

AFYDAD launches the brand SPAIN IS SPORT to make the firm the home of Spanish sport

- **AFYDAD, the Spanish Association of Sporting Goods Manufacturers and Distributors, has launched a new brand to continue supporting Spanish companies in the sports industry in their growth and internationalisation.**
- **The SPAIN IS SPORT brand will be the vehicle for an ambitious strategic plan featuring two innovative digital projects, a Showroom and a Marketplace; the goal being the entry of its partners in the Chinese market.**
- **SPAIN IS SPORT is the spearhead to establish AFYDAD as the home of Spanish sport.**

Barcelona, 2 February 2021. - AFYDAD launches the new brand **SPAIN IS SPORT** with the aim of bringing all Spanish sport brands together to promote the image of the Spanish sports industry around the world.

Through the brand **SPAIN IS SPORT**, AFYDAD will develop a strategic plan with three main components to increase the visibility and business of its member companies: a virtual showroom, an e-commerce platform and the Hub China project.

Aimed at the B2B sector, the Showroom will be a showcase so each brand can have its own space to display its products to the world with the aim of reaching new international buyers and boost its sales.

The strategic plan also includes the creation of an e-commerce firm, to familiarise end consumers around the world with Spanish brands in the sports sector.

In addition, with the support of ICEX, work is under way on an industry-wide plan for the entry of **SPAIN IS SPORT** member brands in China, a country with a young population that is increasingly demanding to do more sports.

The **SPAIN IS SPORT** brand projects an attractive image that perfectly identifies the country and the sector, conveys personality, strength and character, and has the mission to represent all Spanish sport sub-sectors and companies.

AFYDAD advocates sport as an essential activity for the country's health and well-being and also a driver of the economy, calling on all companies in the Spanish sports industry to join the **SPAIN IS SPORT** project, from retailers to manufacturers to food, health and sports tourism companies.

The brand's development, naming, branding and strategy involves the participation of firms such as Artofmany, Nom-Nam, Retail Intelligence Solutions and Komunicálo Consulting, and it will be used in all international projects developed by the association, such as the ISPO Munich Online 2021 International Fair being held this week. ISPO Munich, by far the leading international trade fair for the sports sector, will be held online this year, but it hasn't lost any of its drawing power and global reach, as it has more than 500 exhibitors from all over the world.

**SPAIN^{IS}
SPORT**

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**SPAIN^{IS}
OUTDOOR
RUNNING
SWIMMING
PADDLE
ROLLER
FITNESS
TEAM**