



SCANDINAVIAN OUTDOOR GROUP PRESS CONFERENCE



Welcome to 9 press conferences in one!

Thursday 16th of July 2015, 12.00-13:00, Foyer West, Room Schweiz

*Receive updates on next summer from the leading
outdoor brands of Scandinavia!*

*Please confirm your attendance by email to:
press@scandinavianoutdoorgroup.com*

Besides important updates from SOG, the press conference highlights news from the following brands:

PeakPerformance

HILLEBERG
THE TENTMAKER

 **LIGHT
MY FIRE**

HELSPORT


HAGLÖFS

 **VIKING**
Challenging the Laws of Nature since 1920

Bergans
OF NORWAY

 **Walkstool**

 **FJÄLL
RÄVEN**