

Development Board meeting, ispo Floorball Village, January 29th, 2008

Participants:	Manufacturers:	Joacim Bergström,	Canadien/Exel
		Marianne Brunou,	Karhu,
		Tomas Soling and Thomas Nord,	Salming
		Torbjörn Jonsson and Joakim Strömberg	Unihoc
		Johan Österman	Zone
		Merita Bruun and John Liljelund	IFF

**Report on
present issues****1. Opening**

Mr. Liljelund opened the meeting at 09.30 at the Floorball Village, ispo winter 08, Messe Munchen, Germany and informed that Fat Pipe was not in position to participate in the DB meeting this time

2. General update

Mr. Liljelund gave a short general update of the recent development of IFF and the development work done in order to spread Floorball.

- *IOC Recognition process*
IFF has now has 45 members and in end of December the IFF handed in an application for recognition of the IOC, which the IOC Executive Board should decide upon until the Beijing Olympics. IFF will continue to work with potential countries, in order to have more than the 50 required member federations.
- *Development Seminars & Projects*
There has been held four seminars in 2007, Canada, China, Spain, Australia and Singapore. IFF has also distributed a number of Floorball materials to emerging countries. Also a number of educational and coaching materials have been produced.
- *IFF Marketing*
IFF has a marketing agreement with Infront, which has not yet brought any new sponsors to Floorball, but there are a number of actions taken, in order to promote the IFF.

3. ISPO Project 2008

The present ispo winter 08 Floorball Village, was discussed and the basic attitude of the participants was very positive, despite that this time the Village is situated a little on the side in the hall C3. It was mentioned, by the participants of the meeting, that it would be good that all the major Floorball brands would participate in the Floorball Village. Based on the decision from the last DB meeting the IFF Office proposes to use some of the DB funds for the ispo. IFF will pay a support of 1.000 CHF to the participating manufactures with stands at the fair. The proposal was approved.

4. Projects for 2008

Mr. Liljelund reported that the outcome of the Material Approval system for 2007 is 39.940 CHF, which the DB can use in 2008. The total reported sales of marked Floorball material look like this:

Sticks:	518.975 pcs
Balls:	1.645.188 pcs
Goals:	1.150 pcs
Rinks:	357 pcs
Mask	1.008 pcs

Mr. Liljelund informed that the German Floorball Federation (DUB) has reported on the development in Germany (Appendix 1). The German Federation now has a total of over 5.000 members and has applied for a support of CHF 15.000 for 2008. The IFF proposed that the DB would grant the German project a support of 15.000 CHF for the year 2008. The IFF also proposed that the remaining approx. 25.000 CHF will be used for the ispo project of the Development funds from 2007. Both proposals were approved.

Report on present issues (cont.)

5. *Material Regulation version 2008*

The IFF has sent out the new Material Regulation to the Manufacturers, in order to give them possibilities to comment upon the changes proposed in the regulation. The regulation will finally be in force starting from 1.7.2008.

A number of the manufacturers had made some comments prior to the meeting and these were discussed.

- *IFF marking on the stick blades*
The DB feels that this is a development in the right direction and support the idea of including the IFF mark on the blades. It was agreed that the new blades models will have the mark starting from 2008. Concerning the old blades produced with old moulds will have until 1.7.2010 to include the mark on the blades, still giving the end consumer time to adjust to this.
- *Presence of manufacturer www-page on material*
It was decided that the wording in the regulations will be changed so that the www-address has to be readable, and there are no criteria's for the size of the address.
- *Smaller IFF certification mark*
The manufacturers proposed that the size of the IFF mark on the stick would be smaller. Salming promised to come with a proposal for a smaller mark and IFF will ask Mr. Lars-Åke Henriksson to look into the issue.
- *Use of IFF statistics*
IFF informed that there is no official statistics concerning the sales market shares of Floorball materials and that the only thing the manufacturers have is the total reported sales of marked materials and their own sales. The issue was discussed and it was agreed that the situation will not be changed.

6. *Other issues*

The plans for continue on the ispo was discussed thoroughly, based on an analysis of the ongoing ispo and Floorball Village.

The IFF informed that a questionnaire will be sent to the participants in the middle of February, where the manufacturers can comment upon the Floorball Village. The present feedback gave the following comments:

- It is easier to show the sport during the summer event
- The placement of the Floorball Village is problematic, since it is so far from the main routes.
- Also the layout of the village needs to be discussed.
- The general feeling that there was less focus from ispo/Messe Munchen this time, despite the numerous visibility elements agreed
- We need a bigger rink and top star players. Next time a 3 vs. 3 rink would be good, placed more to the side of the village.
- The player must be dressed as top players, like during the summer ispo.
- There needs to be a discussion about the rules for the Floorball Village, when it comes to the size of the exhibition areas, the height of the exhibitions and the way the village is built.
- Add more of the sub-culture of the sport into the village.

It was agreed upon the following:

- IFF will initiate the negotiations with ispo/messe munchen for the ispo winter 2009.
- IFF will send out a preliminary letter of interest to the manufacturers in April asking for participation.
- A DB telephone meeting will be held in the end of March/beginning of April, to discuss the ispo offer.

Upcoming meetings and issues

- DB telephone meeting 4th of April, 2008

Issues that need to be discussed or decided upon or taken action upon

- IFF will ask the SP to change the wording in the IFF Material regulation accordingly to the decisions made by the DB (JL/LÅH)
 - “old blade” moulds will have to be changed until 1.7.2010
 - the www-address has to be readable on the stick
 - SP was asked to look at the possibility to make the IFF mark smaller on the sticks
 - IFF will start a negotiation with ispo to get an offer for 2009 (JL)
 - IFF will make a proposal to the manufacturers in April 2008, concerning the ispo 2009 (JL)
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New ideas, etc...

- The DB to discuss the new rules for the coming ispo after 2009.