
N E W S F L A S H

Adoption of an Olympic marketing code

The IOC President and Stephen Rubin, president of the World Federation of the Sporting Goods Industry (WFSGI), signed an agreement at the IOC headquarters in December 1997 on the adoption of an Olympic marketing code. This code contains detailed guidelines for the WFSGI and its members to follow in connection with activities related to the Olympic Movement. The Olympic Games are the greatest showcase for the sporting goods industry, and the new code is the result of discussions between the

two sides aimed at achieving closer cooperation in the future. The Olympic marketing code contains impor-

tant information about future advertising and promotional activities conducted during the Olympic

Games, as well as techniques linked to the contributions of sporting goods manufacturers.



(Left to right) François Carrard, Richard Pound, the IOC President, Stephen Rubin, André Gorgemans and Tom Harrington.