



PRESS RELEASE

World Federation of the Sporting Goods Industry Convenes 2026 General Assembly in Boston and Elects New Board Led by Nike and New Balance

For Immediate Release

- For the first time, the sporting goods industry's most senior gathering comes to the United States
- Rotation of Board leadership to the Americas marks an exciting new strategic cycle for the federation
- WFSGI General Assembly commits to new strategic plan emphasising business growth, healthier societies and planet
- Revised WFSGI Code of Conduct approved by members

BOSTON, 22 April 2026 - The World Federation of the Sporting Goods Industry (WFSGI) yesterday held its annual General Assembly in Boston, Massachusetts electing a new board and co-chairs for the coming three years.

The event, hosted at THE TRACK at New Balance athletics stadium, brought together chief executives and senior leaders of the world's biggest sporting goods companies to elect its new Board and approve a new three-year strategic plan.

Dave Wheeler, Chief Operating Officer of New Balance and Jorge Casimiro, Chief Public Affairs and Public Policy Officer at Nike were elected Co-Chairs of the new WFSGI Board making this the first time two American brands have led the federation together.

Combined, New Balance and Nike represent a cornerstone of the US sporting goods industry, which contributes billions to the national economy and generates hundreds of thousands of U.S. jobs.

"On behalf of New Balance, I'm honored to host the 2026 WFSGI General Assembly and to be elected as Co-Chair at such an important moment in our federation's history. This gathering of our incredible member companies here in Boston is a testament to the forward-looking strength of our new three-year strategic plan. We have a unique opportunity to amplify the power of sport for positive impact on individuals and teams around the world. We are committed to working as a team to shape policy, set the agenda and mobilize collective action to deliver sustainable business growth across the sporting goods industry."

— **Dave Wheeler, COO New Balance**

"We have the immense honor and opportunity to lead the industry that moves the world. WFSGI has been at the forefront of sport since 1978, and this Board and this leadership team will take us to our 50th anniversary with incredible sporting moments inspiring billions of people along the way. We know the world needs sport more than ever before and it's up to all of us to make this a reality for everyone."

— **Jorge Casimiro, Chief Public Affairs & Public Policy Officer, Nike**



The timing and location of this year's General Assembly carry resonance. Boston is itself a host city for seven games of the 2026 FIFA Men's World Cup – the first World Cup to span three nations – and the United States looks forward to an unprecedented decade of sport.

“From the Los Angeles Olympics and Paralympics in 2028, to the Rugby World Cups in 2031 and 2033, and the Salt Lake City Winter Games in 2034, the United States is set to be the centre of the sporting world for the better part of the next ten years. The brands and executives in the room today will be among those shaping how the industry shows up for each of those moments to deliver industry growth and a sustained participation legacy.”

— **Emma Zwiebler, CEO, WFSGI**

New WFSGI Board 2026 - 2029

Dave Wheeler and Jorge Casimiro together with WFSGI CEO Emma Zwiebler will lead the new 31-member board selected from across the Americas, Asia and Oceania, and Europe and Africa. [Click here](#) for the full list of newly elected WFSGI Board Members.

The newly elected board takes the helm at a pivotal moment for the industry. 81% of young people aged 11-17 are not meeting the recommended levels of physical activity according to the WHO and up to \$169 billion in global industry revenue is at risk by 2030 due to rising inactivity and climate change challenges.

Outgoing **WFSGI Chair Andy Rubin, Pentland Group Vice Chair** said, “Incredible work has been done over the past three years to align our industry in tackling rising physical inactivity rates. I know the new WFSGI board will continue to drive decisive and coordinated action to address this health and societal crisis across both the private and public sectors.”

New Strategic Plan Paving the Way

The General Assembly also voted to adopt a new strategic plan to guide the Federation through to 2029, built around five pillars that reflect the scope and urgency of the challenges facing the global sporting goods industry.

The first pillar - Grow Sport, Physical Activity & Movement - places the physical inactivity crisis at the heart of the Federation's agenda, with a commitment to drive unified, systemic impact to get more people moving and to support sustainable industry growth. Alongside it, Champion Free & Fair Trade tasks WFSGI with addressing the trade barriers and supporting multilateralism for a positive operating environment for companies worldwide.

The plan also commits the federation to Enable Sustainable Business supporting members with relevant compliance and regulatory tools to meet industry baseline standards for ESG. Members at the General Assembly voted to approve an updated Code of Conduct to align with global standards and emerging ESG risks. The Code is aligned with International Labour Organisation conventions, United Nations Guiding Principles on Business & Human Rights and OECD Guidelines and has undergone intense member consultation and external legal review. The Code will be rolled out to members in the coming weeks with translations available in seven languages: Mandarin (Simplified Chinese), Vietnamese, Bangla (Bengal), Spanish, Thai, Bahasa (Indonesia) and Japanese.



The fourth strategic pillar Amplify Global Influence in International Sports & Cycling, positions the sporting goods sector as a key strategic partner in international sport. The fifth pillar, Product Compliance & Legal Excellence, reinforces the industry's commitment to best practice in legal, digital, and product compliance.

Together, the five pillars are underpinned by a clear purpose: to unite and represent the global sporting goods industry, enabling business growth and a healthier, more active planet for all.

Tuesday's gathering in Boston was, in many ways, a reflection of an industry at its best – diverse in geography and perspective, united in purpose. With new leadership in place for the coming three-year strategic cycle, WFSGI enters its next chapter with the collective will of the world's foremost sporting goods companies behind it. The work ahead is significant, but so too is the shared belief in what sport, physical activity and movement can do, for individuals, for communities, and for the world.

##END##

WFSGI Press Contact: Linda Murphy, WFSGI Head of Communications lmurphy@wfsgi.org

About WFSGI

The World Federation of the Sporting Goods Industry (WFSGI) is the global, not-for-profit trade association for the sporting goods industry. WFSGI is officially recognised by the International Olympic Committee (IOC) as the industry representative within the Olympic Movement. Our members comprise of sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations. This represents approximately 70% of the global industry by annual turnover. The purpose of the WFSGI is to unite and support the global sporting goods industry, and ensure a healthier, more active planet for all. www.wfsgi.org