



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



وزارة الشباب والرياضة
MINISTRY OF YOUTH AND SPORTS



Registration



Forum Agenda 2024



وزارة الشباب والرياضة
MINISTRY OF YOUTH AND SPORTS



ASMA
Arab Sports Marketing and Investment Association

SIM

7th International Forum
For Sports Investment & Manufacturing



Sports Services Companies Licensing Office
مكتب تراخيص شركات الخدمات الرياضية

LIMITLESS
— NATURALS —



LEEJAM

FITNESSIVE
FITNESSIVE LADIES

NOVARA
DEVELOPMENT

Rêve
Du Nil

SCORE
GRASS
The best for soccer



BLACK BALL
SPORTING CLUB

EGYPTAIR
A STAR ALLIANCE MEMBER

SPORTS
ACADEMY



ITICS

EGYPTAIR
Karnal

PROMO ADV.
SIGNS

MOON MEDIA
منى. العمدة



جمهورية
لجريدة
للمفاتيح



MSM
المدير المختص في التسويق الرياضي
PROFESSIONAL MANAGER IN SPORTS MARKETING

HAWK

الكيان للاستثمار والإنشاءات
ALKAYAN FOR INVESTMENT & CONSTRUCTION

الشباب
YOUTH AI & VI

8:00 AM - 9:00 AM	Registration of participants
9:00 AM - 9:15 AM	<ul style="list-style-type: none">• Opening Session• National Anthem• Presentation Video about the Forum
9:20 AM - 10:00 AM	Keynote Speeches <ul style="list-style-type: none">• Executive Director of the Forum Dr. Mohi Maarouf and the Secretary-General of the Arab Union for Sports Marketing and Investment• Video of ASMIA mini club• Representative of Technogym, Italy



Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall

9:20 AM - 10:00 AM

- Speech from LIMITLESS NATURALS (Nutritional Supplements Industry in the Middle East),
Dr. Peter Morgan
- Video of Leejam Sports Company
- Representative of Leejam Sports Company, Saudi Arabia, **Ms. Shaden Hamad Al-Suqri**
- Chairman of the Spanish-Chinese Chamber of Commerce
- Speech from **Eng. Mohamed Shebl**, Chairman of the Board of Directors of Novara Company

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall

9:20 AM - 10:00 AM

- Speech from **Professor Dr. Saad Shalaby**, Executive Director of Al-Ahly Club and Professor of Economics and Sports Marketing at Mansoura University
- Speech about the **establishment, announcement and activity of the union**

Counselor / Majed Al-Qaroubi, legal advisor to the Asmia Group of Companies

Counselor / Omar Haridi, legal advisor to the union, Arab Republic of Egypt

Counselor / Hussein Mustafa Al-Hashlan, Head of the International Relations Sector at the union, Kingdom of Saudi Arabia

Mr. Saif Allah Mustafa, Auditor at the Arab Federation for Sports Marketing and Investment

Day 1

December 8, 2024

Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall

9:20 AM - 10:00 AM

- Speech from [Khalid bin Suleiman Al-Takhim](#), Chairman of the Board of Directors of the Arab Federation for Sports Marketing and Investment
- Speech from [His Excellency Ambassador Mohamed Ahmed El-Ni](#), Secretary General of the Arab Economic Unity Council
- Closing remarks by [H.E. Dr. Ashraf Sobhi](#), Minister of Youth and Sports, Egypt

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall

9:20 AM - 10:00 AM

- Honors:
His Excellency Counselor / Abd El-Rahman
Ahmed Saeed

Ms. Shadan Hamad Al Saqri, Chief Operating
Officer, Leejam Company

LIMITLESS NATURALS Company

TECHNOGYM Company

Engineer Karim Ismail, Vice Chairman of the
Board of Directors of the Arab Federation for
Sports Marketing and Investment

H.E. Dr. Ashraf Sobhi, Minister of Youth and
Sports, Egypt

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall

Session 1

10:00 AM - 10:30 AM

The Vision of Sports Manufacturing in the Middle East

- **Session Moderator:** Mr. Ahmed Sina, Businessman
- **Speakers:** Representatives of Technogym (Italy), Representatives of Leejam Sports Company (Saudi Arabia)
- **Video of Leejam Sports Company**

Day 1

**December 8, 2024
Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall**

Session 2

10:30 AM - 11:00 AM

Artificial Intelligence and Sports Digitalization

- Speaker: **Dr. Abdelwahab Ghoneim**,
Vice President of the Arab Union for
Digital Transformation
- Spanish speaker on the same topic
- **Session Moderator: Dr. Osama Imam**,
Dean of the Faculty of Computers and
Artificial Intelligence

Day 1

December 8, 2024

**Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall**

Session 2

11:00 AM - 11:15 AM

Spanish-Chinese Experience in the Field of Sports

President of the Spanish-Chinese Chamber of Commerce **LETICIA CHAN LAIN**

11:15 AM - 11:30 AM

Football is the hidden arm of political economy

Professor Dr. Saad Shalaby, Executive Director of Al-Ahly Club and Professor of Economics and Sports Marketing at Mansoura University

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
Cairo, Conrad Hall

Session 3

11:30 AM - 12:00 PM

Marketing and Commercial Rights

- Speakers: Player agents from Serbia, Al Ahly Club, Zamalek Club, Atletico Madrid Contracts Manager
- Session Moderator: Dr. Essam Sarag, Assistant to H.E. Minister of Youth and Sports, Egypt

12:00 PM - 12:15 PM

Sports Cities and International Sports Academy in Madrid

Spanish Speaker: Jesus Peramos

Former Vice President and Secretary General of the Spanish Footballers' Association (AFE) and Delegate of the Aces International Foundation in Brussels - the awarding body of the world's sports awards

Day 1

December 8, 2024

Conrad Hotel, Nile Corniche,
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12:15 PM - 12:30 PM	Coffee Break & Exhibition Opening
12:30 PM - 4:30 PM	Presentation of Investment Opportunities in Egypt's Sports Sector



Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
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Session 4

4:30 PM - 5:30 PM

Real Estate Development in Egypt and Its Relation to Sports Revival

- Speakers: Media Personality [Mona Al-Omda](#), Assistant Prof. Dr. Engineer [Ahmed Halim](#)
- Interactive discussion with participants and specialized sponsors

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
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Session 5

5:30 PM - 6:00 PM

The Impact of Hosting the 2034 FIFA World Cup on Saudi Arabia and Neighboring Countries

- Media Personality: Saleh Al-Saleh
- Session Moderator: H.E. Mr. Magid Al-Qaroubi, Legal Advisor for Sports and Asmiya Group of Companies

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
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Session 6

6:00 PM - 6:30 PM

Successful Experiences of Institutions and Companies in the Sports Industry

- Speaker: [Mr. Adeb Al-Hewar](#), Owner of the First Private Sports City in the Gulf
- Arab Investors in Sports from Oman, Saudi Arabia, UAE

[Session Moderator: Prof. Dr. Mohamed Zaromba](#)

Professor at the Faculty of Sports Sciences, Port Said University and Senior Operations Manager at IGL Sports Investments

6:30 PM - 6:45 PM

Honoring Speakers, Participants, and Sponsors

Lunch

Day 1

December 8, 2024
Conrad Hotel, Nile Corniche,
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Site Visits to Sports Clubs and Private Sports Investment Entities

Meetings with **H.E. Dr. Ashraf Sobhi**,

Minister of Youth and Sports, and international and Arab guests and participants in his office.

Day 2

December 9, 2024

Visits