries from the former Union of Soviet Socialist Republics, which have been separated and recognized as a country, other countries presented annual total export and import data in accordance to their own national currency, which were changed to United States Dollars. Conversion Factors for these values in total imports and exports were differed during every year. But the values for the export and import of sporting goods were in USD.

Each country's monetary value for total imports was added to the total imports of other countries in order to have the monetary value of the total imports worldwide. This calculation has been repeated to have the monetary value of total exports worldwide pertaining to different years of study too.

Data on the export and import of every country in sporting goods have been collected with other countries to find out the amount of money involved in the export and import of sporting goods in the world for each year of this study accordingly.

The monetary value of import and export of sporting goods in every country has been divided to total import and export of that country for the same year and then multiplied to 100 to obtain the percentage of import and export of sporting goods in the total imports and exports of the country for the same year.

The data related to export and import of sporting goods among countries have been compared with each other and 10 countries which had the highest amount of money in export and import of these items have been chosen as 10 top importers and exporters of these goods in each year.

The term "country or area" covers countries, territories, cities, or areas according to the Standard International Trade Classification (SITC). The data in United Nations statistics' are in historical series, 1960-1996 special trade, which imports underlined as

C.I.F that includes cost, insurance and freight. The exports underlined as F.O.B pertaining to free on board.

4.3 Procedures in collecting data related to Finland

For the second part of the study, the data related to Finland have been selected from the Foreign Trade year books- National Board of Customs- Official Statistics of Finland (Ulkomaankauppa-Tullihalitus) in 1993, 1994, 1995, 1996 and 1997.

The Finnish trade of sporting goods with other countries has been collected in Finland's currency and has been converted to USD with different values (conversion factors) for exports and imports to find out the monetary values in this trade. The export and import of Finland in sporting goods have been compared with other countries in each year to find out Finland's position among other exporter and importer countries of sporting goods items in the world. The export and import of sporting goods in Finland have been divided to total export and import of the country and then multiplied by 100 to get the percentage of these items separately in total exports and imports for every year of this study.

The ten main importer and exporter countries of sporting goods from Finland have been chosen after comparing all countries' data in this regard. The total import of sporting goods for each year has been divided by total population of Finland to find out the per capita expenditure on imported sporting goods.

The inflation rate in every year has been evaluated on these items to consider the effects of inflation rate in this trade concerning the data related to export and import of sporting goods. Table 2 presents the number of countries involved in total imports, total exports and the import and export of sporting goods during 1993-1997.

Table 2. The number of countries involved in total trade and in the trade of sporting goods with Finland during 1993-1997.

Year	Total exports and imports	Importer countries	Exporter countries
1993	208	71	46
1994	209	73	41
1995	226	66	40
1996	226	62	41
1997	220	56	39

The data contains statistics of foreign trade by countries and categories of goods as well as annual statistics on total trade by countries in terms of the SITC classification. The statistical value of imports is an indication of their transaction value at the place of importation to Finland (C.I.F value). The statistical value of exports is their transaction value at the place of exportation from Finland (F.O.B value).

The tables in original books contain the values in million Finnish Marks (Mill.FIM), which have been converted to USD. Commodity groups and countries are indicated only if their exports and imports amount to nearly 20,000 USD (100,000 FIM) or more.

The concept of "country" denotes the country of origin for imports and the country of destination for exports. The country where goods have been produced or manufactured is regarded as the country of origin. If the goods have undergone working or processing in two or more countries the country of origin is the country where the last significant and economically justified working or processing has taken place. The country of destination is the last country to which it is known at the time of export that the goods were dispatched from Finland either direct or via another country. The classification of countries is based on the country nomenclature of commission regulation (E.C) N: 0 895/97.

Commodity Classification: The nomenclature of the Standard International Trade Classification, Rev.3, (S.I.T.C) has been used for the classification of goods in addition imports are classified by their use and exports by industries. Imports presented by countries of origin, countries of destination, by sections, divisions, groups, subgroups of the S.I.T.C in 1997. The classification of countries is based on the standard ISO/ DIS 3166 of the international organization for standardization. Only heading with import or export values of at least 10,000 USD, (FIM 50,000), are recorded in the original statistics books.

5. RESULTS

5.1 The total imports and imports of sporting goods among countries

5.1.1 The total imports and import of sporting goods among countries in 1993

From 177 countries and regions in the world, data for 166 countries was available on total imports. The amount of monetary value involved in the imports of all commodities in the world was 3,784,959,311,709 USD.

Out of these 166 countries in 1993 only 102 countries' data were higher or equal than to the United Nations standards to be included as data for import of sporting goods in commodities divisions.

The monetary value involved in importing sporting goods for all nations in the world was 6,960,041,000 USD, which accounted for 0.18 % of the total imports of all countries.

The highest share of importing sporting goods in the national economy of countries, total imports, went to Haiti. The total import of this country was 358,592,814 USD and its import of sporting goods was 4,037,000 USD resulting in 1,13 % of its total imports in 1995. Following Haiti, Japan was the second, which had the highest share in this

respect. The total amount of imports to Japan was 241,657,406,991 USD in 1993 and its import of sporting goods was 1,430,615,600 USD accounting for 0,59 % of Japanese total imports. Malta was next country in this classification where importing of sporting goods accounted for 0,51 % of its total imports. The total import of this country was 2,174,262,547 USD in which the import of sporting goods reached to 11,050,000 USD.

The ten top importers of sporting goods were Japan, the United States, Germany, Canada, France, Hong Kong, United Kingdom, Italy, the Netherlands and Switzerland in 1993. Table 3 provides more details, with attention to the total imports and imports of sporting goods as well as the share of these items in the total imports of these countries. The values in the following tables are in United States Dollars.

Table 3. The ten top importers of sporting goods in 1993 (USD)

N	Country	Total imports	Imports of Sporting goods	Percentage
1	Japan	241,657,406,991	1,430,615,600	0,59 %
2	United States	603,838,000,000	1,269,566,700	0,21%
3	Germany	346,130,105,336	542,955,000	0,16%
4	Canada	139,038,765,025	410,227,500	0,30 %
5	France	200,750,101,657	393,077,500	0,20 %
6	Hong Kong	139,193,836,516	391,827,600	0,28 %
7	United Kingdom	206,320,265,048	369,244,900	0,18 %
8	Italy	148,415,203,000	232,832,100	0,11 %
9	Netherland	124,742,083,788	183,460,300	0,15 %
10	Switzerland	56,722,411,986	176,258,200	0,31 %

5.1.2 The total imports and import of sporting goods among countries in 1994

There was 162 countries' data available for total imports in 1994, which was 4 less than in 1993. The amount of money in total imports of all nations during the year 1994 totaled to 4,197,415,005,956 USD, which was already more than previous year despite decreases in the numbers of countries.

Out of 177 countries in 1994, data for 114 countries, 12 countries more than the previous year, were higher than or equal to the United Nations standards to be included as data for sporting goods in the commodities divisions. The amount of monetary value involved in importing sporting goods for all countries during 1994, with some increases about 2,500,000,000 USD compared to 1993, reached to 9,393,669,500 USD. The share of sporting goods in the total import of all countries was 0,22 % in 1994.

The highest share of importing sporting goods in the national economy of countries, total imports, went to Japan in 1994. The total import of this country was 275,264,472,813 USD and its import of sporting goods was 1,606,702,200 USD, which accounted for 0,58 % of Japanese total imports. Following Japan, Guadeloupe was the second country in this respect. The total import of Guadeloupe was 1,539,296,262 USD in which the import of sporting goods reached to 7,074,000 USD, which was responsible for 0,46 % of its total imports. The United States of America was the third, where the import of sporting goods accounted for 0,41 % of its total imports in 1994. The total import of this country during 1994 was 689,214,900,000 USD and the import of sporting goods was 2,853,242,900 USD.

The ten top importers of sporting goods were the United States, Japan, Germany, Hong Kong, Canada, France, United Kingdom, Italy, Switzerland, and Australia. Table 4 presents the ten main importers of these items during the year 1994 with attention to their total imports and imports of sporting goods as well as the share of sporting goods in their total imports.

Table 4. The ten top importers of sporting goods in 1994 (USD)

N	Country	Total Imports	Imports of sporting goods	Percentage
1	United States	689,214,000,000	2,853,242,900	0,41 %
2	Japan	102,348,000,000	1,606,702,200	1,57 %
3	Germany	384,745,853,315	635,919,600	0,17 %
4	Hong Kong	161,777,437,909	523,640,800	0,32 %
5	Canada	139,038,765,025	459,574,200	0,33 %
6	France	203,638,022,990	414,268,000	0,20 %
7	U, Kingdom	689,214,900,000	409,265,900	0,06 %
8	Switzerland	54,437,711,280	194,133,800	0,36 %
9	Australia	53,425,351,499	180,849,300	0,34 %
10	Netherlands	11,913,397,478	172,027,700	1,44 %

5.1.3 The total imports and import of sporting goods among countries in 1995

Although the number of participant countries decreased from 162 in 1994 to 152 in 1995, the total imports of countries, with an increase of 700,000,000 USD over 1994, reached to 4,883,408,666,723 USD in the year 1995.

Out of these 152 in total imports, 115 countries participated in importing sporting goods, which were 1 and 13 countries more than in the year 1994 and 1993 respectively.

The amount of monetary value of import of sporting goods in 1995 was 11,244,579,100 USD with an increase of nearly 2,000,000,000 USD over 1994. The share of import of sporting goods in total imports of all countries was 0,23% in 1995.

The highest share of imports of sporting goods in total imports of countries went to Australia, Japan and New Zealand in 1995. The total Australian import was 60,316,814,420 USD and its import of sporting goods reached to 2,000,837,000 USD accounting for 3,32 % of total imports of the country. Following Australia, Japan was the second country in this respect. The total import of Japan was 335,994,748,690 USD and its import of sporting goods was 2,102,347,900 USD in 1995 accounting for 0,63 %

of its total imports. New Zealand was the third country in this regard where the import of sporting goods formed 0,39 % of its total imports in 1995. The total import of this country was 13,957,947,339 USD and its import of sporting goods was 54,829,000 USD.

The ten top importers of sporting goods in the year 1995 were United States, Japan, Australia, Hong Kong, Germany, Canada, France, the United Kingdom, Italy and Switzerland. The total imports, imports of sporting goods and the share of these items in total imports of these countries have been presented in table 5.

Table 5. The ten top importers of sporting goods in 1995 (USD)

N	Country	Total Imports	Imports of sporting goods	Percentage
1	United States	770,852,100,000	3,109,183,700	0,40 %
2	Japan	335,994,748,690	2,102,347,900	0,63 %
3	Hong kong	192,773,619,628	703859,600	0,37 %
4	Germany	444,553,808,539	635,919,600	0,14 %
5	Canada	168,052,821,714	558,837,200	0,33 %
6	France	276,980,770,950	507,883,100	0,18 %
7	U, Kingdom	265,321,200,680	453,373,000	0,17 %
8	Switzerland	77,006,074,933	238,912,500	0,31 %
9	Australia	60,316,814,420	200,837,000	0,33 %
10	Korea, Re	135,119,000,000	199,451,600	0,15 %

5.1.4 The total import and the import of sporting goods among countries in 1996

Out of 177 countries in the United Nations category in, 115 countries submitted their data to UN during the year 1996 indicating a decrease of 51 countries in total imports in 1996 compared to 1993. Despite of this sharp drop in the number of countries, an increase in the volume of total imports was observed. The increase in the import of the main industrialized and other countries that participated in trading was the main reason for this increase during this year. However, the amount of money involved in the total import by these countries was 5,034,895,866,882 USD.

The data related to the number of countries in imports of sporting goods in 1996 decreased sharply by 26, 25 and 13 countries compared to the years 1995, 1994 and 1993 respectively. There were 89 countries whose data met the standards of the UN in regard to the import of sporting goods in 1996. The amount of monetary value that countries spent on importing sporting goods was 13,364,470,900 USD, which was already 2,000,000,000 USD more than over 1995. The share of these items in total imports of the world was 0,26 % in 1996.

The highest share of importing sporting goods in the total imports of countries in the year 1996 went to Poland, Japan and New Zealand. The total import of Poland in 1996 was 39,956,890,000 USD in which the import of sporting goods reached to 574,447,000 USD and the share of sporting goods in total imports of this country accounted for 1,44%. The share of sporting goods in total imports of the second country, Japan, was 0,61%. The total import of Japan in 1996 was 349,184 481,191 USD in which the import of sporting goods accounted for 2,138,249,000 USD. New Zealand was the third country in this regard. The total import of this country was 14,725,040,400 USD and the import of sporting goods was 60,543,000 USD, accounting a 0,41 % share in total imports of this country in 1996.

The ten top importers of sporting goods in 1996 were countries such United States, Japan, Germany, Hong Kong, United kingdom, France, Poland, Canada, Italy and Republic of Korea. Table 6 presents the total imports, imports of sporting goods and the share of these items in total imports of these countries.

Table 6 The ten top importers of sporting goods during 1996 (USD)

N	Country	Total Imports	Imports of sporting goods	Percentage
1	United States	822,024,900,000	3,430,805,000	0,42 %
2	Japan	349,184,481,191	2,138,249,000	0,61 %
3	Germany	455,705,774,040	908,770,000	0,20 %
4	Hong Kong	198,560,416,032	784,453,900	0,40 %
5	U, Kingdom	287,502,943,941	602,716,000	0,21 %
6	France	279,381,923,760	580,014,200	0,21 %
7	Poland	36,956,890,000	574,447,000	1,55 %
8	Canada	174,961,492,625	524,447,000	0,30 %
9	Korea, Re	150,676,500,000	314,498,000	0,21 %
10	Switzerland	74,469,366,677	255,300,000	0,34 %

5.2 The changes in the total imports and imports of sporting goods among countries during 1993-1996

The total imports of countries have been increased during the years which were reviewed in this study. The study showed that the total imports of all countries in the world were 3,784,959,311,709 USD in 1993, which increased by 412,455,694,240 USD and reached to 4,197,415,005,959 USD in 1994. Again with some increases about 685,993,660,764 USD over 1994, it increased to 4,883,408,666,723 USD in 1995. There were increases also in 1996, this time by 151,487,200,159 USD over 1995, while the total imports of countries reached to 5,034,895,866,882 USD.

An increase in the imports of sporting goods and in the share of these items in the total imports of the world was also noticed. The imports of sporting goods for all countries during 1993 were 6,960,041,000 USD, which increased by 2,433,628,500 USD in 1994 and reached to 9,393,669,500 USD. In 1995, the study showed increases again in the imports of these items. It increased by 1,850,909,600 USD in 1995 over 1994 and reached to USD 11,244,579,100 USD. These increases continued in 1996 by 2,115,909,800 USD over 1995 while the monetary value of the imports of these items reached to 13,364,470,900 USD during this year.

The share of imports of sporting goods in total imports of countries also showed an increase during the years of study. The share of imports of these items in total imports of all goods was 0,18 % in the world during 1993, which increased in 1994 by 0,4 % over 1993 and reached to 0,22 %. It increased further by 0,1 % in 1995 and reached to 0,23 % of total imports of the world. The increases continued by 0,3 % in 1996 over 1995 when the share of imports of sporting goods in total imports of the world reached to 0,26 % in 1996.

One of the important aspect, in the increase of the value of total imports, imports of sporting goods and the share of imports of sporting goods in total imports of world, was that the increase happened when there was decrease in the number of countries in total imports and imports of sporting goods. The number of participant countries, which were 166 in 1993, decreased in 1994 by 4 and declined to 162 countries. It decreased further in 1995 by 10 countries and declined to 152 members in 1995. The sharp drop in the number of countries happened in 1996 when the number of countries in total merchandise of all goods decreased by 37 over 1995 and declined to 115 members in 1996. Furthermore, when the numbers of participant countries in 1993 compared with the numbers of countries in 1996, a decrease of 51 members was noticed in 1996, which might have huge effects on the monetary value of total imports. But the main point in this issue was that despite the decrease in the number of participant countries in this regard, the study showed increases in the monetary value of the total imports.

Similarly, the numbers of importer countries of sporting goods, which were 102 in 1993 increased by 12 in 1994 and reached to 114 countries. Again, with an increase of 1 country over 1994, there were 115 countries in this category in 1995, which decreased sharply to 89 in 1996, which were 26 countries less than in 1995. Despite the decrease in the number of participant countries involved in the imports of sporting goods during the years of study, the monetary value of the imports of these items found to be increased.

Table 7 presents all the results and the changes which have occurred in the total imports and imports of sporting goods as well as in the share of these items in total imports of world during the years 1993-1996.

Table 7. Total imports, imports of sporting goods and the share of these items in total imports of the world during 1993-1996 (USD)

Year	Total imports	The imports of sporting goods	The share of sporting goods in total imports of world
1993	3,784,959,311,709	6,960,041,000	0,18 %
1994	4,197,415,005,959	9,393,669,500	0,22 %
1995	4,883,408,666,723	11,244,579,100	0,23 %
1996	5,034,895,866,882	13,364,470,900	0,26 %

The data related to all countries in total imports and imports of sporting goods have been presented in appendix 1, 3, 4, 5 and 6. See pages 107-127.

5.3 The main importer countries of sporting goods during 1993-1996

The main importers of sporting goods in the world, with some differences, were found to be the same during the years 1993-1996. Countries such as Japan, which was in the first position in 1993 was replaced by United States in 1994, 1995 and 1996. Therefore, United States was the first importer and found to be dominating the importing of sporting goods in the world during the years of this study. Japan, which had the highest amount of imports of sporting goods in 1993, moved to the second place during 1994, 1995 and 1996 and became the second nation in the list of top ten importers of sporting

goods. But Japan had the highest percentage of the imports of these items in its total imports of all goods when compared with other top importers of these items. For example, compared with United States, the share of sporting goods in total imports was 0,59 %, 1,6 %, 0,63 % and 0,61 % for Japan and 0,21 %, 0,41 %, 0,40 %, and 0,42 % for United States during the fiscal years 1993, 1994, 1995 and 1996 respectively. Following Japan, Germany was third importer of sporting goods. Hong Kong appeared to occupy different places in the top ten importers list of sporting goods. It occupied 6th place in 1993, 4th in 1994, third in 1995 and 4th in 1996 overall, had the fourth highest imports of these items among importers. Canada had the same situation as that of Hong Kong. This country was in 4th in 1993, 5th in 1994 and 1995 but dropped to 8th in 1996. In general, Canada can be named as the 5th importer nation of sporting goods in the world. Followed by Canada, France was the 6th importer country of these items. France occupied the 5th place in 1993, 6th in 1994, 1995 and 1996. There were other countries in the ten top importers lists of these items, which occupied positions. Countries such as United Kingdom, Italy, Netherlands, Switzerland, Australia and Republic of Korea shared the highest imports of sporting goods in the world during the years 1993-1996.

5.4 The total exports and export of sporting goods among countries

5.4.1 The total exports and export of sporting goods among countries in 1993

From 177 participant countries in total merchandise, data for 163 countries were available on total exports in United Nations' statistics category in 1993. This indicates that 3 countries did not participate in total imports during 1993. The total exports of all commodities in the world totaled to 3,597,923,955,150 USD during the year 1993.

Out of 163 countries in 1993, only 68 countries data were higher than or equal to the United Nations standards to be included as data for exports of sporting goods in commodities divisions. In other words, there were other countries that were involved in this trade but their commitment regarding this business were lower than the

international standards. The export of sporting goods was 7,476,084,100 USD, which was responsible for 0,20 % of total exports of the world during 1993.

The highest share of export of sporting goods in total exports of countries went to Cyprus in the year 1993. The total export of all goods for this country was 855,853,003 USD in which the export of sporting goods reached to 24,352,000 USD, which was responsible for 2,85 % of country's total exports. Pakistan was the second, followed by Honduras, which was the third country in this regard. Pakistan exported 112,481,000 USD in sporting goods, which was 1,68 % of its total exports. The total export of Pakistan during 1993 was 6,687,998,390 USD. The total export of Honduras was 814,000,000 USD in 1993 and the export of sporting goods was 11,681,000 USD accounting for 1,44 % of its total export.

Taiwan, the United States, China, France, Hong Kong, Japan, Republic of Korea, Germany, Italy and Canada were the ten top exporter countries of these items in the world during the year 1993. The total exports, exports of sporting goods and the share of these items in total exports of these countries have been presented in table 8. It was noticed that there was no information about the total imports and exports of Taiwan in the original statistics books related to this study.

Table 8. The ten top exporters of sporting goods in 1993 (USD)

N	Country	Total exports	Exports of sporting goods	Percentage
1	Taiwan	*	1,687,660,000	
2	United States	464,773,100,000	1,141,926,500	0,25 %
3	China	90,969,981,384	631,489,000	0,69 %
4	France	206,231,866,904	519,979,100	0,25 %
5	HongKong	135,248,749,582	502,996,600	0,37 %
6	Japan	362,282,390,988	365,094,800	0,10 %
7	Korea, Re	82,236,000,000	358,254,000	0,44 %
8	Germany	382,630,863,423	269,189,800	0,07 %
9	Italy	167,618,981,000	258,489,000	0,15 %
10	Canada	145,182,471,278	223,680,700	0,15 %

5.4.2 The total exports and export of sporting goods among countries in 1994

Out of 177 countries in 1994, only 158 countries data for total exports was available. The amount of money, with an increase of 500,000,000,000 USD over 1993 reached to 4,104,851,853,340 USD in total exports of all nations in the world for the year 1994, although there was a decrease by 5 countries compared to 1993.

The export of sporting goods reached to 8,661,745,000 USD during this year, which was already 1,200,000,000 USD more than 1993. The share of these items in the total exports of the world was 0,21 % during the year 1994 with an increase of 0,1 % compared to previous year.

The biggest share in the export of sporting goods in total exports of countries went to Pakistan, Honduras and China during 1994. The total export of Pakistan in 1994 was 7,365,391,200 USD of which the export of sporting goods accounted for 148,638,000 USD. The share of these items in the total export of this country was 2,02 %. Honduras has exported 842,500,000 USD out of which the share of sporting goods was 0,81%. The export of these items in Honduras in 1994 was 6,810,000 USD. China was the third country in this regard with 121,047,009,960 USD in its total exports and 947,309,000 USD in the export of sporting goods, which accounted for 0,78 % of its total exports.

The ten top exporters of sporting goods were Taiwan followed by the United States, China, Hong Kong, France, Korea Republic, Japan, Italy, Germany and Canada in 1994. The total export, the export of sporting goods as well as the share of these items in total export of these countries have been presented in table 9.

Table 9. The ten top exporters of sporting goods in 1994 (USD)

N	Country	Total exports	Exports of Sporting goods	Percentage
1	Taiwan	*	1,723,133,300	
2	United States	512,626,900,000	1,325,922,100	0,25%
3	China	121,047,009,960	947,309,000	0,78 %
4	Hong Kong	151,395,756,560	651,745,100	0,43 %
5	France	230,871,371,509	546,523,780	0,24 %
6	Korea, Re	11,228,313,997	379,522,000	3,38 %
7	Japan	96,013,010,000	375,299,900	0,39 %
8	Italy	397,051,160,189	370,478,000	0,09 %
9	Germany	429,074,583,810	323,729,300	0,08 %
10	Canada	165,380,243,625	227,082,600	0,08 %

5.4.3 The total export and export of sporting goods among countries in 1995

The total exports of countries reached to 4,795,543,125,498 USD in 1995 and the numbers of countries that presented their data to the United Nations' Statistics Office were 150, which were already less by 8 countries in 1994 and 23 in 1993. Despite the decreases in the numbers of countries, there were some increases in the amount of monetary value (700,000,000,000 USD over 1994) that was involved in the total exports of all goods for all countries during the year 1995.

The number of countries that participated in the export of sporting goods reached to 72 countries, already 2 members less than 1994. The monetary values of the exports of sporting goods were 11,124,615,600 USD, which were already 2,500,000,000 USD and 3,600,000,000 USD more than the amounts of these items during 1994 and 1993 respectively. The share of the export of sporting goods was 0,23 % of total exports of world during the year 1995.

The biggest share of export of sporting goods in total export of countries went to Haiti, Pakistan, Austria and Bangladesh in 1995. The total export of Haiti was 111,625,503 USD out of which the export of sporting goods was 3,001,000 USD. The share of these

items in total export of this country was 2,69 %. Pakistan has exported 7,991,574,822 USD, which the share of sporting goods was 1,73 %. The export of sporting goods in Pakistan was 138,156,000 USD in 1995. Austria and Bangladesh were the third country in this regard. Austria with 57,539,782,924 USD in total exports and 612,179,000 USD in the export of sporting goods which formed 1,06 % of its total exports shared the third place with Bangladesh because Bangladesh had the same share of export of sporting goods in its total exports during this year. The total export of this country was 3,173,082,624 USD in which the export of sporting goods reached to 33,558,000 USD, which formed 1,06 % of country's total exports.

Taiwan, the United States, China, Hong Kong, France, Austria, Italy, Korea Republic, Japan and Germany were the ten top exporters of sporting goods in 1995. The total exports and the export of sporting goods as well as the share of these items in total exports of the main exporter countries have been presented in table 10.

Table 10. The ten top exporters of sporting goods in 1995 (USD)

N	Country	Total Exports	Exports of sporting goods	Percentage
1	Taiwan	*	1,793,862,000	
2	United States	584,742,900,000	1,731,328,600	0,30%
3	China	148,797,453,963	1,276,474,000	0,86%
4	Hong Kong	173,754,238,050	901,270,400	0,52%
5	France	287,333,362,070	634,356,500	0,22%
6	Austria	45,031,308,045	612,179,000	1,36%
7	Italy	230,965,248,000	559,140,400	0,24 %
8	Korea, Re	125,058,000,000	441,017,000	0,35 %
9	Japan	441,349,874,654	427,207,700	0,10 %
10	Germany	508,397,246,000	385,409,600	0,08 %

5.4.4 The total export and export of sporting goods among countries in 1996

The total export of countries was 4,547,718,755,620 USD in 1996 with a decrease of 250,000,000,000 USD over 1995. Lack of data, as some countries did not make it

available to the United Nations statistics office, was affected the number of countries down to the 109, which in return was responsible for the decrease in the amount of monetary value of total exports too.

The export of sporting goods reached to 10,432,868,500 USD while, the number of exporter countries of these items decreased during the year 1996 by 10 countries over 1995 and declined to 62. The share of export of sporting goods in total exports of the world during 1996 was 0,22 %, taking into consideration that there were some decreases in the number of countries in the total exports and in the export of sporting goods.

New Zealand, Pakistan and Bangladesh had the highest share of exporting sporting goods in their total exports among countries in 1996. New Zealand exported 209,663,000 USD in 1996 in which the export of sporting goods was 7,175,000 USD. The share of these items in total export of this country was 3,24 %. Pakistan was in the second place in this respect. The total export of Pakistan was 9,321,027,994 USD in which the export of sporting goods reached to 291,090,000 USD accounting for 3,12 % of its total exports. Bangladesh was the third. The total export of Bangladesh was 3,297,275,432 USD and the export of sporting goods was 51,170,000 USD which accounted for 1, 55 % of its total export.

The ten top exporter nations of these items were the United States, Taiwan, China, Hong Kong, Italy, France, Republic of Korea, Austria, Japan and Canada during the year 1996. The total exports, exports of sporting goods and its share in total exports of these countries have been presented in table 11.

Table 11 The ten top exporters of sporting goods during 1996 (USD)

N	Country	Total exports	Exports of sporting goods	Percentage
1	United States	625,072,900,000	1,907,225,000	0,30%
2	Taiwan	*	1,876,994,000	
3	China	151,197,035,184	1,020,888,000	0,68 %
4	Hong Kong	180,745,383,624	1,003,593,200	0,56 %
5	Italy	250,904,239,600	611,063,000	0,24 %
6	France	288,047,827,392	592,636,000	0,21 %
7	Korea, Re	130,345,700,000	551,459,000	0,42 %
8	Austria	57,830,509,425	485,985,000	0,84 %
9	Japan	130,345,700,000	450,538,000	0,11 %
10	Canada	201,635,935,404	404,970,000	0,20 %

5.5 The changes in the total exports and exports of sporting goods among countries during 1993-1996

In considering the total exports and export of sporting goods the study showed that the monetary value of total exports of countries increased during 1993, 1994 and 1995 but decreased in 1996. The total export of world was 3,597,923,955,150 USD in 1993, which increased by 506,927,868,190 USD in 1994 and reached to 4,104,851,823,340 USD. Again, with an increase of 690,681,302,150 USD over 1994 in 1995 it reached to 4,795,543,125,490 USD. But it decreased in 1996 by 152,175,630,130 USD over 1995 and declined to 4,547,718,755,620 USD.

Similar to total exports, the exports of sporting goods increased in 1993, 1994, 1995 and then decreased in 1996. The export of sporting goods from all countries was 7,476,084,100 in 1993, which increased to USD 8,661,745,000 in 1994 (with an increase of 1,185,660,900 USD over 1993). Again, it increased by 2,462,870,600 USD over 1994 and reached to 11,124,615,600 USD in 1995. But it decreased in 1996 by 691,747,100 over 1995 and declined to 10,432,868,500 USD.

The share of export of sporting goods in total exports of world found to be increased during the years 1993, 1994 and 1995 but decreased in 1996. The share of these items in total export of the world was 0,20 % in 1993, which increased to 0,21 % in 1994. Again by 0,02 % increases over 1994 it reached to 0,23 % in 1995. Unlike pervious years, the share of these items decreased in 1996 by 0,01 % over 1995 and declined to 0,22 in 1996.

The study showed that the numbers of exporters of sporting goods were less than importers during the years of study and decreased during 1995 and 1996. The number of participant countries in the export of sporting goods, which was 68 countries in 1993 increased in 1994 by 6 over 1993 and reached to 74. But it decreased by 2 countries in 1995 over 1994 and declined to 72 countries and finally it decreased in 1996 by 10 countries over 1995 and declined to 62 nations in 1996. This decreases in the numbers of countries in total exports and exports of sporting goods was due to the lack of data from some member countries which were not able to present their data to United Nations Statistics office. This might also be the main reason for the decrease in the monetary value of total exports and exports of sporting goods during the years of this study. Table 12 presents the changes in the total export, in export of sporting goods and in the share of these items in total export during the years of this study.

Table 12. Total exports, exports of sporting goods and the share of these items in total exports of world during 1993-1996.

Years	Total export	The export of sporting goods	The share of sporting goods in total exports
1993	3,597,923,955,150	7,476,084,100	0,20 %
1994	4,104,851,823,340	8,661,745,000	0,21 %
1995	4,795,543,125,490	11,124,615,600	0,23 %
1996	4,547,718,755,620	10,432,868,500	0,22 %

The data related to the total exports and export of sporting goods during 1993-1996 has been presented in appendices 2, 3, 4, 5 and 6. See pages 112-127.

5.6 The exporter countries of sporting goods during 1993-1996

There was no information about the total exports and total imports of the first exporter nation of sporting goods in United Nations Statistics books as Taiwan found to be the highest exporter of sporting goods during the years 1993-1996. The data related to exports of sporting goods indicated that this country was in the top of ten main exporters of sporting goods during 1993, 1994 and 1995, but dropped to the second place in this category after United States in 1996. The United States was second exporter of these items among other exporters during 1993-1996 although the country moved to the first place in 1996. China was in the third place but a significant impact was noticed on the share of export of sporting goods in Chinese economy. The share of export of sporting goods was 0,69 % of total export of country in 1993 and increased to 0,78 % in 1994 and to 0,86 % in 1995 but decreased to 0,68 % in 1996. These figures give strong indication of the role of export of sporting goods in China. Considering the

political relationship of China with Hong Kong and Taiwan for further studies in this field, the sporting goods trade will be influenced by these countries in Asia, as Hong Kong was also the 4th exporter of these items. This country was in 5th place in 1993 but moved to 4th place in 1994, 1995 and 1996. The 5th country among top exporters of these items was France with more than 500,000,000 USD and was in the 4th position in 1993 but dropped to 5th place during 1994 and 1995 and to 6th position during 1996.

Japan, Republic of Korea, Germany, Italy, Canada and Austria were other nations in this context, which were among top exporters of sporting goods in the world during the years 1993-1996.

5.7 The import of sporting goods to Finland in 1993

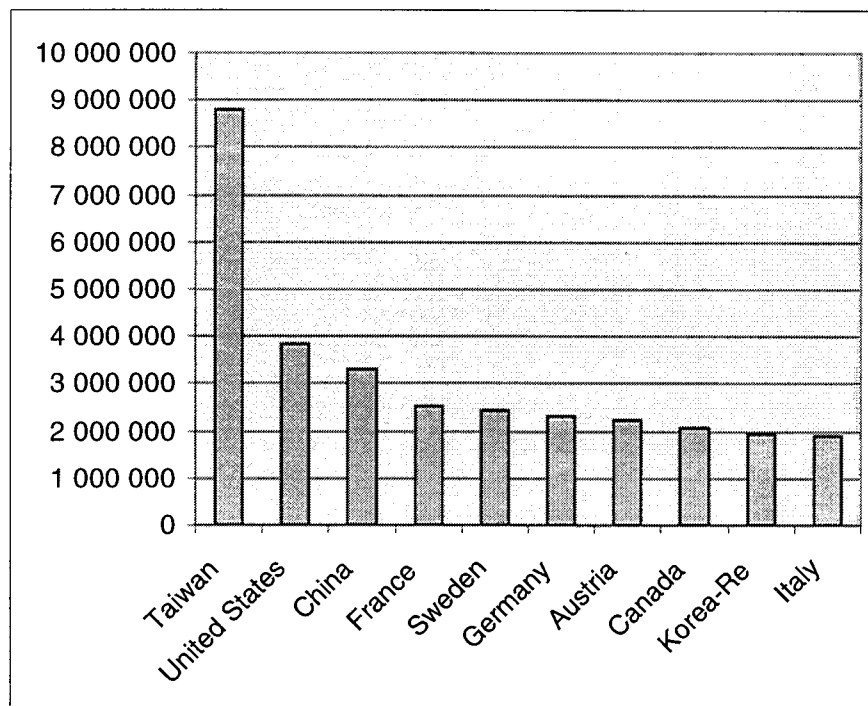
The total numbers of countries involved in merchandising with Finland were 208 in 1993 in which 46 countries exported sporting goods to Finland. The total import of the country was 18,032,820,762 USD and the import of sporting goods accounted to 41,498,600 USD. This amount of import of sporting goods was ranked Finland in 21st position in the world among importer countries of these items and shared the 0,23 % of Finland's total imports of all goods. The population of Finland was 5,078,000 in 1993. When considered the effect of population factor on imported sporting goods in following years, it was found that the per capita share in imports of sporting good was 8,19 USD in Finland during the year 1993.

5.7.1 Exporter countries of sporting goods to Finland in 1993

The highest amount of money in importing sporting goods from countries went to Taiwan. Taiwan exported 21,2 % of Finland's imports of sporting goods during this year. The United States was second exporter (9,2 %) followed by China (7,9 %), France (6,1 %), Sweden (5,8 %), Germany (5,6 %), Austria (5,3 %), Canada (5 %), Republic of Korea (4,7 %) and Italy (4,6 %). The ten main exporters of these items to Finland

exported more than 75,4 % of imported sporting goods to country during the year 1993. Picture 1 presents the amount exports of sporting goods from these countries to Finland.

Picture 1. The ten top exporters of sporting goods to Finland in 1993 (USD)



The exports of sporting goods to Finland from other countries during the year 1993 have been presented in appendix 7. See page 128.

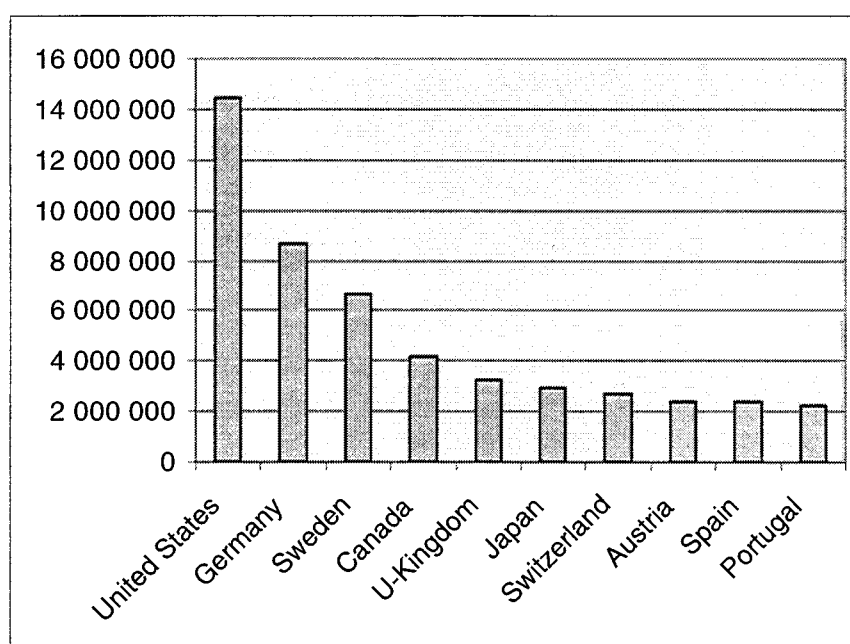
5.7.2 The export of sporting goods from Finland during 1993

The numbers of countries involved in importing sporting goods from Finland were 71 indicating that there were 24 more than exporters to Finland. The export of sporting goods reached to 63,543,000 USD accounting for 0,27 % of total exports of the country. The amount of exports was 22,000,000 USD more than the imports of these items to the country in 1993. Thus, Finland was ranked 18th among major exporters of these items in the world. The total exports of the country were 23,447,100,936 USD during the year 1993.

5.7.3 The importer countries of sporting goods from Finland in 1993

United States was the first importer of sporting goods from Finland. During 1993, United States imported 22,7 % of Finland's exports of sporting goods. Germany with (13,6 %), Sweden (10,4 %), Canada (6,5 %), the United Kingdom (5,1 %), Japan (4,7 %), Switzerland (4,2 %), Austria (3,8 %), Spain (3,8 %) and Portugal with 3,5 % were other nations in this list which shared the exports of sporting goods from Finland. These ten top importers imported more than 78,3 % of Finland's exports of sporting goods in 1993. Picture 2 presents these importers with regard to the amount of money involved in this trade.

Picture 2. The ten top importers of sporting good from Finland in 1993 (USD)



The export of these items from Finland to other countries throughout the world in 1993 has been presented in appendix 8 page 129.

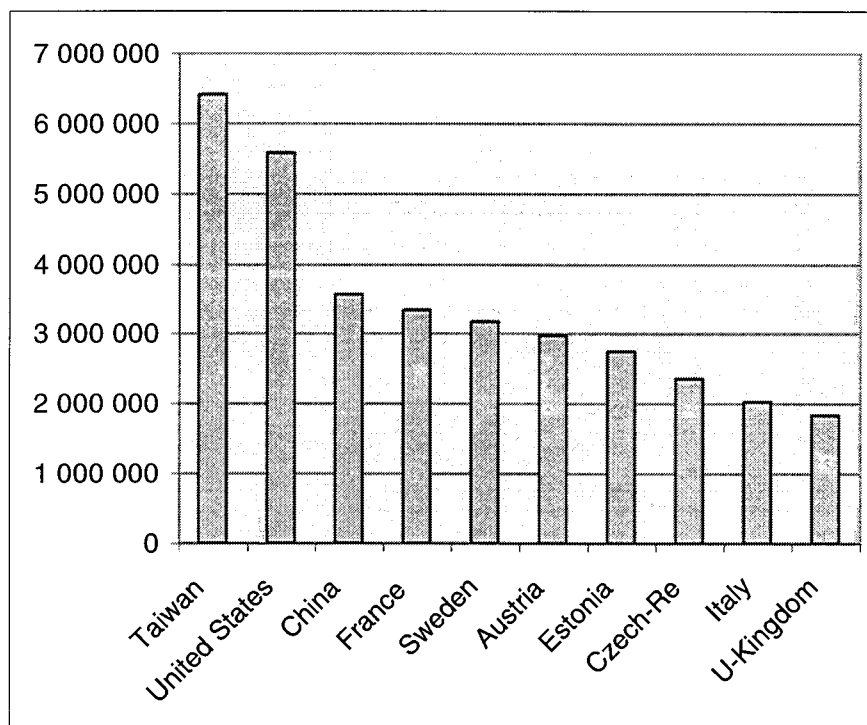
5.8 The import of sporting goods to Finland in 1994

The total amount of money in importing these items in 1994 was 46,498,800 USD, with an increase of 5,000,000 USD over 1993, in Finland, which accounted to 0,20 % of the total import of all goods in the country. The total imports of country were 23,214,097,449 USD with an increase of 5,000,000,000 USD over 1993. Per capita expenditure on imported sporting goods during the year 1993 was 9,13 USD. Finland was ranked 20th among other importer countries of these items worldwide. The number of countries involved in total trade with Finland were 208 of which, 41 countries were involved in exporting sporting goods to Finland.

5.8.1 The exporter countries of sporting goods to Finland in 1994

During the year 1994, Taiwan with 13,8 % exports, was the first exporter of these items to Finland followed by United States (12 %), China (7,7 %), France (7,2 %), Sweden (6,8 %), Austria (6,4 %), Estonia (5,9 %), Czech Republic (5,1 %), Italy (4,4 %) and the United Kingdom (3,9 %). These countries exported more than 73,2 % of total import of sporting goods to Finland. The import of these items from these countries with regard to the monetary value involved in this trade has been presented in picture 3.

Picture 3. The 10 top exporters of sporting goods to Finland in 1994 (USD)



The import of these items from other countries has been presented in appendix 9. See page 130.

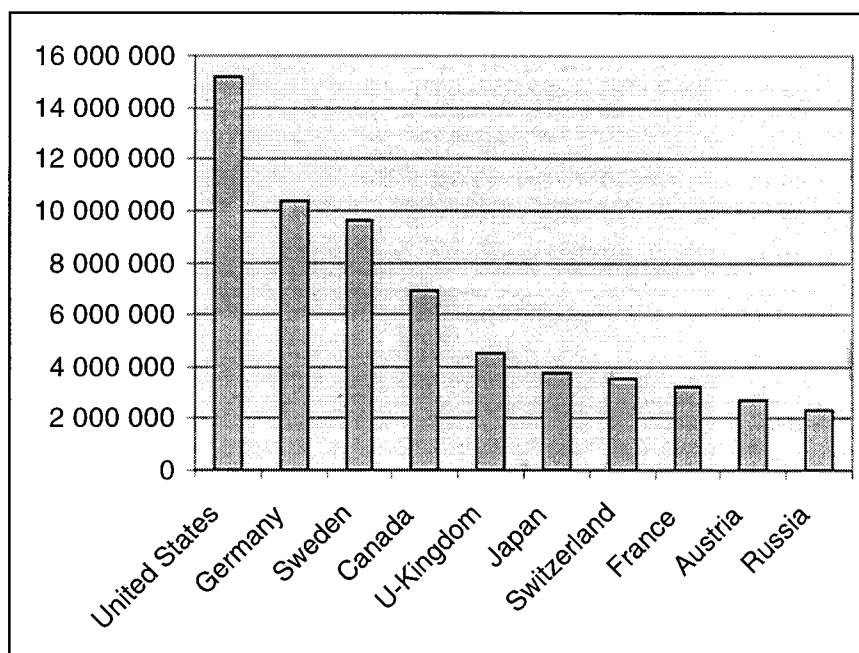
5.8.2 The export of sporting goods from Finland during 1994

The export of sporting goods from Finland reached to 73 countries during the year 1994 although there were 208 countries involved in the total trade with Finland. The monetary value of total exports reached to 29,657,866,680 USD in 1993 and the monetary value of the exports of these items were 82,457,400 USD accounting for 0,27% of the total exports. With this amount of exports in sporting goods, Finland occupied 16th place among world exporters of these items.

5.8.3 The importer countries of sporting goods from Finland in 1994

The top importers of sporting goods from Finland were United States with 18,4 % followed by Germany (12,6 %), Sweden (11,7 %), Canada (8,4 %), United Kingdom (5,5 %), Japan (4,5 %), Switzerland (4,3 %), France (4 %), Austria (3,3 %) and Russia (2,8 %). These countries shared 75,5 % of total exports of sporting goods from Finland during the year 1994. Picture 4 presents the main exporters of these items to Finland with regard to the monetary value involved in this trade.

Picture 4. The ten top importers of sporting goods from Finland in 1994 (USD)



The export of these items from Finland to other countries in 1994 has been presented in appendix 10. See page 131.

5.9 The import of sporting goods in Finland during 1995

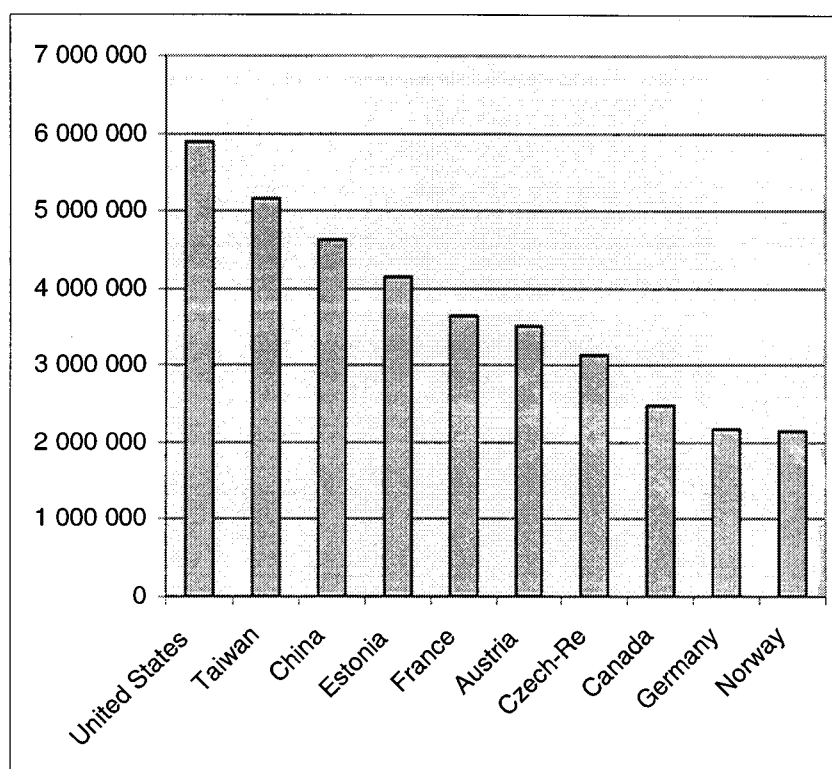
The import of sporting goods increased by 7,000,000 USD over 1994 and reached to 53,417,900 USD in 1995 while the total imports of country increased to 28,113,876,208

USD. The numbers of countries in total merchandise were 226 of which 40 countries exported sporting goods to Finland. The import of these items accounted for 0,19 % of total imports of Finland and was ranked the country 23rd among importer countries of these items in the world. The population also increased in 1995 by 8,000 over 1994 and reached to 5,117,000. Every Finn shared 10,43 USD from total import of sporting goods in during the year 1995.

5.9.1 The exporter countries of sporting goods to Finland in 1995

The highest export of sporting goods to Finland came from United States and Taiwan with 11 % of total imports of sporting goods from each country during 1995 although the amount of export of United States was higher than Taiwan's. China (8,6 %), Estonia (7,8 %), France (6,8 %), Austria (6,6 %), Czech Republic (5,9 %), Canada (4,7 %), Germany (4,1 %) and Norway (4 %) were other top exporters to Finland. These countries exported more than 70,8 % of total imports of Finland in these items during the year 1995. The top ten exporters of these items, with regard to amount of exports to Finland are presented in picture 5.

Picture 5. The ten top exporters of sporting good to Finland during 1995 (USD)



The export of these items to Finland by other countries in 1995 has been presented in appendices 11. See page 132.

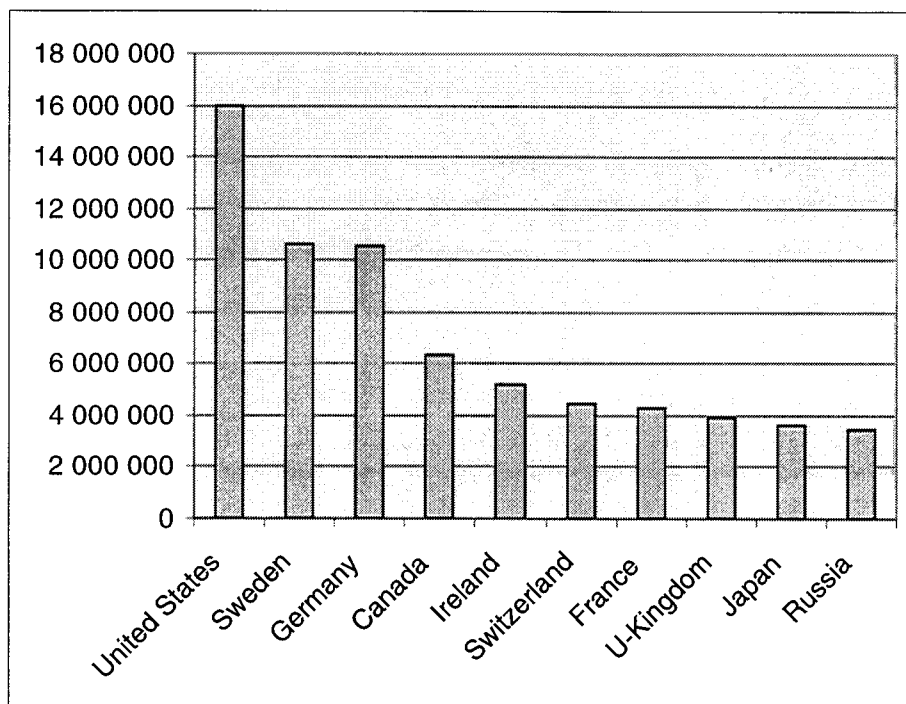
5.9.2 Export of sporting goods by Finland during 1995

The numbers of countries involved in importing these items from Finland were 66, although there were 226 countries involved in total exports with Finland in other commodities during the year 1995. The export of sporting goods increased in 1995 by more than 13,400,000 USD over 1994 and reached to 95,823,900 USD accounting for 0,24 % of Finland's total exports, which was USD 39,573,448,980. By this amount of export in sporting goods Finland was ranked 16th among other exporter nations of these items in the year 1995.

5.9.3 The importer countries of sporting goods from Finland in 1995

United States with 15 % was the major importer of sporting goods from Finland in 1995, followed by Sweden (10 %), Germany (9,9 %), Canada (5,9 %), Ireland (4,9 %), Switzerland (4,2 %), France (4 %), the United Kingdom (3,6 %), Japan (3,4 %) and Russia (3,2 %). These ten top importers shared 64,1 % of Finland's exports in sporting goods during the year 1995. Picture 6 shows the top importer countries of sporting goods from Finland with regard to the amount of monetary value involved in export of these items.

Picture 6. The ten top importers of sporting goods from Finland in 1995 (USD)



The export of sporting goods from Finland to other countries in 1995 has been presented in appendix 12. See page 133.

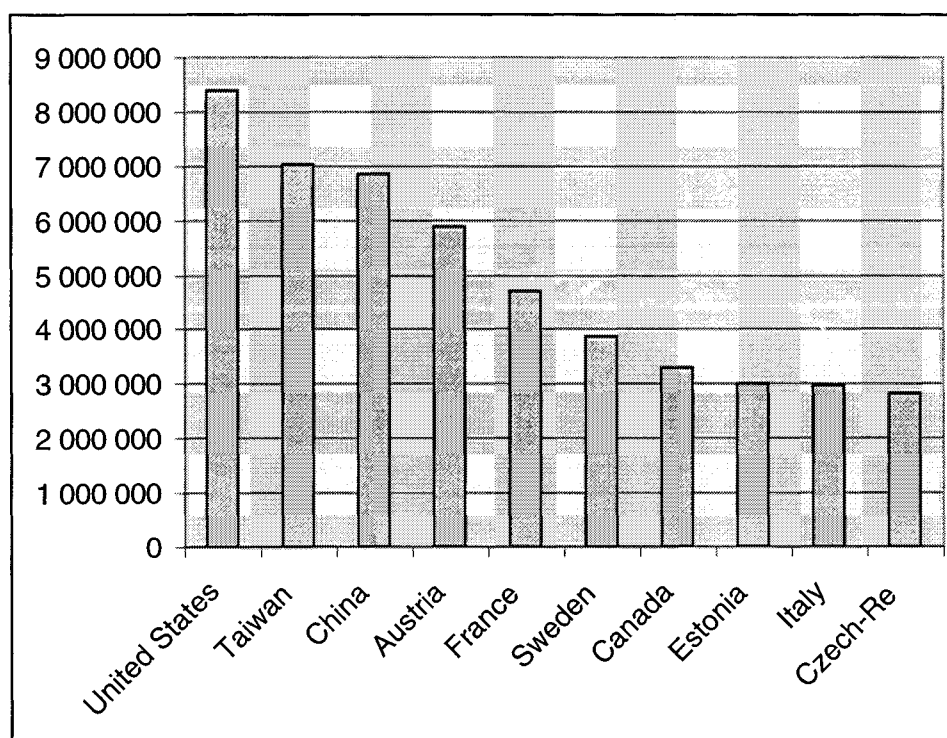
5.10 The import of sporting goods in Finland during 1996

The import of sporting goods with an increase of 10,000,000 USD over 1995 reached to 63,792,200 USD in 1996, which was 0,21 % of total imports of Finland and was ranked Finland 21st among importer nations of sporting goods in the world during the year 1996. The total imports of country increased also by 1,157,000,000 USD over 1995 and reached to 29,264,610,354 USD in 1996. The consumption of Finns in importing sporting goods from other countries reached to 12,70 USD for every 5,132,000 people in the country. The numbers of countries in total merchandise with Finland were 226 in which 41 countries were involved in exporting these items to Finland.

5.10.1 Exporter countries of sporting goods to Finland in 1996

The highest export of sporting goods to Finland went to the United States with 12,9 % during the year 1996. Taiwan (10,8 %), China (10,5 %), Austria (9 %), France (7,2 %), Sweden (5,9 %), Canada (5,1 %), Estonia (4,6 %), Italy (4,6 %) and Czech Republic (4,3 %) were other top exporters to Finland in 1996. These countries shared 74,9 % of Finland's imports of sporting goods during the year 1996. Picture 7 presents the ten top exporters of these items to Finland with regard to the amount of money involved in importing these items from these countries.

Picture 7. The 10 top exporters of sporting goods to Finland during 1996 (USD)



The imports of these items from other countries in 1996 are shown in the appendix 13. See page 134.

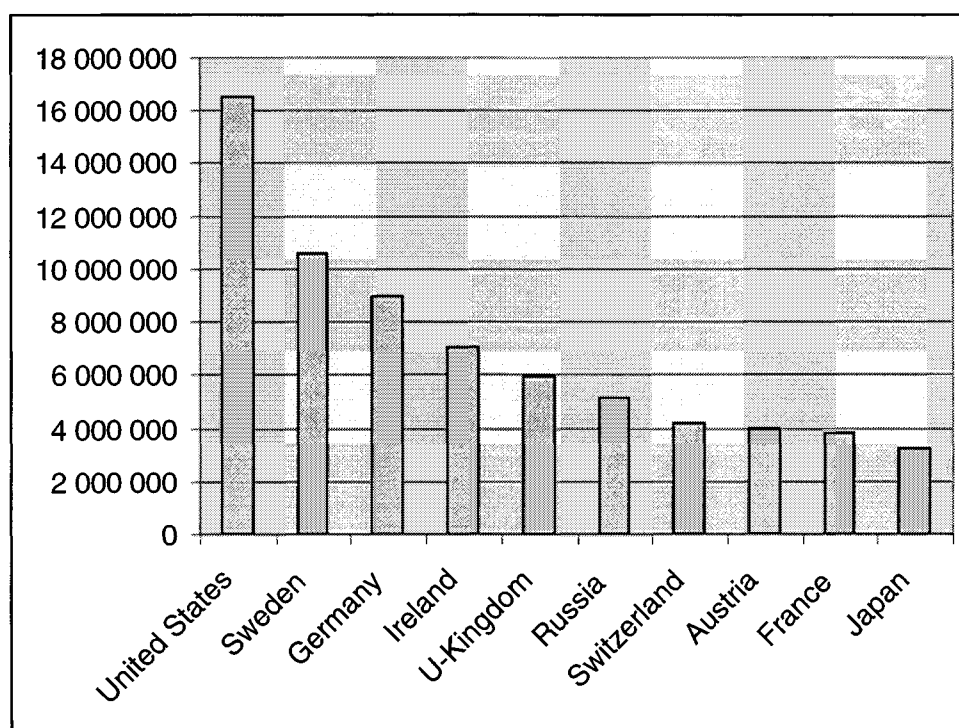
5.10.2 The export of sporting goods from Finland during 1996

The export of sporting goods decreased in 1996 by 1,800,900 over 1995 in Finland and declined to 94,023,000 USD. This amount of export of sporting goods was ranked Finland 24th among other exporter nations. The total export of country was 38,442,312,490 USD in which the share of sporting goods accounted for 0,24 % of total exports. The numbers of countries involved in the total merchandise with Finland were 226 of which 62 countries were involved in the import of sporting goods.

5.10.3 The importer countries of sporting goods from Finland in 1996

United States with 17,5 % of Finland's exports of sporting goods was the first importer of these items from Finland during 1996 which was followed by Sweden (11,2 %), Germany (9,5 %), Ireland (7,5 %), United Kingdom (6,4 %), Russia (5,4 %), Switzerland (4,4 %), Austria (4,2 %), France (4 %) and Japan (3,4 %). These countries imported 73,5 % of Finland's exports in sporting goods during the year 1996. The export of sporting goods from Finland to these countries has been presented in picture 8 with regard to the amount of monetary value involved in this business.

Picture 8. The ten top importers of sporting goods from Finland during 1996 (USD)



The export of sporting goods from Finland to other countries in 1996 has been presented in appendix 14. See page 135.

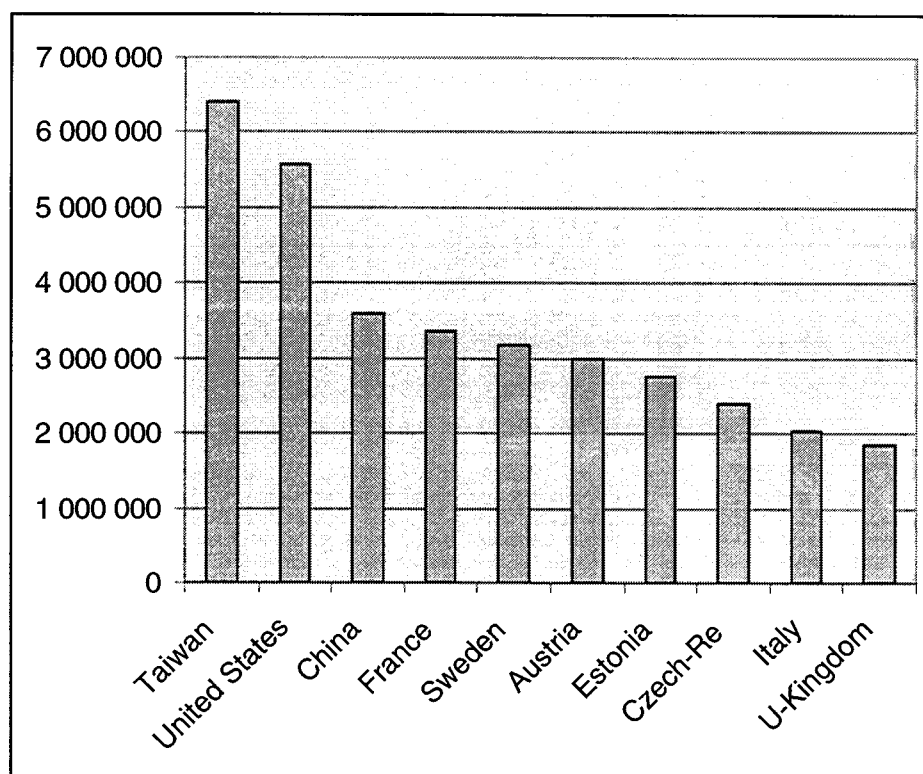
5.11 The import of sporting goods in Finland during 1997

The number of countries involved in total trade with Finland were 228 of which, 39 countries were involved in exporting sporting goods to Finland. The total amount of monetary value of imports of sporting goods was 72,625,200 USD in 1997 with an increase of 11,167,000 USD over 1996, which accounted for 0,24 % of the total import of all goods in Finland while, the total imports of country were 29,785,528,041 USD. Per capita expenditure on imported sporting goods during the year 1997 reached to 14,11 USD despite the increases in the population of country while the Finnish population reached to 5,147,000 during the year 1997.

5.11.1 The exporter countries of sporting goods to Finland in 1997

Most of the imports of sporting goods came from Taiwan, next to 13,4 % of all imports of sporting goods during the year 1997, followed by United States (11,7 %), China (7,5 %), France (7 %), Sweden (6,6 %), Austria (6,2 %), Estonia (5,8 %), Czech Republic (5 %), Italy (4,3 %) and United Kingdom (3,9 %). These countries exported more than 71,6 % of Finland's imports of sporting goods in 1997. Picture 9 presents the top exporters of these items to Finland with regard to the amount of monetary value involved in this trade.

Picture 9. The top ten exporters of sporting goods to Finland in 1997 (USD)



The import of sporting goods from other countries to Finland in 1997 has been presented in appendix 15. See page 136.

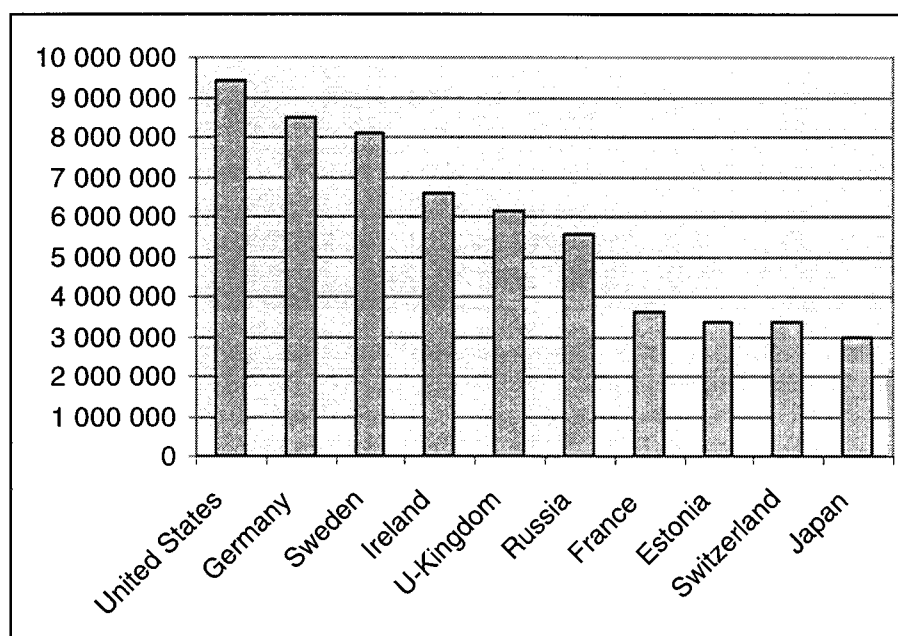
5.11.2 The export of sporting goods from Finland during 1997

The export of sporting goods from Finland in 1997 decreased by 2,402,500 USD over 1996 and declined to 81,620,500 USD, which was 0,20 % of the total exports. The export of sporting goods covered 56 countries out of 220, which were involved in total merchandise with Finland. The total export of the country reached to 39,318,278,292 USD in 1997.

5.11.3 Importer countries of sporting goods from Finland in 1997

The highest export of sporting goods in 1997 went to countries such as United States (11,7 %), Germany (10,6 %), Sweden (10,1 %), Ireland (8,2 %), the United Kingdom (7,6 %), Russia (6,9 %), France (4,5 %), Estonia (4,2 %), Switzerland (4,2 %) and Japan (3,7 %). These countries imported 71,7 % of Finland's exports in sporting goods during the year 1997. Picture 10 presents the export of Finland to these countries with regard to the amount of monetary value involved in this trade in 1997.

Picture 10. The 10 top importer of sporting goods from Finland in 1997 (USD)



The export of sporting goods from Finland to other countries in 1997 has been presented in appendix 16. See page 137.

5.12 The changes in total import and import of sporting goods in Finland during 1993-1997

Table 13 indicates the changes in the total imports, imports of sporting goods, in the share of these items in total imports, the number of countries involved in total imports and in the exports of sporting goods to Finland during 1993-1997.

Table 13. The total imports, imports of sporting goods, the number of countries and the share of these items in total imports of Finland (USD)

Years	Total imports of Finland	The import of sporting goods in Finland	Share of sporting goods in total imports of Finland	Number of countries in total imports of Finland	Number of exporter countries of sporting goods to Finland
1993	18,032,820,762	41,498,600	0,23 %	208	46
1994	23,214,097,449	46,498,800	0,20 %	208	41
1995	28,113,876,208	53,417,900	0,19 %	226	40
1996	29,264,610,354	63,792,200	0,21 %	226	41
1997	29,785,528,041	72,625,200	0,24 %	228	39

The total imports of Finland increased during 1993-1997. The study showed that the total imports of country was 18,032,820,762 USD in 1993, which increased in 1994 by 5,181,276,687 USD over 1993 and reached to 23,214,097,449 USD. Again, with an increase of 4,699,778,759 USD over 1994 increased to 28,113,876,208 USD in 1995. During 1996, with an increase of 520,917,687 USD over 1995, it reached to

29,264,610,354 USD and further in 1997, with an increase of 1,507,469,334 USD over 1996, increased to 29,785,528,041 USD.

Similar trend was observed in the import of sporting goods in Finland during the years reviewed by this study. The import of sporting goods in Finland, which was 41,598,600 USD in 1993, increased by 5,000,200 USD and reached to 46,498,800 USD in 1994. Again, with an increase of 6,919,100 USD over 1994, reached to 53,417,900 USD in 1995. During 1996, with an increase of 10,374,300 USD over 1995, it increased to 63,792,200 USD and further in 1997, with an increase of 8,633,200 USD over 1996, it increased to 72,625,200 USD in.

The inflation rate in Finland was 1,1 % in 1994 but decreased to 1 % in 1995 and decreased further to 0,6 % in 1996 but later increased again to 1,2 % in 1997. The increase caused by the increases of this element during the years of this study on the imports of sporting goods in Finland was 511,484 USD in 1994, 534,179 USD in 1995, 382,753 USD in 1996 and 871,502 USD in 1997. Further increases in the imports of sporting goods, even by taking these amounts caused by inflation away, showed that the amounts of increases in the imports of these items were much more than that of caused by the inflation rates. Thus the differences indicate that there must be also other factors, which were more effective than this element that influenced the increases of imports of sporting goods in this country.

The share of imports of sporting goods in total imports of Finland showed different pattern during the years of this study. The share of these items was 0,23 % of total imports in 1993 decreased in 1994 by 0,3 % over 1993 and declined to 0,20 %, further, it decreased to 0,19 % in 1995 but in 1996 increased by 0,2 % over 1995 and increased to 0,21 % of total imports. The year 1997 showed further increase in the share of these items while it reached to its highest percentage (0,24 %) in total imports of the country. The question one may ask here, although there were increases in the amounts of imports of sporting goods, why the share of imports of sporting goods in some years showed decreases. The reason for the increase in the total imports in 1993 and 1994 compared

to 1996 and 1997 was due to the fact that the imports of other goods during these years were higher than the imports of sporting goods.

During the research period, the number of countries in total imports of Finland increased while, the number of exporter countries in imports of sporting goods decreased. The number of countries, which participated in exporting goods to Finland, were 208 during 1993 and 1994 and increased to 226 in 1995 and 1996 but later decreased to 220 in 1997. On the contrary, the number of countries involved in exporting sporting goods to Finland, which were 46 in 1993 decreased to 41 in 1994, and to 40 in 1995 but increased by 1 member during 1996 and then decreased to 39 in 1997.

5.13 The main exporter countries of sporting goods to Finland during 1993-1997

More than 70 percents of the imports of sporting goods came from countries, which have been introduced as ten top exporters of sporting goods to Finland during the years of this study. Taiwan was the first provider country of sporting goods to Finland. This country was 3 times in the first place among top exporters of sporting goods to Finland during 1993, 1994 and 1997 and in second place in 1996 and 1997. More than 13 % of imports of these items were exported by Taiwan to Finland although this amount was 21 % in 1993. The United States was second exporter to Finland although it was in first place during 1995 and 1996. This country has exported more than 12 % of Finland's imports of sporting goods during the years of this study. China was the third in this regard, which exported more than 7 % of Finland's imports of these items. France, Sweden, Italy, Czech Republic, United Kingdom, Estonia, Canada, Korea Republic and Germany were the other main exporter of sporting goods to Finland. Most of these countries were also the top exporter of these items to other countries in the world during the years of this study.

5.14 Total exports and export of sporting goods from Finland during 1993-1997

Table 14 indicates the total exports, exports of sporting goods and the share of the export of sporting good in total exports in Finland. It shows also the number of countries involved in total merchandise and imports of sporting goods from Finland during 1993-1997.

Table 14. The total exports, export of sporting goods, number of countries and the share of these items in total exports of Finland (USD)

Years	Total exports of Finland	The export of sporting goods in Finland	Share of sporting goods in total exports	Number of countries in total exports to Finland	Number of importer countries of sporting goods from Finland
1993	23,447,100,936	63,543,000	0,27 %	208	71
1994	29,657,866,680	82,823,900	0,27 %	208	73
1995	39,573,448,980	95,823,900	0,24 %	226	66
1996	38,442,312,490	94,023,000	0,24 %	226	62
1997	39,318,278,292	81,620,500	0,20 %	220	56

The exporter companies of sporting goods from Finland succeeded to reach to more than 70 regions, destinations and countries all around the world to find the customers for their products in this trade. The number of countries that Finnish exporters exported their sporting goods was 71 countries during 1993, which increased to 73 in 1994. The number of importer countries decreased to 66 in 1995, to 62 in 1996 and to 56 in 1997

while the number of countries in total export increased from 208 in 1993 and 1994 to 226 in 1995 and 1996 but later in 1997 decreased to 220.

There were increases in the total exports of country during all years of this study when the total export of country is evaluated according to the national currency of Finland. But the study showed decreases in the monetary values of total exports in 1996 and 1997 over 1995 by evaluation of this trade by United States currency. As the values in this trade have been converted to United States currency, there were two variables to compare, on one hand Finnish currency on the other hand United States currency. The total export of country, according to the United Nations Statistics Office, was 133,962,000,000 FIM in 1993, 153,690,000,000 FIM in 1994, 172,380,000,000 FIM in 1995, 176,592,000,000 FIM in 1996 and 204,202,000,000 FIM in 1997. A glance at these numbers shows increases during all years. But according of this evaluation of this trade by United States Dollars, the total exports of Finland was 23,447,100,936 USD in 1993, 29,657,866,680 USD in 1994, 39,573,448,980 USD in 1995, 38,442,312,490 USD in 1996 and 39,318,278,292 USD in 1997, which shows decreases in 1996 and 1997 over 1995.

The value of 1 Finnish Mark was 17,5028 United States Cents in 1993, which increased to 19,2972 Cents in 1994. It was in its highest rate during 1995 when each Finnish Mark was 22,9571 Cents but later it decreased to 21,7649 Cents in 1996 and to 19,2546 Cents in 1997. Therefore, the decreases in the monetary values of total exports in 1996 and 1997 were due to the fact that the value of national currency decreased against USD in these years.

Similar happened to the exports of sporting goods as that of total exports. The export of sporting goods was 63,543,000 USD in 1993, 82,457,400 USD in 1994, 95,823,900 USD in 1995, 94,023, 000 USD in 1996 and 81,620,500 USD in 1997. A glance at these numbers shows increases in 1994 and 1995 but decrease in 1996 and 1997 over 1995. Reminding the changes in the value of Finland's national currency, the study indicates that the decreases in the monetary values of exports of sporting goods in 1996

and 1997 were due to decreases in the value of national currency of Finland in these years.

Similar to the decreases in the total exports and exports of sporting goods, there were decreases also in the share of sporting goods in total export of Finland which was due to other reasons rather than to the value of national currency. The share of these items in total export of country was 0,27 % in 1993 and 1994, which decreased to 0,24 % in 1995 and 1996 and later in 1997 declined to 0,20 %. In comparison of the amount of monetary values of total exports and exports of sporting goods in 1993 with the amount of monetary values of these items in 1997, The study indicates that the total export had more increases compared to 1993. Instead the increases in the amount of exports of sporting goods were not considerable. It suggests that the progress of the share of exports of other goods rather than sporting goods in Finland were much more than the share of these items during the years of this study.

5.15 The importer countries of sporting goods from Finland during 1993-1997

Finland's exports of sporting goods reached to more than 73 countries but the role of the top importer countries of these items from Finland was so important that one can claim one of these countries may imported more sporting goods than other ten countries which were not among top importers. However these ten main importers attracted more than 70 % of Finland's exports in these items during the years of this study. The study indicated that United States was the second country after Taiwan, which exported more of these items to Finland. But this country was the first nation among main importers, which imported more than 15 % of Finnish exports in these items. Germany was second importer of sporting goods from Finland during 1993, 1994 and 1997 but third in 1995 and 1996. More than 10 % of Finland's exports of sporting goods went to Germany during the years of this study. Finland's neighbours played a major role in the imports of these items from this country. Countries such as Russia, Norway, Estonia and Switzerland were among top importers of sporting goods during these years but Sweden

was the best market for Finnish exporters among its neighbours. Sweden was the third importer of these items, which imported more than 10 % of Finland's exports in sporting goods. Canada, Ireland, United Kingdom, Japan, Austria, Spain, Portugal and France were also among ten top importers of sporting goods from Finland. Most of these countries, which were main importers of sporting goods from Finland, were also among top importer countries of these items in international level.

6. DISCUSSION

6.1 Trends in the trade of sporting goods

Trends in the imports: One of the most important issues in the present study was the increase in the imports of sporting goods during the study years (1993-1997). The study also indicated that the imports of sporting goods among countries increased by 50 % from 1993 to 1996 also suggesting that an increase has been observed in the monetary value of these items in every year of this study. Further the increase in the monetary value was not affected by the decrease in the number of participant countries in the import of these items.

The data suggested that the number of participant countries reduced from 102 in 1993 to its lowest number 89 in 1996. Despite this sharp drop in the number of participant countries in 1996, the study showed increases in the amounts of imports of sporting goods over 1993, 1994 and 1996. The first point is the access to missing data on imports of sporting goods would offer increased value to the monetary value of imports of these items.

It is obvious that this increase in the monetary value of imports of sporting goods happened among importers of these items. However, it is important to know in which countries it happened and whether it happened among main importers of these items or among all countries. In order to quantify this, 14 countries' data, consisting the main importers of these items have been evaluated and compared with each other across the

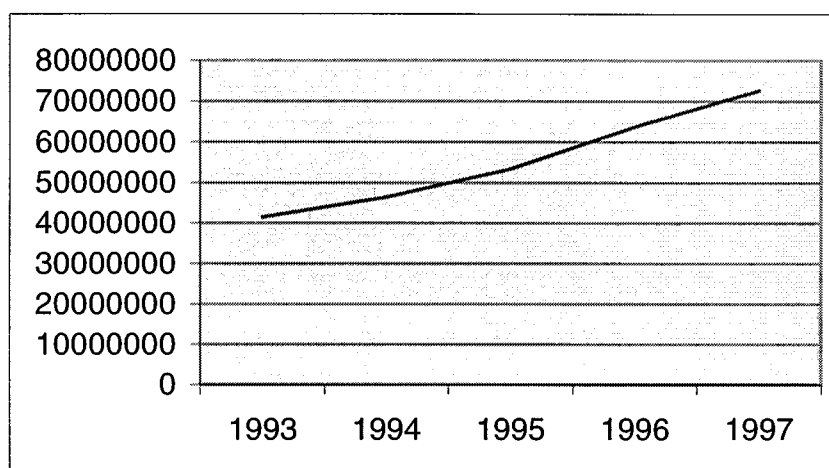
years 1995 and 1996. Countries such as United States, Germany, Republic of Korea, United Kingdom, Spain, Hong Kong, France, Belgium-Luxembourg, Netherlands, Austria, Japan, Sweden, Switzerland and Denmark had the highest increases in 1996 over 1995. The sum of the increases of imports of sporting goods in these countries in 1996 over 1995 with together was 1,481,414,800 USD which constitutes 70 % of total increase in the imports of these items during 1996 indicating that 70 % of increase in the imports of sporting goods happened in 14 countries and 30 % in the rest 75 countries during 1996. Therefore, the study suggested that the high increase in the imports of sporting goods happened in the main importer countries and the exporters must focus more on these markets and follow the changes that are happening in these important markets. The future for exporters of these items is bright as the sport culture, geographical conditions, economy in these main importer countries seems to be perfect according to the studies concerned in the literature review of this study refer to (Wang 1998, Wall and Nicholas 1994, Baily and Tucker 1987, Balassa et al 1990, Carr 1996). By reviewing these increases in imports of sporting goods in particular markets one can get an idea about this increasing business in these countries too.

Trends in the exports: The results showed that the exports of sporting goods increased during the years of the study. The increase in export of these items reached from 7,476,084,100 USD in 1993 to 10,423,868,500 USD in 1996. It is a fact that increase in imports will show corresponding increase in export and is in accord to the pervious researchers (Lustigman 1993, Manzella 1994, Tory 1999, Actmn 1996) ect.

The economic agreements such as NAFTA, EU, LAIA, CACM, MFN will make easy access to the exporters of these items to reach to their customers in the member countries. One of the outcomes of these economic agreements will be the concentration of exports on these member markets because of the prevailing low taxes. For instance Booth (1996) suggested that more exports from United States are expected to go to Latin America than to Europe and Japan because of low tariffs. Is the reduction in the number of importer countries of these items from Finland a sign that Finnish exporters are concentrating on the countries, which have these kinds of economic agreements

with Finland? The following Picture indicates the trend in the imports of sporting goods in Finland.

Picture 11. Trends in the imports of sporting goods in Finland during 1993-1997 (USD)



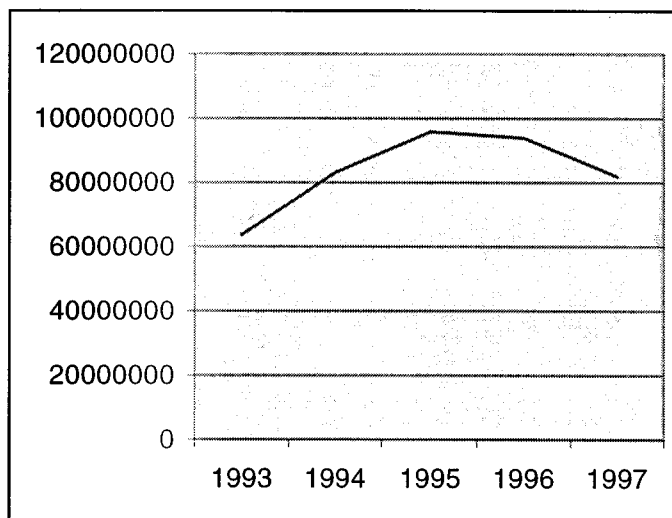
It is evident that the import of sporting goods is increasing in Finland. The import of sporting goods increased from 41,498,600 USD in 1993 to 72,625,200 USD in 1997. The study also showed an increase in total imports of country indicating that the economical situation in the country is in good condition thereby, allowing the importers of other goods to import more items into country. Moreover, when the people in the country have enough money to offer for other goods, then they are in a position to pay for sporting goods too.

The total exports of Finland also increased during the years 1993-1997 indicating that the industries involved in the total exports were active and succeeded to inject lots of money into the country's economy. High exports mean more employment and more income for citizens with further increases in their purchasing power to buy not only the other goods but also sporting goods. These studies about Finland's economical conditions are in accordance to the observation made by Hosia and Raivö (1986) and Finland in Europe (1995). The geographical conditions in the country are also perfect for the usage of the goods, which are included in this classification. The country is a

sports oriented country and a study conducted by Ministry of Education revealed that 3 out of 5 persons in Finland are participating in physical activities. All these elements indicated that the import of sporting goods would increase in the future.

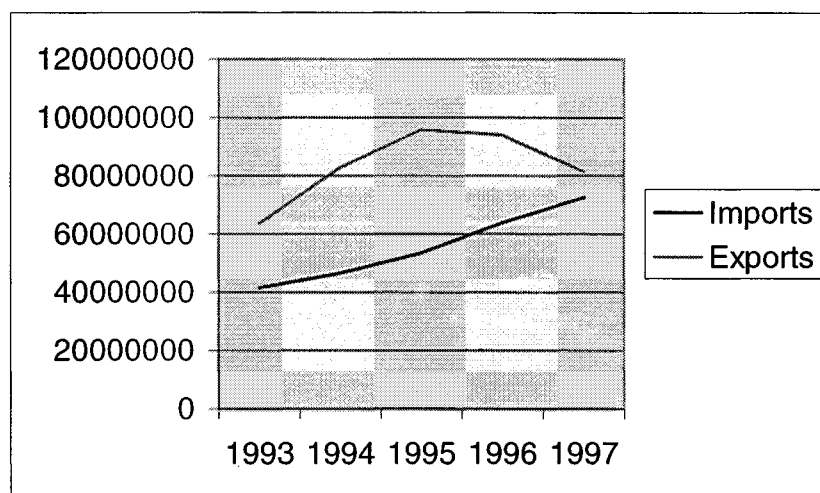
During the years 1993-1997 where the import of sporting goods into Finland increased, the number of exporters to Finland decreased, suggesting that the Finnish importers are importing these items from special countries. The export of sporting goods has been an increasing business in Finland although the export of these items decreased in 1996 and 1997 compared to 1995 the exports increased from 63,543,000 USD in 1993 to 81,620,500 USD in 1997. The main reason for decreases in 1997 and 1996 over 1995 might be the declination of national currency in these two years.

Picture 12. Trends in the exports of sporting goods in Finland during 1993-1997 (USD)



The exports of sporting goods in Finland were exceeding the imports of these items during the years 1993-1997. Picture 13 gives more indications about the comparison between imports and exports of these items in Finland. It indicated the figures are coming close to each other as the imports are growing fast.

Picture 13. Comparison between imports and exports of sporting goods in Finland during 1993-1997 (USD)



6.2 Classifications of sporting goods

The first issue concerning monetary value of exports and imports of sporting goods is the classification of these items. The items included or excluded from this classification play a crucial role regarding the monetary values of these items. It is important to know which sport goods are included in this classification in order to give the answers to questions such as why some countries from Africa or from Asia were not active in this trade. In considering the items of this classification we have subsections such as 894.7.1 Fishing rods, fishhooks and other line tackle, 894.7.2 Ice skates and roller skates, 894.7.3 Snow-skies and other snow ski equipment and 894.7.4 Water-skies equipment. These mentioned subdivisions are four main subdivisions of nine sporting goods divisions in this classification. Due to the Geographical conditions, some countries in Africa, Asia and Latin America do not have snow or water enough in this regard for participants to take part in some kinds of sport activities and to buy the sporting goods related to them. Finally, these factors affect the demands of some countries to import or to produce these items for domestic needs. As a result, some countries will be out of active business commitments in this field.

The other fact here is that this element, lack of commitment in sporting goods trade, cause the monetary value of their import in sporting goods comes to such a low level that cause decreases in the monetary value of their imports and exports. This makes the amount of export and import of some countries to fall down and not to reach the trade standards in order to be considered as trade data for these items. Consequently, this causes a decrease in the number of countries doing business in this respect. For instance, the import or the export of a country in sporting goods has to reach at least to 50000 FIM to be recorded in Finnish Statistics tables as a data for that country. Otherwise, the name and the amount of export or import of this country will be excluded from this category.

The other question here is why some goods, which are related to sports, were excluded from this classification, and classified under other commodities classifications? Sport shoes are classified under footwear commodities. Boats for pleasure, sport clothes had the same situation in the commodity classifications of goods by United Nations and European Union foreign trade organizations. If they are sporting goods then why they are not included in the sporting goods classification? As it is known "sport goods" is one of the main subdivisions of sport industry and if one wishes to examine the importance of sport goods, especially from economical point of view, he or she may like to know the monetary value, which is involved in the exports and imports of these items. The exclusion of some sporting goods cause declination in the amount of money involved in the trade of these items. If we take into consideration that how much money might be involved in the imports and exports of some sport goods such as boats for pleasure, sports clothes, sport shoes, sport cars and bicycles we will be able to understand how important could be the exclusion of these items. Then if one reviews the share of these items in total imports or exports of countries he or she could find out that there is a loss of huge amount of money in this respect.

The classification of these items was set by some organizations which are related to trade and business on international level. They consider the trade of the sport goods items along with other goods. The main objective in their classification is to classify the

goods by the type of the industries that are active in the production line of the goods. One of the main points here is that sport organizations such as sport clubs and individuals like sport managers, sport teachers, sport trainers and athletes are not producing any sport goods and equipment. The main production of sports, physical activities and the people involved in this regard in connection to sporting goods is to create a demand for these items. The cooperation of these people and organizations related to this field creates a demand for these goods and gives an opportunity to sporting goods companies and manufacturers to produce sport goods and equipment. Of course, the relationship between sport organizations and these industries is very important and these industries are aware of this relationship. If one looks at the policy of these industries he can find out that one of the main ideas of these industries is to create demand for their goods and sport activities offer them these opportunities and in return they finance and sponsor sports competitions, sport teams and athletes.

The other issue here is why “sporting goods” has been classified under the title of toys and sporting goods. What is the relationship of sporting goods with other divisions of toys and sporting goods in trade classifications, which was set by United Nations and European Union? It is better to remind that “sporting goods” in this study was one of the subdivisions of the toys and sporting goods in the trade classification of United Nations. When we look at the other divisions of toys and sporting goods such as:

1. Baby carriages and parts thereof
2. Toys, construction sets and puzzles
3. Article for fanfare, parlor games, billiards etc.
4. Festive, carnival and other similar articles, Christmas tree
5. No information available in the original
6. Roundabouts, swings, other fairground amusements

It seems that most of these items are recreational goods and there is no independent industry responsible for the production of these items as there are for sport shoes and sport clothes. So it is not far from the logic to claim that sport industry is creating its

own section in production line of some recreational goods. If we take into consideration that only one of the subdivisions of toys and sporting such as sporting goods is already more than 0.20 percent of world's trade both in exports and imports it will raise another question that how much could be the total monetary value of toys and sporting goods itself. It is not only toys and sporting goods items, there are also the monetary value of other sport goods such as sport cars, bicycles, sport boats, sport shoes and other sport goods. If one collects the money involved in this area all together he or she will have a large amount of money in the international trade of these items both in the exports and imports. This will cause also the share of these items in total merchandise of world to go high and to affect the importance of the trade of sporting goods among nations.

6.3 The relationship between total trade and the trade of sporting goods

There seems to be a connection between the total imports and the imports of sporting goods. This study showed that with an increase in total imports, the imports of sporting goods also increased. The same relationship has been observed between total exports and exports of sporting goods. When there was an increase in total exports, the exports of sporting goods also increased and, vice versa. The result in studying the situation of Finland was more complicated as there was no regular pattern in the growth of total imports and total exports as it was at the international level. The decreases in the value of national currency of Finland during 1995 and 1996 caused decreases in the monetary value of total exports and exports of sporting goods. It also seems that the imports of other goods rather than sporting goods were exceeding in the total imports of the country.

The share of exports of sporting goods in total export of country showed the same results as the share of imports of these items did in the total imports. It seems that the changes in the exports of other goods also played an important role in the share of other items in the total exports of the country.

The share of exports of sporting goods in total exports of Finland followed the same phases as the imports of these items. This suggests that the share of exports of other items in Finland were more than the share of exports of sporting goods and the exports of these items were not following the same progress of exports of some other goods, which were growing faster than exports of these items.

6.4 The similarities among importer countries of sporting goods

One of the main points among the importer countries of sporting goods in the world is the similarity of the type of their economy. All the main importer countries of sporting goods, are industrialized and have developed economy. Even the study showed that although some other industrial countries were not among the top ten importers of sporting goods, these countries had higher imports than other countries. Now, the question here is what kind of elements makes these countries to be major importers of these items, what they have in common or what are the reasons to be as the main importers of sporting goods? Is it the large number of population which makes a country an importer of sporting goods? The study does not support this idea, as there were lots of countries that had a large number of populations but were not among main importers. To be an importer in this respect, a country needs a good geographical location for all the sporting goods items, which are classified in this classification. A good weather for winter sports, water sports that matches perfectly with the usage of these items and with the present main importer countries, is one of the favorite conditions for the sale of these goods. A favorite weather is not the only reason for a to be an importer. Along side with this element, favorable weather, the trend and awareness of people in sports and related physical activities are also important. The sport culture, which allows huge number of people to take part in physical activities, creates huge demand for purchasing sporting goods. This is one of the other common elements among main importers. Despite the above-mentioned factors, there is a need for people who have also money to pay and buy the sporting goods needed for sport activities. Due to high prices of some sporting goods in this classification and other items, money plays a crucial role in purchasing these items. Money is needed not only

to buy sport goods, which are used when people take part in these activities but also to provide other equipment needed for these sport activities. When the country is rich and most of the people have income or enough money to buy sporting goods, it means that the country is able to offer a good market for these items.

6.5 Cheap material, low labor costs and export of sporting goods

Main exporters were again industrialized and developing countries. Countries that had the technology and were familiar with all kinds of trades at international level showed success in this trade. One issue, which always has been discussed in this regard, is cheap material and cheap labor force. As the study showed countries such as the United States, Japan, France, England, Hong Kong, Austria, Canada, Italy and some other countries, which were among top exporter of these items, do not have such cheap labor force or cheap material. Although these elements play a crucial role in competition with other top exporters that have the potential to share the world markets with producing these sporting goods items cheaper. Due to the keen competition among main exporters on low prices of sporting goods, some of these countries like China, Taiwan and some others are able to take good advantage of their cheap labor force and cheap material in this regard. But the sporting goods companies of some others which are working in this business and do not have these advantages are aware of the effects of these elements. So they try to transfer the production line of these items to those countries that they can get cheap material and cheap labor force to survive in this competition. Adidas and Nike are good examples for this issue. When one looks at the label of their products he can see that they are made in China, Indonesia or Korea through joint venture or licensing contracts. The most important issues in the supplying of goods, also sport goods, are subjects like technology, prices, prices of other product and services, availability of resources, weather, public support and investments. These elements are the common characteristics of industrial countries, which are also the main exporters of sporting goods. To be an exporter of sporting goods countries must take these factors into considerations if they want to reach to the international markets.

6.6 Studies in the trade of sporting goods

The most important issues in the trade of sporting, reviewed and discussed by researchers in recent years, were related to the topics and events, which were happening in the market place. Many researchers have focused their efforts on questioning the problems facing the importers and exporters of sporting goods in international market as most of the topics in the literature review of this research were concerned. The topics related to sports have not been reviewed and analyzed as needed. In fact, the problems in connection with the sporting goods themselves and issues related to the exports and imports of these items were more important for the researchers in this field than the motives of people who bought these items. It is also vital to know that who, why and how many people are buying sporting goods. It is obvious that it is the sports and physical activities which create the demands for sporting goods. So the issues relating to sports, which play the role of an engine for the sale of sporting goods, must receive more attention like other topics.

The trend of people participating in sport activities is so important that it can give even the directions to the producers. For example what kinds of sports would attract more people in the future and what kinds of sporting goods would be in demand in the following years. The changes in the attitudes and trends give clue to the manufacturers of sporting goods so that they can turn the production line towards those particular goods, which are in mass demand in the market.

At the start of this work it was expected that there would be more articles about women who comprise half of the world's population. It was expected that women's attitudes for purchasing sporting goods, their favorite sports, their purchasing power and some other issues related to them in this context would receive more attention from researchers in this field. But the articles concerning this trade also paid less attention to this important area.

Emerging of new sports and losing popularity of some of other kinds of sports should be considered important in this respect too. As the sale of sport goods related to popular sports goes high, the sale of less popular sports comes down. The support of mass media for some kind of sports, due to the economic interests, has affected the will of young generation in participating in sports and choosing their sport carrier. Sports such as wrestling and athletics are losing their popularity because they do not receive publicity and new sports are getting more attentions.

Topics such as, international trade agreements (EEC, LAIA, the CACM, the C for MEA and NAFTA) have been in the center of attention. These kinds of economic agreements were important both for people who were involved in the export and import of sporting goods and the people who were involved in studying this trade. This sentence from Tom Cove in 1996 in the page 7 of literature review makes clear why trade agreements are important.

“As an exporter of sporting goods one has to pay 30 % duty when he or she is exporting sporting goods to the United States but an exporter of sporting goods from a country which is a member of Most Favored Nation trade agreement pays only 1,8 percent duty.”

This is one of the reasons why the trade agreements became more important in this respect than quality or low prices. One can figure out from this rule that in this case the competition in this field will be meaningless for others. That is why most of the economic researchers in this area preferred to analyze the effects of these kinds of trade agreements rather than other topics.

There were not many studies about the trade of sporting goods among countries also. There were not much information about countries domestic consumption and domestic production. Instead, issues like the employment, the importance of brand name, market size and forecast of potential market, pricing, sporting goods exhibitions, weather and labor cost were in the center of attention of the researchers.

Internet is emerging as a distribution channel also for sporting goods. The availability of computers for people in many regions and countries has given access to sporting goods retailers so that they can reach their customers in short time without borders. Sporting goods companies have now the opportunities to display fashion, prices and even nearest shopping center of their products to their customers. As the young generation is one of the most important groups visiting the Internet, the Internet pages are going to be as an exhibition center for sporting goods companies. The role of Internet as a distribution channel for sporting goods items is going to increase in the future. It can provide another interesting area for further studies in the field of sporting goods trade too.

7. CONCLUSIONS

7.1 Sporting goods trade, a growing business

The exports and imports of sporting goods is an increasing business in the world. The study showed that the monetary values of these items were increased in world's trade during 1993-1996 except the exports of these items in 1996, which was due to the lack of data available from 39 countries in this year. More than 0,20 percent of total merchandise of the world both in exports and imports were allocated to the trade of sporting goods items. In Finland the imports and exports of sporting goods increased also during the years of this study (1993-1997). The study indicates that the trade of sporting goods is a growing area in this country too.

There was a relationship between the total imports and the imports of sporting goods and the same relationship has been observed also between total exports and exports of sporting goods. An increase in total imports and total exports increased the imports and exports of sporting goods. Similarly, a decrease in total imports and total exports decreased the imports and exports of sporting goods.

7.2 The best markets for sporting goods

The best markets for sporting goods are industrialized and developed countries. The main importer countries of sporting goods were United States, Canada, Japan, Hong Kong, Republic of Korea, Germany, France, United Kingdom, Italy, Switzerland, Netherlands, Australia and some others, which had a good geographical condition where the sporting goods can be used. Common wealth (money), time availability, sport culture, and awareness of physical activities, long life expectancy and active sport participation may also influence the imports of the sporting goods.

The best markets for Finnish exporters of sporting goods were United States, Germany, Sweden, Canada, Ireland, United Kingdom, Japan, Austria, Spain, Portugal and France. The number of countries, which were importing sporting goods from Finland, decreased during all years of this study (1993-1997). The number declined from 71 in 1993 to 56 countries in 1997. The study indicates that the Finnish exporter companies of sporting goods are losing their partner countries in this business or they are concentrating their efforts on special markets.

7.3 The main exporter countries of sporting goods and the role of cheap material and labor costs

The main exporters countries of sporting goods are also the same importers if we add countries like Taiwan, China and Austria to this category. They are also industrialized and developing countries. Indeed, the exports and imports of sporting goods were dominated by industrialized nations, which are not only able to produce these items for domestic needs but also to provide sporting goods for others. These countries are aware of the importance of exports and have the technology, human resources and other elements needed for these purposes.

7.4 Finland's position in sporting goods trade

If someone wish to know the place of Finland in the trade of sporting goods category at international level, he or she has to look to countries' standings of 20th to 23rd among importer countries of these items as the country stood as 21st importer nation of sporting goods in the world during 1993, 20th in 1994, 23rd in 1995 and 21st in 1996. Per capita expenditure spent by Finns was 8,19 USD in 1993, 9,13 USD in 1994, 10,43 USD in 1995, 12,70 USD in 1996 and 14,11 USD in 1997 on imported sporting goods. These figures give a conclusion that the consumption of people in the country increased.

The country which was in 18th place among exporter nations of these items improved its standing from 18th in 1993 to 16th in 1994 and 1995 but moved to 24th place in 1996, which was due to the declination of its national currency during these years.

More than 0,20 percent of total imports and total exports of Finland were allocated to imports and exports of sporting goods. But the monetary value of the export of sporting goods was more than the amount of money involved in the imports. The export of sporting goods was an increasing area in Finland, as the export of sporting goods increased during all years viewed in this study except 1996 and 1997. The main reason was the declination of the value of Finland's national currency as the value of Finnish Mark was declined during these years although according to the evaluation of this trade by Finnish national currency, the study showed an increase even during the mentioned years. The share of export of sporting goods in total exports of country indicated that although there were increases in the export of these items but the export of sporting goods was not following the progress of the export of other goods. The amount of inflation rate and the effect of increased population on imports of sporting goods in Finland were not so high to claim that these increases were due to these two factors only. There must be also other reasons responsible for the increases.

7.5 Classification of sporting goods

Although this classification of sporting goods is one of the valid classifications for the trade of sporting goods in the world it does not cover all the goods and equipments which are used in sports and physical activities. This classification just classifies the sporting goods according to industries. The only objective in this classification is that what kinds of industries were active in the production line of these goods not by the purpose of their use, for what purpose the goods were produced or by what kinds of professions they were used.

7.6 The importance of sporting goods trade

There are some reasons to assume that the trade of sporting goods is important. First, there are some regulations set by United Nations' International Trade Organizations, to accept one kind of goods as part of one commodity. The trade of these goods has to reach to some percents of total trade of countries to be considered as trade. If sporting goods have been chosen in this respect, it shows the importance of these items in international trade.

Second, the study showed that more than 0,20 percent of world's trade were allocated to the export and import of sporting goods.

Third, the exports and imports of sporting goods were increased during the years which were reviewed in this study. This was expected and showed that this business is an increasing area.

Fourth, about 115 countries achieved to reach to the United Nations' Trade Standards in imports and 74 countries in the exports meaning that many countries participated in this business.

Fifth, the highly developed and industrialized countries are involved in this trade.

Sixth, the employment in sporting goods sector was higher than other sections of sport industry. The studies in this area in countries like United Kingdom, United States, Germany and Finland indicated that the number of jobs in this sector of sport industry attracted more employees than other sectors.

The sport culture is growing and becoming a popular figure. The awareness of the effects of physical activities on health is increasing. The age is extending and people getting older. The time of work is shortening and people are finding more time for sports and recreational activities. These facts are indicating that there is going to be more participation in sports and more demands for sporting goods in the following years and it will not be surprising if the trade of these items increase in the future.

REFERENCES

Amer Annual Report, 1999. Amer Group LTD

Actman, H 1996. Kids Incorporated. Journal of Sporting Goods Business. San Francisco; May.

Bailey, V, B. And Tucker, J 1987. US Merchandise Trade Figures Changed Sharply During 1982-1986. Journal Of Business America. Washington; Apr.

Balassa, B And Noland, M 1990. Changes In The US Trade Specialization. Projections To Year 2000. Journal Of Policy Modeling. Vol,12. N, 3. P 587-603

Bernstein, A 1996. Industry Gets Shelled In China Trade War. Journal of Sporting Goods Business. San Francisco; Jun.

Bollaert, L 1999. Sport Management In The Future. Lecture Papers In The Second European Winter School In Sport Sciences. University Of Jvaskylä Finland

Booth, B 1996. Future Promise. Journal Of International Business. Rye, Nov.

Bose, M 1996. The Real Danger Of Amateurism. Journal Of Director. London; Mar.

Carr, R, E 1996. Industry Taking Slow Walk Toward Women. Journal Of Sporting Goods Business. San Francisco; May.

Castle, K 1996. Oh Canada! What Went Wrong? Journal Of Sporting Goods Business. San Francisco; Aug.

Chelladurai, P 1999. Sport Management: Defining The Field. Lecture Papers In The Second European Winter School In Sport Sciences. University Of Jvaskylä, Finland.

P 7-21

Cove, T 1996. Industry Watching China MFN Debate. Journal of Sporting Goods Business. San Francisco, May.

Cove, T 1996. The Excise Tax On Sporting Goods: An Idea We Need Less Than Ever. Journal Of Sporting Goods Business. San Francisco, Jul.

Dibb, Simkin, Pride and Ferrell. (1997). Marketing Concept And Strategy. P 242-245

Diller. Hermann. Bukhari And Imaan 1994. Pricing Conditions In The European Common Market. Journal Of European Management. London; Jun.

East Asian Executive Reports 1990. Taiwan- Economic Plan: 1990-1993. Washington, Apr 15.

Exel (1998). Exel In Briff. Annual Report.

Fan, H 1997. Commercialism And Sport In China: Present And Future Expectations. Journal Of Sport Management. P 343-354

Farnham, A 1996. The Exhibition Game. Journal of Fortune. Chicago; Mar 18.

Finnish-American Chamber Of Commerce Newsletter 1988. Exel Excels in Laminates: Ski Poles. 5, P 5-6

Finnish-American Chamber Of Commerce Newsletter 1980. Finns At Winter Olympics: They Also Excel In Producing The Equipment. Jan, Feb 4-5.

Finnish Trade Review 1981. Sport Goods From A Land Of Sports. 2, p 1-27.

Gallagher, L 1996. Net Profits. Journal Of Sporting goods Business. San Francisco, Feb.

Hansell, S 1999. Nike agrees to An Internet Outlet For It's Products. International Herald Tribune. 29th Of Sep. P 14

Heinemann, K 1987. Economic Problems Of Sport. Journal Of International Review For The Sociology Of Sport.

Hosia, O, M and Raivio, J 1986. Lifestyle, Clothes. Finland Exports. Gummerus Oy, Jyväskylä, Finland. P 155-159

Japan 21st 1986. Sports equipment Manufacturing Today. Tokyo; Jan.

Johanson, K 1995. Seppo Ahonen, Amer's CEO, Aims For Synergy, Multibusiness Corporation Focuses On Sporting Equipment. Journal Of Finland In Europe. P14-15

Kallonen, K 1995. Minister For Foreign Affairs Paavo Rantanen And The Spirit Of Free Trade. Journal Of Finland In Europe. P 20-21

Korpivaara, E 1981. Tunturi Equipment For Physical Fitness. Finnish American Chamber Of Commerce News letter.

Koskivaara, J And Pilli-Sihvola, J 1989. International Competitiveness And Business Strategies: Sportwear Industry. Helsinki School Of Economics. Monograph. P120-122

Kotler, P 1988. Marketing Management Analysis, Planning, Implementation And Control. P347-350

Levämäki, S 1925. Classification Of Industries. Industry And Trade Of Finland. Kotimaisen Työn Kustannus O/Y. P 19-20

Lustigman, A 1993. NAFTA Opens Doors For US Vendors. Journal Of Sporting Goods Business. San Francisco; Dec.

Manzella, J 1994. Broadening Borders. Journal Of Sporting Goods Business. San Francisco. Aug.

Market Survey 2, 1994. Sport Markets Overview. Journal Of Retail Business. Mar, P 34-54

Miller, L, K 1997. Sport Industry Analysis. Journal Of Sport Business management.

Minquet, J, P 1990. France 1993 And French Sport Industries. Journal Of sport Science Review. P 21-26

National Board Of Customs-Statistical Unit-Official Statistics Of Finland 1993. Foreign Trade. Ulkomaan Kauppa. Tullihallitus.

National Board Of Customs-Statistical Unit-Official Statistics Of Finland 1994. Foreign Trade. Ulkomaan Kauppa. Tullihallitus.

National Board Of Customs-Statistical Unit-Official Statistics Of Finland 1995. Foreign Trade. Ulkomaan Kauppa. Tullihallitus.

National Board Of Customs-Statistical Unit-Official Statistics Of Finland 1996. Foreign Trade. Ulkomaan Kauppa. Tullihallitus.

National Board Of Customs-Statistical Unit-Official Statistics Of Finland 1997. Foreign Trade. Ulkomaan Kauppa. Tullihallitus.

O'Dwyer, G 1994. Finland: Sport Coughs Up Bigger Profits. Journal Of International Management. London; Jun.

Oga, J 1998. Business Fluctuation And sport Industry In Japan. An Analysis Of The Sport Industry From 1986 To 1993. Journal Of Sport Management. Vol, 12. N, 1. P 63-75

Oga, J and Kimura 1993. Recent Trends In The Sport Industry In Japan. Journal Of Sport Management. Vol, 9. Sep P 249-255

Opaschowski, H 1997. Germany Today. Monograph.

Opaschowski, H 1997. Germany 2010. Tomorrow's Way Of Life-Scientific forecasts On The Future Of Our Society. Monograph.

Peltola, I 1980. Trade Channels For sport Goods In Finland. Monograph On Trade Channels. N, 2. P 2-20

Phelops, W 1994. The Dirty Business That Surrounds Sport. Journal Of Marketing Week. London; Agu.

Rela, S 1996. Brand Loyalty Rules sporting Goods Market. Journal Of Stores. New York.

Shads, I 1996. Playing By New Rules. Journal Of Far Eastern Economic Review. Hong Kong; Sep 19.

Shada, I 1998. Not Just Kids' Stuff. Journal Of Far Eastern Economic Review. Hong Kong; Jul.

Foundation For The promotion Of Physical Culture And Health And Ministry Of Education Of Finland. Employment. Stronger Through Physical activity And Sport, 1993. P 15

The Finnish Import Promotion Office For Products From Developing Countries, Finipo 1995. Pricing and Payment. Exporter's Guide To The Finnish Market. P 44

Tory, M 1999. Sporting Goods: Commerce And Content Coalesce. Journal Of Discount Store News; New York; Dec 13.

United Nations Publishing Division 1996. International Trade Statistics Yearbook. Volume 1. New York.

Vanderwolf, J 1996. Foreign Consumers Look To US Manufacturers For The Latest Trends In Recreation Equipment. Journal Of Business America. Washington; Jul.

Wagner, G 1990. Economics Of Sport Within The Frame Of An Increasing Services-Sector In Market Economies. Journal Of Sport Science Review. P 14-20

Wall, N 1994. Sport Market Overview. Journal Of Retail Business. Mar.

Wang, D 1997. Overall Plan For Deepening Of Sports Reform. Journal Of Sport History And Culture.

Wang, Y 1998. The Sport Industry: A Gold Mine To Be Exploited. Journal Of China Market. Vol, 7, P 30-32

Zollo, J, M 1983. World X-C Skiing Industry Feels The Cold. Journal Of Blue Wings. Oct-Dec. P 42-43

APPENDICES

APPENDIX 1. The total imports of countries in 1993, 1994, 1995, 1996

N	Country	1993	1994	1995	1996
1	Albania			650,001,000	
2	algeria	7,763,470,600	9,369,991,542	10,250,026,585	
3	Angola				
4	Antigu&bar				
5	Argentina	16,783,500,000	21,527,300,000	20,121,700,000	23,761,810,000
6	Armenia	86,000,000	415,000,000	661,000,000	885,800,000
7	Aruba				
8	Australia	45,477,790,260	53,425,351,499	60,316,814,420	65,427,961,426
9	Austria	48,616,402,237	55,339,953,162	66,271,906,229	67,283,793,480
10	Azerbaijan	241,000,000	791,000,000	681,000,000	960,630,000
11	Bahamas	935,900,000	1,055,900,000	1,243,100,000	
12	Bahrain	3,858,002,704	3,747,877,317	3,715,697,820	4,071,278,940
13	Bangladesh	3,994,028,857	4,602,461,770	6,501,383,228	6,615,479,620
14	Barbados	573,818,520	610,859,920	766,284,640	828,981,560
15	Belarus	779,000,000	4,746,000,000	4,795,210,000	6,939,300,000
16	Belgium-Lux	112,251,000,000	125,638,432,000	155,110,815,247	152,782,969,086
17	Belize	280,960,000	259,930,000	255,555,000	225,555,000
18	Bemin	614,421,240	493,066,229	693,674,599	
19	Bermuda	534,000,000	550,000,000	629,880,000	
20	Bhutan	101,335,915	113,547,937		
21	Bolivia	1,205,900,000	1,209,000,000	1,423,800,000	1,635,000,000
22	Brazil	27,740,000,000	35,997,010,000	53,783,010,000	59,947,010,000
23	B.Virgin.Isl				
24	Brunei.darsal	1,200,707,097	1,694,951,115		
25	Bulgaria	4,314,531,288	4,316,002,200	5,661,038,764	5,356,699,712
26	Burkinafaso	555,228,800	389,880,000	531,809,278	545,029,424
27	Burundi	205,219,558	227,057,828	234,313,200	130,214,016
28	Camroon	1,105,898,200	1,089,917,818	1,244,993,799	1,204,558,392
29	Canada	139,038,765,025	155,075,584,944	168,052,821,714	174,961,492,625
30	Cape verda	3,896,250	5,002,933	8,938,549	
31	Cayman Isl	319,320,000	324,480,000	399,000,000	
32	Central.Af.Re	125,523,305	139,526,500	173,886,900	179,974,347
33	Chad	201,518,310	176,958,000	219,659,440	
34	Chile	11,125,400,000	11,824,600,000	15,914,100,000	17,827,500,000
35	China	103,087,975,296	115,681,007,052	129,112,685,552	138,943,917,684
36	Colombia	9,831,500,000	11,882,000,000	13,852,900,000	13,683,700,000
37	Comoros	67,738,473	52,805,754	62,624,960	
38	Congo	592,073,615	637,610,813	670,370,897	
39	Cook Islands	67,297,651			
40	Costa Rica	2,885,800,000	3,025,100,000	3,252,800,000	3,432,700,000

Continued.....

N	country	1993	1994	1995	1996
41	Croatia	4,666,800,000	5,229,300,000	7,509,900,000	7,787,900,000
42	Cyprus	2,534,424,248	3,017,813,973	3,689,729,999	3,977,034,435
43	Czech-Re	12,693,872,159	14,956,068,498	25,303,875,777	27,777,850,795
44	Denmark	30,545,556,928	34,854,568,182	43,227,430,928	43,218,618,783
45	Djibouti				
46	Dominca	93,703,610	96,296,200	117,444,327	129,944,314
47	Dominican-R	2,436,200,000	2,626,400,000	2,976,200,000	3,685,900,000
48	Ecuador	2,561,900,000	3,690,300,000	4,193,300,000	3,723,600,000
49	Egypt	8,214,204,068	10,218,404,527	11,759,802,572	13,041,214,740
50	Elsalvador	1,912,205,318	2,574,201,736	2,853,305,700	2,670,901,062
51	Equatorial-Gui	60,010,000	36,920,000	49,850,000	
52	Estonia	896,538,160	1,663,216,311	2,544,854,223	3,181,622,671
53	Ethiopia	787,340,000	1,032,890,532		
54	Faeros Island	218,874,395	242,073,594	315,470,048	
55	Fiji	720,204,540	829,058,181	866,768,933	969,121,631
56	Finland	23,447,100,936	29,657,866,680	39,573,448,980	38,442,312,480
57	France-monaco	206,231,866,904	230,871,371,509	287,333,362,070	288,047,827,392
58	French-Guiana	95,012,932	136,255,868	130,605,078	
59	Frch-polynesia	852,190,331	880,680,918	1,019,102,992	
60	Gabon	916,997,600	758,520,000	881,280,199	898,280,199
61	Gambia	260,359,004	207,681,600	140,275,888	
62	Gergia	167,000,000	471,000,000	250,000	
63	Germany	346,130,105,336	384,745,853,315	444,553,808,539	455,705,774,040
64	Ghana				
65	Greece	22,004,769,600	21,491,769,327	25,926,855,084	
66	Greenland	346,058,893	391,622,467	421,108,789	466,374,517
67	Grenada				
68	Guadeloupe	1,393,151,357	1,539,296,462	1,889,884,271	
69	Guatemala	2,599,300,000	2,604,200,000	3,292,500,000	3,146,100,000
70	Haiti	358,592,814	259,403,616	653,625,883	665,727,959
71	Honduras	1,130,000,000	1,055,900,000	1,218,600,000	1,693,500,000
72	Hongkong	139,193,836,516	161,777,437,909	192,773,619,628	198,560,416,032
73	Hungary	12,520,208,289	14,382,846,427	15,045,327,800	15,854,097,600
74	Iceland	1,341,563,827	1,471,988,139	1,755,019,464	2,175,152,360
75	India	22,789,396,078	26,842,487,597	34,524,423,165	37,377,279,380
76	Indonesia	28,327,810,000	31,983,010,000	40,630,000,000	42,929,010,000
77	Iran	23,797,001,000	34,519,999,000		
78	Iraq				
79	Ireland	21,793,798,325	25,910,429,346	33,067,840,382	35,772,498,432
80	Israel	22,610,140,000	25,232,230,000	29,567,990,000	31,137,900,000

Continued.....

N	country	1993	1994	1995	1996
81	Italy	148,415,203,000	169,149,159,000	206,095,792,000	206,969,191,000
82	Jamaica	2,097,180,744	2,161,012,986	2,755,667,217	2,915,024,832
83	Japan	241,657,406,991	275,264,472,813	335,994,748,690	349,184,481,191
84	Jordan	3,538,638,325	3,382,061,900	3,696,604,416	4,427,509,064
85	Kazakhstan	494,000,000	4,499,000,000	3,882,000,000	4,201,000,000
86	Kenya	1,764,986,984	2,090,064,798	3,005,914,496	2,852,563,470
87	Kiribati	27,763,481	26,478,271	34,090,116	
88	Korea-Re	83,800,000,000	102,384,000,000	135,119,000,000	150,676,500,000
89	Kuwait	7,041,938,878	6,680,125,345	7,792,483,515	7,541,494,200
90	Kyrgyzstan	112,000,000	369,000,000	439,000,000	837,930,000
91	Latvia	960,970,000	1,244,410,000	1,748,620,000	2,219,400,000
92	Lebanon	2,215,090,000	2,856,220,000	5,334,710,000	7,568,570,000
93	Libyan-Arab	5,110,204,023	5,026,015,185		
94	Lithuania	2,283,500,000	2,353,250,000	3,648,500,000	4,558,750,000
95	Macau	1,999,464,685	2,089,524,539	2,025,660,627	1,993,100,803
96	Madagascar	468,444,771	447,941,160	529,921,220	
97	Malawi	545,234,668	494,927,904	474,730,925	
98	Malaysia	45,656,961,416	59,580,910,395	77,613,644,619	78,418,083,030
99	Maldives	185,100,000	221,600,000	267,900,000	301,800,000
100	Malta	2,174,262,547	2,440,927,263	2,942,193,923	2,801,904,268
101	Martinique	1,556,239,762	1,642,343,280	1,962,519,617	
102	Mauritius	1,715,570,861	1,930,231,308	1,959,457,856	2,278,419,341
103	Mexico	49,622,910,000	60,980,020,000	45,976,890,000	
104	Micronesia	109,490,000	129,060,000		
105	Mongolia	361,500,000	222,700,000	415,300,000	438,500,000
106	Montserrat	27,996,268			
107	Morocco	7,162,445,808	7,187,929,815	8,541,848,745	9,712,866,720
108	Mozambique	995,000	1,019,000,000	784,000,000	
109	Myanmar	821,348,280	878,130,709	1,334,487,961	1,360,754,598
110	Nepal	1,000,821,979	1,159,006,207	1,377,877,308	
111	Netherlands	124,742,083,788	141,316,723,614	176,873,493,861	180,642,225,305
112	Net-Antilles	1,947,069,500	1,464,911,400		
113	New caledonia	857,502,583	876,105,474	912,170,888	1,011,483,233
114	Newzealand	9,636,169,435	11,913,397,478	13,957,947,339	14,725,040,400
115	Nicaragua	744,000,000	874,700,000	961,700,000	1,119,900,000
116	Niger	375,357,051	327,774,600	373,375,005	
117	Nigeria	7,512,949,584	6,516,783,000		
118	Niue	3,763,272			
119	Norway	23,892,483,603	27,302,600,731	32,973,288,723	35,616,707,680
120	Oman	3,914,984,240	3,914,984,240	4,247,620,027	4,577,922,879

Continued.....

N	Country	1993	1994	1995	1996
121	Pakistan	9,447,804,886	8,889,017,984	11,460,874,440	12,131,013,987
122	Panama	2,187,800,000	2,404,100,000	2,510,700,000	
123	Papua new	1,299,020,184	1,521,000,320	1,451,644,333	
124	Paraguay	1,688,800,000	2,370,200,000	3,143,800,000	
125	Peru	4,859,200,000	6,690,700,000	9,224,000,000	9,472,300,000
126	Philippines	18,754,400,000	22,543,500,000	28,336,700,000	34,121,900,000
127	Poland	18,834,000,000	21,383,010,000	29,050,000,000	39,965,890,000
128	Portugal	24,321,799,746	26,937,779,904	32,349,881,625	34,095,326,482
129	Qatar	1,890,684,922	1,927,360,710		
130	Re-Moldava	184,000,000	668,950,000	822,000,000	1,079,200,000
131	Reunion	2,109,824,717	2,365,423,585	2,623,065,369	
132	Romania	6,521,700,000	7,109,000,000	10,277,900,000	11,435,300,000
133	Russian-F	32,806,000,000	50,518,000,000	60,916,000,000	61,147,000,000
134	Saint kits&Ne	118,107,289	92,999,907		
135	ST Lucia	300,321,921		306,025,619	
136	ST Pierre & Mi	69,512,550	70,564,553		
137	ST Vincen & G	134,333,199	129,999,870	135,814,679	131,851,720
138	Saudi Arabia	28,197,628,800	23,337,810,200	28,090,819,600	
139	Senegal	1,176,674,300	1,100,160,000	1,301,300,000	1,383,478,995
140	Seychelles	238,411,950	206,571,337	232,771,337	346,723,122
141	Singapore	85,229,302,780	102,670,094,987	124,501,841,624	131,339,931,652
142	Slovakia	6,360,058,740	6,502,929,120	8,786,831,163	10,887,280,361
143	Slovenia	6,529,000,000	7,304,000,000	9,490,000,000	9,399,000,000
144	Solomon Isla	109,115,880	142,095,726		
145	S-Africa	20,042,587,574	23,363,700,616	30,546,305,424	30,187,303,974
146	Spain	79,751,232,000	92,184,246,000	113,321,531,000	121,790,040,000
147	Srilanka	3,993,130,050	4,767,351,512	5,306,539,000	5,411,789,376
148	Surinama	1,007,646,149	542,804,198		
149	Sweden	42,686,715,811	51,732,051,930	64,447,048,537	66,619,307,083
150	Switzerland	56,722,411,986	64,084,613,092	77,006,074,933	74,469,366,677
151	Syrian Arab	4,139,667,989	5,467,269,190	4,616,488,340	5,243,660,820
152	Tajikistan	532,110,000	546,990,000	809,920,000	668,100,000
153	F-Yugslevia	1,199,350,000	1,484,090,000	1,718,900,000	
154	Thailand	46,076,033,000	54,437,711,280	73,426,627,800	71,842,238,800
155	Togo	179,460,920	222,000,265	385,158,496	403,832,620
156	Tongo	61,356,149	69,262,867	77,163,530	
160	Trinidad tobago	1,462,880,186	1,130,368,120	1,713,664,038	2,146,450,473
161	Tunisia	6,213,904,058	6,580,767,174	7,902,974,171	7,746,367,985
162	Turkey	29,174,000,000	23,270,000,000	35,710,000,000	42,465,010,000
163	Uganda		878,900,103	1,055,744,000	1,188,391,000

Continued.....

N	Country	1993	1994	1995	1996
164	Ukraine	2 651 000 000	10 748 000 000	16 052 300 000	18 639 100 000
165	U-A,Emirate	19 520 129 301			
166	U-Kingdom	206 320 625 048	226 172 080 620	205 321 200 680	287 502 943 941
167	U,R,Tanzania	1 497 471 690	1 504 712 308	1 679 121 030	1 385 317 056
168	United States	603 838 000 000	689 214 000 000	770 852 000 000	822 024 900 000
169	Uruguay	1 645 300 000	1 913 400 000	2 106 000 000	2 397 200 000
170	Uzbekistan	958 000 000	2 479 000 000	2 900 000 000	4 721 100 000
171	Vanuatu	78 813 306	87 414 408	95 046 303	97 491 152
172	Venezuela	12 268 883 200	9 291 832 000	11 961 743 200	9 789 323 458
173	Vitenam	3 924 000 000	5 825 000 000	7 825 000 000	7 500 000 000
174	Yemen	2 821 219 379	2 087 421 727	1 290 780 149	
175	Yugoslavia			3 984 000 000	4 102 000 000
176	Zambia	1 259 538 400	1 081 517 765	1 522 251 000	
177	Zimbabwe	1 817 295 753	2 241 200 916	2 661 396 661	

Sources: Historical series 1961-1996 special trade, United Nations Statistic Yearbook.

N: Number

Values: In USD

Appendix 2. The total exports of countries in 1993, 1994, 1995, 1996

N	country	1993	1994	1995	1996
1	Albania			201,960,000	
2	Algeria	10,229,999,280	8,879,993,122	10,239,821	
3	Angola				
4	Antiqu&B				
5	Argentina	13,117,800,000	15,659,300,000	20,967,410,000	23,811,410,000
6	Armenia	30,000,000	232,000,000	248,000,000	290,000,000
7	Arbua				
8	Australia	42,704,493,000	47,525,230,325	53,096,707,078	60,534,460,933
9	Austria	40,199,701,641	45,031,308,045	57,539,782,924	57,830,509,457
10	Azerbaijan	350,900,000	637,000,000	550,000,000	631,250,000
11	Bahamas	162,300,000	167,000,000	175,900,000	
12	Bahrain	3,597,427,400	3,616,758,762	4,112,772,965	4,720,747,400
13	Bangladesh	2,277,842,466	2,660,664,219	3,173,082,624	3,297,275,432
14	Barbados	185,952,900	180,533,320	237,562,160	279,078,360
15	Belarus	758,000,000	2,509,000,000	4,362,970,000	5,462,700,000
16	Blgium-Lux	119,522,134,053	137,273,841,000	169,622,591,100	165,804,230,799
17	Belize	136,485,000	150,985,000	161,625,000	167,625,000
18	Bemin	181,576,920	163,261,650	189,300,800	
19	Bermuda			52,780,000	
20	Bhutan	69,377,553	70,919,650		
21	Bolivia	727,500,000	1,032,400,000	1,100,700,000	1,137,100,000
22	Brazil	38,597,010,000	43,558,000,000	46,506,000,000	47,762,000,000
23	B.Virgin.Isl				
24	Brunei	2,501,020,177	2,296,499,244		
25	Bulgaria	3,582,289,883	4,156,502,580	5,362,224,612	4,813,328,830
26	Burkinafaso	800,620,100	348,600,000	535,735,200	304,744,800
27	Burundi	61,818,204	120,766,714	105,668,794	40,270,838
28	Camroon	1,901,036,250	1,496,087,781	2,047,600,200	1,749,441,336
29	Canada	145,182,471,278	165,380,243,625	192,203,996,754	201,635,935,404
30	cape Verda	182,139,330	212,859,720	252,413,951	
31	Cayman Isl	2,004,000	2,604,000	4,116,000	
32	Central.Af.R	109,708,905	151,439,500	171,453,000	
33	Chad	132,185,530	147,888,000	251,451,200	
34	Chile	9,198,700,000	11,604,100,000	16,136,500,000	15,353,000,000
35	China	90,969,981,384	121,047,009,960	148,797,453,963	151,197,035,184
36	Colombia	7,115,900,000	8,418,500,000	10,125,700,000	10,587,000,000
37	Comoros	25,057,641	11,388,123	11,360,683	
38	Congo	1,201,440,306	936,819,800	842,020,939	
39	Cook Isl	3,862,920			
40	Costa Rica	1,995,300,000	2,242,500,000	2,701,600,000	2,964,100,000

Continued.....

N	Country	1993	1994	1995	1996
41	Croatia	3,913,500,000	4,260,400,000	4,632,700,000	4,511,800,000
42	Cyprus	855,853,003	967,585,729	1,228,687,642	1,386,502,384
43	Czech-Re	13,208,946,529	14,279,978,519	21,685,985,226	21,892,442,080
44	Denmark	37,172,022,446	41,420,240,568	49,045,023,808	
45	Djibouti				
46	Dominica	47,777,730	45,185,140	45,244,399	51,151,800
47	Dominican-Re	511,000,000	633,410,000	764,630,000	815,250,000
48	Ecuador	2,903,700,000	3,819,900,000	4,307,200,000	4,890,000,000
49	Egypt	2,251,985,725	3,475,413,907	3,449,665,142	3,540,321,196
50	Elsalvador	731,702,090	843,902,027	998,003,327	1,024,400,345
51	Equatorial-Gu	56,650,000	62,260,000	85,600,000	
52	Estonia	805,280,140	1,301,506,080	1,837,591,520	2,040,810,102
53	Ethiopia	198,832,000	372,393,644	422,033,224	417,323,796
54	Faeroe Island	327,297,694	326,417,258	361,705,405	
55	Fiji	449,547,624	550,260,027	618,614,334	721,313,770
56	Finland	23,447,100,936	29,657,866,680	39,573,448,980	38,442,312,480
57	France-Monaco	206,231,866,904	230,871,371,509	287,333,362,070	288,047,827,392
58	F-Guiana	95,012,932	136,255,868	130,605,078	
59	F-Polynesia	148,277,178	226,146,087	196,291,928	
60	Gabon	2,300,288,460	2,348,820,000	196,291,928	
61	Gambia	66,708,975	35,026,819	16,330,661	
62	Georgia	69,000,000	70,000,000	140,000,000	
63	Germany	382,630,863,438	429,074,583,810	508,397,246,000	521,137,021,436
64	Ghana				
65	Greece	8,777,399,600	9,390,975,000	10,954,781,784	
66	Greenland	313,058,817	306,741,400	363,642,030	369,124,164
67	Grenada				
68	Guadeloupe	128,029,267	151,939,614	158,731,040	
69	Guatemala	1,340,400,000	1,521,500,000	2,155,500,000	2,030,800,000
70	Haiti	79,778,984	87,059,969	111,625,503	90,223,786
71	Honduras	814,000,000	842,500,000	1,060,700,000	1,106,100,000
72	Hongkong	135,248,749,582	151,395,756,560	173,754,238,050	180,745,383,654
73	Hungary	8,888,534,815	10,688,779,530	12,433,852,900	12,646,628,400
74	Iceland	1,400,097,930	1,622,948,233	1,803,186,819	1,637,379,425
75	India	21,572,270,884	25,022,039,845	30,639,245,280	33,057,031,869
76	Indonesia	36,823,010,000	40,055,010,000	45,417,010,000	49,814,000,000
77	Iran	12,752,000,000	17,515,000,000		
78	Iraq				
79	Ireland	29,021,700,750	34,154,930,112	44,637,521,017	48,180,930,078
80	Isreal	14,805,770,000	16,881,380,000	19,038,100,000	20,474,430,000

Continued.....

N	Country	1993	1994	1995	1996
81	Italy	167,618,981,000	190,181,413,000	230,965,248,000	250,904,239,000
82	Jamaica	1,068,886,233	1,190,735,976	1,380,303,540	1,356,860,429
83	Japan	362,282,390,988	397,051,160,189	441,349,874,654	410,925,313,813
84	Jordan	1,245,850,248	1,424,284,460	1,768,807,032	1,816,786,475
85	Kazakhstan	1,501,000,000	3,231,000,000	5,064,000,000	6,230,400,000
86	Kenya	1,380,454,583	1,565,278,834	1,890,011,946	2,067,483,824
87	Kiribati	3,444,111	5,213,528	7,190,827	
88	Korea-Re	82,236,000,000	96,013,010,000	125,058,000,000	130,345,700,000
89	Kuwait	10,244,354,265	11,228,313,997	12,784,582,837	14,803,438,770
90	Kyrgyzstan	112,100,000	340,000,000	380,000,000	507,070,000
91	Latvia	1,003,620,000	990,730,000	1,304,230,000	1,442,990,000
92	Lebanon	451,670,000	572,710,000	732,710,000	1,014,410,000
93	Libyan Arab	10,532,994,566	10,732,997,265		
94	Lithuania	2,029,120,000	2,028,580,000	2,705,000,000	3,355,000,000
95	Macau	1,763,426,335	1,833,816,697	1,982,863,610	1,989,237,469
96	Madagascar	260,974,855	375,262,720	365,192,350	
97	Malawi	319,325,616	325,029,303	405,339,449	
98	Malaysia	47,131,151,262	58,754,922,400	73,715,291,718	78,254,416,758
99	Maldives	34,600,000	45,900,000	49,500,000	59,300,000
100	Malta	11,355,294,324	1,572,313,102	1,913,089,087	1,743,594,965
101	Martinique	191,393,188	218,430,854	223,729,508	
102	Mauntius	1,298,933,040	1,346,902,373	1,537,451,064	1,758,883,307
103	Mexico	30,188,010,000	34,531,990,000	47,056,020,000	
104	Micronesia	109,490,000	129,060,000		
105	Mongolia	380,900,000	324,200,000	473,300,000	423,000,000
106	Montserrat	574,073			
107	Morocco	3,427,692,299	4,005,473,088	4,718,864,320	6,903,618,390
108	Mozambique	132,000,000	150,000,000	169,000,000	
109	Meyanmar	598,651,474	792,258,685	851,189,081	69,076,102
110	Nepal	389,099,424	363,656,569	349,101,788	
111	Netherland	139,126,489,162	155,554,165,218	196,275,974,628	197,245,323,100
112	Neth-Atilles	1,283,333,900	1,025,214,500		
113	New caledonia	359,236,747	362,089,900	514,545,348	545,995,866
114	New Zealand	10,541,565,980	11,569,130,813	13,737,988,603	209,663,000
115	Nicaragua	267,000,000	351,700,000	526,300,000	634,800,000
116	Niger	225,823,752	172,830,618	258,858,600	
117	Nigeria	9,923,189,472	9,375,684,500		
118	Niue	291,978			
119	Norway	31,777,822,632	34,685,243,576	41,995,422,201	49,645,440,270
120	Oman	5,297,821,452	5,544,905,600	5,711,348,016	
121	Pakistan	6,687,998,390	7,365,391,200	7,991,574,822	9,321,027,994
122	Panama	553,200,000	583,300,000	625,200,000	619,550,000

Continued.....

N	country	1993	1994	1995	1996
123	Papua N,Guinea	2,583,845,810	2,630,245,002	2,650,160,360	
124	Paraguay	725,200,000	816,800,000	919,300,000	
125	Peru	3,514,500,000	4,554,600,000	5,575,100,000	5,897,100,000
126	Philippines	11,088,700,000	13,304,000,000	17,501,810,000	20,416,800,000
127	Poland	14,143,000,000	17,042,000,000	22,892,000,000	24,410,480,000
128	Portugal	15,384,332,769	17,898,858,000	22,621,357,372	23,799,093,000
129	Qatar	3,180,829,236	3,212,941,842		
130	Re-Moldova	178,000,000	565,440,000	720,000,000	801,560,000
131	Reunion	167,918,634	170,802,688	206,644,113	
132	Romania	4,892,200,000	6,151,300,000	7,910,000,000	8,084,500,000
133	Russian-F	44,297,300,000	67,624,000,000	81,137,000,000	88,703,000,000
134	Saint Kitts-nevis	26,988,861	38,999,961		
135	Saint Lucia	119,740,621		108,966,557	
136	S-Pierre & Miqu..	893,025	11,714,415		
137	S-Vincent-Gre..	57,814,757	50,407,357	42,666,624	46,370,324
138	Saudi Arabia	42,395,241,710	42,614,200,570		
139	Senegal	639,150,500	711,900,000	861,260,400	870,615,600
140	Seychelles	51,166,881	51,973,334	52,816,176	139,354,440
141	Singapore	74,007,713,475	96,825,366,978	118,262,909,760	125,059,415,364
142	Slovakia	5,469,479,640	6,592,184,550	8,595,459,720	8,822,006,654
143	Slovenia	6,083,000,000	6,828,000,000	8,315,000,000	8,123,000,000
144	Solomon Island	128,681,974	142,125,805	168,370,836	
145	S-Africa	24,291,881,454	25,309,003,129	27,856,095,372	29,227,291,050
146	Spain	61,086,135,000	78,258,663,000	91,048,860,000	101,991,840,900
147	Srilanka	2,850,688,425	3,208,657,298	3,397,757,288	4,095,118,856
148	Suriname	1,299,220,544	521,011,492		
149	Sweden	49,864,321,100	60,561,470,041	79,919,147,442	84,516,874,083
150	Switzerland-Lie	58,694,147,473	66,238,361,314	78,062,428,728	76,203,999,842

Continued.....

N	Country	1993	1994	1995	1996
151	Syrian-A-Re	3,146,481,570	3,146,481,570	3,969,716,720	3,999,115,430
152	Tajikstan	349,770,000	491,900,000	748,590,000	770,090,000
153	Macadonia	1,055,300,000	1,085,340,000	1,204,050,000	
154	Thailand	33,013,129,560	45,235,526,400	56,190,213,300	55,526,704,800
155	Togo	136,024,385	162,185,471	209,373,962	238,685,950
156	Tonga	16,863,414	14,140,380	14,537,155	
157	Trinidad Tob.	1,662,102,770	1,866,449,416	2,455,588,791	2,499,992,594
158	Tunisia	3,802,209,067	4,657,256,581	5,427,651,394	5,517,591,944
159	Turkey	15,343,000,000	18,106,000,000	21,639,010,000	23,083,010,000
160	Uganda	17,890,400	409,760,104	460,718,103	587,598,095
161	Ukraine	3,222,000,000	10,305,000,000	13,166,800,000	14,441,200,000
162	U-A-Emirate	3,764,255,534			
163	U-Kingdom	181,559,402,760	204,009,353,770	242,035,813,076	758,228,992
164	Tanzania	354,685,826	519,216,566	684,722,836	758,228,992
165	United States	464,773,100,000	512,626,900,000	584,742,900,000	625,072,900,000
166	Uruguay	2,325,700,000	2,786,100,000	2,866,600,000	3,322,800,000
167	Uzbekistan	958,000,000	2,479,000,000	2,900,000,000	4,721,100,000
168	Vanuatu	22,681,792	25,127,752	28,265,084	30,190,752
169	Venwzuela	15,716,675,800	16,911,969,382	18,488,986,300	20,722,526,496
170	Vitenam	2,985,000,000	4,054,000,000	5,200,000,000	
171	Yemen	374,233,879	933,844,502	1,494,505,838	
172	Yugoslavia			2,539,000,000	1,842,000,000
173	Zambia	1,000,382,176	958,633,265	1,216,556,300	
174	Zimbabwe	1,564,768,425	1,880,854,385	2,114,656,215	

Source: Historical series 1961-1996 special trade.

United Nations Statistics Yearbook

N: Number

Values: In USD

APPENDIX 3. The import and export of sporting goods and their share
in national economy of countries in 1993

N	Country	Total import	Import of sporting goods	%	Total Export	Export of sporting goods	%
1	Argentina	16 783 500 000	11 949 000	0,07 %	13 117 800 000	1 757 000	0,01 %
2	Australia	45 477 790 260	156 004 100	0,34 %	42 704 493 000	26 246 500	0,06 %
3	Austria	48 616 402 237		0,00 %	40 199 701 164		0,00 %
4	Bahrain	3 858 002 704		0,00 %	3 597 427 400	1 145 000	0,03 %
5	Bangladesh	3 994 028 857	349 000	0,01 %	2 277 842 466	13 470 000	0,59 %
6	Barbados	573 818 520	182 000	0,03 %	185 952 800		0,00 %
7	Bel,Lux	112 251 000 000	118 973 300	0,11 %	119 522 134 053	66 687 300	0,06 %
8	Belize	280 960 000	52 000	0,02 %	136 485 000		0,00 %
9	Bolivia	1 205 900 000	753 000	0,06 %	727 500 000		0,00 %
10	Brazil	27 740 000 000	12 979 000	0,05 %	38 597 010 000	1 433 000	0,00 %
11	Brunei	1 200 707 097	429 000	0,04 %	2 501 020 177	239 000	0,01 %
12	Canada	139 038 765 025	410 227 500	0,30 %	145 182 471 278	223 680 700	0,15 %
13	Cen,Africa,R	125 523 305	30 000	0,02 %	109 708 905		0,00 %
14	Chile	11 125 400 000	7 189 000	0,06 %	9 198 700 000	116 000	0,00 %
15	China	103 087 975 296	77 886 600	0,08 %	90 969 981 384	631 489 000	0,69 %
16	Colombia	9 831 500 000	3 845 000	0,04 %	7 115 500 000	401 000	0,01 %
17	Congo	592 073 615	122 000	0,02 %	1 201 440 306		0,00 %
18	Costa Rica	2 885 800 000	6 676 000	0,23 %	1 995 300 000	13 873 000	0,70 %
19	Croatia	4 666 800 000	1 756 000	0,04 %	3 913 500 000	83 000	0,00 %
20	Cyprus	2 534 424 248	2 534 000	0,10 %	855 853 003	24 352 000	2,85 %
21	Czech Rep	12 693 872 159	20 589 000	0,16 %	13 208 946 529	34 770 000	0,26 %
22	Denmark	30 545 556 928	58 846 600	0,19 %	37 172 022 446	47 968 900	0,13 %
23	Dominican	2 436 200 000	2 132 000	0,09 %		4 498 000	
24	Ecuador	2 561 900 000	865 000,00	0,03 %	2 903 700 000		0,00 %
25	Egypt	8 214 204 068	3 085 000	0,04 %	2 251 985 725		0,00 %
26	El Salvador	1 912 205 318	2 198 000	0,11 %	731 702 090	856 000	0,12 %
27	Estonia	896 538 160	434 000	0,05 %	805 280 140	4 227 000	0,52 %
28	Fiji	720 204 540	463 000	0,06 %	449 547 624		0,00 %
29	Finland	18 032 820 762	41 598 600	0,23 %	23 447 100 936	63 643 000	0,27 %
30	France (Mona)	200 750 101 657	393 077 100	0,20 %	206 231 866 904	519 979 100	0,25 %
31	French Guiana	523 537 872	770 000	0,15 %	95 012 932		0,00 %
32	Gabon	916 997 600	1 025 000	0,11 %	2 300 288 460		0,00 %
33	Germany	346 130 105 336	542 955 000	0,16 %	382 630 863 423	269 189 800	0,07 %
34	Greece	22 004 769 600	25 869 600	0,12 %	8 777 399 600	1 370 200	0,02 %
35	Greenland	346 058 893		0,00 %	313 058 817		0,00 %
36	Guadeloup	1 393 151 357	5 751 000	0,41 %	128 029 267	1 208 000	0,94 %
37	Guatemala	2 599 300 000	2 104 000	0,08 %	1 340 400 000		0,00 %
38	Haiti	358 592 814	4 037 000	1,13 %	79 778 984		0,00 %
39	Honduras	1 130 000 000	2 609 000	0,23 %	814 000 000	11 681 000	1,44 %
40	Hong Kong	139 193 836 516	391 827 600	0,28 %	135 248 749 582	502 996 600	0,37 %
41	Hungary	12 520 208 289	14 721 000	0,12 %			
42	Iceland	1 341 563 872	5 605 200	0,42 %	1 400 097 930		0,00 %
43	India	22 789 396 078	1 917 000	0,01 %	21 572 270 884	3 060 000	0,01 %

44	Indonesia	28 327 810 000	2 605 000	0,01 %	36 823 010 000	17 350 000	0,05 %
45	Iran	23 797 001 000	1 074 000	0,00 %			
46	Ireland	21 793 798 325	24 608 300	0,11 %	29 021 700 750	46 697 000	0,16 %
47	Italy	148 415 203 000	232 832 100	0,16 %	167 618 981 000	258 489 000	0,15 %
48	Jamaica	2 097 180 744	770 000	0,04 %	1 068 886 233	170 000	0,02 %
49	Japan	241 657 406 991	1 430 615 600	0,59 %	362 282 390 988	365 094 000	0,10 %
50	Jordan	3 538 638 325	615 000	0,02 %			
51	Rep of, Korea	83 800 000 000	2 212 000	0,00 %	82 236 000 000	358 254 000	0,44 %
52	Kenia	1 764 986 984	642 000	0,04 %	1 380 454 583	1 056 000	0,08 %
53	Kuwait	7 041 938 878	5 107 000	0,07 %	10 244 354 265		0,00 %
54	Latvia	960 970 000	410 000	0,04 %	1 003 620 000	329 000	0,03 %
55	Lebanon	2 215 090 000	2 201 000	0,10 %			
56	Libya	5 110 204 023	2 278 000	0,04 %			
57	Lithuania	2 283 500 000	498 000	0,02 %	2 029 120 000	146 000	0,01 %
58	Macau	1 999 464 685		0,00 %	1 763 426 335		0,00 %
59	Macedonia		430 000				
60	Madagascar	468 444 771	702 000	0,15 %	260 974 855	867 000	0,33 %
61	Malesia	45 656 961 416	14 741 000	0,03 %	47 131 151 262	42 343 000	0,09 %
62	Maldives	185 100 000	283 000	0,15 %			
63	Malta	2 174 262 547	11 050 000	0,51 %	11 355 294 324		0,00 %
64	Mauritius	1 715 570 861	820 000	0,05 %	1 298 933 040	1 339 000	0,10 %
65	Mexico	49 622 910 000	99 933 100	0,20 %	30 188 010 000	124 496 000	0,41 %
66	Morocco	7 162 445 808	2 027 000	0,03 %	3 427 692 299	430 000	0,01 %
67	Mozambique	995 000		0,00 %			
68	Netherlands	124 742 083 788	183 460 300	0,15 %	139 126 489 162	73 553 200	0,05 %
69	Netherland, A	1 947 069 500	1 398 000	0,07 %			
70	New Zealand	9 636 169 435	36 587 800	0,38 %	10 541 565 980	3 872 300	0,04 %
71	Nicaragua	744 000 000	71 000	0,01 %	267 000 000		0,00 %
72	Nigeria	7 512 949 584	3 135 000	0,04 %	291 978		0,00 %
73	Norway	23 892 483 603	56 388 800	0,24 %	31 777 822 632	32 924 200	0,10 %
74	Pakistan	9 447 804 888	3 609 000	0,04 %	6 687 998 390	112 481 000	1,68 %
75	Panama	2 187 800 000	2 595 000	0,12 %	553 200 000	184 000	0,03 %
76	Paraguay	1 688 800 000	4 005 000	0,24 %	725 200 000		0,00 %
77	Peru	4 859 200 000	801 000	0,02 %	3 514 500 000		0,00 %
78	Philippines	18 754 400 000	6 341 000	0,03 %	11 088 700 000	24 101 000	0,22 %
79	Poland	18 834 000 000	17 860 000	0,09 %	14 143 000 000	11 790 000	0,08 %
80	Portugal	24 321 799 746	25 266 000	0,10 %	15 384 332 769	5 000 700	0,03 %
81	Qatar	1 890 684 922		0,00 %	3 180 829 236		0,00 %
82	Reunion	2 109 824 717	3 843 000	0,18 %	167 918 634		0,00 %
83	Romania	6 521 700 000	1 891 000	0,03 %	4 892 200 000	2 317 000	0,05 %
84	Russia	32 806 000 000	8 525 000	0,03 %	44 297 300 000	2 935 000	0,01 %
85	Saudi arabia	28 197 628 800	10 942 000	0,04 %	42 395 241 710		0,00 %
86	Senegal	1 176 674 300	141 000	0,01 %			
87	Seychelles	238 411 950	279 000	0,12 %	51 166 881		0,00 %
88	Singapore	85 229 302 780	71 098 000	0,08 %	74 007 713 475	35 454 000	0,05 %
89	Slovakia	6 360 058 740	2 216 000	0,03 %	5 469 479 640	2 305 000	0,04 %
90	Slovenia	6 529 000 000	6 539 000	0,10 %	6 083 000 000		0,00 %
91	Southern Afri	20 042 587 574	11 509 000	0,06 %	24 291 881 454	5 652 000	0,02 %
92	Spain	79 751 232 000	133 706 100	0,17 %	61 086 135 000	87 347 400	0,14 %

93	Sri lanka	3 993 130 050	635 000	0,02 %	2 850 688 425	6 243 000	0,22 %
94	Suriname	1 007 646 149	199 000	0,02 %			
95	Sweden	42 686 715 811	123 808 500	0,29 %	49 864 321 100	86 107 400	0,17 %
96	Switzerland	56 722 411 986	176 528 200	0,31 %	58 694 147 473	52 145 600	0,09 %
97	Taiwan		93 799 000			1,687 660 000	
98	Tanzania		183 000				
99	Thailand	46 076 033 000	20 937 000	0,05 %	33 013 126 560	178 715 000	0,54 %
100	Trinidad, T	1 462 880 186	400 000	0,03 %			
101	Turkey	29 174 000 000	14 575 400	0,05 %	15 343 000 000	912 000	0,01 %
102	Tunisia	6 213 904 058	4 636 000	0,07 %	3 802 209 067	2 204 000	0,06 %
103	U,A,Emirates	19 520 129 301	8 821 000	0,05 %	3 764 255 534		0,00 %
104	U, Kingdom	206 320 625 048	369 244 900	0,18 %	181 559 402 760	184 716 900	0,10 %
105	U, S, A	603 438 000 000	1 269 566 700	0,21 %	464 773 100 000	1 141 926 500	0,25 %
106	Ukrain	2 651 000 000	490 000	0,02 %	3 222 000 000	1 945 000	0,06 %
107	Uraguay	1 645 300 000	1 477 000	0,09 %	2 325 700 000		0,00 %
108	Venezuela	12 268 883 200	7 134 000	0,06 %	15 716 675 800	670 000	0,00 %
109	Viet Nam	3 924 000 000	512 000	0,01 %	2 985 000 000	1 059 000	0,04 %
110	Zaire		156 000				
111	Yugoslavia	1 199 350 000		0,00 %		1 469 000	

1. Source: United Nations Statistics yearbooks. Historical series 1961-1996 special trade

2. Values in USD

3. N: Number

APPENDIX 4. The import and export of sporting goods and their share in National economy of countries in 1994

N	Country	Total Import	Import of sporting goods	%	Total Export	Export of sporting goods	%
1	Algeria	9 369 991 542	1 697 000	0,02 %	8 879 993 122		0,00 %
2	Argentina	21 527 300 000	16 433 000	0,08 %	15 659 300 000	3 101 000	0,02 %
3	Australia	53 425 351 499	180 849 300	0,34 %	47 525 350 325	33 369 800	0,07 %
4	Austria	55 339 953 162		0,00 %	45 031 308 045		0,00 %
5	Bahrain	3 747 877 317	1 303 000	0,03 %	3 616 758 762		0,00 %
6	Bangladesh	4 602 461 770	2 432 000	0,05 %	2 660 664 219	20 481 000	0,77 %
7	Bahamas	1 055 900 000	1 153 000	0,11 %			
8	Barbados	610 859 920	162 000	0,03 %	180 533 320		0,00 %
9	Bel,Lux	125 638 432 000	140 091 500	0,11 %	137 273 841 000	87 743 900	0,06 %
10	Belize	259 930 000	196 000	0,08 %	150 985 000		0,00 %
11	Bolivia	1 209 000 000		0,00 %	1 032 400 000	212 000	0,02 %
12	Brazil	35 997 010 000	19 294 000	0,05 %	43 558 000 000	1 442 000	0,00 %
13	Brunei, D	1 694 951 115	4 098 000	0,24 %			
14	Bulgaria	4 316 002 200	3 026 000	0,07 %	4 156 502 580	3 229 000	0,08 %
15	Canada	155 075 584 944	459 574 200	0,30 %	165 380 243 625	277 082 600	0,17 %
16	Gen,Africa,R	139 526 500		0,00 %	151 439 500		0,00 %
17	Chile	11 824 600 000	6 323 000	0,05 %	11 604 100 000		0,00 %
18	China	115 681 007 052	84 754 000	0,07 %	121 047 009 960	947 309 000	0,78 %
19	Colombia	11 882 000 000	4 492 000	0,04 %	8 418 500 000	371 000	0,00 %
20	Comoros	52 805 754	147 000	0,28 %			
21	Congo	637 610 813	168 000	0,03 %	936 819 800		0,00 %
22	Costa Rica	3 025 100 000	5 761 000	0,19 %	2 242 500 000	16 259 000	0,73 %
23	Croatia	5 229 300 000	6 226 000	0,12 %	4 260 400 000	331 000	0,01 %
24	Cyprus	3 017 813 973	2 837 000	0,09 %	967 585 729		0,00 %
25	Czech Rep	14 956 068 498	33 014 000	0,22 %	14 279 978 519	47 664 000	0,33 %
26	Denmark	34 854 568 182	67 439 800	0,19 %	41 420 240 568	56 985 800	0,14 %
27	Dominican R	2 626 400 000	2 362 000	0,09 %	633 410 000	4 802 000	0,76 %
28	Ecuador	3 690 300 000	1 254 000	0,03 %	3 819 900 000	117 000	0,00 %
29	Egypt	10 218 404 527	5 208 000	0,05 %	3 475 413 907		0,00 %
30	El Salvador	2 574 201 736	1 977 000	0,08 %	843 902 027	934 000	0,11 %
31	Estonia	1 663 216 311	2 680 000	0,16 %	1 301 506 080	9 141 000	0,70 %
32	Fiji	829 058 181	502 000	0,06 %	550 260 027		0,00 %
33	Finland	23 214 097 449	46 598 800	0,20 %	29 657 866 680	82 467 400	0,28 %
34	France (Mona)	203 638 022 990	414 268 000	0,20 %	230 871 371 509	546 532 700	0,24 %
35	French Guiana	675 674 622	762 000	0,11 %	136 255 868		0,00 %
36	Gabon	758 520 000	247 000	0,30 %	2 348 820 000		0,00 %
37	Gambia	207 681 666	124 000	0,06 %	35 026 819		0,00 %
38	Germany	384 745 853 315	635 919 600	0,17 %	429 074 583 810	323 729 300	0,08 %
39	Greece	21 491 769 327	23 289 400	0,11 %	9 390 975 000	1 346 300	0,01 %
40	Greenland	391 622 467		0,00 %	306 741 400		0,00 %
41	Guadeloupe	1 539 296 462	7 074 000	0,46 %	151 939 614		0,00 %
42	Guatemala	2 604 200 000	1 819 000	0,07 %	1 521 500 000	1 470 000	0,10 %
43	Guinea		637 000			251 000	

44	Haiti	259 403 616	1 007 000	0,39 %	87 059 969	405 900	0,47 %
45	Honduras	1 055 900 000	3 597 000	0,34 %	842 500 000	6 810 000	0,81 %
46	Hong Kong	161 777 437 909	523 640 000	0,32 %	151 395 756 560	651 745 100	0,43 %
47	Hungary	14 382 846 427	16 862 000	0,12 %	10 688 779 530	9 024 000	0,08 %
48	Iceland	1 471 988 139	5 111 000	0,35 %	1 622 948 233		0,00 %
49	India	26 842 487 597	1 189 000	0,00 %	25 022 039 845	40 102 000	0,16 %
50	Indonesia	31 983 010 000	6 092 000	0,02 %	40 055 010 000	19 349 000	0,05 %
51	Iran	34 519 999 000	606 000	0,00 %			0,00 %
52	Ireland	34 910 429 340	24 300 000	0,07 %	34 154 930 112	50 843 700	0,15 %
53	Israel	25 232 230 000		0,00 %	16 881 380 000		0,00 %
54	Italy	169 149 159 000	258 443 300	0,15 %	190 181 413 000	370 478 000	0,19 %
55	Jamaica	2 161 012 986	609 000	0,03 %	1 190 735 976	250 000	0,02 %
56	Japan	275 264 472 813	1 606 702 200	0,58 %	397 051 160 189	375 299 900	0,09 %
57	Jordan	3 382 061 900	513 000	0,02 %			
58	Kazakstan	4 499 000 000	563 000	0,01 %			
59	Kenia	2 090 064 798	562 000	0,03 %	1 565 278 834	1 552 000	0,10 %
60	Korea, D, Re		326 000			430 000	
61	Korea, Re	102 384 000 000	130 381 800	0,13 %	96 013 010 000	379 522 000	0,40 %
62	Kuwait	6 680 125 345	6 729 000	0,10 %	11 228 313 997		0,00 %
63	Latvia	1 244 410 000	1 279 000	0,10 %	990 730 000	372 000	0,04 %
64	Libanon	2 856 220 000	2 917 000	0,10 %			
65	Libya	5 026 015 185	3 576 000	0,07 %			
66	Lithuania				2 028 580 000	270 000	0,01 %
67	Macau	2 089 524 539		0,00 %	1 833 816 697	124 000	0,00 %
68	Macedonia		662 000				
69	Madagascar	447 941 160	634 000	0,14 %	375 262 720	1 717 000	0,46 %
70	Malaysia	59 580 910 395	14 741 000	0,02 %	58 754 922 400	52 605 000	0,09 %
71	Maldives	221 600 000	288 000	0,13 %			
72	Mauritius	1 930 231 308	879 000	0,05 %	218 430 854	477 000	0,22 %
73	Mexico	60 980 020 000	149 791 900	0,25 %	34 531 990 000	141 939 000	0,41 %
74	Morocco	7 187 929 815	2 597 000	0,04 %	4 005 473 088	973 000	0,02 %
75	Mozambique	1 019 000 000	114 000	0,01 %			
76	Netherlands	141 316 723 614	172 027 700	0,12 %	155 554 165 218	79 539 300	0,05 %
77	Netherlands, An	1 464 911 400	1 247 000	0,09 %			
78	New Zealand	11 913 397 478	44 991 300	0,38 %	11 569 130 813	4 710 500	0,04 %
79	Nicaragua	874 700 000	461 000	0,05 %	351 700 000		0,00 %
80	Norway	27 302 600 731	69 246 000	0,25 %	34 685 243 579	34 988 000	0,10 %
81	Oman	3 914 984 240	588 000	0,02 %			
82	Pakistan	8 889 017 982	5 438 000	0,06 %	7 365 391 200	148 638 000	2,02 %
83	Panama	2 404 100 000	312 000	0,01 %	583 300 000	112 000	0,02 %
84	Paraguay	2 370 200 000	6 401 000	0,27 %	816 800 000		0,00 %
85	Peru	6 690 700 000	1 319 000	0,02 %	4 554 600 000		0,00 %
86	Philippines	22 543 500 000	11 036 000	0,05 %	13 304 000 000	32 410 000	0,24 %
87	Poland	21 383 010 000	16 124 000	0,08 %	17 042 000 000	5 640 000	0,03 %
88	Portugal	26 937 779 904	25 165 900	0,09 %	17 898 858 000	4 699 500	0,03 %
89	Qatar	1 927 360 710	2 906 000	0,15 %	3 212 941 842		0,00 %
90	Reunion	2 365 423 585	4 946 000	0,21 %	170 802 688		0,00 %
91	Romania	7 109 000 000	2 707 000	0,04 %	6 151 300 000	1 445 000	0,02 %
92	Russia	50 518 000 000	14 511 000	0,03 %	67 624 000 000	3 548 000	0,01 %

93	Saudi Arabia	23 337 810 200	11 495 000	0,05 %			0,00 %
94	Senegal	1 100 160 000	290 000	0,03 %			
95	Seychelles	206 571 337	104 000	0,05 %	51 973 334		0,00 %
96	Singapore	102 670 094 987	79 771 000	0,08 %	96 825 366 978	32 277 000	0,03 %
97	Slovakia	6 502 929 120	2 412 000	0,04 %	6 592 184 550	4 535 000	0,07 %
98	Slovenia	7 304 000 000	12 188 000	0,17 %	6 828 000 000	21 544 000	0,32 %
99	South, Africa	23 363 700 616	15 338 000	0,07 %	25 309 003 129	4 136 000	0,02 %
100	Spain	92 184 246 000	153 432 500	0,17 %	78 258 663 000	60 155 400	0,08 %
101	Sri Lanka	4 767 351 512	586 000	0,01 %	3 208 657 298	5 932 000	0,18 %
102	Sweden	51 732 051 930	140 072 000	0,27 %	60 561 470 041	84 494 500	0,14 %
103	Switzerland	64 084 613 092	194 133 800	0,30 %	66 238 361 314	58 437 800	0,09 %
104	Taiwan		104 795 000			1 723 133 000	
105	Tanzania	1 504 712 308	190 000	0,01 %	519 216 566		0,00 %
106	Thailand	54 437 711 280	33 899 000	0,06 %	45 235 526 400	220 106 000	0,49 %
107	Trinidad, T	1 130 368 120	488 000	0,04 %			
108	Tunisia	6 580 767 174	6 869 000	0,10 %	4 657 256 581	2 720 000	0,06 %
109	Turkey	23 270 000 000	10 090 000	0,04 %	18 106 000 000	958 000	0,01 %
110	Tonga						0,00 %
111	U,A,Emirates		9 159 000			127 000	
112	U, Kingdom	226 214 900 000	409 265 900	0,18 %	204 009 353 770	217 917 400	0,11 %
113	Ukraine	10 748 000 000	1 256 000	0,01 %	10 305 000 000	4 308 000	0,04 %
114	U,S,A	689 214 000 000	2 853 242 900	0,41 %	512 626 900 000	1 325 922 100	0,26 %
115	Uruguay	1 913 400 000	2 000 000	0,10 %	2 786 100 000		
116	Venezuela	9 291 832 000	6 743 000	0,07 %	16 911 969 382	1 304 000	0,01 %
117	Viet Nam	5 825 000 000	1 308 000	0,02 %	4 054 000 000	4 428 000	0,11 %
118	Yugoslavia	1 199 350 000	106 000	0,01 %		1 163 000	
119	Zaire		229 000				
120	Zambia	1 081 517 765	115 000	0,01 %			
121	Zimbabwe	2 241 200 916	412 000	0,02 %			
122	Yemen	2 087 421 727	249 000	0,01 %			

1. Source: United Nations Statistics yearbooks. Historical series 1961-1996 special trade

2. Values in USD

3. N: Number

APPENDIX 5. The import and export of sporting goods and their share in national economy of countries in 1995

N	Country	Total Import	Import of sporting goods	%	Total Export	Export of sporting goods	%
1	Albania				201 960 000	1 013 000	0.50%
2	Algeria	10 250 026 585	1 884 000	0.02%	10 239 821		0.00%
3	Angola		784 000				
4	Argentina	20 121 700 000	18 500 000	0.09%	20 967 410 000	2 441 000	0.01%
5	Australia	60 316 814 420	2 000 837 000	3.32%	53 096 707 018	40 883 400	0.08%
6	Austria	66 271 906 229	197 571 000	0.30%	57 539 782 924	612 179 000	1.06%
7	Bahrain	3 715 697 820	826 000	0.02%			
8	Bahamas	1 243 100 000	1 148 000	0.09%			
9	Bangladesh	6 501 383 228	2 947 000	0.05%	3 173 082 624	33 558 000	1.06%
10	Barbados	766 284 640	467 000	0.06%	237 562 160		0.00%
11	Bel,Lux	155 110 851 247	150 473 400	0.10%	169 622 591 100	102 205 000	0.06%
12	Belarus	4 795 210 000	214 000	0.00%			
13	Belize	255 555 000	254 000	0.10%	161 625 000		0.00%
14	Bolivia	1 423 800 000	240 000	0.02%			
15	Brazil	53 783 010 000	35 868 000	0.07%	46 506 000 000	2 153 000	0.00%
16	Bulgaria	5 661 038 764	4 600 000	0.08%	5 362 224 612	2 157 000	0.04%
17	Brunei, D					300 000	
18	Cameroon	1 244 993 799	195 000	0.02%			
19	Canada	168 052 821 714	558 837 200	0.33%	192 203 996 754	329 536 500	0.17%
20	Central-Af-Re	173 886 900		0.00%	171 453 000		0.00%
21	Chad	219 659 440	118 000	0.05%			
22	Chile	15 914 100 000	9 819 000	0.06%	16 136 500 000		0.00%
23	China	129 112 685 552	114 900 200	0.09%	148 797 453 963	1 276 574 000	0.86%
24	Colombia	13 852 900 000	5 406 000	0.04%	10 125 700 000	325 000	0.00%
25	Comoros	62 624 960	145 000	0.23%			
26	Congo	670 370 897	317 000	0.05%			
27	Costa Rica	3 252 800 000	2 880 000	0.09%	2 701 600 000	15 576 000	0.58%
28	Croatia	7 509 900 000	6 732 000	0.09%	4 632 700 000	194 000	0.00%
29	Cuba		524 000				
30	Cyprus	3 689 729 999	4 621 000	0.13%	1 228 687 642	117 000	0.01%
31	Czech Rep	25 303 875 777	49 609 000	0.20%	21 685 985 226	59 687 000	0.28%
32	Denmark	43 227 430 928	89 259 600	0.21%	49 045 023 808	58 247 400	0.12%
33	Dominican, R	2 976 200 000	2 734 000	0.09%	764 630 000	5 404 000	0.71%
34	Ecuador	4 193 300 000	2 009 000	0.05%	4 307 200 000		0.00%
35	Egypt	11 759 802 572	6 180 000	0.05%	3 449 665 142		0.00%
36	El Salvador	2 853 305 700	2 704 000	0.09%	998 003 327	1 214 000	0.12%
37	Estonia	2 544 854 223	3 771 000	0.15%	1 837 591 520	14 944 000	0.81%
38	Fiji	866 768 933	708 000	0.08%			
39	Finland	28 113 876 208	53 417 900	0.19%	39 573 448 980	106 823 900	0.27%
40	France (Mona)	276 980 770 950	507 883 100	0.18%	287 333 362 070	634 356 500	0.22%
41	French Guiana	752 426 250	1 388 000	0.18%	130 605 078		0.00%
42	Gabon	881 280 199	409 000	0.05%			

43	Germany	444 553 808 539	635 919 600	0.14%	508 397 246 000	385 409 600	0.08%
44	Greece	25 926 855 084	31 134 300	0.12%	10 954 781 784	1 720 300	0.02%
45	Greenland	421 108 789		0.00%	363 642 030		0.00%
46	Guadeloupe	1 889 884 271	7 169 000	0.38%	158 731 040		0.00%
47	Guatemala	3 292 500 000	1 991 000	0.06%	2 155 500 000	2 314 000	0.11%
48	Haiti	653 625 883	942 000	0.14%	111 625 503	3 001 000	2.69%
49	Honduras	1 218 600 000	4 793 000	0.39%	1 060 700 000	6 405 000	0.60%
50	Hong Kong	192 773 619 628	703 859 600	0.37%	173 754 238 050	901 270 400	0.52%
51	Hungary	15 045 324 800	16 395 000	0.11%	12 433 852 900	10 386 000	0.08%
52	Iceland	1 755 019 464	5 189 300	0.30%	1 803 186 819		0.00%
53	India	34 524 423 165	1 885 000	0.01%	30 639 245 280	46 009 000	0.15%
54	Indonesia	40 630 000 000	6 207 000	0.02%	45 417 010 000	21 729 000	0.05%
55	Iran		506 000				
56	Ireland	33 067 840 382	30 870 300	0.09%	44 637 521 017	59 442 700	0.13%
57	Israel	29 567 990 000		0.00%	19 038 000 000		0.00%
58	Italy	206 095 792 000	325 089 200	0.16%	230 965 248 000	559 140 400	0.24%
59	Jamaica	2 755 667 217	979 000	0.04%	1 380 303 540	160 000	0.01%
60	Japan	335 994 748 690	2 102 347 900	0.63%	441 349 874 654	427 207 700	0.10%
61	Jordan	3 696 604 416	672 000	0.02%			
62	Kazakistan	3 882 000 000	165 000	0.00%			
63	Korea, D, Re		224 000			180 000	
64	Korea, Re	135 119 000 000	199 451 600	0.15%	125 058 000 000	441 017 000	0.35%
65	Kenia	3 005 914 496	1 091 000	0.04%	1 890 011 946	1 956 000	0.10%
66	Kuwait	7 792 483 515	6 372 000	0.08%	12 784 582 837		0.00%
67	Kyrgyzstan	439 000 000		0.00%	380 000 000		0.00%
68	Latvia	1 748 620 000	1 617 000	0.09%	1 304 230 000	584 000	0.04%
69	Libanon	5 334 710 000	4 640 000	0.09%			
70	Libya		1 766 000				
71	Lithuania	3 648 500 000	1 708 000	0.05%			
72	Makedonia		882 000				
73	Madagascar	529 921 220	828 000	0.16%	356 192 350	1 562 000	0.44%
74	Malaysia	77 613 644 619	17 143 000	0.02%	73 715 291 718	95 810 000	0.13%
75	Mali	474 730 925	431 000	0.09%			
76	Mauritius	1 959 457 856	1 013 000	0.05%	1 537 451 064	889 000	0.06%
77	Mexico	45 976 890 000	99 642 000	0.22%	47 056 020 000	166 748 000	0.35%
78	Morocco	8 541 848 745	2 420 000	0.03%	4 718 864 320	343 000	0.01%
79	Mozambique	784 000 000	189 000	0.02%			
80	Netherlands	176 873 493 861	179 297 300	0.10%	196 275 974 628	78 159 500	0.04%
81	New Zealand	13 957 947 339	54 829 000	0.39%	13 737 988 603	5 346 100	0.04%
82	Nicaragua	961 700 000	195 000	0.02%	526 300 000		0.00%
83	Nigeria		2 020 000				
84	Norway	32 973 288 723	83 096 700	0.25%	41 995 422 201	35 636 000	0.08%
85	Oman	4 247 620 027	679 000	0.02%			
86	Pakistan	11 460 874 440	4 226 000	0.04%	7 991 574 822	138 156 000	1.73%
87	Panama	2 510 700 000	2 919 000	0.12%	625 200 000	227 000	0.04%
88	Paraguay	3 143 800 000		0.00%	919 300 000	7 658 000	0.83%
89	Peru	9 224 000 000	3 158 000	0.03%	5 575 100 000		0.00%
90	Philippines	28 336 700 000	12 836 000	0.05%	17 501 810 000	37 350 000	0.21%

91	Poland	29 050 660 000	20 613 000	0.07%	22 892 000 000	9 161 000	0.04%
92	Portugal	32 349 881 625	35 632 100	0.11%	22 621 357 372	7 741 400	0.03%
93	Reunion	2 623 065 369	7 820 000	0.30%	206 644 113		0.00%
94	Romania	10 277 900 000	3 561 000	0.03%	7 910 000 000	3 549 000	0.04%
95	Russia	60 916 000 000	5 968 000	0.01%	81 137 000 000	3 775 000	0.00%
96	Sudi Aribia	28 090 819 600	14 820 000	0.05%			
97	Senegal	1 301 300 000	843 000	0.06%			
98	Seychelles	232 771 337	508 000	0.22%			
99	Singapore	124 501 841 625	89 432 000	0.07%	118 262 909 760	25 549 000	0.02%
100	Slovakia	8 786 831 163	4 425 000	0.05%	8 595 459 720	6 659 000	0.08%
101	Slovenia	9 490 000 000	12 034 000	0.13%	8 315 000 000	23 341 000	0.28%
102	South, Africa	30 546 305 424		0.00%	27 856 095 372		0.00%
103	Spain	113 321 531 000	176 150 900	0.16%	91 048 860 000	87 475 000	0.10%
104	Sri Lanka	5 306 539 000	1 166 000	0.02%	3 397 757 288	11 935 000	0.35%
105	Sweden	64 447 048 537	139 306 500	0.22%	79 919 147 442	105 058 800	0.13%
106	Switzerland	77 006 074 933	238 912 500	0.31%	78 062 428 728	62 338 800	0.08%
107	Syria	4 616 488 340	420 000	0.01%			
108	Taiwan		155 714 000			1 793 862 000	
109	Tanzania	1 679 121 030	143 000	0.01%			
110	Thailand	73 426 627 800	45 680 000	0.06%	56 190 213 300	249 633 000	0.44%
111	Togo	385 158 496	905 000	0.23%			
112	Trinidad, T	1 713 664 038	692 000	0.04%			
113	Turkey	35 710 000 000	20 440 900	0.06%	21 639 010 000	776 000	0.00%
114	Tunisia	7 902 974 171	1 790 000	0.02%	5 427 651 394	4 285 000	0.08%
115	U,A, Emirates		11 800 000			1 454 000	
116	Ukraine	16 052 300 000		0.00%	13 166 800 000	9 447 000	
117	U, Kingdom	205 321 200 680	453 373 000	0.22%	242 035 813 076	242 842 600	0.10%
118	U,S,A	770 852 100 000	3 109 183 700	0.40%	584 742 900 000	1 731 328 600	0.30%
119	Uruguay	2 106 000 000	3 339 000	0.12%	2 866 900 000		0.00%
120	Uzbekistan	2 900 000 000	853 000	0.03%			
121	Venezuela	11 961 743 200	7 483 000	0.06%	18 488 986 300	1 844 000	0.01%
122	Viet Nam	7 825 000 000	1 006 000	0.01%	5 200 000 000	3 855 000	0.07%
123	Zambia	1 522 251 000	118 000	0.01%			
124	Zimbabwe	2 661 396 661	715 000	0.03%			

1. Source: United Nations Statistics yearbooks. Historical series 1961-1996 special trade
2. Values in USD
3. N: Number

APPENDIX 6. The import and export of sporting goods and their share in national economy of countries in 1996

N	Country	Total Import	Import of sporting goods	%	Total Export	Export of sporting goods	%
1	Algeria		3 014 000				
2	Argentina	23 761 810 000	40 078 000	0.17 %	23 811 410 000	5 799 000	0.02 %
3	Australia	65 427 961 426	249 032 000	0.38 %	60 534 460 933	54 937 400	0.09 %
4	Austria	67 283 793 480	244 380 000	0.36 %	57 830 509 425	485 985 000	0.84 %
5	Bahrain	4 071 278 940	1 450 000	0.04 %			
6	Bangladesh	6 615 479 620	3 819 000	0.06 %	3 297 275 432	51 170 000	1.55 %
7	Barbados	828 981 560	2 202 000	0.27 %	279 078 360		0.00 %
8	Bel, Lux	152 782 969 086	201 212 300		165 804 230 799	134 423 300	0.08 %
9	Belize	225 555 000	300 000	0.13 %			
10	Bolivia	1 635 000 000	705 000	0.04 %	1 137 100 000		0.00 %
11	Brazil	56 947 010 000		0.00 %	47 762 000 000	5 716 000	0.01 %
12	Cameroon	1 204 558 392	206 000	0.02 %			
13	Canada	174 961 492 625	524 450 000	0.30 %	201 635 935 404	404 970 000	0.20 %
14	Cen,Africa,R	179 974 347		0.00 %			
15	Chile	17 827 500 000	39 297 000	0.22 %	15 353 000 000	1 303 000	0.01 %
16	China	138 943 917 684	115 614 000	0.08 %	151 197 035 184	1 020 888 000	0.68 %
17	Colombia	13 683 700 000	17 649 000	0.13 %	10 587 000 000	859 000	0.01 %
18	Costa Rica	3 432 700 000	5 397 000	0.16 %	2 946 100 000	16 000 000	0.54 %
19	Croatia	7 787 900 000	10 884 000	0.14 %	4 511 800 000	396 000	0.01 %
20	Cyprus	3 977 034 435	5 635 000	0.14 %	1 386 502 384		0.00 %
21	Czech Rep	27 777 850 795	75 666 000	0.27 %	21 892 442 080	91 781 000	0.42 %
22	Denmark	43 218 618 783	105 137 900	0.24 %	48 775 054 443	67 774 200	0.14 %
23	Dominica	129 944 314	173 000	0.13 %	51 151 800		0.00 %
24	Ecuador	3 723 600 000	2 000 000	0.05 %	4 890 010 000		0.00 %
25	Egypt	13 041 214 740	6 675 000	0.05 %	3 540 321 196		0.00 %
26	Elsalvador	2 670 901 062	2 892 000	0.11 %	1 024 400 345	1 660 000	0.16 %
27	Estonia	3 181 622 671	5 550 000	0.17 %	2 040 810 102	11 319 000	0.55 %
28	Finland	29 270 793 766	65 185 000	0.22 %	38 442 312 480	94 181 000	0.24 %
29	France (Mona)	279 381 923 760	580 014 200	0.21 %	288 047 827 392	592 636 000	0.21 %
30	Gabon	898 288 874		0.00 %	3 145 007 942		0.00 %
31	Germany	455 705 774 040	908 770 000	0.20 %	521 137 021 436	386 847 000	0.07 %
32	Greece		35 951 000			1 630 100	
33	Guatemala	3 146 100 000	3 519 000	0.11 %	2 030 800 000	572 000	0.03 %
34	Honduras	1 693 500 000	949 000	0.06 %			
35	Hongkong	198 560 416 032	784 453 900	0.40 %	180 745 383 624	1 003 593 200	0.56 %
36	Hungary	15 854 097 600	21 937 000	0.14 %	12 646 628 400	11 474 000	0.09 %
37	Iceland	2 175 152 360	6 187 500	0.28 %	1 637 379 425		0.00 %
38	India	37 377 279 380	7 835 000	0.02 %	33 057 031 869	71 182 000	0.22 %
39	Indonesia	42 929 010 000	13 944 000	0.03 %	49 814 000 000	96 270 000	0.19 %
40	Ireland	35 772 498 423	50 007 000	0.14 %	48 180 930 078	70 878 000	0.15 %
41	Israel	31 137 900 000	27 024 000	0.09 %	20 427 430 000	726 000	0.00 %
42	Italy	206 969 191 000	371 191 000	0.18 %	250 904 239 600	611 063 000	0.24 %

43	Japan	349 184 481 191	2 138 249 000	0.61 %	410 925 313 813	450 538 000	0.11 %
44	Re, Korea	150 676 500 000	314 498 000	0.21 %	130 345 700 000	551 459 000	0.42 %
45	Kenia	2 852 563 470	1 941 000	0.07 %	2 067 483 824	1 082 000	0.05 %
46	Kuwait	7 541 494 200	13 444 000	0.18 %	14 803 438 770		0.00 %
47	Latvia	837 930 000	2 466 000	0.29 %	1 442 990 000	1 033 000	0.07 %
48	Lithuania	2 219 400 000	3 974 000	0.18 %	3 359 000 000	1 811 000	0.05 %
49	Macau	1 993 100 803	671 000	0.03 %	1 989 237 469	570 000	0.03 %
50	Madagascar		803 000				
51	Malaysia	78 418 083 030	102 386 000	0.13 %	78 254 416 758	114 237 000	0.15 %
52	Mauritius	2 278 419 341	2 633 000	0.12 %	1 758 883 307	303 000	0.02 %
53	Mexico		132 116 000			279 853 000	
54	Morocco	9 712 866 720	4 033 000	0.00 %			
55	Mozambique		254 000				
56	Netherlands	180 642 225 305	226 781 100	0.13 %	197 245 323 100	112 693 000	0.06 %
57	New Zealand	14 725 040 400	60 543 000	0.41 %	209 663 000	7 175 000	3.42 %
58	Nicaragua	1 119 900 000	641 000	0.06 %	634 800 000		0.00 %
59	Norway	35 616 707 680	83 575 000	0.23 %	49 645 440 270	36 025 400	0.07 %
60	Oman	4 577 922 879	1 550 000	0.03 %			
61	Pakistan	12 131 013 987	5 212 000	0.04 %	9 321 027 994	291 090 000	3.12 %
62	Panama		6 479 000				
63	Paraguay		8 604 000				
64	Peru	9 472 300 000	7 229 000	0.08 %	5 897 100 000	488 000	0.01 %
65	Philippines	34 121 900 000	25 170 000	0.07 %	20 416 800 000	64 851 000	0.32 %
66	Poland	39 956 890 000	574 447 000	1.44 %	24 410 480 000	11 017 000	0.05 %
67	Portugal	34 095 326 000	41 803 000	0.12 %	24 410 480 000	11 451 000	0.05 %
68	Romania	11 435 300 000	6 095 000	0.05 %	8 084 500 000	1 380 000	0.02 %
69	Russia	61 147 000 000	24 309 000	0.04 %	88 703 000 000	3 988 000	0.00 %
70	Saudi Arabia		23 788 000				
71	Senegal	1 383 478 995	548 000	0.04 %			
72	Seychelles	346 723 122	577 000	0.17 %	139 354 440		0.00 %
73	Singapore	131 339 931 625	245 000 000	0.19 %	125 059 415 364	152 951 000	0.12 %
74	Slovakia	10 887 280 361	13 164 000	0.12 %	8 822 006 654	6 129 000	0.07 %
75	Slovenia	9 399 000 000	15 595 000	0.17 %	8 123 000 000	33 145 000	0.41 %
76	Spain	121 790 040 000	200 302 400	0.16 %	101 991 840 000	106 138 500	0.10 %
77	Sweden	66 619 307 083	161 691 000	0.24 %	84 516 874 083	113 402 000	0.13 %
78	Switzerland	74 469 366 677	255 300 000	0.34 %	76 203 999 842	58 466 000	0.08 %
79	Taiwan		170 228 000			187 699 400	
80	Trinidad,T	2 146 450 473	2 109 000	0.10 %	2 499 992 594		
81	Thailand	71 842 238 800	57 596 000	0.08 %	55 526 704 800	31 299 700	0.06 %
82	Tunisia	7 746 367 985	4 775 000	0.06 %	5 517 591 944	5 405 000	0.10 %
83	Turkey	42 465 010 000	26 018 000	0.06 %	23 083 010 000	4 635 000	0.02 %
84	U, Kingdom	287 502 943 941	602 716 000	0.21 %	262 098 703 784	306 890 000	0.12 %
85	United States	822 024 900 000	3 430 805 000	0.42 %	625 072 900 000	1 907 225 000	0.31 %
86	Uruguay	2 397 200 000	5 291 000	0.22 %	3 322 800 000	132 000	0.00 %
87	Venezuela	9 789 323 458	14 010 000	0.14 %	20 722 526 496	576 000	0.00 %
88	Yugoslavia	4 102 000 000	2 073 000	0.05 %			
89	Zimbabwe		1 736 000				

Appendix 7. The import of sporting goods to Finland by countries of origin, destination by sections, divisions, groups, subgroups in 1993

N	Country	A	B	N	Country	A	B
1	Austria	12.7	2219960	41	Morroco		0
2	Bel, Lux	0.1	17480	42	South-Af	0.3	52440
3	Switzerland	1.9	332120	43	Canada	11.9	2080120
4	Czech-Re	5.5	961400	44	USA	22	3845600
5	Germany	13.3	2324840	45	Mexico	0.3	52440
6	Denmark	1.6	279680	46	Argentina	0.2	34960
7	Estonia	9.1	1590680	47	Brazile		0
8	Greece	0.1	17480	48	Haiti	0.2	34960
9	Spain	0.8	139840	49	Australia	0.1	17480
10	France	14.4	2517120				
11	U-Kingdom	9.4	1643120				
12	Ireland	1.5	262200				
13	Italy	10.9	1905320				
14	Hungary	0.1	17480				
15	Latvia	0.8	139840				
16	Netherland	0.9	157320				
17	Norway	4.9	856520				
18	Poland	1	174800				
19	Portugal	0.4	69920				
20	Russia	1.7	297160				
21	Sweden	13.9	2429720				
22	Slovenia	0.1	17480				
23	Slovakia		0				
24	Turkey	0.1	17480				
25	Ukrain	0.4	69920				
26	Bangladesh	0.2	34960				
27	China	18.9	3303720				
28	Hongkong	1.8	314640				
29	Indonesia	0.7	122360				
30	Israel	0.1	17480				
31	India	1.3	227240				
32	Japan	7	1223600				
33	Re-Korea	11.2	1957760				
34	Malesia	1.6	279680				
35	Philippines	0.1	17480				
36	Pakistan	4.7	821560				
37	Singapore	1	174800				
38	Srilanka	0.3	52440				
39	Thailand	3.7	646760				
40	Taiwan	50.4	8809920				

Source: Foreign trade, Statistics Finland

A: Value in Million Finnish Marks

B: Value in USD

Appendix 8. The export of sporting goods to Finland by countries of origin, destination by sections, divisions, groups, subgroups in 1993

N	Country	A	B	N	Country	A	B
1	Austria	13.9	2432778	40	Korea-Re	1.9	332538
2	Bel, Lux	4.2	735084	41	Macao		0
3	Switzerland	15.3	2677806	42	Malesia		0
4	Czech-Re	3.1	542562	43	Philippines	0.1	17502
5	Germany	49.3	8628486	44	Pakistan	0.1	17502
6	Denmark	3.2	560064	45	Singapore	3.1	542562
7	Estonia	2.1	367542	46	Thailand	1.4	245028
8	Greece	0.8	140016	47	Taiwan	0.7	122514
9	Spain	5.7	997614	48	U,A,Emrate	1.4	245028
10	France	13.9	2432778	49	Cyprus	0.2	35004
11	U-Kingdom	18.5	3237870	50	Iran	1.8	315036
12	Iceland	0.2	35004	51	Kuwait	0.3	52506
13	Ireland	13.2	2310264	52	Oman	0.1	17502
14	Italy	12.6	2205252	53	Qatar	0.1	17502
15	Latvia	0.5	87510	54	Saudi Arabia	0.6	105012
16	Liethvenia	0.1	17502	55	Al,Antill	0.1	17502
17	Netherlands	7.1	1242642	56	Zimbabwe	0.1	17502
18	Norway	7.9	1382658	57	Canada	23.7	4147974
19	Poland	0.5	87510	58	USA	82.7	14474154
20	Portugal	12.6	2205252	59	Mexico	0.2	35004
21	Romania	0.1	17502	60	Bahama	0.1	17502
22	Russia	5.6	980112	61	Guatemala	0.1	17502
23	Sweden	37.8	6615756	62	Nicaragua	0.1	17502
24	Slovenia	0.1	17502	63	Ra, vali-am	0.3	52506
25	Slovakia	1.2	210024	64	Paraguay	0.5	87510
26	Turkey	0.6	105012	65	Argentina	0.4	70008
27	Hungary	0.6	105012	66	Brazil	0.2	35004
28	Ukraine	0.2	35004	67	Chile	0.4	70008
29	Egypt	0.4	70008	68	Uruguay	0.1	17502
30	Morocco	0.1	17502	69	Venezuela	0.1	17502
31	Mauritius	0.1	17502	70	Australia	2	350040
32	Reunion	0.1	17502	71	Newzealand	0.4	70008
33	Tanzania	0.1	17502	72	Papua-Gu	0.1	17502
34	South-Africa	0.1	17502	73	Franch-Oce	0.1	17502
35	China	0.2	35004				
36	Hongkong	0.1	17502				
37	Israel	0.9	157518				
38	India	0.6	105012				
39	Japan	17	2975340				

Source: Foreign trade, Statistics Finland

A: Value in Million Finnish Marks

B: Value in USD

Appendix 9. The import of sporting goods to Finland by countries of origin, destination by sections, divisions, groups, subgroups in 1994

Country	A	B	N	Country	A	B
Austria	15.4	2981594	38	Pakistan	6.1	1181021
Bel, Lux	0.2	38722	39	Singapore	0.4	77444
Switzerland	1.8	348498	40	Srilanka		0
Czech-Re	12.3	2381403	41	Thailand	4.4	851884
Germany	8.3	1606963	42	Taiwan	33.1	6408491
Denmark	2.9	561469	43	Vietnam	0.1	19361
Estonia	14.2	2749262	44	Macao		0
Greece	0.1	19361	45	Canada	8.3	1606963
Spain	0.6	116166	46	USA	28.8	5575968
France	17.3	3349453	47	Mexico		0
U-Kingdom	9.6	1858656	48	Argentina	0.1	19361
Hungary	0.1	19361	49	Brazil		0
Ireland	4.4	851884	50	Australia		0
Italy	10.5	2032905	51	Newzealnad	0.1	19361
Latvia	1.3	251693				
Liethvenia		0				
Malta		0				
Netherland	1.2	232332				
Norway	7.3	1413353				
Poland	0.3	58083				
Portugal	0.4	77444				
Russia	1.8	348498				
Sweden	16.4	3175204				
Slovenia		0				
Slovakia	0.1	19361				
Turkey	0.1	19361				
Ukraine	0.6	116166				
Bangladesh	0.3	58083				
China	18.5	3581785				
Hong Kong	0.7	135527				
Indonesia	0.7	135527				
Israel		0				
India	1.3	251693				
Japan	6.1	1181021				
Re-Korea	8.1	1568241				
Malaysia	1.2	232332				

Source: Foreign trade, Statistics Finland

N: Number

A: Value in Million Finnish Marks

B: Value in USD

Appendix 10. The export of sporting goods by Finland to countries of origin, destination, by sections, divisions, groups, subgroups in 1994

N	Country	A	B	N	Country	A	B
1	Austria	14.2	2740174	40	Sudan	0.1	19297
2	Bel, Lux	5.2	1003444	41	Somalia	0.1	19297
3	Blue Russia	0.2	38594	42	South-Af	1.6	308752
4	Bulgria	0.4	77188	43	Zimbabwe	0.2	38594
5	Switzerland	18.4	3550648	44	A,Emarate	1.8	347346
6	Czech-Re	4.2	810474	45	Hongkong	0.3	57891
7	Germany	53.8	10381786	46	Israel	1.2	231564
8	Denmark	5.4	1042038	47	China	0.6	115782
9	Estonia	4.7	906959	48	Iran	0.6	115782
10	Greece	2.4	463128	49	Japan	19.4	3743618
11	Spain	5.2	1003444	50	Re-Korea	3.8	733286
12	France	16.9	3261193	51	Kuwait	0.1	19297
13	U, Kingdom	23.4	4515498	52	Libanon		0
14	Croatia	0.1	19297	53	Malesia	0.1	19297
15	Hungary	0.8	154376	54	Philippenies	0.2	38594
16	Ireland	10.7	2064779	55	Qatar	0.1	19297
17	Iceland	0.2	38594	56	Saudi Aribia	0.1	19297
18	Italy	11.3	2180561	57	Singapore	2.8	540316
19	Lithuania	0.4	77188	58	Thailand	1.1	212267
20	Latvia	1.3	250861	59	Taiwan	2.6	501722
21	Netherland	8.3	1601651	60	Canada	35.8	6908326
22	Norway	11.5	2219155	61	USA	78.6	15167442
23	Poland	1	192970	62	Bahama	0.3	57891
24	Portugal	1.3	250861	63	Costa Rica	0.3	57891
25	Russia	12.1	2334937	64	Mexico	0.4	77188
26	Sweden	49.8	9609906	65	Panama	0.1	19297
27	Slovenia	0.2	38594	66	El Salvador	0.1	19297
28	Slovakia	1.5	289455	67	Argentina	0.6	115782
29	Turkey	0.5	96485	68	Brazil	0.1	19297
30	Ukrain	0.5	96485	69	Chile	0.1	19297
31	Egypt	0.6	115782	70	Columbia	0.1	19297
32	Malta	0.1	19297	71	Paraguay	0.1	19297
33	Botswana	0.1	19297	72	Australia	2.6	501722
34	Etiopia	0.1	19297	73	Newzeland	0.3	57891
36	Gabon	0.1	19297	74	Papua-Gu	0.1	19297
37	Morocco	0.1	19297				
38	Mauritius	0.1	19297				
39	Reunion	0.1	19297				

Source: Foreign trade, Statistics Finland

A: Value in Million Finnish Marks

B: Value in USD

Appendix 11. The import of sporting goods to Finland by countries of origin, destination, by sections, divisions, groups, subgroups in 1995

N	Country	A	B	N	Country	A	B
1	Austria	15.3	3513339	39	Taiwan	22.4	8955570
2	Bel,Lux		0	40	Vietnam	1	9185200
3	Switzerland	2.4	551112	41	Canada	10.8	9414830
4	Czech republic	13.7	3145931	42	U,S,A	26.5	9644460
5	Germany	9.5	2181485	43	Mexico		9874090
6	Denmark	2.8	642964	44	Panama	0.1	10103720
7	Estonia	18.1	4156303	45	Argentina	0.4	10333350
8	Greece		0	46	Columbia		10562980
9	Spain	1	229630	47	Australia	0.1	10792610
10	France	15.8	3628154				
11	U, Kingdom	6.9	1584447				
12	Ireland	3.5	803705				
13	Italy	7.5	1722225				
14	Latvia	2	459260				
15	Netherlands	1.4	321482				
16	Norway	9.3	2135559				
17	Poland	0.3	68889				
18	Portugal	0.4	91852				
19	Russia	2.5	574075				
20	Sweden	18	4133340				
21	Slovenia	0.1	22963				
22	Ukrain	1.3	298519				
23	Canarians		0				
24	Bangladesh	0.4	91852				
25	China	20.1	4615563				
26	Hongkong		0				
27	Indonesia	1	229630				
28	Israel		0				
29	India	0.8	183704				
30	Japan	3.2	734816				
31	Korea-Re	5.7	1308891				
32	Macao		0				
33	Malesia	1.8	413334				
34	Phillippines	0.8	183704				
35	Pakistan	6.2	1423706				
36	Singapore	0.2	45926				
37	Thailand	3.1	711853				
38	Sri Lanka		0				

Source: Foreign trade, Statistics Finland

A: Value in Million Finnish Marks

B: Value in USD

Appendix 12. The export of sporting goods by Finland to countries of origin, destination, by sections, divisions, groups, subgroups in 1995

N	Country	A	B	N	Country	A	B
1	Austria	10.5	2410485	36	U,A,Emara	2.8	642796
2	Bulgaria	0.2	45914	37	Bahrain	0.2	45914
3	Bel,Lux	6.4	1469248	38	Cyprus	0.8	183656
4	Switzerland	19.5	4476615	39	Hongkong	1.6	367312
5	Czech republic	3.2	734624	40	Israel	1.6	367312
6	Germany	46	10560220	41	Japan	15.6	3581292
7	Denmark	4.3	987151	42	South Kore	5.9	1354463
8	Estonia	4.9	1124893	43	Libanon	0.7	160699
9	Greece	1.7	390269	44	Malesia	0.1	22957
10	Spain	5.2	1193764	45	Qatar	0.2	45914
11	France	18.7	4292959	46	Singapore	2.1	482097
12	England	16.9	3879733	47	Thailand	1.4	321398
13	Croatia	0.3	68871	48	Taiwan	2	459140
14	Hungary	0.8	183656	49	Canada	27.6	6336132
15	Ireland	22.8	5234196	50	U,S,A	69.6	15978072
16	Island	0.1	22957	51	Costa Rica	0.4	91828
17	Italy	12.2	2800754	52	Guadeloup	0.2	45914
18	Lithuania	0.8	183656	53	Argentina	0.6	137742
19	Latvia	2.1	482097	54	Brazil	1.3	298441
20	Netherland	9.3	2135001	55	Chile	0.6	137742
21	Norway	9.3	2135001	56	Columbia	0.1	22957
22	poland	1.3	298441	57	Paraguay	0.6	137742
23	Portugal	2.2	505054	58	Venezuela	0.1	22957
24	Russia	15.1	3466507	59	Australia	3.3	757581
25	Sweden	46.4	10652048	60	Newzeland	0.5	114785
26	Slovenia	0.6	137742				
27	Slovakia	1.9	436183				
28	Turkey	0.5	114785				
29	Ukrain	0.2	45914				
30	Egypt	0.6	137742				
31	Morocco	0.1	22957				
32	Mozambique	0.3	68871				
33	Reunion	0.6	137742				
34	South Africa	2	459140				
35	Zimbabwe	0.2	45914				

Source: Foreign trade, Statistics Finland

N: Number

A: Value in Million Finnish Marks

B: Value in USD

Appendix 13. The import of sporting goods to Finland by countries of origin, destination, by sections, divisions, groups, subgroups in 1996

N	Country	A	B	N	Country	A	B
1	Austria	27	5878710	38	Phillipenes	0.2	43546
2	Bel,Lux	0.2	43546	39	Pakistan	5.7	1241061
3	Switzerland	3.6	783828	40	Singapore	0.2	43546
4	Czech republic	13	2830490	41	Thailand	3.8	827374
5	Germany	12.8	2786944	42	Taiwan	32.2	7010906
6	Denmark	3.3	718509	43	Vietnam	1.1	239503
7	Estonia	13.8	3004674	44	Canada	15.2	3309496
8	Greece		0	45	U.S.A	38.5	8382605
9	Spain	1.7	370141				
10	France	21.6	4702968				
11	England	8.1	1763613				
12	Ireland	2.6	566098				
13	Italy	13.7	2982901				
14	Lietvenia		0				
15	Latvia	1.8	391914				
16	Netherland	9.9	2155527				
17	Norway	8.8	1916024				
18	poland	0.4	87092				
19	Portugal	0.1	21773				
20	Russia	1.1	239503				
21	Sweden	17.8	3875594				
22	Slovenia	0.3	65319				
23	Slovakia	0.3	65319				
24	Ukrain	1.6	348368				
25	Tunisia	0.2	43546				
26	South Africa	0.3	65319				
27	Bangladesh	0.4	87092				
28	China	31.4	6836722				
29	Hongkong	0.3	65319				
30	Indonesia	0.7	152411				
31	Israel	0.1	21773				
32	India	1.1	239503				
33	Japan	3.2	696736				
34	South Korea	5.6	1219288				
35	Srilanka		0				
36	Macao		0				
37	Malesia	2.5	544325				

Source: Foreign trade, Statistics Finland

N: Number

A: Value in Million Finnish Marks

B: Value in USD

Appendix 14. The export of sporting goods by Finland to countries of origin, destination, by sections, divisions, groups, subgroups in 1996

N	Country	A	B	N	Country	A	B
1	Austria	18.1	3940189	41	Hongkong	2.6	565994
2	Bulgaria	0.1	21769	42	Indonesia		0
3	Bel,Lux	5.2	1131988	43	Israel	1.5	326535
4	Switzerland	19.2	4179648	44	Iran	0.1	21769
5	Czech republic	4.8	1044912	45	Japan	14.7	3200043
6	Germany	41.1	8947059	46	South Kore	5.1	1110219
7	Denmark	4.5	979605	47	Libanon		0
8	Estonia	10.2	2220438	48	Malesia		0
9	Greece	2	435380	49	Phillipines	0.2	43538
10	Spain	3.3	718377	50	Qatar	0.3	65307
11	France	17.4	3787806	51	Saudi Areb	0.4	87076
12	England	27.5	5986475	52	Singapore	3.8	827222
13	Croatia	0.3	65307	53	Thailand	2.2	478918
14	Hungary	1.2	261228	54	Taiwan	1.5	326535
15	Ireland	32.3	7031387	55	Canada	11.5	2503435
16	Island	0.2	43538	56	U,S,A	75.9	16522671
17	Italy	10.1	2198669	57	Bahama	0.3	65307
18	Lithuania	0.8	174152	58	Costa Rica	0.3	65307
19	Latvia	2.5	544225	59	Martinique	0.1	21769
20	Netherland	9.9	2155131	60	Mexico	0.2	43538
21	Norway	7.2	1567368	61	Argentina	0.1	21769
22	poland	2.6	565994	62	Brazil	0.8	174152
23	Portugal	2.6	565994	63	Chile	0.6	130614
24	Romania		0	64	Paraguay	0.3	65307
25	Russia	23.5	5115715	65	Venezuela		0
26	Sweden	48.5	10557965	66	Australia	3.7	805453
27	Slovenia	0.6	130614	67	Fiji	0.1	21769
28	Slovakia	2.2	478918	68	Newzeland	0.2	43538
29	Turkey	0.5	108845				
30	Ukrain	0.5	108845				
31	Botswana	0.1	21769				
32	Egypt	0.7	152383				
33	Kenia	0.1	21769				
34	Reunion	0.4	87076				
35	Mayotte	0.2	43538				
36	South Africa	1.4	304766				
37	Zimbabwe	0.2	43538				
38	U,A,Emarate	2.3	500687				
39	China		0				
40	Cyprus	0.2	43538				

Source: Foreign trade, Statistics Finland

N: Number

A: Value in Million Finnish Marks

B: Value in USD

Appendix 15. The import of sporting goods to Finland by countries of origin, destination, by sections, divisions, groups, subgroups in 1997

N	country	A	B	N	country	A	B
1	Austria	35.6	6855136	36	Malesia	2.8	539168
2	Bulgaria		0	37	Pakistan	7.7	1482712
3	Bel,Lux	4.6	885776	38	Phillipines	0.4	77024
4	Switzerland	3.8	731728	39	Singapore		0
5	Czech republic	11.5	2214440	40	Thailand	3.1	596936
6	Germany	16.2	3119472	41	Taiwan	40.8	7856448
7	Denmark	3.5	673960	42	Vietnam	1.1	211816
8	Estonia	29.6	5699776	43	Canada	21.5	4140040
9	Greece		0	44	U,S,A	37.9	7298024
10	Spain	2.7	519912	45	Mexico	0.1	19256
11	France	26.1	5025816				
12	England	10.4	2002624				
13	Hungary		0				
14	Ireland	7.7	1482712				
15	Italy	17.9	3446824				
16	Latvia		0				
17	Netherland	2.2	423632				
18	Norway	9.4	1810064				
19	poland	0.5	96280				
20	Portugal	0.2	38512				
21	Russia	1.1	211816				
22	Sweden	21.4	4120784				
23	Slovenia	0.9	173304				
24	Slovakia	0.1	19256				
25	Ukrain	2.2	423632				
26	South Africa	0.2	38512				
27	Bangladesh	0.2	38512				
28	China	47.1	9069576				
29	Hongkong	0.3	57768				
30	Indonesia	1.2	231072				
31	Israel	0.3	57768				
32	India	0.9	173304				
33	Japan	3.4	654704				
34	South Korea	5	962800				
35	Srilanka		0				

Source: Foreign trade, Statistics Finland

N: Number

A: Value in Million Finnish Marks

B: Value in USD

Appendix 16. The export of sporting goods by Finland to countries of origin, destination, by sections, divisions, groups, subgroups in 1997

N	Country	A	B	N	Country	A	B
1	Austria	13.2	2541528	38	Hong Kong	1.2	231048
2	Bulgaria		0	39	Israel	2.7	519858
3	Bel,Lux	2.8	539112	40	Iran	0.8	154032
4	Switzerland	17.6	3388704	41	India	0.2	38508
5	Czech republic	4.2	808668	42	Japan	15.5	2984370
6	Germany	44.1	8491014	43	South Korea	8.3	1598082
7	Denmark	4.5	866430	44	Libanon	0.2	38508
8	Estonia	17.6	3388704	45	Malesia	0.2	38508
9	Greece	1.5	288810	46	Qatar		0
10	Spain	6.5	1251510	47	Singapore	3.7	712398
11	France	18.8	3619752	48	Thailand	2.4	462096
12	England	31.8	6122772	49	Taiwan	1.5	288810
13	Croatia	0.1	19254	50	Canada	10.9	2098686
14	Hungary		0	51	U,S,A	48.8	9395952
15	Irland	34.3	6604122	52	Mexico	0.2	38508
16	Island	0.4	77016	53	Argentina	0.3	57762
17	Italy	14.3	2753322	54	Brazil	0.3	57762
18	Lithuania	0.8	154032	55	Columbia	0.1	19254
19	Latvia	2.5	481350	56	Paraguay	0.3	57762
20	Netherland	11.4	2194956	57	Australia	3.8	731652
21	Norway	7.3	1405542	58	Newzeland	0.3	57762
22	poland	3.1	596874	59	Blue Russia	0.1	19254
23	Portugal	3.4	654636	60	Kuwait	0.2	38508
24	Russia	28.8	5545152				
25	Sweden	42	8086680				
26	Slovenia	0.7	134778				
27	Slovakia	1.8	346572				
28	Turkey	0.9	173286				
29	Ukrain	0.6	115524				
30	Egypt	0.1	19254				
31	Kenia		0				
32	Mayotte	0.2	38508				
33	South Africa	1.8	346572				
34	Zimbabwe	0.2	38508				
35	U,A,Emarate	2	385080				
36	China	0.2	38508				
37	Cyprus	0.7	134778				

Source: Foreign trade, Statistics Finland

N: Number

A: Value in Million Finnish Marks

B: Value in USD

LIST OF CHARTS, TABLES, PICTURES AND APPENDICES

CHARTS:

Chart 1. The structure of sport industry	33
------------------------------------------------	----

TABLES:

Table 1. The number of participant countries in total exports, total imports as well as in the export and import of sporting goods during 1993-1997.....	35
Table 2. The number of countries involved in the total trade and in the trade of sporting goods with Finland during 1993-1997	38
Table 3. The ten top importer countries of sporting goods in 1993.....	40
Table 4. The ten top importer countries of sporting goods in 1994.....	42
Table 5. The ten top importer countries of sporting goods in 1995.....	43
Table 6. The ten top importer countries of sporting goods in 1996.....	45
Table 7. Total imports, imports of sporting goods and the share of these items in total imports of world during 1993-1996.....	47
Table 8. The ten top exporters of sporting goods in 1993.....	49
Table 9. The ten top exporters of sporting goods in 1994.....	51
Table 10. The ten top exporters of sporting goods in 1995.....	52
Table 11. The ten top exporters of sporting goods in 1996.....	54
Table 12. Total exports, exports of sporting goods and the share of these items in total exports of world during 1993-1996.....	56
Table 13. The total imports, imports of sporting goods, the number of countries and the share of these items in total imports of Finland.....	72
Table 14. The total exports, exports of sporting goods, the number of countries and the share of these items in total exports of Finland.....	75

PICTURES:

Picture 1. The ten top exporters of sporting goods to Finland in 1993.....	58
Picture 2. The ten top importers of sporting goods from Finland in	59
Picture 3. The ten top exporters of sporting goods to Finland in 1994.....	61
Picture 4. The ten top importers of sporting goods from Finland in 1994.....	62

Picture 5. The ten top exporters of sporting goods to Finland in 1995.....	64
Picture 6. The ten top importers of sporting goods from Finland in 1995.....	65
Picture 7. The ten top exporters of sporting goods to Finland in 1996.....	67
Picture 8. The ten top importers of sporting goods from Finland in 1996.....	68
Picture 9. The ten top exporters of sporting goods to Finland in 1997.....	70
Picture 10. The ten top importers of sporting goods from Finland in 1997.....	71
Picture 11. Trends in the imports of sporting in Finland during 1993-1997.....	80
Picture 12. Trends in the exports of sporting in Finland during 1993-1997.....	81
Picture 13. Comparison between imports and exports of sporting goods in Finland during 1993-1997.....	82

APPENDICES

Appendix 1. The total imports of countries in 1993, 1994, 1995, 1996.....	101
Appendix 2. The total exports of countries in 1993, 1994, 1995, 1996.....	106
Appendix 3. The import and export of sporting goods and their share in National economy of countries in 1993.....	111
Appendix 4. The import and export of sporting goods and their share in National economy of countries in 1994.....	114
Appendix 5. The import and export of sporting goods and their share in National economy of countries in 1995.....	117
Appendix 6. The import and export of sporting goods and their share in National economy of countries in 1996.....	120
Appendix 7. The import of sporting goods to Finland by countries of origin, destinations by sections, divisions, groups and subgroups in 1993.....	122
Appendix 8. The export of sporting goods by Finland to countries of origin, destinations by sections, divisions, groups and subgroups in 1993.....	123
Appendix 9. The import of sporting goods to Finland by countries of origin, destinations by sections, divisions, groups and subgroups in 1994.....	124
Appendix 10. The export of sporting goods by Finland to countries of origin, destinations by sections, divisions, groups and subgroups in 1994.....	125
Appendix 11. The import of sporting goods to Finland by countries of origin, destinations by sections, divisions, groups and subgroups in 1995....	126

Appendix 12. The export of sporting goods by Finland to countries of origin, destinations by sections, divisions, groups and subgroups in 1995.....	127
Appendix 13. The import of sporting goods to Finland by countries of origin, destinations by sections, divisions, groups and subgroups in 1996.....	128
Appendix 14. The export of sporting goods by Finland to countries of origin, destinations by sections, divisions, groups and subgroups in 1996.....	129
Appendix 15. The import of sporting goods to Finland by countries of origin, destinations by sections, divisions, groups and subgroups in 1997.....	130
Appendix 16. The export of sporting goods by Finland to countries of origin, destinations by sections, divisions, groups and subgroups in 1997.....	131