

The Netherlands A \$1 Billion Sporting Goods Market

retailer visit such large interna-
tional exhibitions as ISEPO Spring
and Fall in Munich, Germany.
Canadian companies are encour-
aged to make themselves and their
products known at such interna-
tional trade shows.

Safety and test standards ap-
plicable in North America gener-
ally are acceptable in the Nether-
lands. For specific information on
standards, contact the Standards
Committee (SC) at 380 Sparks St.,
Ottawa, Ont. K1P 6N7. Tel: (613)
995-3322. Fax: (613) 995-3322.

There are no restrictions on im-
porting sporting goods, sportswear
or footwear into the Netherlands.
Duties range from 0 to 14 per cent
on sportswear and 20 per cent
on sports shoes to 6 per cent
on most sports articles and
accessories.

The duties are payable ad
valorem on the FOB cost plus
the cost of freight and insur-
ance. The local value-added tax
(comparable to Canada's GST)
currently stands at 6.5 per cent.

The Dutch widely use English as
a second language, so there should
be no problems in communicating
with local agents and buyers.
French is not commonly spoken
except by those doing business
with French-speaking markets.

For more information on the
sporting goods market in the
Netherlands, contact the Ambas-
sador of Sporting Goods Transac-
tions and Wholesale, P.O. Box
3500, 3500 DE Utrecht, Nether-
lands. Tel: (030) 362811. Fax: (030)
362822.
Or contact P.W. Kachner, Con-
sular Officer, Commercial Coun-
sellor, Canadian Embassy, P.O. Box
10, 1017 CA Amsterdam, Nether-
lands. Tel: (020) 624111. Fax: (020)
624122.

For those—both through direct
contacting with major Dutch im-
ports and indirectly through buyers
from European countries or direct
goods and equipment made on
specification in the Pacific Rim.
These European sources include
Germany, France, Italy, Austria,
and Switzerland, while Canada,
Australia and Romania are the main
suppliers of low-priced skates.
It is expected that the Nether-
lands will continue to dominate the local
market for these goods.

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30820, 2500 GV The Hague, Netherlands. Tel.: (0) 70-
361-4111. Fax: (0) 70 356-2823.

For more information on trade opportunities in the
Netherlands, contact **LUC SANTEAIRE**, Western Europe
Trade, Investment and Technology Division (RWT),
External Affairs and International Trade Canada
(EAITC). Tel.: (613) 995-6440. Fax: (613) 995-6319.

The best way to cover the Nether-
lands, according to the Canadian
Embassy, is through an exclusive
distributor buying for his own
account and working on an exclusive
basis—a number of local impor-
ters have made a nearby market
such as Belgium, and parts of
Germany.

An agent should provide a suit-
able representative base for
sports clothing and sportswear
apparel. Dutch sizes are a narrow
sleeved option only if the number
of retail outlets is limited due to
the nature of the product. Other-
wise direct sales would be preferred
and market coverage and would be
of interest only if major sales are
involved.

As local shoes SPOVAK Spring
(Lansbury) and SPOVAK Fall (Spar-
tempo) are the most popular—
local in nature, sold in Utrecht—
many Dutch agents importers

Canadian exporters looking for
opportunities in sporting goods
sales should take aim at the
Netherlands market.
That advice comes from the
Commercial Division of the Ca-
nadian Embassy in the Hague—
it has identified a sporting goods
market worth \$1 billion.

The breakdown of that market
is as follows:
* sports clothing and sportswear—
\$250 million
* sportswear—\$250 million
* sports shoes—\$114 million
* sports footwear—\$225 million
and
* camping goods—\$211 million.

Of interest to Canadian
exporters is the leading
million of the leading
goods imported by the Nether-
lands in 1980 were the sports
category, topped the list with ice skates
coming in last:
* sports shoes, 12
* camping equipment, 38
* equipment for gymnastics, ath-
letics and bodybuilding, 19
* all equipment including boots.

* boots for windsurfing, 10
* tennis racquets, 2.5
* golf equipment, 2
* roller skates, 3 and
* ice skates, figure skates, hockey,
1.8
For 1980, the Dutch imports of
sporting goods, including sports-
wear, sportswear and camping
equipment, is estimated to have
reached close to \$400 million.

The following were the top ten
sports in order of importance in
the Netherlands: population of 15
million in 1980: soccer, tennis,
volleyball, badminton, speed
skating and figure skating, field
hockey, badminton and football.
Foreign suppliers
Major foreign suppliers to the
Dutch market are countries of the