



EUROPEAN ECONOMICS

NIKE - LOBBYING

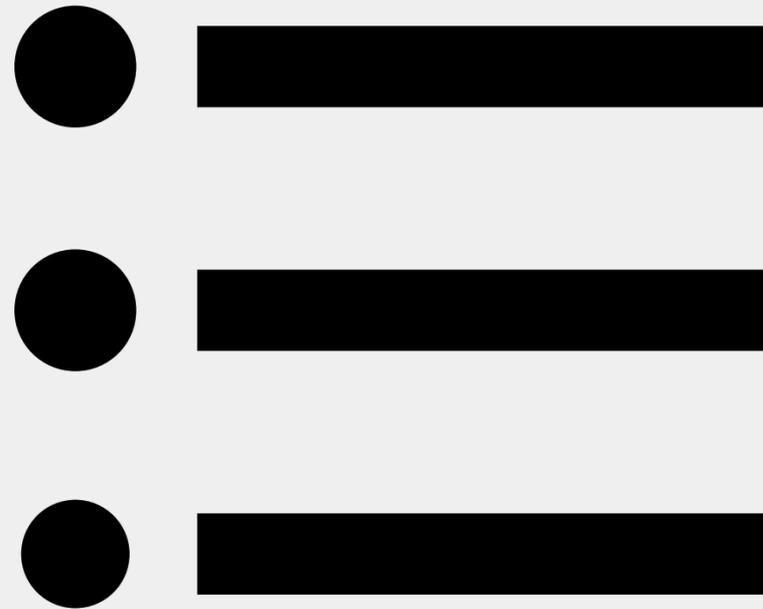
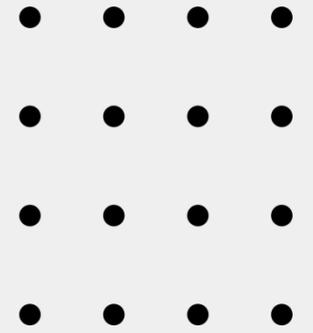
DOODY Caoimhe - Ireland

DRION Charles - France

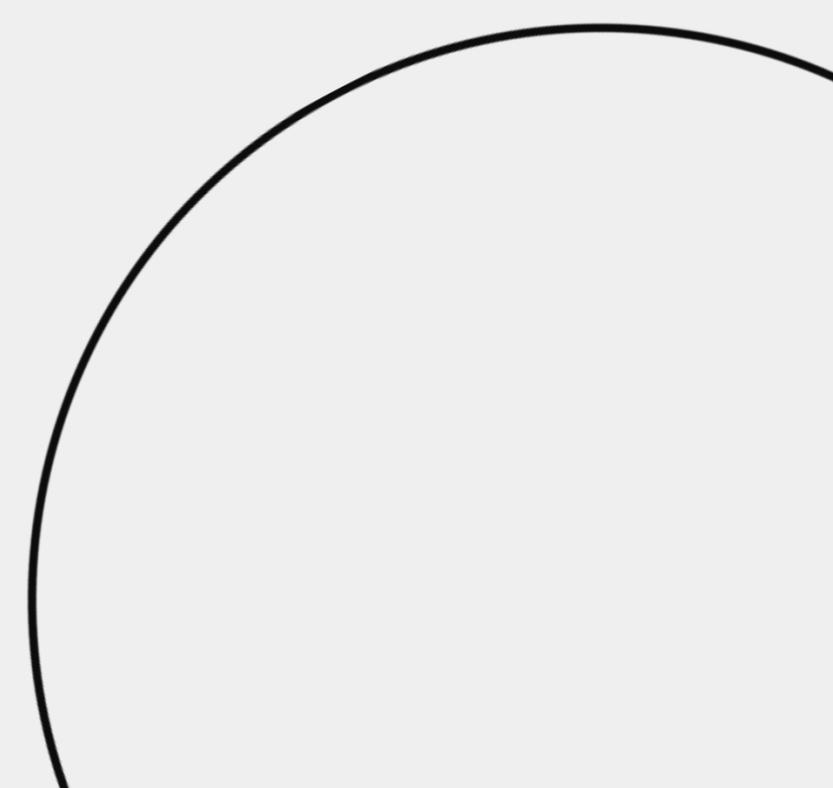
RÁDULY Adél - Hungary



Agenda



- About the company
 - Nike on the market
 - Lobbying objective
 - The types of lobbying
 - The ways of lobbying
-



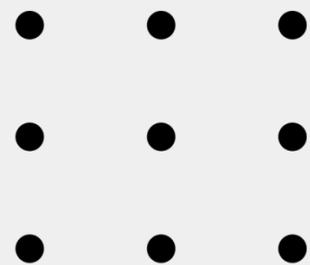
Nike Background

Company

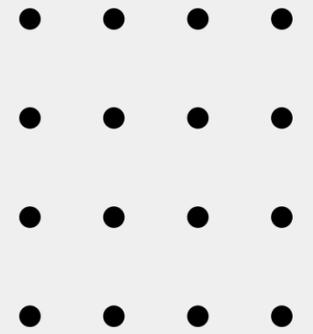
- American multinational corporation
- design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services

Mission

- 'Bring inspiration and innovation to every athlete in the world'
- drives us to do everything possible to expand human potential



World Market



#1 brand in the sporting goods industry

The world's 51st most valuable company

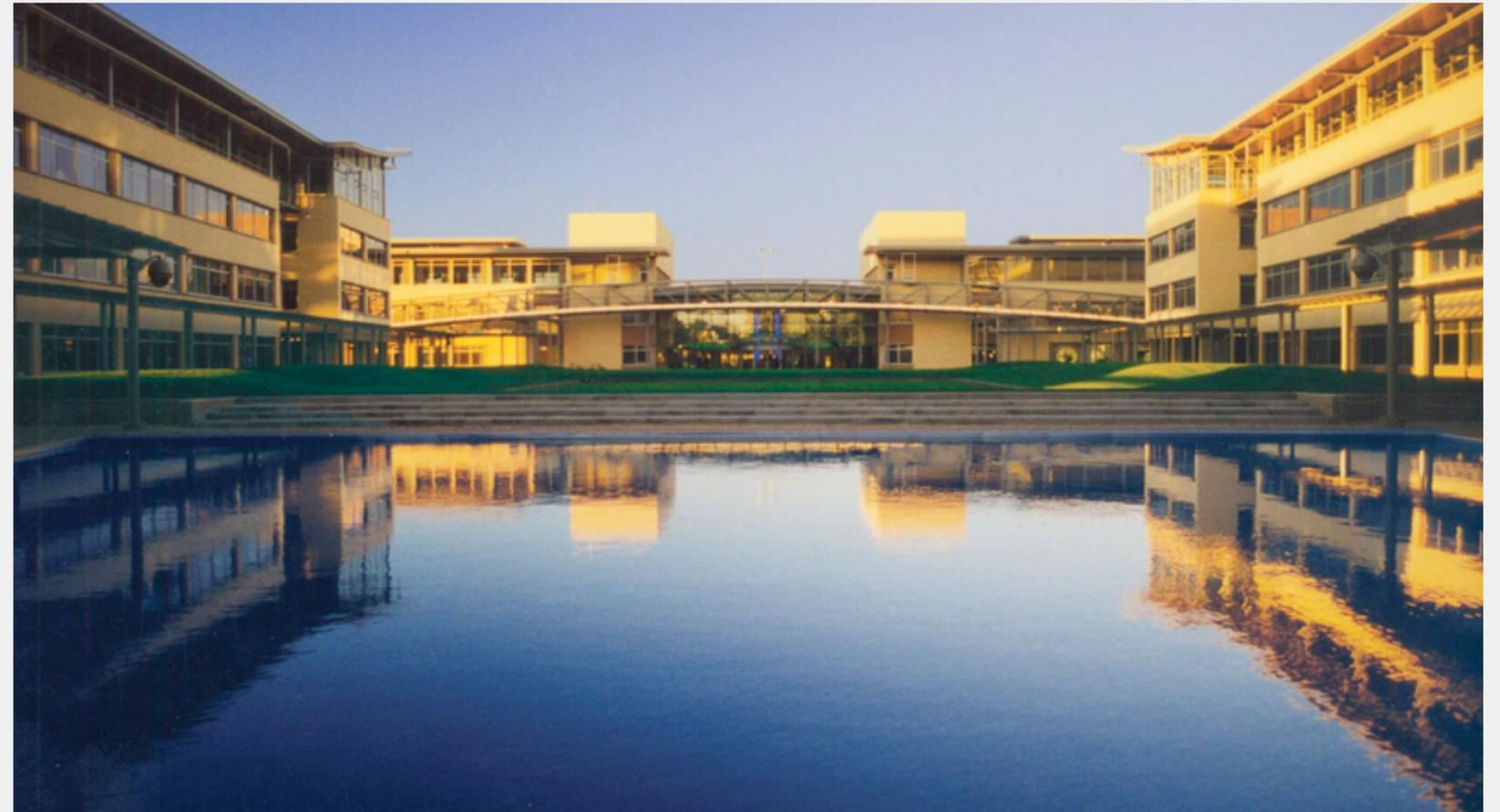
In 2021:

- **Market share: 18.17%**
- **1048 Nike retail stores**
- **73,300 employees**
- **Revenue: 44,538 million \$**



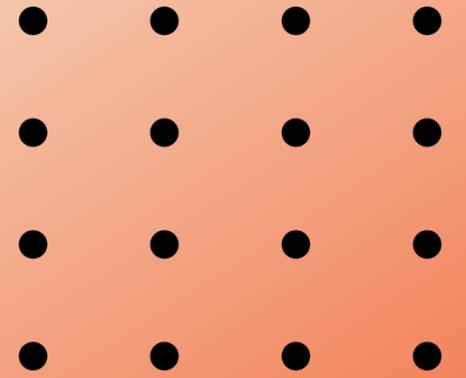
EU market

- more than 18% of its turnover in Europe
- 63% of their european sales are made from footwear
- 600 stores
- Nike's European Headquarters is located in Hilversum
- more than 40 offices
- more than 12600 employees



What do they want?

- Nike & Coca-Cola lobbying against XINJIANG forced labour bill
- Would ban imported goods made with forced labor in Xinjiang
- Records show vast spending Uyghur Forced Labor Prevention Act
- Greg Rossiter claims the company “did not lobby against”

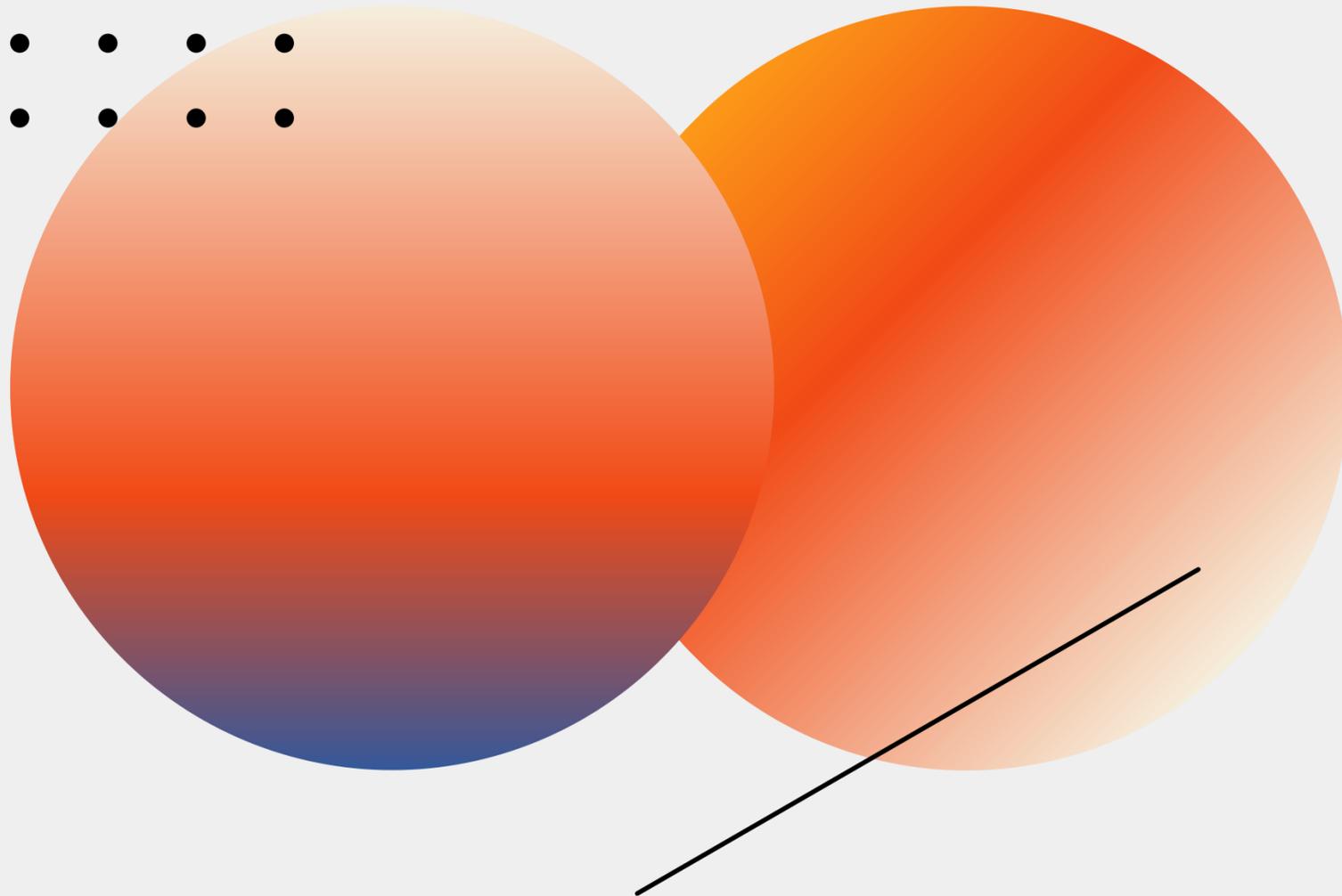


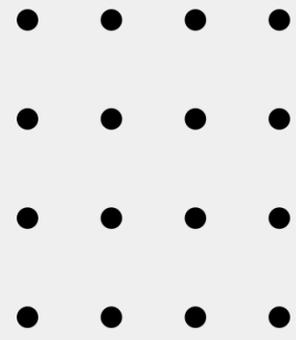
Inhouse Lobbying

5 employees lobbying in Brussels

Each are full time positions

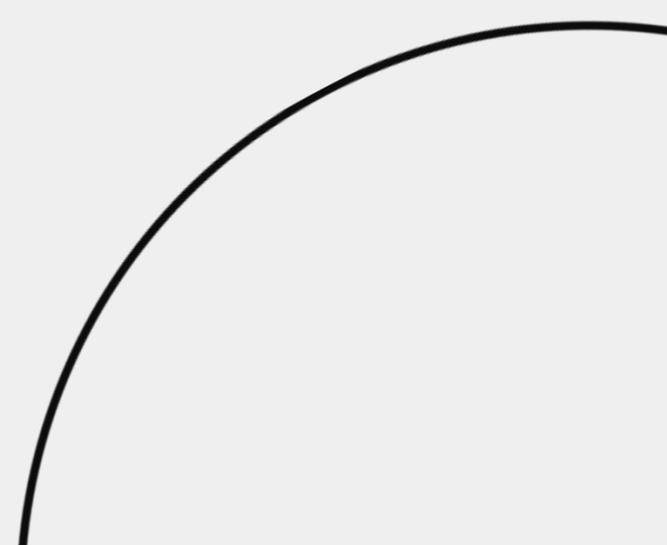
The estimated annual costs
attributable to activities covered by
the Register: €700,000-799,999

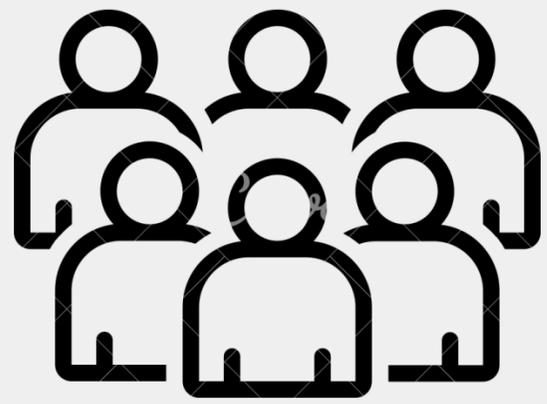




Consultancy agency

The consulting agency that Nike works with is Burson Cohn & Wolfe. It's one of the biggest firms in Brussels. They have many other big clients like sanofi, uber, paypal and others. The budget that Nike allocates to them is between 300K and 400K €.





Associations



American Chamber of Commerce to the EU (AmCham EU)

- speaking for American business in Europe

Federation of European Sporting Goods Industry (FESI)

- representing about 1800 sporting goods companies

European Brands Association (AIM)

- working for sustainable growth through trusted brands

World Federation of Advertisers (WFA)

- representing 90% of global marketing communications spend

Media

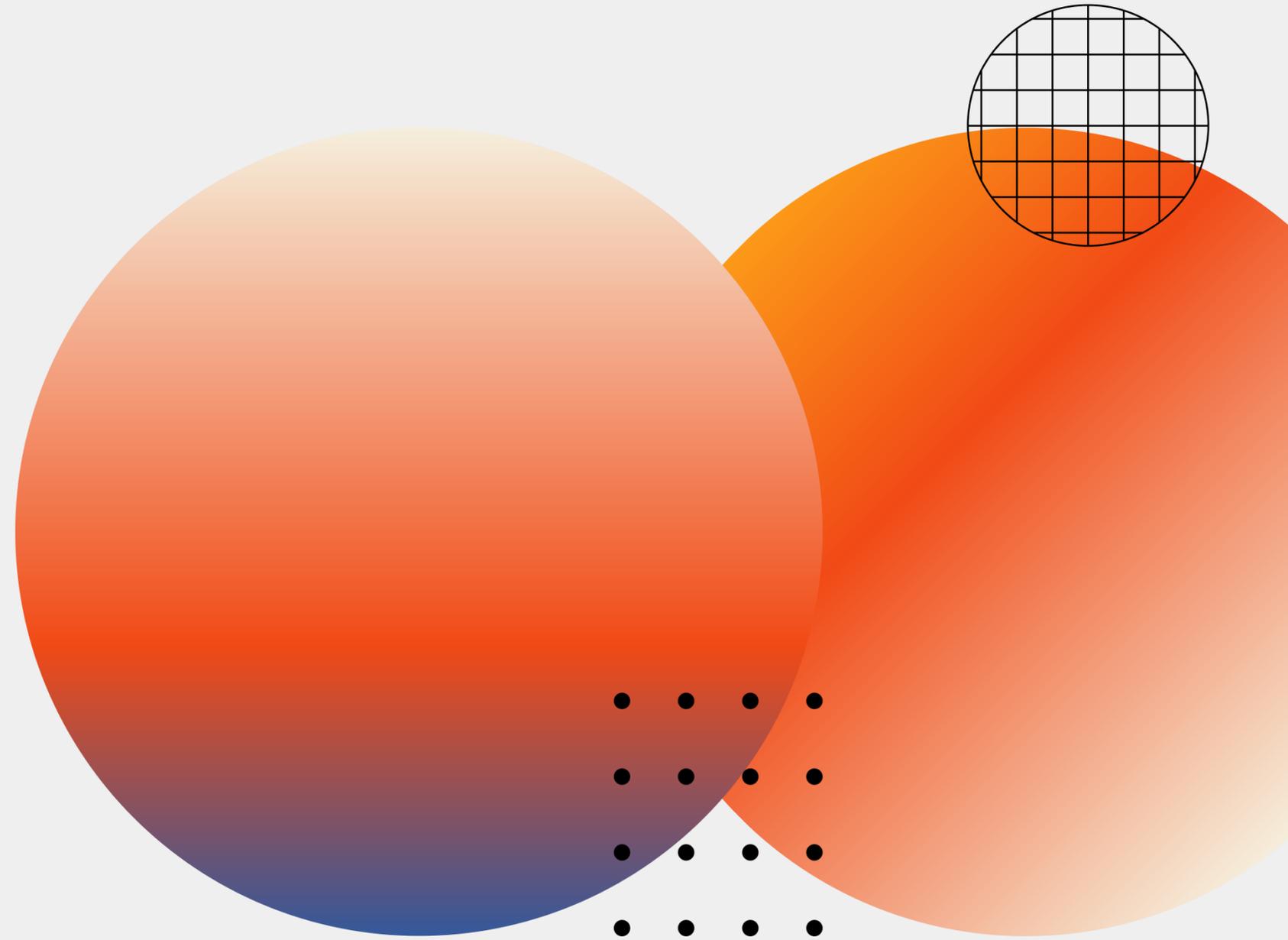
- Media coverage on all platforms
- Anger on Chinese social media due to Nike statement - “concerned” about reports of forced labour in Xinjiang and that it does not use cotton from the region.
- Popular Chinese actor Wang Yibo terminated his contract as a representative for Nike in response



Commission working groups

- Argentina implemented safeguard restrictions against footwear imports
- Nike representatives met up with Commission officials
- Nike's lobbying to bring a WTO challenge against Argentine import duties on shoes

**Thank you
for your
attention!**



References

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