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Federation of the European Sporting Goods Industry

FESI hails EU-Indonesia CEPA: a strategic trade deal set to unlock €300 million for the European sporting goods industry

After a decade of negotiations, a win for free, fair, and rules-based trade with a key Indo-Pacific partner

Snapshots from FESI's key meetings and exchanges with Indonesian counterparts, including Coordinating Minister for Economic Affairs H.E Airlangga Hartarto (top right, with FESI President Neil Narriman), and industry peers (bottom left).

Brussels, [23 September 2025] - The Federation of the European Sporting Goods Industry (FESI) strongly welcomes today's conclusion of the Comprehensive Economic Partnership Agreement (CEPA) between the European Union and Indonesia. This long-anticipated agreement is a major win for the European sporting goods industry, which has supported the negotiations since the very beginning. At a time of growing uncertainty in the global trading environment, the agreement represents a powerful testimony to free, fair, and sustainable trade, one that will deliver lasting benefits for businesses, workers, and consumers on both sides.

"This agreement is a powerful reminder that rules-based, open, and mutually beneficial trade can and will prevail," said Youri Mercier Richkine, FESI Deputy Secretary General. *" We recognise the important role played by the European Commission in moving this agreement forward and advancing the EU's broader trade agenda. At the same time, FESI has been a tireless advocate for this partnership from day one, and we are proud to see our industry's united voice help shape a modern, strategic trade policy with one of ASEAN's most dynamic economies."*

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An agreement with tangible benefits for both economies

The CEPA will significantly boost trade and investment flows between the EU and Indonesia, unlocking new opportunities across sectors, and particularly for the sporting goods industry. It will eliminate tariffs, streamline customs procedures, increase regulatory cooperation, and support more sustainable and resilient supply chains.

Indonesia is a key manufacturing hub for the sporting goods industry, home to numerous production facilities that supply European and global markets. European brands will benefit from greater market access and certainty, while Indonesian suppliers, including thousands of small and medium-sized enterprises, will see expanded opportunities to connect with European consumers.

Neil Narriman, FESI President, said: "*The EU–Indonesia CEPA is a landmark step for our industry and one of the key priorities of my mandate at FESI. From the very beginning, we have consistently supported this agreement, engaging with partners in Europe and Indonesia to ensure the sporting goods industry's voice was heard. Concluding this agreement as my presidency comes to an end is both symbolic and a lasting legacy for our sector. Once again, we are also strengthening our ties with the ASEAN region, further deepening mutually beneficial partnerships that open new opportunities for our industry and our partners alike.*"

FESI's long-term strategic leadership on CEPA

Since negotiations began in 2016, FESI has supported the EU-Indonesia CEPA, facilitating the process through high-level engagement, coalition-building, and targeted advocacy. Alongside its members, FESI ensured the agreement reflects the priorities of the sporting goods industry.

FESI also led numerous direct efforts on the ground, including the following:

- In **December 2022**, FESI met with senior Indonesian officials during the EU-ASEAN Summit to emphasize the strategic importance of CEPA.
- In **June 2023**, a high-level FESI delegation, led by President Neil Narriman, traveled to Jakarta for an important meeting with Coordinating Minister for Economic Affairs H.E. Airlangga Hartarto, reinforcing the industry's commitment to the agreement and to deepening ties with Indonesia.
- In **September 2024**, FESI had the chance to meet with Vice Trade Minister, Dr. Jerry Sambuaga to reiterate the sporting goods industry's support for a comprehensive and ambitious FTA.
- Just before the political agreement in **July 2025**, FESI hosted a pivotal meeting at its Brussels headquarters with Mr. Djatmiko Bris Witjaksono, Director General for International Trade Negotiation, reaffirming industry support for the deal's conclusion.

These efforts, backed by long-standing support of FESI member companies such as adidas, Nike, and PUMA, have been essential to securing a deal that delivers tangible, practical benefits for business.

"We extend our sincere appreciation to the Indonesian government and the European Commission for achieving this landmark agreement. This milestone not only acknowledges Indonesia's role as a global

manufacturing leader but also promotes active lifestyles across Europe by eliminating tariffs on a wide range of sporting goods. The agreement has the potential to foster sustainable growth, attract investment, and enhance supply chain resilience across both regions", commented Manuel Pauser, Vice President Global Government & Community Affairs at adidas, Vice-President of FESI and Vice-Chair of FESI Trade Preferences Task Force.

"The EU–Indonesia CEPA is not only an important trade agreement for our industry, workers and consumers, but also a strong signal to the rest of the world that Indonesia and the EU can champion rules-based trade in a challenging trading landscape. It is an important step toward building stronger and more predictable relations and will help companies of all sizes to operate with greater clarity across global value chains," said Ingrid van Laerhoven, Director Trade & Customs EMEA, Government & Public Affairs at Nike, and Chair of the FESI Trade Committee.

Looking ahead: the final step toward ratification

With today's conclusion, the EU–Indonesia CEPA moves into its final phase. Following legal scrubbing and the translation, FESI calls on the EU Member States and the European Parliament to swiftly ratify the agreement to reinforce the EU's commitment to a progressive, open, and rules-based trade agenda.

At a time of growing trade tensions and global fragmentation, the CEPA sends a clear signal: the EU remains a reliable, forward-looking partner to fast-growing Indo-Pacific economies. The agreement not only unlocks new opportunities for European companies and workers, it also advances the EU's policy priorities, as outlined in President Ursula von der Leyen's 2024 political guidelines[1], including deeper engagement in the Indo-Pacific and stronger cooperation with ASEAN.

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About FESI:

Founded in 1960 FESI - the Federation of the European Sporting Goods Industry represents the interests of approximately 1.800 sporting goods manufacturers (85% of the European market) through its National Sporting Goods Industry Federations and its directly affiliated member companies. 70-75% of FESI's membership is made up of Small and Medium Sized Enterprises. In total, the European Sporting Goods Industry employs over 700.000 EU citizens and has an annual turnover of some 81 billion euro.

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[1] « Political Guidelines 2024-2029 », Ursula von der Leyen : https://commission.europa.eu/document/download/e6cd4328-673c-4e7a-8683-f63ffb2cf648_en?filename=Political%20Guidelines%202024-2029_EN.pdf