



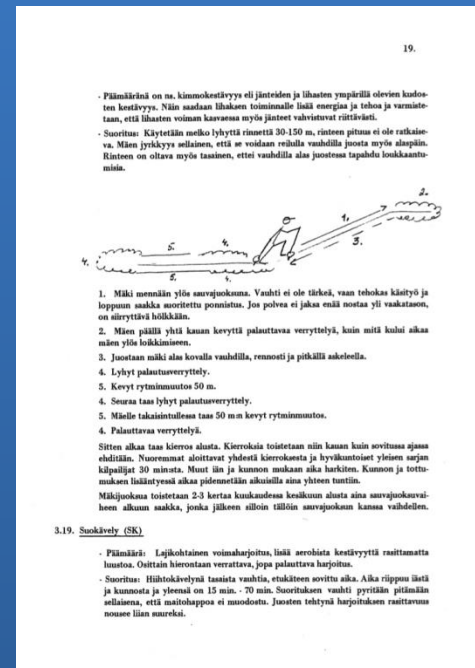
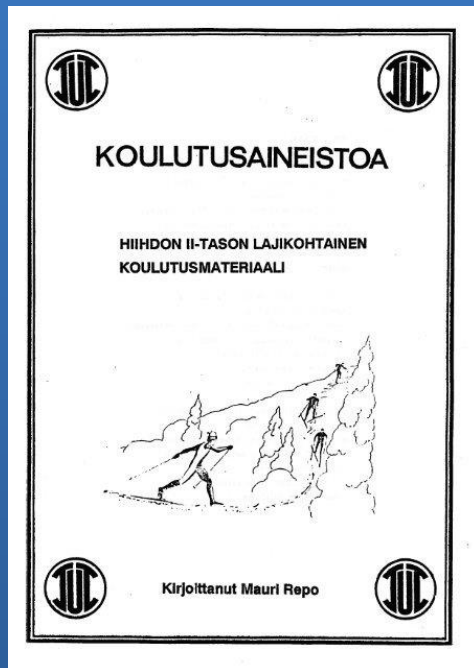
International Nordic Walking Federation

Aki Karihtala, President

Background and future of Nordic Walking

Early 1930's Finnish cross-country skiers started using ski poles for their off-season XC-ski training

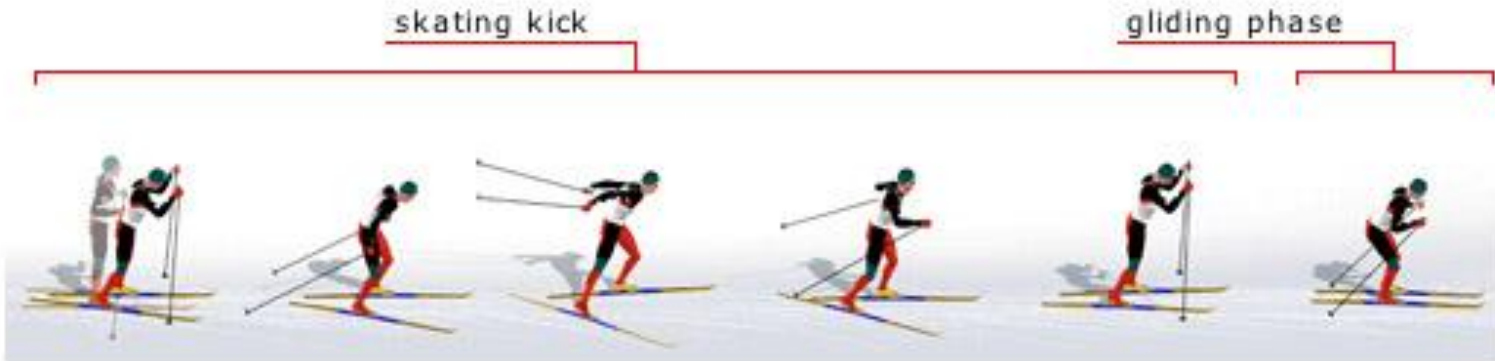
Publication of the training book (1979) for competitive cross-country skiers which described also off-season training methods with poles. Author Mauri Repo, Head coach of the TUL (Sports association of the Finnish Labour union)



FROM CROSS-COUNTRY SKIING TO NORDIC WALKING



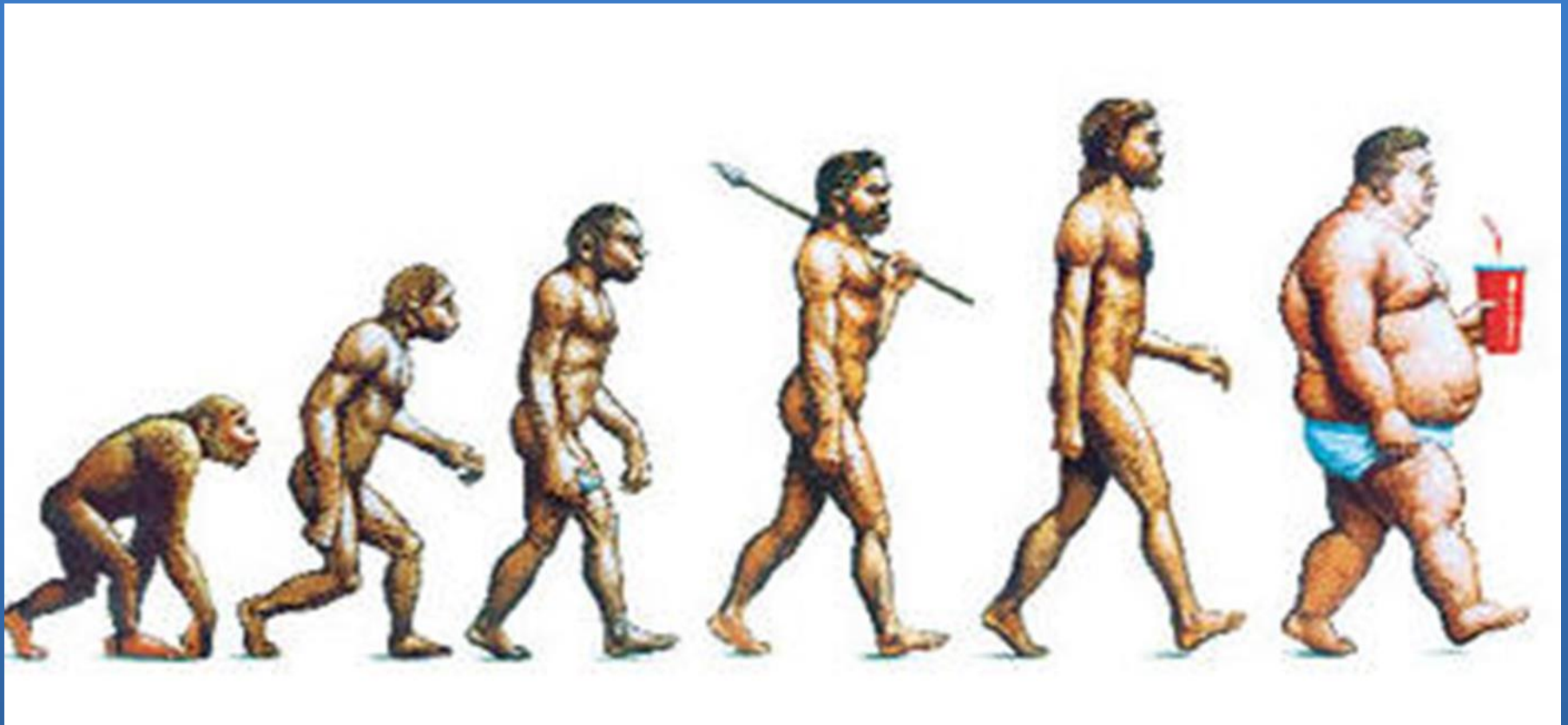
TECHNIQUE OF CROSSCOUNTRY SKIING



TECHNIQUE OF NORDIC WALKING



WHY NORDIC WALKING?



HIGHLIGHTS OF NORDIC WALKING

1966 first experiments with “walking with ski poles” for recreational physical training were introduced in Viherlaakso school in Finland by Leena Jääskeläinen, a Physical Education (PE) teacher

Additional try outs and experiments of walking with ski poles in the early 1990's in Helsinki, Finland by Suomen Latu association





HIGHLIGHTS OF NORDIC WALKING

In 1996 collaboration for the development of Nordic Walking started between Mr. Tuomo Jantunen, director of Suomen Latu (The Central Association for Recreational Sports and Outdoor Activities), Mr. Matti Heikkilä, manager of the testing laboratory at Vierumäki Sports Institute and Mr. Aki Karihtala, then senior vice president of Sporting goods manufacturer Exel Oy.

In 1997 first pole development called Walker and shortly after that naming of the sport by Exel as Nordic Walking and poles as Nordic Walker poles. First instructor courses and introductions of Nordic Walking were presented to public in Finland in co-operation between Exel Oy and Suomen Latu

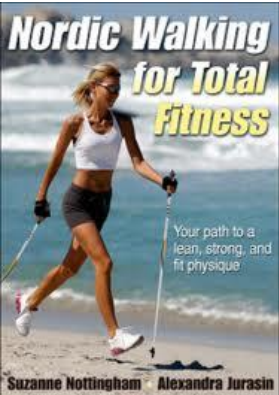
In 1998 Strategic introduction plan of Nordic Walking to the international markets. Finland as a pilot market. Number of Nordic Walkers 160 000.

In 1999 introduction of Nordic Walking starts in Germany, Switzerland and Austria.



STRATEGIC INTRODUCTION PLAN OF NORDIC WALKING

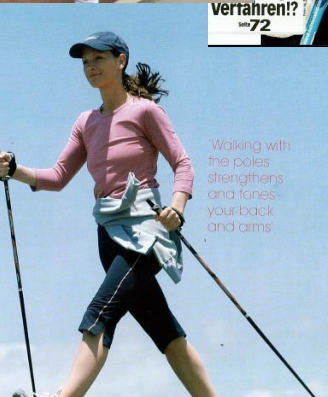
- Nordic Walking pole designs
- Foundation of the International Nordic Walking Federation
- Educational programs and building of the instructor networks
- Target groups definitions
- Psychological issues
- Scientific researches
- International conventions
- Event management (recreational mass events and competitions)
- Advertising
- Co-operation with other health associations
- Co-operation with health professionals (doctors) and scientists
- Communication and co-operation with the sports industry
- Use of media (television, printed media, social media)
- Celebrities



Suzanne Nottingham Alexandra Jurasin

Nordic Walking

Nordic Walking ist ein beliebtes Ausdauersport, das in den letzten Jahren in Europa und in den USA immer mehr Anhänger gefunden hat. Die nordische Wandlung ist eine Kombination aus Gehen und Laufen, bei der Stöcke eingesetzt werden, um den Schritt zu verlängern und die Muskulatur zu stärken. Es ist ein effektives Mittel, um das Gleichgewicht zwischen Ausdauer und Kraft zu halten und die Gelenke zu schonen. In diesem Artikel erfahren Sie mehr über die Vorteile der nordischen Wandlung und wie Sie es richtig machen können.



Walking with the poles strengthens and tones your back and arms



Die neue Leidenschaft: Wandern mit Stöcken



fit FOR FUN
80% MACHEN ES FALSCH!
NORDIC WALKING ABER RICHTIG!
TECHNIKSCHULE: SO EINFACH GEHTS
IHRE BELOHNUNG: FETT WIEG & TOP-AUSDAUER
GROSSER TEST: STÖCKE
13 FITNESS-MÜSLIS IM TEST
INLINE-SKATING So schaffen Sie den Marathon



SEX-CHECK WIE GUT KENNEN SIE IHREN PARTNER?



THE TIMES FRIDAY JULY 17 1998



The Pope walking with two sticks yesterday in the north Italian Dolomites, near the resort of Cortina d'Ampezzo, where he is on holiday until next week.



Physical Culture



a Snowless Trail
Nordic walking hits the starting blocks.



umppaa sauvakävelyn jälkeen
vakavelystä saa enemmän irti, kun sen ohessa tekee myös ihaskuntoutusta.



21. SYDÄN- JA KALAN...
22. UUSI...
23. UUSI...
24. UUSI...
25. UUSI...

right Aki karihtala

时尚健身

中国体育报

CHINA SPORTS DAILY

“越野行走”走进中国

越野行走, 比长跑安全, 一种比跑步更科学的健身方法。专家认为, 越野行走能锻炼心肺功能, 增强肌肉力量, 对关节损伤小, 适合中老年人参与。



越野行走“行走”是主要要素。行走时, 手臂摆动幅度要大, 脚步要轻, 呼吸要自然。这种运动方式简单易学, 且能随时随地进行。

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“行走中华水塔”

Walking along the Chinese Water Tower International Hike

清凉西宁 “中华梦幻谷杯”

2014 Cool Xining China Deseville Cup International Hike

承办单位: 西宁市人民政府 青海省体育局 国家体育总局登山运动管理中心

协办单位: 城中区人政府 中国越野跑协会



手杖去登山

登山杖, 登山者必备的登山装备。正确使用登山杖能减轻膝盖压力, 提高行走稳定性, 预防摔倒。



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四条腿登山

Four-legged Hiking

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手杖登山图解

Handstick Hiking Diagram

- 一、握杖姿势
- 二、落地姿势
- 三、抬杖姿势
- 四、下坡姿势
- 五、上坡姿势

一分钟102个

一分钟102个

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户外运动

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SEE OUR PHOTO CONTEST WINNERS! P. 61

blue wings

FINNRAIR

Tracking Alpine Star Kalle Palander's Secrets to Success

The Best MP3 Players to Take Along

Exer's Aki Karhtala and the Top Brand Builders

How 11 Finnish innovators are making a major mark on the international stage

Sky Shop See Page 91

EXEL: Making Big Strides

In May of 2004, End sold its 30 million pair of poles. The Finnish sporting goods manufacturer owned the name "Nordic walking" in 1999 and since then has turned the sport into one of Europe's fastest growing forms of exercise. It's projected by some that three million people in 20 countries, by 2015, this figure is expected to reach five million.

"Nordic walking is one of the best forms of exercise," says Aki Karhtala, vice president of End's sports division. We meet at his office, which is conveniently located near Helsinki's Vesanta Airport, as Karhtala spends two-thirds of each work week working. Sporting a healthy tan and physique, Karhtala appears no greater when he practices along with more than half a million Finns, including President Tarja Halonen, Karhtala's Nordic walks regularly.

"Thorpeau knows how to walk, it's efficient and solid," he says. "There aren't many opportunities to meet him, so he usually can practice together while talking about the day's events and working up a sweat."

Nordic walking surely explains the global well-being trend, which is a direct response to the growing health problems caused by so many people leading sedentary lives. "It's possible to build the right workout for each person," he explains. A beginner can start with three walks a few times a week. Those at a higher fitness level can add shorter walks or hills to vary their workout.

Nordic walking is one outgrowth of End's Nordic Fitness Sports (NFS) vision, which includes Nordic Walking, hill walking, snow walking and snowshoeing—all done with End poles, certainly. "It's the

best way to stay fit and healthy, regardless of level of fitness," says Karhtala.

With a solid following in Scandinavia, Switzerland, Germany and Austria, the new NFS markets for Nordic walking are North America and the Far East. "We've done extensive research and work with the Cooper Institute in Dallas, and American walking guru Mark Ferriss is also onboard."

In North America every partner of Nordic walking poles, which are made in Finland in End's Marjanehti factory, is accompanied by an associated manual in the form of a CD-ROM featuring fitness tips.

One of the biggest challenges facing Nordic walking has been the product's status: Is it a serious sport, or just a marketing gimmick? "If you want to get people to do something that's good for them, they might look a bit funny, you have to do that. They're not just good for a professional medical point of view," he explains.

End was founded in 1980 by three chemists. Product development took the company less than a year, and today, in addition to the NFS line, End makes outdoor gear: leatherhills sticks and baskets for skis, handrails, ski and ice hockey sticks. On the technical side, there are applications ranging from airport safety to mobile phone antennas. Last year the End Group's net sales reached 57.5 million euros. During 2004's first nine quarters the company's share was doing so well that Karhtala himself says the "Nordic walking" is downright "sexy."

As Nordic walking sets off around the globe, End is definitely one to watch.

See our Nordic walking feature on page 51

End's Aki Karhtala: turning Nordic walking into an international trend.

MAY/JUNE 2005

nordic sports

DEUTSCHLAND 5,90 €

WALKING • BIATHLON • SKI • GOLF • FITNESS • RITT • KANU • WASSERSKI • ROLLSCHUHLAUF • WANDERN • WINTERSPORT • WINDSURF • WINDSURF • WINDSURF

POWER PLUS

obes nordic Walking special

men mit großem Test, Trainings-Tipps

ALLENREGEN FÜR DSV TEAM

ITS VERPASSEN!

SPORT

50% OFF

Paula Radcliffe

Suvenparhaat vestirent

Futishuumaat Sportlaista mukana Englannissa

Torju kesäkiilot helpot ohjeet

Sauvat soimaan!

lahduttaa kunto kohenee mieli tuuletuu sekä vetreytyy

Olympiapark

Wochenend, 5./10. Mai 2005

Walk mit und mach Dich fit!

„1. Nordic Walking Day“ am 1. Mai im Olympiapark München

Ein Volk geht am Stock

Das ist kein Spruch, sondern eine Tatsache. In Deutschland sind heute über 10 Millionen Menschen mit Nordic Walking beschäftigt. Das ist ein Rekord für ein Sportgerät. Und das ist nur die Spitze des Eisbergs. Denn in den letzten Jahren ist die Beliebtheit dieses Sports in Deutschland sprunghaft gewachsen. Heute sind es bereits über 10 Millionen Menschen, die sich mit Nordic Walking beschäftigen. Das ist ein Rekord für ein Sportgerät. Und das ist nur die Spitze des Eisbergs. Denn in den letzten Jahren ist die Beliebtheit dieses Sports in Deutschland sprunghaft gewachsen. Heute sind es bereits über 10 Millionen Menschen, die sich mit Nordic Walking beschäftigen.

SCHWEIZER sport & mode

Tennis In-Line Skating Walking, Nordic Walking

01. MÄRZ 2005

DEUTSCHLAND € 3,90

NORDIC walker

DIE MODERNE ART ZU WANDERN

GENUSS ZU RUSS

NEUE WEGE

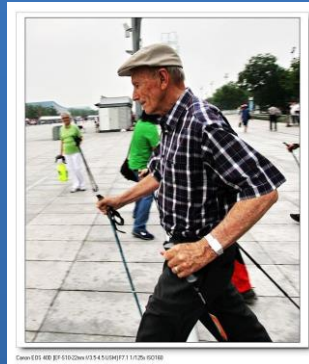
So starten Sie richtig! Neue Stocke Technik leicht gemacht! Tipps zum Schrittlängen-Touren für Einsteiger!

14. Millionen Kontakte! Seien Sie von Anfang an mit dabei. Zur Markteinführung wird NORDIC Walker in BILD am SONNTAG, WELT am SONNTAG, Kundenmagazinen der Krankenkassen, Special-Interess-Magazinen wie GOLFmagazin, segeln, tauchen, tennis magazin, fliegermagazin, ST.GEORG, fotoMAGAZIN, Fly and glide, JAGER und Binker.

NEU AB MÄRZ 2005 100.000 EXEMPLARE

In 2000, 15th of December foundation of the International Nordic Walking Federation by Aki Karihtala

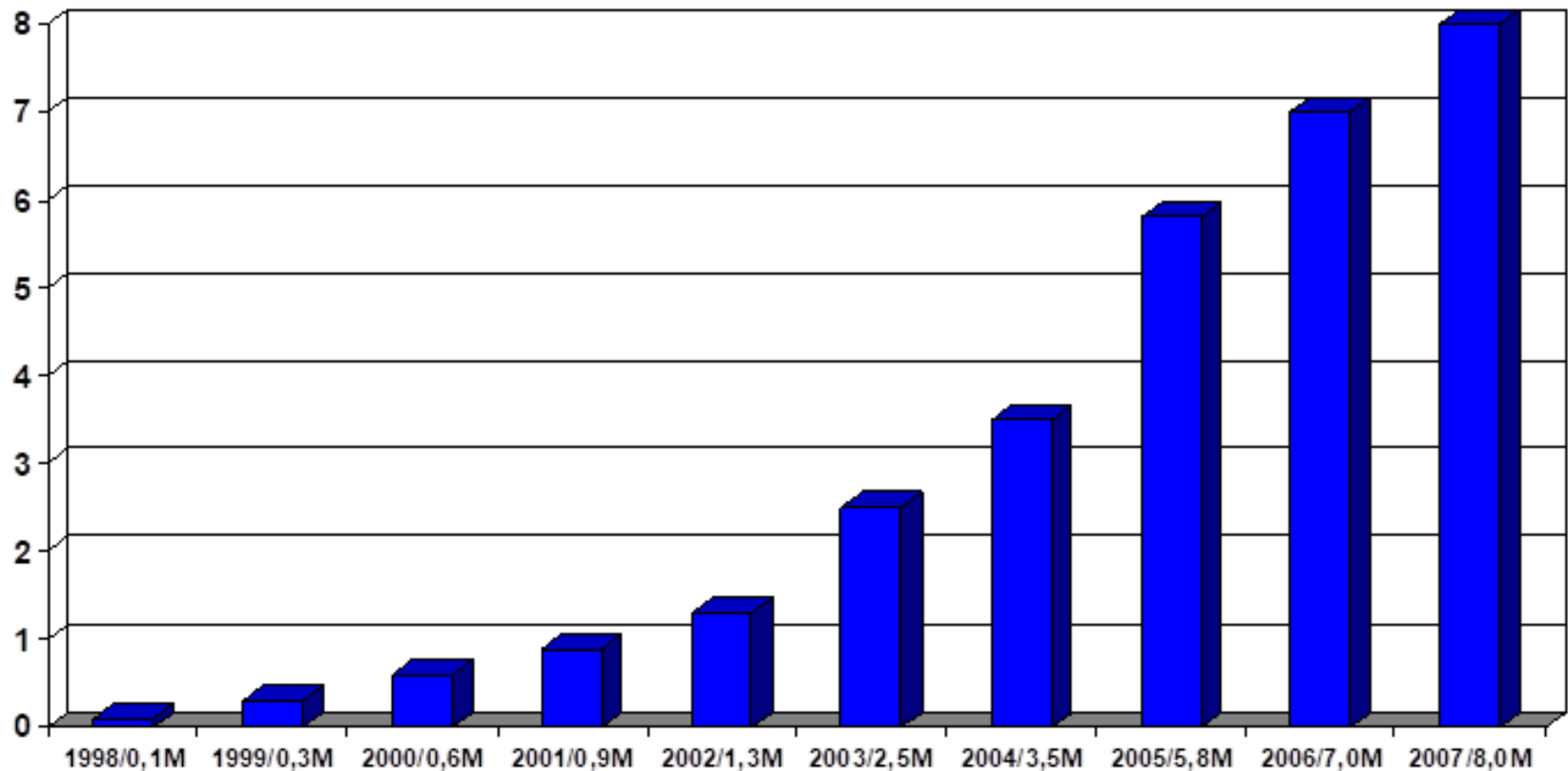
In 2002 First International Nordic Walking convention in the world was arranged by INWA in Vierumäki Sports Institute in Finland. Nordic Walking research by Cooper Institute in Dallas, U.S.A.



Dr. Kenneth Cooper

In 2004 Introduction of the INWA 10 Step program

DEVELOPMENT OF NORDIC WALKING POPULATION



Nowadays the estimation of Nordic Walking population is abt. 12 million.



INWA FAMILY





INWA EDUCATION





NORDIC WALKING COUNTRIES

Australia

Canada

France

India

Latvia

Poland

South-Korea

United States

Belgium

Croatia

Austria

Finland

Turkey

Vanuatu

Germany

Italy

Netherlands

Russia

Spain

China

Estonia

Hungary

Japan

New Zealand

Greece

Belarussia

Lithuania

Irak

Slovenia

United Kingdom

Israel

Singapore

Slovakia

Sweden

Norway

Iceland

Czech Republic

Switzerland

Iran

Ukraine

Brazil

Afganistan



NORDIC WALKING TODAY AND IN THE FUTURE



NORDIC WALKING TODAY AND IN THE FUTURE



NORDIC WALKING TODAY AND IN THE FUTURE



Outdoors and Nature

Activity holidays

Family and close friend

Obesity

Responsibility for one's own health

Holistic wellbeing

Opportunities for Nordic Walking?



Thank you!