



It's more fun to do Business with Scandinavians

Scandinavian Outdoor Group - Key Facts

The Scandinavian Outdoor Group (S.O.G.) was founded in 2000 as an industry initiative to serve outdoor retailers and media in export markets. It unites well-respected outdoor gear manufacturers from all five Nordic countries: Norway, Sweden, Finland, Denmark and Iceland.

S.O.G. is organized as a non-profit, non-political association registered in Sweden. In January 2010, the S.O.G. has 34 member companies with a united turnover of more than 1 billion € per year.

In order to become a member of the Scandinavian Outdoor Group, an interested company has to prove financial stability and export maturity as well as a high brand image, a high product quality and a high level of service and business ethics.

The S.O.G. offers its members

- Scandinavian Village at International Trade Shows
- The Outdoor Academy of Scandinavia
- Scandinavian Outdoor Award
- Competence Development
- Buying Group Discounts

The Scandinavian Outdoor Group is an associated member of the European Outdoor Group and represents the Scandinavian outdoor industry in lobby and global industry issues (Through EOG indirectly represented in FEDAS).



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The Scandinavian Outdoor Group. 1880 years of gathered experience.

66° North	Feelmax	Houdini	Norröna	Sätilla of Sweden
Aclima	Fjällräven	Icebug	Optimus	Tenson
Bergans	Gränsfors	Isbjörn of Sweden	Point 65	Tentipi
Craft	Haglöfs	Light my Fire	Primus	Thule
Dale of Norway	Helsport	Lundhags	Scandinavian Touch	Trangia
Devold	Hestra Gloves	Klättermusen	Segor	Woolpower
Didriksons	Hilleberg	Nanok of Norway	Silva	Viking
Ecco				