

Invitation for Government Sponsorship and Institutional Participation

9th International Edition of the Sports Investment and Industry Forum 2026

Main Theme: Artificial Intelligence and Its Relationship with Sports

Date

December 7-9, 2026

Venue

Arab Republic of Egypt

Organizer

Arab Union for Sports Marketing and Investment

📄 To: [Ministry Name] — An invitation to place the Forum under the patronage of [Ministry Name] and to participate institutionally in its activities



ASMA
Arab Sports Marketing and Investment Association



9th International Forum
For Sports Investment & Manufacturing



An Arab Platform Uniting Sports, Technology, and Investment

The Sports Investment and Industry Forum enters its ninth international edition, continuing its role as a platform that brings together key stakeholders in the sports, technology, and investment ecosystem, and opens channels for dialogue and cooperation between the government sector, private sector, sports institutions, and academic bodies. The Forum represents an exceptional opportunity for institutional convergence and exchange of expertise at the Arab and international levels.



Ministries and Government Authorities

Policymakers and decision-makers in the sports sector



Sports Institutions and Federations

Governing and operational bodies of the sports sector



Technology Companies and Investors

Technology partners and capital holders



Universities and Research Centers

Sources of innovation, knowledge, and talent



Extensive Experience in Institutional and Regional Communication

Over the course of previous editions and institutional activities associated with the forum, the federation has worked to build communication channels with institutions, figures, and delegations from several Arab countries, reinforcing the regional dimension of the forum and opportunities for institutional cooperation.

Previous Institutional Meetings and Communication

Highlights from the federation's institutional communication record with government entities, sports bodies, and delegations from Arab and regional countries across previous forum editions.

- Official bilateral meetings with regional government entities
- Hosting of Arab and international delegations at forum events
- Participation in official opening ceremonies
- Institutional and specialized dialogues and discussions
- Cooperation and institutional coordination activities



□ The images shown document the federation's institutional communication activities. No individual is identified unless explicitly stated in officially provided materials.

Sports Has Become a Strategic Sector for Technology and Innovation

Technology is no longer just a supporting element in the sports sector — it has become a core part of infrastructure, operations, investment, security, sustainability, and fan experience. SIM 2026 Forum addresses these transformations within a comprehensive strategic framework.



Governments Are a Key Partner in Shaping the Future of Smart Sports

The role of governments extends far beyond regulation and oversight — it encompasses policy-making, creating an enabling investment environment, developing infrastructure, and fostering regional and international cooperation. The success of the smart sports ecosystem depends not on technology alone, but on the integration of policy, investment, innovation, and execution.

Policy & Regulation

Establishing regulatory frameworks and AI governance policies in sports

Infrastructure

Developing and technologically enabling smart sports facilities

Digital Transformation

Supporting the digitization of sports services and enhancing operational efficiency

Public-Private Partnership

Encouraging partnership models between sectors to achieve sustainable development

Regional & International Cooperation

Strengthening coordination with Arab countries and international partners

Capacity Building

Supporting training programs and qualifying human resources in sports technology fields

Why Does [Ministry Name]'s Participation Represent Strategic Value?

The participation of [Ministry Name] enables linking its mandates and priorities to the sports, technology, and investment sectors, and opens channels for dialogue with relevant governmental, industrial, and academic entities. Below are the key strategic pillars relevant to the mandate of [Ministry Name]:

[Ministry Mandate — Pillar One]

Connecting the Ministry's priorities in this area to the forum's specialized tracks and governmental dialogues

[Ministry Mandate — Pillar Two]

Exploring intersections between Ministry policies and the directions of the sports technology industry

[Ministry Mandate — Pillar Three]

Strengthening the Ministry's institutional presence within the Arab and regional specialized dialogue ecosystem

[Ministry Mandate — Pillar Four]

Building channels of engagement with relevant technical, investment, and academic entities

□ The content of this slide is customized for each ministry according to its mandates and strategic priorities. The pillars listed do not represent a commitment from any party.

One Ecosystem Bringing Together Government, Industry, Academia, and Sport

The forum brings these stakeholders together in a single environment that enables dialogue, knowledge exchange, and exploration of collaboration opportunities, projects, and initiatives that can be scaled at the Arab, regional, and international levels.



Themes Addressing Government Priorities and the Industry of the Future

In its ninth edition, the Forum addresses a range of policy, technical, and investment files of governmental priority, providing a high-level dialogue platform on the future of sports in the age of artificial intelligence.

AI Governance

Regulatory frameworks and national policies for sports artificial intelligence

Smart Infrastructure

Transforming sports facilities into integrated technological environments

Cybersecurity

Protecting data and digital systems in the sports sector

Sustainability & Energy Efficiency

Smart energy technologies and resource management in facilities

Public-Private Partnership

Innovative investment models in the sports and technology sector

Sports Digital Economy

Digital sports industries and economic growth opportunities

Skills & Talent Development

Building national competencies at the intersection of sports and technology

Research, Development & Innovation

Sports innovation ecosystems and university-industry partnerships



How Can [Ministry Name] Participate?

The following are proposed participation options presented to [Ministry Name] for consideration, all subject to official approval and prior institutional coordination.

01

Institutional Sponsorship

Placing the forum under the institutional patronage of the Ministry in accordance with officially approved procedures

02

Opening Ceremony Participation

Participation of His Excellency the Minister or their representative in the opening ceremony and delivery of an official address

03

Session Participation

Nominating leaders and experts to participate in specialized sessions and governmental dialogues

04

Institutional Pavilion

Allocating a pavilion to showcase the Ministry's initiatives, programs, and related projects — upon request and prior coordination

Sponsorship That Enhances the Institutional Impact of the Forum

Subject to formal written approval, institutional sponsorship may include a range of recognition and documentation forms that strengthen the Ministry's official presence at the Forum and document its institutional contribution.

Expected Forms of Institutional Recognition

- Recognition of the Ministry as an official sponsoring entity in official materials
- Inclusion of the Ministry's logo in relevant correspondence and announcements
- Representation of the Ministry in the official opening program
- Highlighting the Ministry's contribution in relevant thematic tracks
- Coordination regarding the participation of relevant affiliated entities
- Media documentation of the Ministry's official participation
- Exhibition space available upon request and prior coordination

Organizational Note

Institutional Ministry sponsorship is not treated as a commercial sponsorship package. Should the Ministry wish to allocate a pavilion or exhibition space within the Forum, the Ministry bears the costs of designing, producing, and equipping the pavilion in accordance with the Forum's technical, organizational, and approved identity specifications.

The costs of producing and equipping the pavilion — when requested — are independent and shall be borne by the Ministry, to be determined in prior coordination with the organizing body.

- ❗ All forms of participation and recognition mentioned are contingent upon formal written approval and prior institutional coordination.

From Dialogue to Institutional Cooperation Opportunities

The value of the forum extends far beyond its three days, as it represents a platform for exploring scalable cooperation pathways between government entities, industry, and academia, within a framework of serious and ongoing institutional dialogue.

→ Institutional Cooperation Channels

Exploring cooperation opportunities between government entities, industry, and scientific research



→ Regional Expertise Exchange

Enhancing mutual learning between Arab countries in sports technology domains



→ Skills Development Programs

Exploring training and capacity-building opportunities in smart sports fields

□ The terms used — exploration, opportunities, potential pathways — reflect the nature of the forum as a dialogue environment. They do not represent commitments, contracts, or obligations from any party.

We Look Forward to [Ministry Name]'s Partnership in Shaping the Future of Sports

The Arab Union for Sports Marketing and Investment is honored to invite [Ministry Name] to consider placing the 9th International Edition of the Sports Investment and Industry Forum 2026 under its patronage, and to participate institutionally in its proceedings, in alignment with the Ministry's mandates and priorities.

Date	Venue	Next Step
December 7–9, 2026	Arab Republic of Egypt	Coordinate a formal meeting to discuss patronage and institutional participation

Egypt / Arab Union

Mohi Mahmoud Maarouf

Secretary General, Arab Union for Sports Marketing and Investment

CEO, Annual International Sports Forum

+20 2 3346 8498

+20 122 797 1941

mohy@asmia.org | info@asmia.org

www.asmia.org

Tarek El-Rafie — Egypt & Middle East

+20 100 199 4949

info@telrafie.com

Regional Representatives

OPTIONAL — CAN BE REMOVED IN MINISTRY-SPECIFIC VERSIONS

Caroline Gao — China

0086 156 0100 1085

WeChat: carolinegao88 | WhatsApp: 0033 6 2711 5158

carolinegao8@gmail.com

Gijun Park — Korea

Korea Investment & Development Co., Ltd. | CSO

+82 10 6449 0039

gjp@pwv.co.kr

[linkedin.com/in/gijun-park198](https://www.linkedin.com/in/gijun-park198)

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