



Arab Sports Marketing & Investment Association 7th International Forum for Sports Investment & Manufacturing

Sports Industry in the Middle East

Under the patronage of the Prime Minister of Egypt

Dr. Mostafa Madbouly

and organized by the Ministry of Youth and Sport
headed by

Dr. Ashraf Sobhi

In cooperation with ASMIA

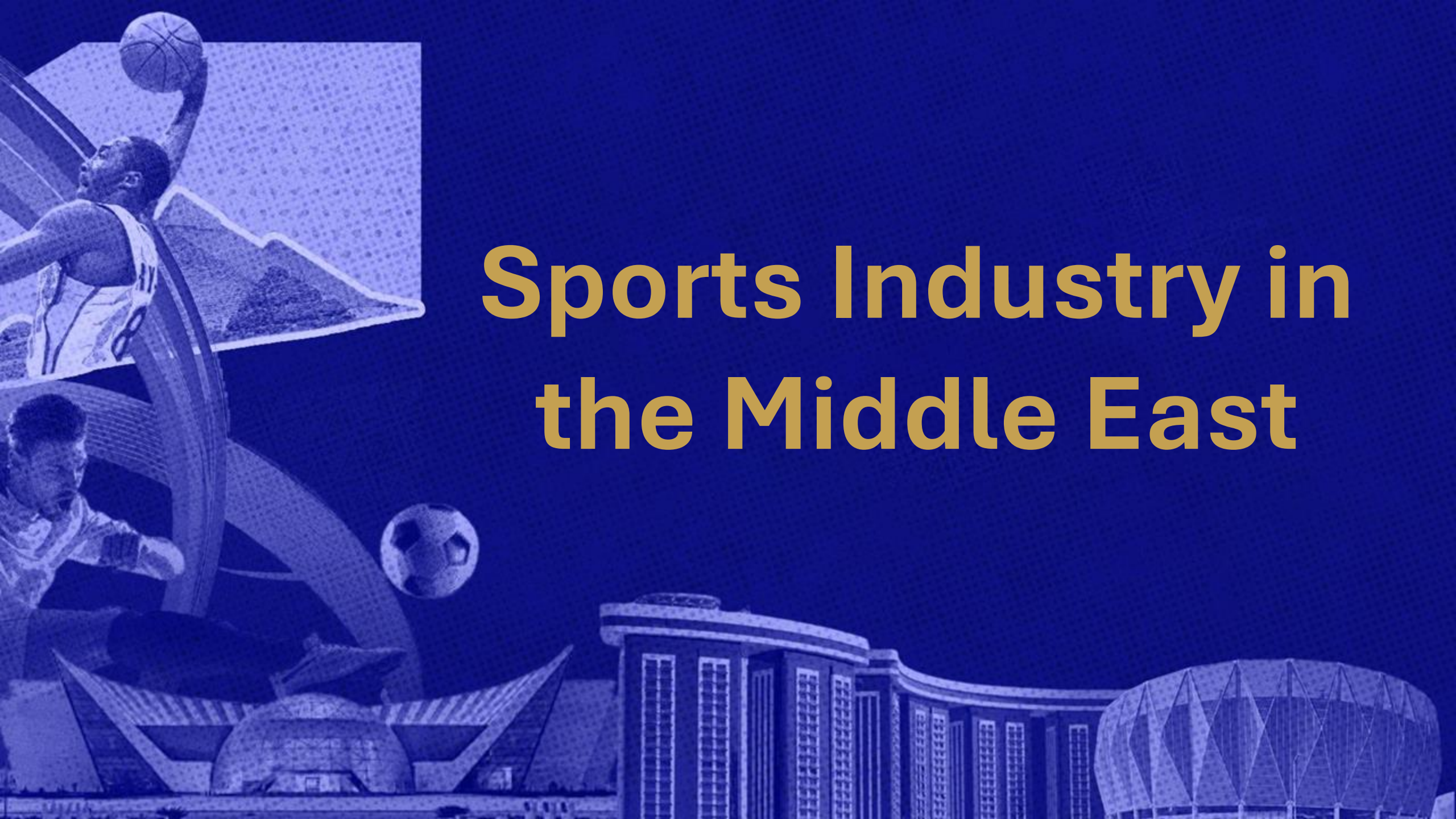
December 8-9, 2024

Conrad Hotel, Nile Corniche, Cairo



Registration





Sports Industry in the Middle East

The sports sector in Egypt is witnessing great diversity, as it includes team and individual sports. Football is the most popular sport, with big clubs such as Al-Ahly and Zamalek, which have a huge fan and achieve remarkable results at the local and continental levels. Handball and basketball are also very popular, as Egyptian teams participate in regional and international championships.

Abdel Fattah El-Sisi

President of the Arab Republic of Egypt



The Egyptian government is investing in the development of sports infrastructure, through the establishment and modernization of sports facilities such as stadiums, sports halls and swimming pools. Egypt is also seeking to host major international sporting events to enhance its position in the world arena, such as the African Nations Cup of Football and Tennis Championships.

Dr. Mostafa Kamal Madbouly
Prime Minister



At the youth level, there are programs and academies aimed at developing sports talents, which enhance the participation of the new generation in sports. The sports sector is also witnessing an increasing interest in promoting popular sports activities and the advancement of fitness and public health programs.

Prof.Dr. Ashraf Sobhy
Minister of Youth and Sports



The Arab Sports Marketing and Investment Association within the framework of its permanent member and cooperation with the Council of Arab Economic Unity, that body is responsible for managing the Arab Economic Unity Agreement and getting it into reality. The Arab Sports Marketing and Investment Association is also the exclusively concerned body with the development, upgrade and coordination of sports and marketing investment as it's considered the link between the Arab investor and the relevant official bodies of sports investments in the Arab countries, and it's seeks to improve investment in the Arab countries by developing the legal and administrative systems of investment and sports manufacturing, which helps to increase the flow of Arab money to this important and vital sector.

Khalid bin Suleiman Al-Tokhaim

President of the Arab Sports Marketing and Investment Association



Sports investment has become a source of increase the revenues of sports bodies in our Arab world and has become a primary goal in marketing women's sports championships in our Arab world

Lujaina Mohsin Haider Darwish

Vice Chairman of the Board of Directors of the Arab Sports Marketing and Investment Association



Sports manufacturing has become a strong source of national income in our Arab countries, as it has started to develop, which contributed to saving sports dollar, which was specialized in importing

Kareem Ismael

Vice Chairman of the Board of Directors of the Arab Sports Marketing and Investment Association



Sports have become an industry, Egypt and the Arab countries now have a great infrastructure that is a strong addition to the national economy of these Arab countries, which have large facilities hosting huge championships and sporting and youth events that contribute to achieving ambitions

CEO of the Seventh International Forum
Mohi Mahmoud Maarouf
Secretary-General of the Arab Sports Marketing and Investment



WHY EGYPT ?



01

Strategic location

02

Economic Force

03

**4 hours flight up to
400 million people**

04

**Rapid growth in the
sports sector**

05

**Distinguished
business environment**

06

Sports support fund

07

**Rapid growth in
women's sports in all
governorates of Egypt**

08

**60% foreign
ownership allowed**

09

**Internet spread rate
98%**

The sports sector in the Arab Republic of Egypt

The sports sector in Egypt continued to reap unlimited attention and support from the wise leadership, achieving qualitative leaps, ambitious steps and exceptional developments consistent with the national targets of Egypt's Vision 2030, and the Sports events were decorated with the visit of the Prime Minister, Professor. Dr. Mostafa Madbouly



The Sports Sector in Numbers

174

Bid

97

Sport Club

1.2
Billion

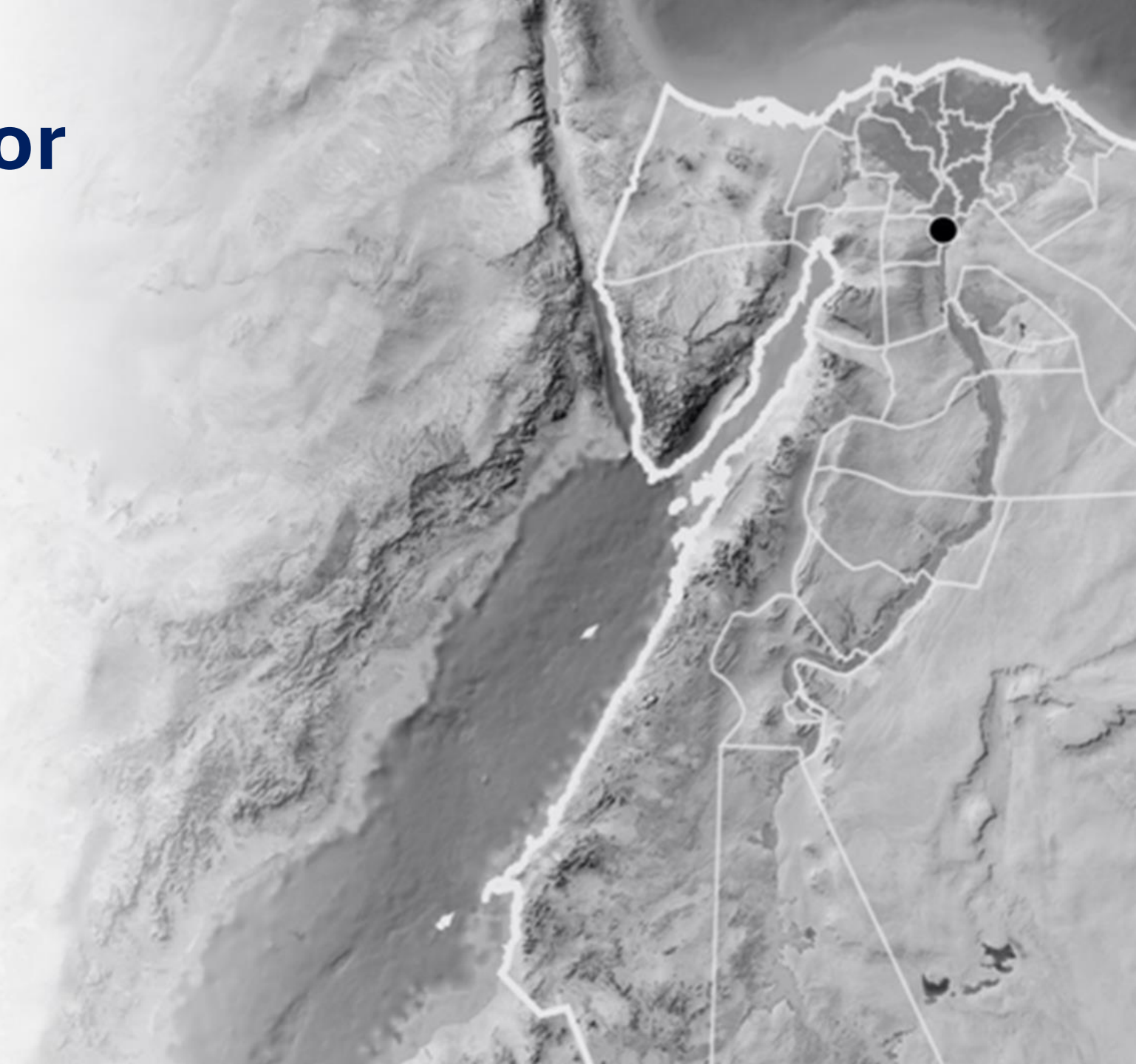
Total Structural
Value

6
Billion

Total Investment
Return

5.1
Billion

Total Usufruct



International Sports in Egypt



Tennis



Basketball



Volleyball



Football



Swimming



Rugby



Cheese



Taekwondo

International Sports in Egypt



Karate



Judo



Equestrian



Squash



Handball



Why the International Forum for Sports investment and Manufacturing



Show Innovations

The latest sports technology from leading global companies



Investment Opportunities

It will be shown in numbers that may exceed than billion dollar



An unprecedented opportunity to communicate

Connecting with influential decision-makers in Egyptian sports



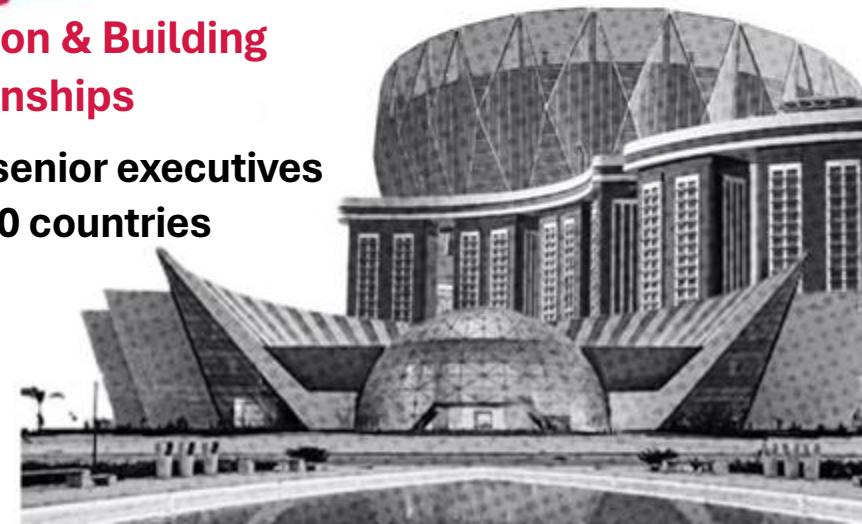
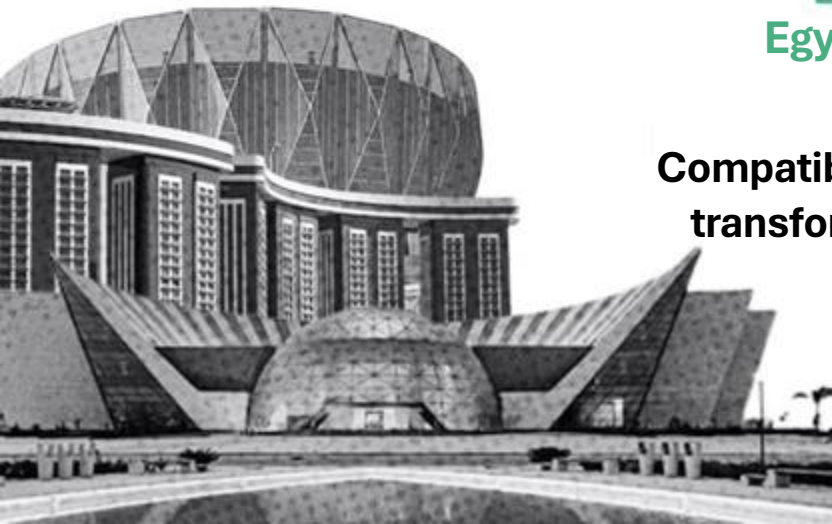
Egypt's Vision 2030

Compatibility with Egypt's transformational goals



Communication & Building Relationships

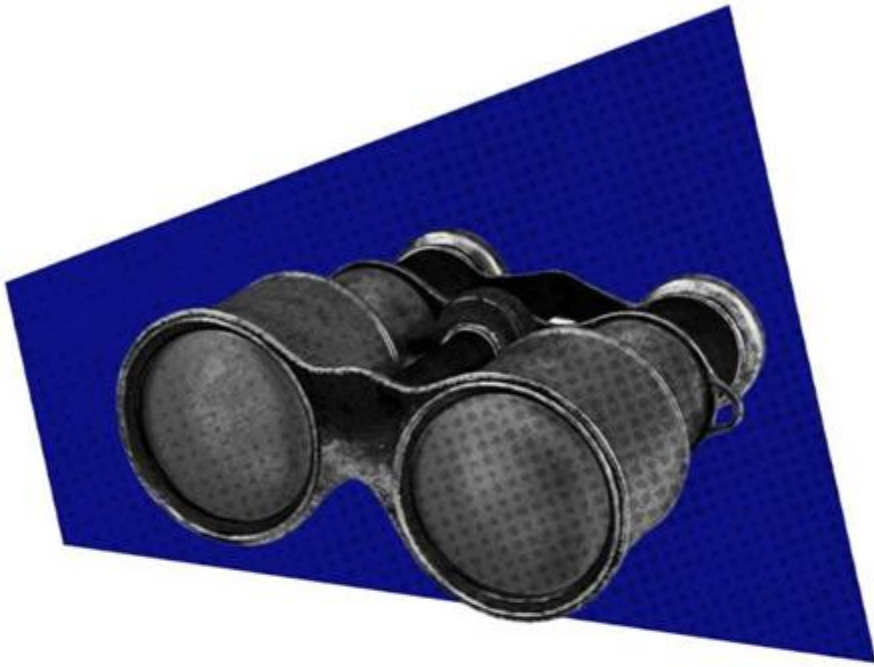
More than 1,000 senior executives from over 80 countries



About The Forum

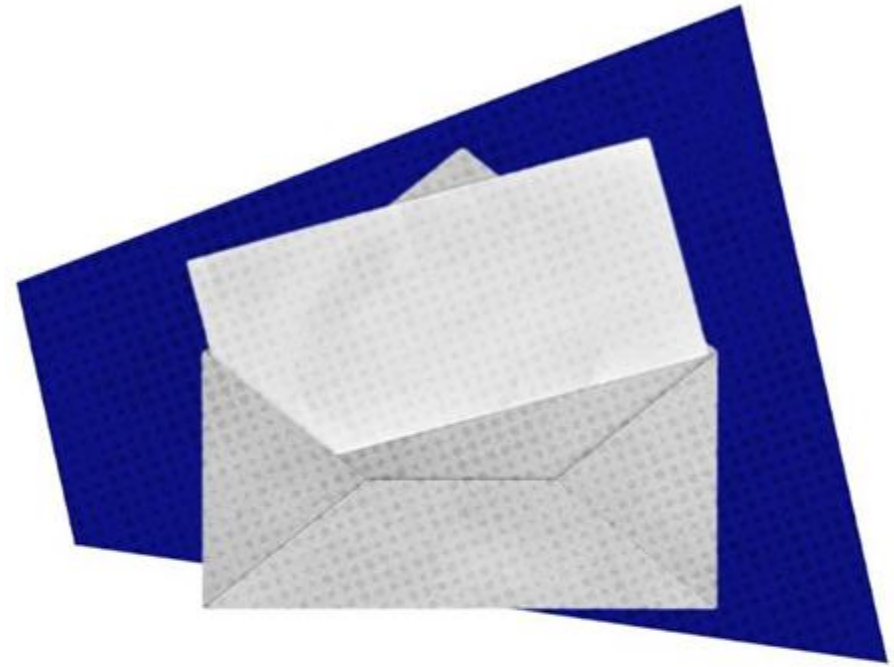
The 7th International Forum for Sports Investment and Manufacturing brings together a group of makers, investors, marketers, professionals and experts in various fields of sports. It aims to reinforce dialogue, Deeping understanding and effective cooperaion between them, and it also provides a stimulating environment for exchanging experience and developing skills, Strengthening partnerships, introducing investment opportunities in sports, and exploring the latest sports techniques through holding conferences, workshops, discussion and interactive sessions, and sports exhibitions.





Vision

To become Egypt through this seventh international forum and Egypt's Vision 2030, which brings together specialists and those interested in building the best partnerships and achieving sustainable development in the field of sports investment.



Mission

Building a global network headquartered in Cairo that reinforces communication, global sports cooperation and investment.

The Six Pillars of The 7th International Forum for Sports investment and Manufacturing

- 01** Creativity, innovation and technology in sports
- 02** Empowering women's participation in sports and investing their participation in the marketing of the event
- 03** Sports Manufacturing in all its fields and investment companies
- 04** sustainable sports development
- 05** Artificial intelligence and its relationship to sports investment
- 06** Community development through sports activities and investment in it

Forum in Numbers

20

Interactive & visual
Presentation

30

Global
Agreement

28

Strategic Hub

60

Sponsor &
Partner

80

Foreign
Speaker

6000

Hotel Night

1200

investment
Opportunity

80

A local and international official decision-makers at the governmental level

80

A company, a factory, an entity and an institution

80

A channel, website, and international, Arab and local newspaper

Forum Goals

- 01** Raising the level of investment and sports manufacturing and enhancing its contribution to building international and local companies in the Middle East countries.
- 02** Encouraging investment in modern sports technologies
- 03** Introducing the International program of Professional Sports Marketing Manager, with high-quality preparation and means through lecturers for the largest European clubs.
- 04** Building partnerships between the two sectors in the field of investment, sports manufacturing and marketing
- 05** Using artificial intelligence to predict the results of matches and championships and monitor suspicious behavior, design and manage stadiums and smart courts
- 06** Creating an appropriate motivational environment for investors to serve the sports facility
- 07** Reinforcement Egypt's sports position and achieving the goal of becoming the first and favorite sports front for athletes and hosting tournaments and training camps for clubs and international teams
- 08** Reinforcement investment in the field of sports champions' care

Forum Goals

- 09** Finding necessary solutions for investors' challenges that include providing information about projects concerning investment offerings and available data for each entity related to the project offered to the investor
- 10** Marketing for sports investment opportunities locally and internationally through the gathering of the largest number of countries in the Middle East
- 11** Develop investment thought in sport's field to encourage competition in the sports sector
- 12** Cooperation in organizing and participating in exhibitions, whether at the international or local level, to offer investment opportunities
- 13** Coordination and unification of efforts to attract and expand investment and industry in the sport facility
- 14** Signing the largest number of agreements between the various countries of Middle Eastern to take advantage of developed countries

Target Groups

Decision makers in sports institutions and companies

- International and Regional sports federations
- Olympic committees
- Ministers concerning with sports
- The bodies responsible for organizing sports events

Sports Media

- Sports journalists and writers
- broadcasters and sports channels

Industry experts and innovators in the sport's field

- Professional and amateur coaches and athletes
- Developers in the field of sports technology
- Sports equipment manufacturers

NGOs working in the field of sport

- Sports for all bodies
- Sports bodies concerned with women's sports
- Sports bodies concerned with handicapped



Target Groups

Highlights of sports figures

- Athletes who has Olympic sports medalists
- Coaches who have achieved international achievements in sports

Small and medium business owners in sport's field

- Entrepreneurs who have emerging sports projects

International and regional sports bodies

- IOC
- WADA



The Most Prominent Strategic Axes of The Forum



Governmental Integration With The Private Sector

- The government's role in supporting the private sector in the sport's field
- Mechanisms of cooperation between the government and the private sector to organize and manage sport's events
- Attracting foreign investments to the sport's sector



Talent Discovery

- Talent discovery programs in various sports
- The role of sport's academies in the development of talents
- Using technology and artificial intelligence to discover talents



Major events in Egypt

- Preparing to host major sporting events
- The economic impact of global sporting events
- Egypt's strategy to host more major sporting events



Women in the sport's sector

- The role of women in sports
- Breaking the barriers which facing women in sports
- Empowering women in all fields of sports

The Most Prominent Strategic Axes of The Forum



Infrastructure

- Development of sports infrastructure in the republic
- Establishment new stadiums and sport's halls
- Development and establishment multi-use sports facilities



Economic opportunities for entrepreneurs

- Investment opportunities in sport's sector
- Support entrepreneurs in sport's field
- Provide appropriate environment for sports projects growth



Sport investment

- Privatization of clubs projects
- Projects for naming stadiums and sport facilities rights.
- Attracting international players



Artificial intelligence and sports technology

- The latest technology used in sports
- The impact of technologies on athlete's performance
- Using technology to improve the fan experience
- Injury prevention
- Improve the fan and viewer experience

The Most Prominent Strategic Axes of The Forum



Enhancing revenues and sustaining growth in electronic clubs

- Diversify sources of income
- Brand development
- The role of technology
- Future investment

What Does The Forum Present ?



The Main Sessions

The forum sessions will hold several main sessions with discussions and dialogues, according to several strategic axes, about the sports system, with the wide participation of elite speakers at the local and international levels. As sessions of the forum exceed 30 sessions with the participation of more than 100 speakers, attend and participate from different countries of the world



Specialized Workshops

The forum organizes a variety of workshops in the various sports fields presented by a group of specialists to enhance the capabilities of the participants and contribute to providing the opportunity for knowledge seekers and increasing qualification through effective workshops.



Agreements Platform

The forum will witness the signing of several agreements and memorandum of understanding in the fields of sports, and partnership in reinforcing investment, cooperation and offering advisory services, as well as the establishment of several alliances in the various fields of the sports sector, which will have a great impact on the local and global sports system

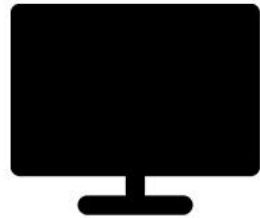


Sports Exhibition

The forum will be accompanied by a specialized exhibition that will continue during the forum, in which it presents everything related to the services, products, technologies and economies of the sports sector at the local and international levels, with the participation of several relevant government agencies, in addition to the leading companies and sponsorship: which makes the sports forum exhibition, a key meeting platform, an opportunity for direct communication, present the latest developments, information exchange and reinforcing partnerships with key stakeholders in the sector.



The Largest Media Sports Forum



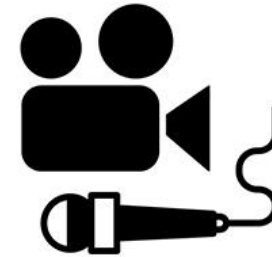
100+

Sports Agency & Channel

In Cooperation With



وزارة الشباب والرياضة
MINISTRY OF YOUTH AND SPORTS



+3000

Media

- 01** Sports Media Vision
- 02** Media Far From Intolerance
- 03** Innovation & Media Technologies
- 04** Photo & Television Broadcasting
- 05** Entrepreneurship in Sports Media
- 06** The Impact of Sports Content
- 07** Global Platforms and Sports Events

The Impact of The Forum



Innovative Interface



**Sports Exhibition Brings
Together Many Companies
and Organizatios**



**Distinguished Investment
Opportunities**



**Announcement of Sports
Investment Deals**



**Partnerships and
Strengthening Relationships**



**A forum Full of Interactive
Sports activities**

Forum Partners



Arab Sports Marketing and Investment Association



7th International Forum
For Sports Investment & Manufacturing



Sports Services Companies Licensing Office
مكتب تراخيص شركات الخدمات الرياضية

LIMITLESS
— NATURALS —



NOVARA
DEVELOPMENT

Rêve
Du Nil



لجنة ناهورية
لجديدة المصلحة



Sponsor Packages



Platinum

500 Thousand Pounds



Gold

300 Thousand Pounds



Silver

200 Thousand Pounds



Bronze

125 Thousand Pounds

- putting the association's logo on all advertising and media means available for the forum in social media and national newspapers which contracted with the Association
- putting the association's logo inside the halls(the main hall of the forum- single halls for delegations' meetings, agreements and protocols- MOU
- Show video about the institution in the opening session of the forum (3 Minutes)
- putting the association's logo on all publications & advertising materials
- Allocate space in the hotel to display the association's products (6*2)
- Customize 15 minutes daily for the institution to show its products during forum program
- Free registration (5 Persons)
- Customize hotel cars (5 Cars)
- Presenting a shield to the institution
- Allocate equipped hall (coffee break and drinks) for signing any numbers of agreements & protocols
- Room with breakfast in the hotel (One Night)
- Two- days Launch in the hotel (5 Persons)

Platinum

500 Thousand Pounds



- putting the association's logo on all advertising and media means available for the forum in social media and national newspapers which contracted with the Association
- putting the association's logo inside the halls(the main hall of the forum- single halls for delegations' meetings, agreements and protocols- MOU
- Show video about the institution in the opening session of the forum (3 Minutes)
- putting the association's logo on all publications & advertising materials
- Allocate space in the hotel to display the association's products (3*2)
- Free registration (4 Persons)
- Customize hotel cars (3 Cars)
- Presenting a shield to the institution
- Allocate equipped hall (coffee break and drinks) for signing any numbers of agreements & protocols
- Room with breakfast in the hotel (One Night)
- Two- days Launch in the hotel (4 Persons)

Gold

**300 Thousand
Pounds**



- putting the association's logo on all advertising and media means available for the forum in social media and national newspapers which contracted with the Association
- putting the association's logo inside the halls(the main hall of the forum- single halls for delegations' meetings, agreements and protocols- MOU
- Free registration (One Person)
- Customize hotel cars (2 Cars)
- Two- days Launch in the hotel (4 Persons)

Silver

**200 Thousand
Pounds**



- putting the association's logo on all advertising and media means available for the forum in social media and national newspapers which contracted with the Association
- putting the association's logo inside the halls(the main hall of the forum- single halls for delegations' meetings, agreements and protocols- MOU
- Customize hotel cars (One Car)
- Two- days Launch in the hotel (One Person)

Bronze

**125 Thousand
Pounds**



Faculties of Physical Education students or staff at Egyptian sports facility

Sports federations, entities and youth and sports bodies in Egypt

For Contact: (+20) 122 481 0096 - (+20) 101 181 1101

E-Mail: info@asmia.org

Participation

Ministry of Youth and Sports

1. Has to be specialized in sport's investment, marketing and economy in ministry of youth and sport.
2. Students and researchers in the field of sport's investment and marketing from ministry's employees.
3. (5) specialist from each country are Allowed.
4. The Subscription price is 500\$ including obtaining an accredited certificate from international programme of professional sports marketing manager, in addition to getting all the benefits of the forum, and also meet many international companies and European manufacturers.
5. Lunch and dinner for Arab and European participants during forum days 8-9 December at the hotel where the forum is executed.
6. Allowing the head of the delegation to offer investment opportunities in his country during the opening session
7. The price of this participation doesn't include accommodation or internal transportations

Participation

The Egyptian Company's Participation

The price is 15 thousand pounds, for attendance of 2 representatives of the company during the days of the forum, and get, 3 certificates, one of them in the name of the participating company

Two- days Launch and coffee break

Meeting with Foreign and Arab investors

The possibility of making agreements and putting the company's logo on one of the field advertising means at the forum which determined by organizing and marketing company.

INVEST..

Executed by



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