

2025/12

阿拉伯市场营销与体育投资联合会 (ASMIA)主办第八届国际体育投资 与制造论坛

Presenter: Caroline Gao

Comprehensive information on forums and exhibitions

The Arab Sports Marketing Investment Federation promotes sports investment cooperation among Arab countries

Details of exhibition venue rental



ASMIA has partnered with Chinese sports brands



Eighth International Sports Investment Forum

The 8th International Sports Investment and Manufacturing Forum will be held in Cairo, Egypt in December 2025, hosted by the Prime Minister of Egypt, attracting more than 250 sports organizations and enterprises from Arab countries.



Sports industry cooperation between China and Arab states

ASMIA has reached a strategic cooperation with Chinese sports brands to promote the export of Chinese sports

equipment through the marketing network in the Arab region, so as to realize two-way market penetration and resource sharing.

ASMA has partnered with Chinese sports brands



Economic development in sports is linked

During the forum, agreements on the manufacture of sportswear and sporting goods will be signed, and joint research institutions will be developed to develop sports training programs and promote the construction of new sports colleges in the Middle East.



New path of cultural integration

The China-Arab team will jointly hold characteristic sports events, combining China's technological advantages with the regional characteristics of Arab countries, and build a platform for cross-border sports and cultural exchanges.



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Eighth International Sports Investment and Manufacturing Forum



Meeting Time

In December 2025, the International Sports Investment and Manufacturing Forum will be held in Cairo, Egypt.



Congress Venue

The Grand Egyptian Museum in Cairo will host the forum and welcome guests from around the world.

03

A collage of various sports equipment including baseballs, bats, gloves, and a basketball. The items are arranged in a dense, overlapping manner, showcasing different textures and colors like red, black, white, and brown.



Potential and business opportunities:
Cooperation in sports is wide-ranging

Sports equipment and facility construction

There are various sports equipment, including aerobic and strength training, and complete competition equipment; the facilities involve stadium construction and temporary structures to meet all kinds of sports needs.

Sports marketing and training

Organize sports marketing training, cooperate with ASMIA, participate in the Sports Invest-

ment Forum, meet with top sports officials, and focus on sports equipment and facility construction.

Potential and business opportunities



Show cooperation opportunities

Each participating and exhibiting company will have the opportunity to showcase its official cooperation with Egypt, the Arab world and Africa.



Overview of the exhibition

Egypt Sports Show 2025,
Chinese manufacturers
show new products, face
the Middle East buyers.



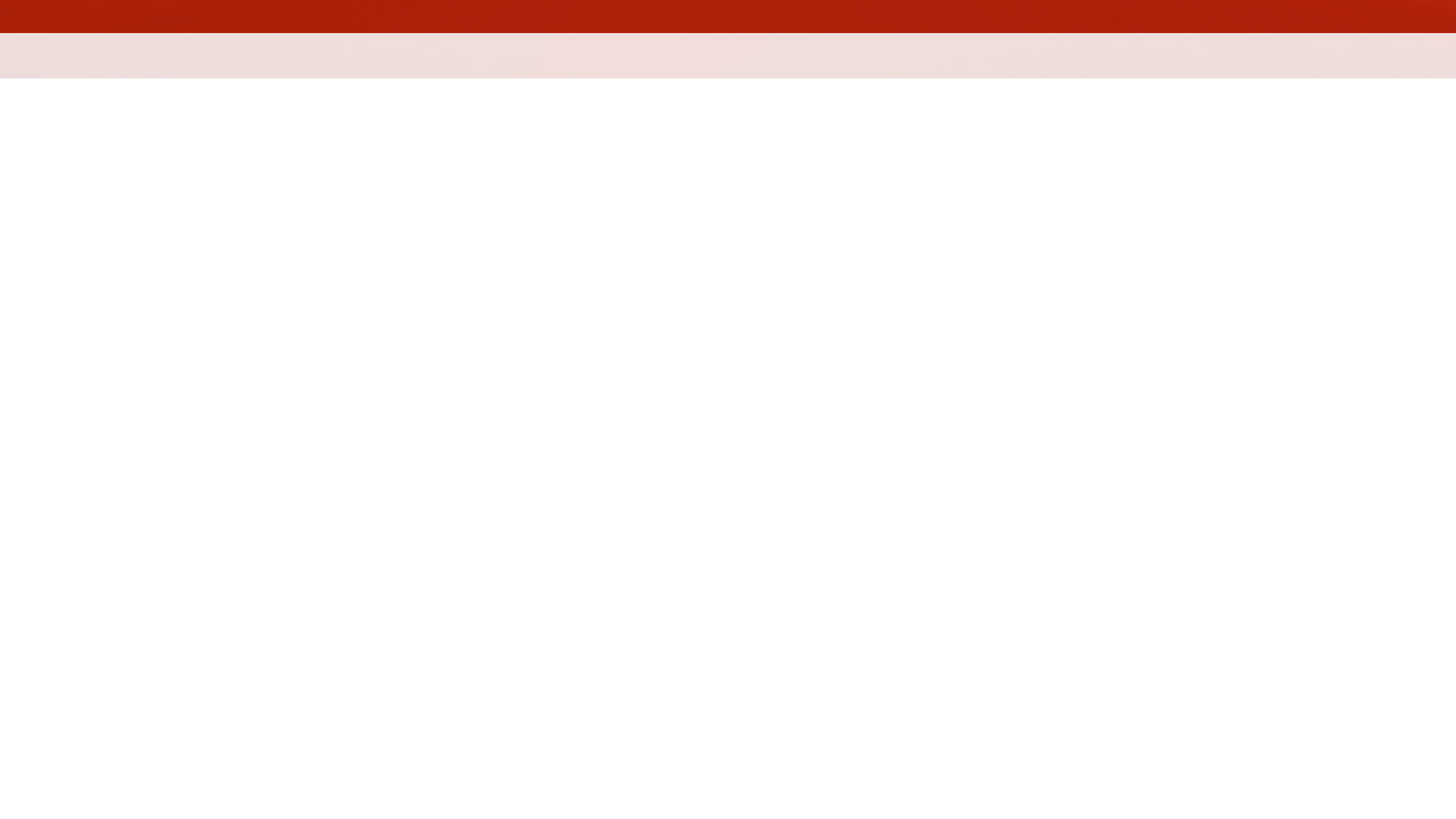
Target audience 1

He is the head and commissioner of procurement in the sports system of Egypt and neighboring countries.



Target audience 2

He is responsible for the procurement and construction of education systems in Egypt and its surrounding areas, a sports enthusiast in universities, and a young consumer group.



Exhibition introduction: Target audience 3

Sports clubs and societies

Sports clubs cover fitness, badminton, martial arts and so on, attracting investors, coaches, trainers and purchasers from the rehabilitation and holiday industries.

Agency and engineering channel partners

Gather global buyers, covering retail, e-commerce, leasing and large department stores.

Other relevant institutions and individuals

Government agencies, procurement departments of large units, rehabilitation departments of hospitals, construction and management institutions of venues in neighboring countries, sports event operators, professional media, technical personnel, sports enthusiasts.



Scope of exhibits and exhibitors



Venue facilities

It covers the stadium system, design and operation services, and professional sports venues such as running track, lawn, lighting, swimming pool and so on.

Equipment

Display fitness equipment, outdoor sports equipment, including ball games, skateboards, water sports, rock climbing, roller skating and physical training equipment.



Sports industry chain

The participating enterprises cover sports facilities and equipment, supplies manufacturing and technology solutions, showing the overall picture of the sports industry.

Smart sports products

Smart wearable devices, high-tech training equipment, as well as venue construction and sports lighting solutions were on display.



04



Size of the exhibition

The modern exhibition space is 20,000 square meters, and the standard booth is fully equipped with basic partitions.



Leaseable area

The minimum rental area is 36 square meters, suitable for all kinds of display needs.



rental expenses

The rent is \$250 per square meter for the three days of the forum.



customized service

For special area requirements, Companies are welcome to apply for personalized customization programs.





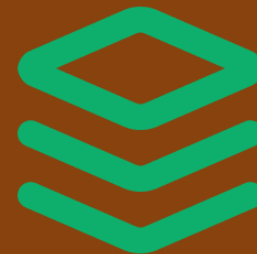
Language services and forum access

Three bilingual service personnel will be provided and each company will receive two main venue passes, including meals.



Brand and business connection

The company logo is fully displayed, and a special business meeting for Egyptian sports leaders is held.



Cultural experience and official certification

Cultural experience: Provide the opportunity to visit Egypt's famous sports facilities and historical sites. Official certification: Issue a certified forum participation certificate.

Individual participant registration

Details of registration fees

"The registration fee is \$1,000, including three days of forum activities, meals, transportation and certificate. The hotel price is quoted separately."



Individual participant registration: Sponsorship program



Details of platinum sponsorship

Platinum Sponsorship: \$75,000 for lectures, booths, publicity, meetings, accommodation and private car services, certification as a top sponsor of the forum



Gold Sponsor Details

Gold Sponsorship: \$50,000 for 5 minutes of speech, 36 booth, full platform exposure, 12-person conference room, 3 person logistics support, 3 rooms for 5 nights, private car service, official certification.



Silver Sponsorship Details

Silver sponsorship: \$30,000, 3-minute speech, 18 booth, full platform exposure, 12-person conference room, 2-person logistics, 5 nights of double room, exclusive car, official certification.

THE END
谢谢