

Science & Innovation at the Heart of Sports' Future

An Invitation for Academic Partnership & Innovation

The Event

**9th Annual International Forum
for Sports Investment &
Industry 2026**

Main Theme

Artificial Intelligence and Its
Relationship with Sports

Date & Venue

December 7–9, 2026 · Arab Republic of Egypt

*Organizer: Arab Sports Marketing & Investment Association — Member of
the Council of Arab Economic Unity*

In cooperation with the strategic partner in the host country: **Egyptian
Ministry of Youth and Sports**

SIM — Sports Investment & Industry Forum | ASMIA — Arab Sports Marketing & Investment
Association | Council of Arab Economic Unity | Ministry of Youth and Sports — Arab Republic of
Egypt



**9th International Forum
For Sports Investment & Manufacturing**





From Academic Research to Sports Application

The Forum brings together in one integrated platform the most prominent stakeholders in the sports, technology, and investment ecosystem, with the goal of transforming academic knowledge into practical solutions that are applicable and scalable.



Universities, Colleges & Research Institutions

The source of innovation and applied scientific knowledge



Technology Companies

Platforms for advanced technical development and application



Sports Institutions & Venue Operators

The real-world application environment and driver of innovation demand



Governments & Investors

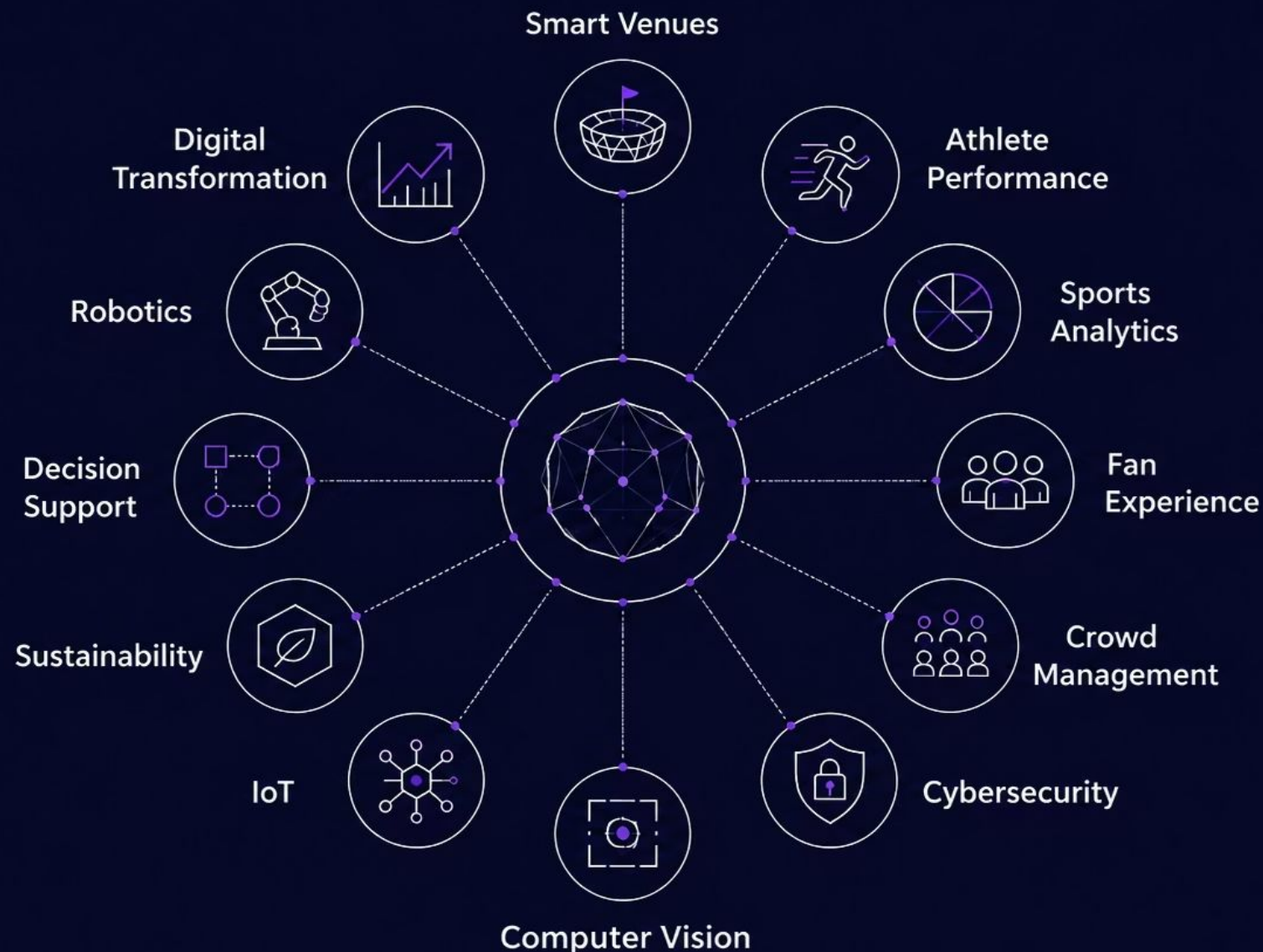
Supporters of innovation ecosystems and entrepreneurship



Core Message: Connecting academic knowledge with practical application and exploring investment and innovation opportunities in the sports industry.

Sports Has Become a Living Laboratory for Artificial Intelligence

Sports is no longer just physical competition — it has become an arena where the latest technologies converge and AI applications are tested in real time.



Each of these areas opens new horizons for academic institutions in joint research, applied innovation, and exploring potential pathways to develop scalable solutions at a regional and international level.

Academic Institutions Are Not Observers of Change — They Are Partners in Shaping It

Universities, colleges, and research institutions hold a true wealth of talent, research, and laboratories capable of leading the digital transformation of the sports industry — while enhancing their institutional reputation and research impact at the international level.

Scientific Research & Algorithm Development

Innovating AI solutions tailored for sports applications

Technical Labs & Research Facilities

Testing and development environments for prototypes and student innovations

Entrepreneurship & Technology Transfer

Exploring potential pathways to transform research outcomes into marketable products and startups

Talent Development & AI Ethics

Preparing the next generation while ensuring responsible governance of technology



From the Lab to the Market

Give your academic institution's innovations a platform in front of organizations capable of adopting them and exploring funding opportunities.



Academic Programs

Showcase your specializations and degrees in AI and technical engineering



Research Centers & Labs

Highlight your research capabilities and technical infrastructure



Applied Research & Projects

Feature your applied studies and technical solutions in the sports context



Prototypes & Student Innovations

Present your team's inventions and creative ideas to investors and partners



Startups & Entrepreneurial Ventures

Showcase your entrepreneurial projects to a wide network of potential supporters and funders

Three Worlds — One Platform

The Forum forms an exceptional convergence point between three pivotal sectors that complement each other to produce real added value in the sports innovation ecosystem.

Academia

Universities, colleges, research, and innovation

Technology Industry

AI companies, solutions, and technology platforms

Sports Sector

Clubs, venues, and sports federations

At the Center: AI Innovation

1

Joint Research

2

Applied Projects

3

Technology Transfer

4

Pilot Projects

5

Executive Education

6

Student & Research
Opportunities

7

Marketing & Commerce

8

Exploring Research
Funding Opportunities

This intersection is where real opportunities are born — from research collaboration to exploring technology transfer pathways and the potential for launching joint entrepreneurial ventures.

What Can an Academic Institution Achieve Through Participation?

☐ Strategic Partnerships with Technology Companies & Sports Institutions

Open scalable collaboration channels with leading players in the tech and sports sectors, and strengthen your institution's positioning at the regional and international levels

☐ Exploring Research Funding & Commercialization Opportunities

Present your research to potential funders and investors, and explore funding possibilities and real-world application of your research projects

☐ Joint Program Development & Regional/International Collaboration

Co-design graduate programs and specialized professional tracks in sports AI with your partners

☐ Creating Internship & Field Application Opportunities for Students

Provide your students and researchers with real professional experiences and a network of employers and sports institutions, strengthening their connection to the job market



Showcase the Research & Innovation Power of Your Academic Institution

The Forum provides an integrated platform that enables your academic institution to achieve scientific and technical visibility in front of an elite group of decision-makers and industry partners, while enhancing its research and institutional reputation.



Presenting Research & Applied Projects



Showcasing Prototypes & Innovations



Participating in Scientific Sessions



Leading Specialized Workshops



AI Governance Discussions



Networking with Public & Private Sectors

 Scientific contributions are presented in accordance with the Forum's approved academic program.

Position Your Academic Institution at the Heart of the Sports Innovation Ecosystem

Participating in the Forum is not merely attendance — it is a strategic institutional positioning that establishes your academic institution as a reference point at the intersection of AI and sports, and enhances its research impact and international academic collaboration.



Official Recognition as an Academic Partner

An institutional partnership certificate officially endorsed by the Arab Federation



Visual Presence in Event Materials

Your institution's logo across all marketing and media materials of the Forum



Dedicated Academic Institution Pavilion

A dedicated space to showcase your programs, research, and innovations



Media Coverage & Documentation

Presence in Arab and international media covering the Forum



**INTERNATIONAL
CONFERENCE
2025**

Choose Your Partnership Level

Academic partnership packages are designed to suit different levels of institutional aspirations and strategic positioning goals.

Packages designed to support institutional visibility, applied research, industry partnerships, and opportunities for students and researchers.

★ Founding Academic Partner

8,000 USD

The highest level of academic partnership. Provides maximum institutional visibility and participation in the scientific program.

- Official recognition as a Founding Academic Partner
- Institution's logo featured in the most prominent positions
- Premium academic institution pavilion at the exhibition
- Research and innovation showcase
- Comprehensive scientific participation opportunities
- Sessions and workshops
- Networking with governments, investors, and sports institutions
- Media coverage, invitations, and official accreditation badges

◆ Strategic Academic Partner

5,000 USD

For academic institutions seeking a strong institutional presence and active participation in the academic program and professional networking.

- Official recognition as a Strategic Academic Partner
- Institution's logo in event materials
- Academic institution pavilion included in the package
- Research and project showcase
- Participation in scientific sessions
- Specialized workshops
- Networking with companies and sports institutions
- Invitations and official accreditation badges

💡 Innovation Academic Partner

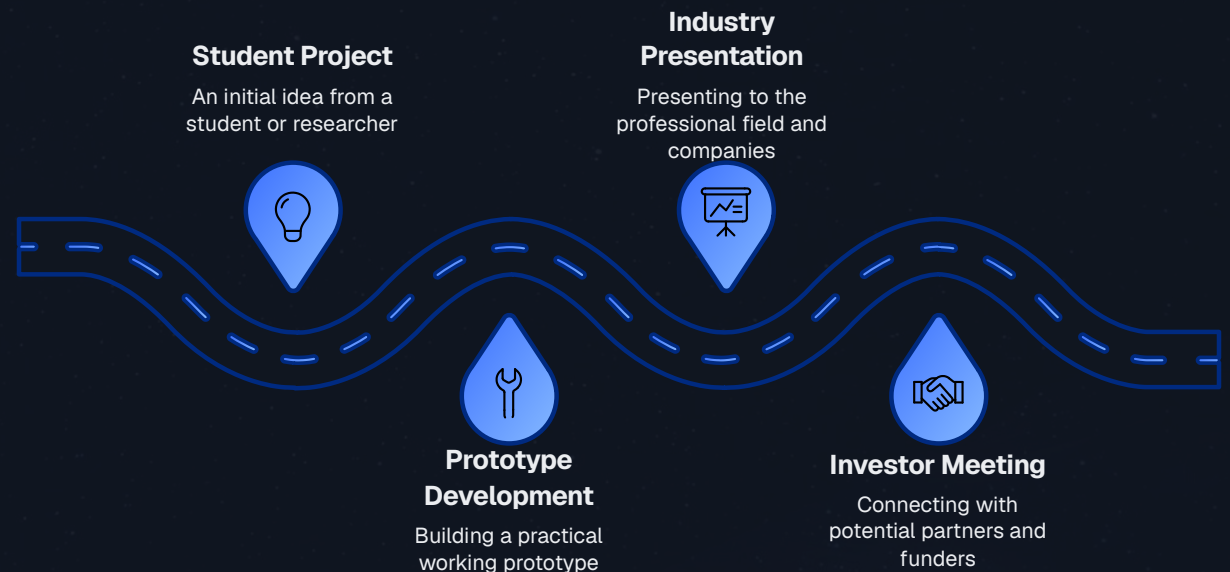
3,000 USD

For universities, colleges, and research centers seeking scientific and technical visibility and showcasing their innovations to a specialized audience.

- Official recognition as an Innovation Partner
- Institution's logo in dedicated materials
- Research and prototype showcase
- Participation in sessions and workshops
- Networking with industry and sports sectors
- Media coverage and official accreditations

Give Your Students & Researchers a Platform Beyond Your Institution's Walls

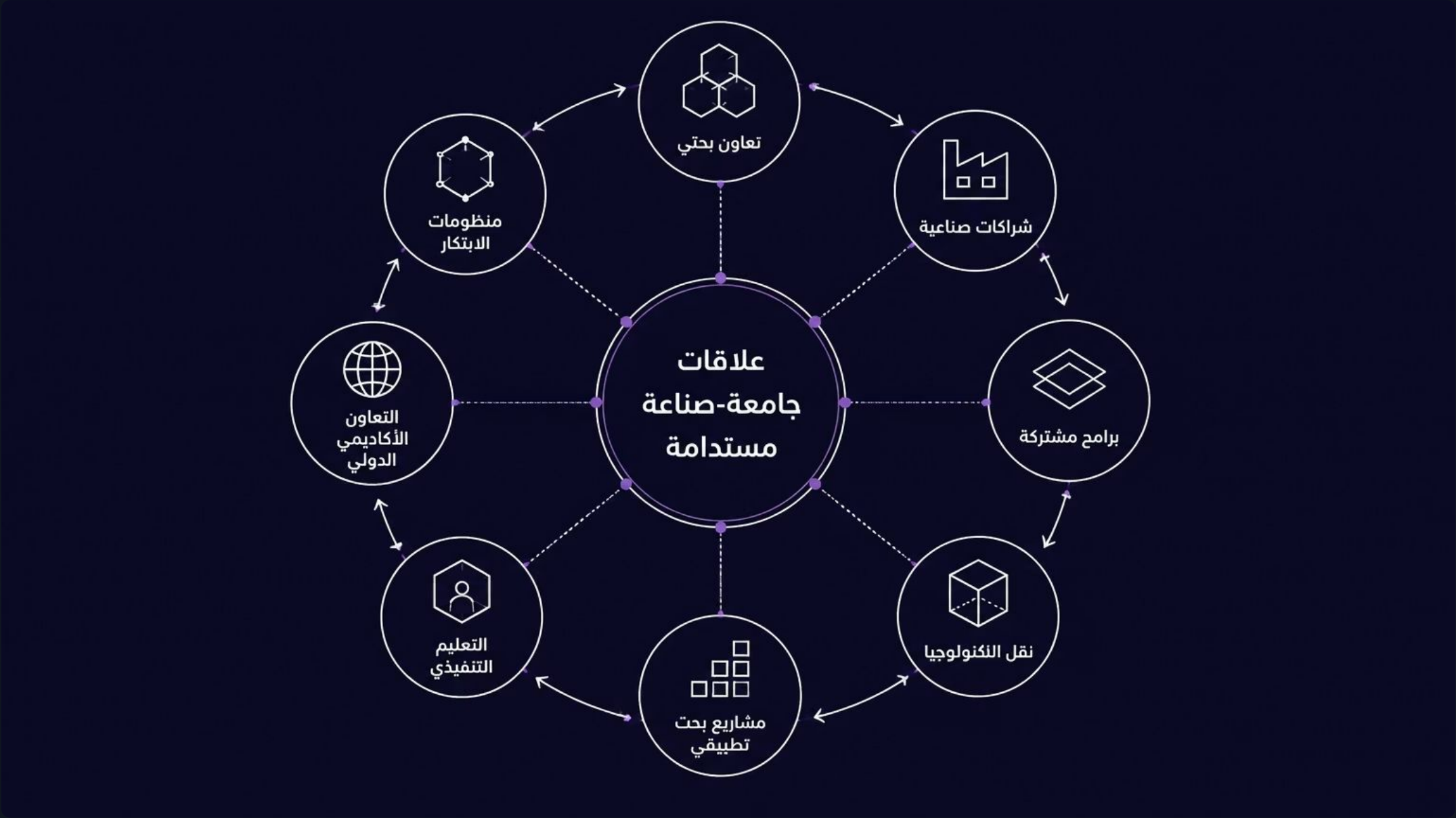
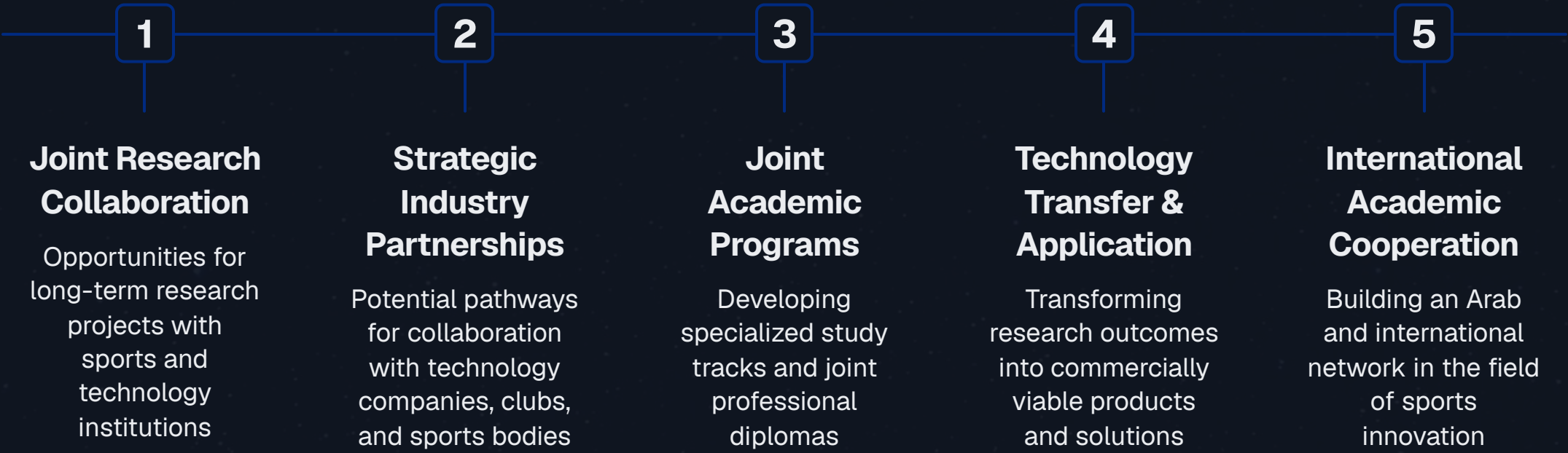
The Forum represents a rare opportunity to transform student projects and researcher work into real professional experiences with tangible impact.



This pathway does not promise guaranteed outcomes, but it opens the doors of a comprehensive professional environment for your students and researchers — giving them the vision, connections, and professional exposure needed to launch into the job market.

A Partnership That Goes Beyond Three Days

The goal is not just to participate in an event, but to explore the potential for **building sustainable connections between the academic institution, the sports industry, and technology** — connections that bear fruit over the long term.



Join Us as an Academic Partner in Shaping the Future of Sports

Make your academic institution part of the Arab and international dialogue on Artificial Intelligence and Sports Innovation

 Event Date December 7–9, 2026 Arab Republic of Egypt	 Registration Deadline September 30, 2026	 Next Step Request a meeting to review partnership packages and participation opportunities
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Egypt / Arab Federation

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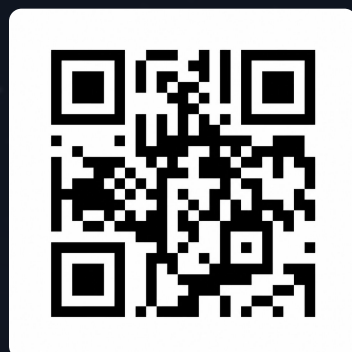
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Scan the Code to Register



Arab Sports Marketing & Investment Association

Member of the Council of Arab Economic Unity | Strategic Partner: Egyptian Ministry of Youth and Sports

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