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adidas Norge AS in Apparel and Footwear (Norway)

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Abstracts

The aim of adidas Norge is to increase its value share in apparel and footwear in Norway through the innovation of sportswear products in the adidas and Reebok brands. adidas Norge will continue its strategy of being a provider of high-end sportswear with strategic marketing and the sponsorship of world-class sports stars like Gareth Bale and Lionel Messi.

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