

Details of the 8th International Forum for Investment and Sports Industry – Sports Manufacturing Around the World – Cairo, December 12–14, 2025 – Grand Egyptian Museum

Forum Name: 8th International Forum for Investment and Sports Industry (Sports Equipment Manufacturing Around the World)

Accompanying Exhibition Name: Sports Equipment Manufacturing Around the World

Accompanying Program Name: Overseen by the Investment Sector for Health and Medical Awareness of the Arab Federation for Sports Marketing and Investment, chaired by Prof. Dr. Gamal Shaaban, global professor of surgery and cardiology. Includes a 6-hour workshop on sudden cardiac death prevention awareness and BLS certification in collaboration with the Green Heart International Center recognized by the American Heart Association.

Inviting interested companies and individuals: Arab and African clubs, Arab youth and sports ministries, academies, and parents interested in attending the program.

Venue: Arab Republic of Egypt – Grand Egyptian Museum – Cairo – Giza Date: December 12–14, 2025

Honorary Sponsorship: H.E. Prof. Dr. Ashraf Sobhi – Egyptian Minister of Youth and Sports, and the Arab Economic Unity Council. Sponsorship approval also in process from the Prime Minister of Egypt and the League of Arab States.

Governmental Sponsorship: Egyptian Ministry of Youth and Sports Diplomatic Sponsorship: Arab Economic Unity Council Medical Sponsorship: Green Heart International Center recognized by the AHA

Organizing, Funding & Marketing: Arab Federation for Sports Marketing and Investment and its members, and partners in China (Silk Road Organization – Green Heart International Center – Mohsen Haidar Group, Oman)

Proposed Forum Themes (Over 3 Days):

- Football equipment manufacturing and football stadium investment and marketing
- Global sports equipment manufacturing
- Sports for sudden cardiac death prevention awareness
- Development of martial arts and China's role
- Optimal marketing strategies for motorsport events with FIA
- Social responsibility, AI, and climate change

- Sports law and arbitration with ISL (Athens, Greece)
- Sports economy – digital and virtual
- Sports tourism in the Middle East
- Opening new sports markets in Arab and Middle East manufacturing
- Discussion of ETPASE – Electronic Trading Platform for Arab Sports Economy 2025–2030 – with partners from China and France
- Discussion of smart stadiums and digital transformation
- Establishing mega sports facilities in new cities (Administrative Capital – Egypt, Haitham City – Oman, King Abdullah City – KSA, Dubai Sports City – UAE, Chinese sports cities)
- Egypt's investment opportunities 2025–2030
- Health data solutions for athletes from a leading Chinese company – Big Data products for hospitals, infection monitoring, antibiotic tracking, etc.

Major Sports Channels Invited: Dubai Sports – Abu Dhabi Sports – Sharjah Sports – Fujairah Sports – Saudi Sports – Nile Sports – TEN – French TV channels – DMC – MBC – sports programs in Egypt, Tunisia, Europe, and Kuwait

Main Media Outlets Invited:

1. Al-Ahram – Al-Gomhuria – Al-Akhbar – Al-Masry Al-Youm – Youm7 – Al-Khaleej – Al-Bayan – Egyptian Youth and Sports Portal
2. All websites of ASMA members (167 members)
3. All websites of international and Arab sports federations
4. Sponsor websites
5. French sports conference/event media
6. European & Arab Sports Marketing & Investment Federation platforms

Suggested Participating Institutions:

- Silk Road China
- China Sporting Goods Federation
- Organizer: Arab Federation for Sports Marketing and Investment (ASMIA)
- Strategic Partner: Chinese Sporting Goods Federation

Forum Background: ASMIA (Arab Federation for Sports Marketing and Investment), affiliated with the Arab Economic Unity Council, includes 177 entities from 14 Arab countries. The federation represents a major link between Arab investors and official investment and sports bodies, promoting legal and administrative reform for sports industry investment across the region.

Key Participants:

- Egyptian Minister of Sports and Arab ministers
- Over 500 companies/factories from global sports manufacturing

Forum Vision and Mission:

1. Technological Leadership
2. Experience Exchange
3. Trend Analysis
4. Investment Opportunity Discovery
5. International Collaboration

Main Agenda:

1. Issuing White Paper on Arab Sports Investment Policy
2. Briefing on sports infrastructure tenders in MENA
3. Opening ASMIA China Office
4. Signing cooperation agreement with China in sports industry investment

Exhibition Sections:

- Smart sports equipment
- Smart stadium technology
- Sportswear design
- Training and rehabilitation systems
- Sports medical journals
- Global sports platforms
- Combat sports gear & demonstrations
- Academy product displays

- Chinese cuisine pavilion
- Global sportswear & footwear brands
- Main showcase: Chinese Sports Technology Solutions 2025

Commercial Engagement:

1. Business deals under Egypt's Ministry of Sports & ASMA with clubs, federations, and companies
2. Special tour for African Sports Academy project with Egyptian Government support

Market Opportunities:

- China exported \$283.96B in sports goods in 2024
- Egypt's "Sports Activation Plan 2030" budget exceeded \$5B

Main Collaboration Areas:

- Smart wearables/training gear
- Sports education/export services

Government Coordination:

- Stadium construction
- Sports facility upgrades in schools
- High-quality equipment for Arab & African clubs

Exclusive Services:

- Big Data matching pre-expo
- Legal/tax consulting
- Commercial translation support

Key Invitees for Opening Session:

- Arab youth & sports ministries
- International & Arab sports federations
- Sports councils
- Sports clubs & centers

- Sports manufacturers & companies
- Experts, consultants & speakers
- Athletes & public figures
- League of Arab States
- Arab Economic Unity Council
- Arab Federations for e-Commerce, Digital Transformation, Intranet, and Sports Economy
- Arab banking institutions

Forum Purpose: To gather Arab & foreign investors in the Middle East in partnership with China to explore the latest sports manufacturing trends and unlock new investment and industrial opportunities globally.

Forum Goals: To present global sports investment opportunities and build partnerships among Arab, foreign, and African companies through strategic collaboration with China.

Participating Countries (besides strategic partner China): Italy, Spain, Yugoslavia, Ukraine, Portugal, Russia, UAE, Morocco, Cyprus, Tunisia, Algeria, Syria, Libya, Kuwait, KSA, Mauritania, Netherlands, Qatar, Oman, Jordan, Lebanon, Iraq, Yemen, Turkey, France

VIP Guests Expected (as of March 10, 2025):

- Leaders of major European, Egyptian, and Arab sports clubs
- Ministers of Sports from China, France, Turkey, KSA, Oman, Kuwait, UAE, Bahrain, Serbia, Bulgaria
- Arab and European ambassadors in Cairo
- Investors from Italy, France, Bulgaria, Serbia, KSA, UAE, Kuwait, Egypt, Morocco, Tunisia, Libya, Greece, Cyprus, Netherlands, Qatar, Russia
- Major Chinese sports industry corporations

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