

Under the Patronage of

The Ministry of Youth and Sports

The Arab Federation for Sports Marketing and Investment

Member of the Arab Economic Unity Council

The 8th Edition

of the Annual International Forum on Sports Investment and Industry

Forum Title:

The Global Sports Equipment Industry

"Opportunities – Challenges – Future Horizons"

Details of the 8th International Forum on Sports Investment and Industry

Theme: The Global Sports Equipment Industry – Opportunities, Challenges, and Future Horizons

Location: Cairo, Egypt – Sheraton Cairo Hotel & Casino, Nile Corniche

Date: December 2025 – Official Opening Ceremony on December 13, 2025

Forum Title:

The 8th Annual International Forum on Sports Investment and Industry (The Global Sports Equipment Industry)

Accompanying Exhibition:

The Global Sports Equipment Industry

Accompanying Programs:

Sports Law Program

Certified Sports Marketing Manager Program

Sports Health and Injury Prevention Program

Venue for the Forum, Exhibition, and Programs:

Arab Republic of Egypt – Sheraton Cairo Hotel & Casino

Patronage:

Honorary Patronage: H.E. Prof. Dr. Ashraf Sobhy, Minister of Youth and Sports of Egypt

Governmental Patronage: Ministry of Youth and Sports, Egypt

Diplomatic Patronage: Arab Economic Unity Council

Medical Patronage: The International Green Heart Center (recognized by the American Heart Association)

Organizers, Sponsors, and Partners:

The Arab Federation for Sports Marketing and Investment and its members

الاتحاد العربي للتسويق والاستثمار الرياضي

Partner organizations in the People's Republic of China (Silk Road Global Organization, International Green Heart Center recognized by the AHA)

Mohsin Haidar Group – Sultanate of Oman

Introduct

The Global Sports Equipment Industry – Opportunities, Challenges, and Future Horizons

In light of the rapid global transformations within the sports equipment industry, there is a growing need for specialized platforms to highlight investment opportunities, anticipate future challenges, and facilitate the exchange of expertise among stakeholders in this vital sector.

Accordingly, the 8th Annual International Forum on Sports Investment and Industry, organized by the Arab Federation for Sports Marketing and Investment in cooperation with its strategic partner, the Egyptian Ministry of Youth and Sports, is held under the title:

“The Global Sports Equipment Industry – Opportunities, Challenges, and Future Horizons.”

This event reaffirms the Federation’s ongoing commitment to supporting economic and sports development and strengthening the Arab world’s position as a key player in the global sports equipment economy.

The forum serves as a strategic platform bringing together policymakers, executives, experts, investors, industry representatives, clubs, federations, and companies to discuss pressing issues in the sports equipment sector. It also aims to establish effective partnerships and manufacturing collaborations, present successful models, and showcase the latest technological innovations and solutions.

We believe that this edition represents a qualitative leap toward developing an integrated and sustainable investment environment in the Arab sports industry and strengthening the region’s presence in the global sports manufacturing map.

Vision

To become the leading platform in the Middle East for knowledge exchange, investment stimulation, and entrepreneurship in the sports equipment industry—contributing to enhancing the region’s standing on the global industrial and economic map in sports.

Mission

To spotlight global developments in the sports industry—particularly sports equipment manufacturing—while building bridges between Arab investors, decision-makers, and industry experts to drive economic and athletic development across the Arab world

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Objectives

Analyze the Global Landscape:

Explore the latest trends and developments in the global sports equipment economy and industry.

Identify Investment Opportunities:

Highlight emerging and untapped investment prospects across local, regional, and international markets.

Enhance Partnerships:

Build cooperation bridges among investors, sports federations, clubs, companies, manufacturers, and governmental entities to promote industrial investment in sports equipment.

Exchange Knowledge and Expertise:

Provide a platform to share best practices and success stories in managing and developing the sports equipment industry.

Develop Human Capacities:

Offer specialized training programs to build professional capabilities in legal, commercial, and industrial aspects of the sports sector.

Encourage Innovation:

Promote innovation and the use of advanced technologies in sports equipment manufacturing.

Main Themes

1. Global Economics of the Sports Equipment Industry

Sustainable business models in sports equipment production

Financial valuation in the sports industry

Investment in sports infrastructure and facilities

Development and financing strategies for the sports equipment industry

Environmental and operational sustainability in sports manufacturing

2. Digital Sports Marketing and Technology in the Sports Industry

Digital transformation and its impact on sports product marketing

Big Data analytics in sports equipment manufacturing

Technological innovations and smart equipment production

Digital content creation and e-sports in football

3. Arbitration In Sports Investment Disputes

Enhancing investor confidence in sports investment dispute resolution

Building a professional legal framework for arbitration and mediation

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Promoting a culture of sports arbitration

Combating corruption and manipulation in sports

Ensuring compliance with international standards and sports regulations

Forum Agenda – Discussion Sessions

Opening Session:

The Future of the Sports Equipment Industry: Challenges and Investment Opportunities

(A strategic outlook on global trends – Sports engineering and its links to investment development)

Session II:

Successful Investment Models in Sports Equipment Manufacturing – Lessons for the Arab World

(Case studies and best practices)

Session III:

The Digital Revolution in Football – From Fan Engagement to Performance Enhancement

(Digital marketing, data analytics, and artificial intelligence applications in sports)

Session IV:

Athlete Health and Safety – CPR and First Aid Training

(Led by the International Green Heart Center)

Session V:

Investment Opportunities in Sports and Youth Institutions – Models of Public-Private Partnership

Including various contract types:

B2B (Business-to-Business)

G2G (Government-to-Government)

G2B (Government-to-Business)

G2C (Government-to-Consumer)

C2C (Consumer-to-Consumer)

Facilitating direct meetings between potential investors and project owners.

Applied Section: Contracts in the Sports Industry – Legal and Commercial Aspects

The following topics will be covered:

Professional player contracts: types, key clauses, rights and obligations, and international transfers

Sports sponsorship contracts: categories, drafting principles, and commercial rights protection

Broadcasting and media rights contracts: negotiation and management mechanisms

Image rights, branding, and intellectual property in sports

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Taxation aspects of sports contracts

***Announcement of the establishment of the Arab Center for Sports Investment Arbitration as an entity
affiliated with the Arab Federation for Sports Marketing and Investment***

Closing Ceremony

Presentation of the official recommendations of the 8th edition

Announcement of the 9th edition for the following year

***Launch of the First International ASMIA Forum for Global Digital Sports Platforms (2026) In partnership
with the Egyptian Ministry of Youth and Sports***