

adidas AG in Apparel (United Arab Emirates)

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Abstracts

During the forecast period, adidas is likely to further expand its presence in the United Arab Emirates through store openings and on-going marketing and sponsorship activities. For example, adidas will continue to support the Standard Chartered Dubai Marathon and use events like these to support its ClimaCool technology, which should prove popular in the country's hot weather. In addition, adidas formed a partnership with the social sports company Duplays in January 2013 that has 40,000...

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