

FICCI

GLOBAL SPORTS SUMMIT



INTERNATIONAL CONVENTION ON THE BUSINESS OF SPORTS

15-16 December 2009 – New Delhi, India

- Conference
- Exhibition
- B2B & B2G Meetings
- Specialised Workshops
- Cultural Evening & Awards Ceremony

Supported by



OC, CWG 2010



Ministry of Sports & Youth Affairs
Government of India*



Indian Olympic Association

Partner Country



United Kingdom

Focus Country



Ethiopia

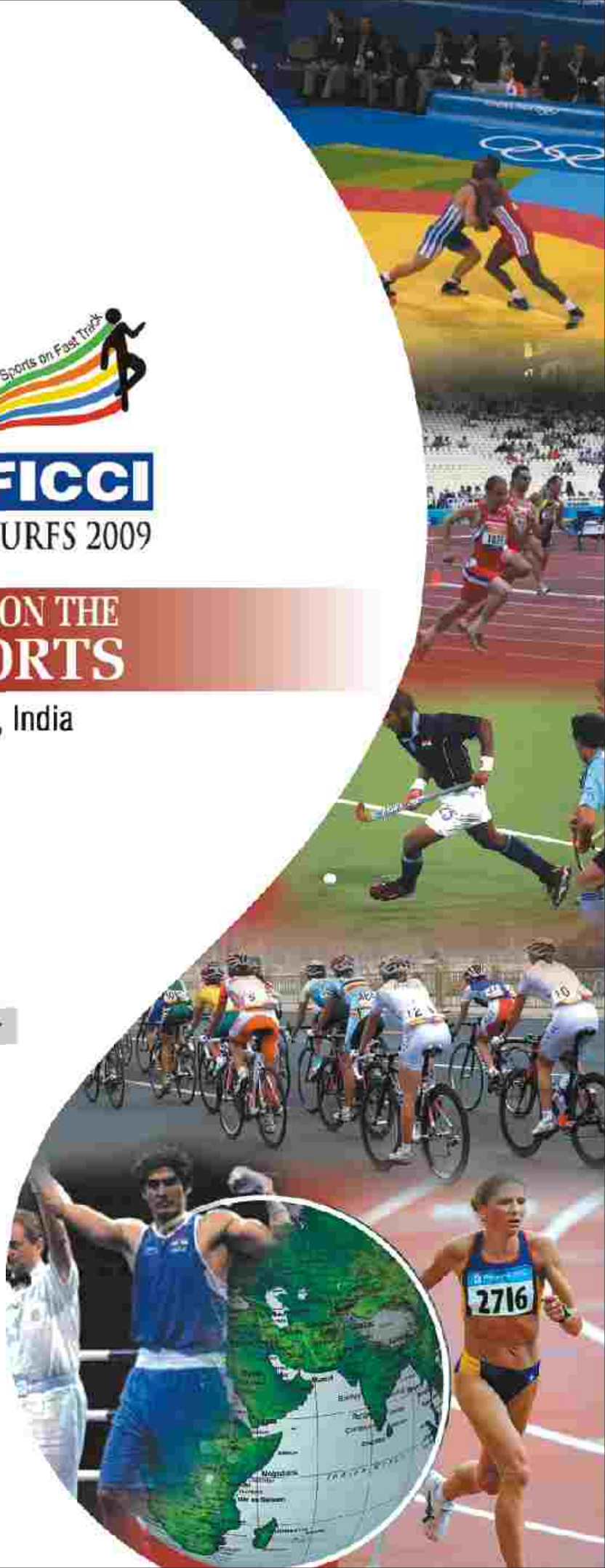
Other Partners



Australia-India Sports Academy

Commonwealth
Sports Development
Council, India

*Confirmation Awaited



GLOBAL SPORTS SUMMIT



India is a country with one of the youngest populations in the world. A vibrant sporting culture and enthusiasm for sports should therefore be an obvious corollary to it. Sports in India today needs the right infrastructure and platforms for sportsmen to showcase their talent and be recognized. The Industry has to be an integral part of this process and will need to play an important role if we are to realize our potential in the sporting arena.

**Atul Singh, Chairman, FICCI Sports Committee and
President & CEO, Coca-Cola India & South West Asia**

About FICCI

Set up in 1927, on the advice of Mahatma Gandhi, FICCI is the largest and oldest apex business organization of Indian business. Its history is very closely interwoven with the freedom movement. With a nationwide membership of over 1500 corporates and over 500 chambers of commerce and business associations, FICCI espouses the shared vision of Indian businesses and speaks directly and indirectly for over 2,50,000 business units.

Why FICCI in sports?

Sports play a very important role in the development of a Nation. FICCI realizes the importance of all aspects related to the field of Sports, be it Policy, regulation, right kind of infrastructure or Training the trainers. India has great potential in terms of good sportsmen, however lot of work needs to be done as far as policy matters, availability of basic infrastructure, funding of sports etc are concerned.

FICCI Sports Committee

FICCI sports committee has been playing a pivotal role in bringing together the most prominent stake holders of sports in our country under its fold to take the current level of sports to a new height and to also support the different sports at the grass root level. The main aim of the committee is to build up a sporting culture through out the country. FICCI Sports Committee is currently chaired by Mr Atul Singh, Chairman & CEO, Coca Cola India & South West Asia. The committee also has representation from other big corporate houses such as Citi, JK Tyres, BDM, Cosco, Apollo and many more.

Organising Committee - FICCI Turfs 2009

The organising committee for the FICCI Turfs 2009 is consist of

- Members of FICCI Sports Committee
- Mr Arun Sharma, Director Ascom Enterprises
- Mr Tarun Malhotra, Director, Impact Marketing Services
- Mr Harish Mehta, Secretary General, Commonwealth Youth Council
- Mr. Rajpal Singh, Convenor, TURF 2009 & Joint Director, FICCI





FICCI TURF 2009 : A Trailer

- Biggest Global Convention In India on the Business of Sports
- Participation by Global Sports Media and Sports Industries Conglomerates.
- Strong participation from govt at all level
- Dedicated workshop for sports branding, marketing & logistics.
- Awards Ceremony and Cultural Event.
- Who's who from Indian Sports industry?
- Business Delegation from many countries.
- UK as a partner country
- Ethiopia as a Focus country
- Tremendous Networking opportunities.
- Research reports on Sports Industry and Legal Framework
- Structured Seminars and Panel Discussions involving eminent overseas and Indian Speakers.
- A dedicated exhibition market place. B2B & B2G Meetings for business ties up
- Showcasing of technology.
- Networking Lunches, Cocktails & Dinners
- Entertainment Evenings.

5 COMPONENTS:

- **Conference**
- **Exhibition**
- **B2B & B2G Meetings**
- **Specialised Workshops**
- **Cultural Evening & Awards Ceremony**



Basic facts about the summit

As little suggests FICCI "Turf-2009" is a two day summit on the Business of Sports. FICCI believes that Indian sports is at very nascent stage, This is the time we should grab a huge untapped potential both in terms of its pool as well as its market value. It is believed that in the short run itself there is sponsorship market estimate at \$ 300 million per year and TV right worth \$ 400 million per year apart from huge gap in sport infra creation and legacy opportunities. Upcoming mega events like CWG-2010, ICC Cricket would cup in 2011 & F1 race3 would also work like multiplier is the sports market. FICCI Global Sports Summit will highlight these issue through different components focusing on the opportunities & challenges for Indian sports business.



In this summit UK is the partner country and Ethiopia is the focus country. Indian Olympic Association (IOA) has agreed to support this summit and we are expecting similar support from All India University Association (AIU), having more than 350 universities and 26,000 colleges as members.

We are expecting speakers from countries like UK, Australia, The Netherlands, Germany, Canada, Ethiopia, Switzerland and Spain.

The summit would be having five major components:

Conference: This summit will provide an opportunity to discuss issues related to:

- Sports industry and opportunities,
- Investment in sports industry,
- Sports infrastructure - creation & management and so on,
- Value of sports marketing,
- Sports science and medicines,
- Countdown to Commonwealth Games 2010 Delhi

Exhibition: To give sports goods and physical equipment manufacturers and sellers an opportunity to showcase their products, launch any new products and to locate new clients, the summit would also have exhibition of 40-50 stalls. The exhibitors would be sports management companies, sports good manufacturers, sponsors, Institutes etc.

B2B/B2G: There are no. of missing gaps which need to be address, specially getting right technology for the sports goods manufacturing industry to compete at the global level, creating state of the art sports academies running on commercial basis, companies which can manage & run the existing sports stadium/infrastructure on a commercial basis which includes Legacy management and so on. B2B meetings during the summit would provide to meet right partner apart from persuading government to bring about needed policy changes in legacy management and promoting domestic sports manufacturing industry. This can be done only through B2G meetings.

Entertainment Evening & Awards Ceremony: The objective of the awards and felicitation is to encourage and promote individual budding sports person, sports federation and corporate involvement in the promotion and development of sports in the country. This ceremony will be part of entertainment evening and gala dinner.

Specialized Workshop: There would be a dedicated workshop for sports federations, sports management companies and universities on How to brand and market their properties including sports personnel & infrastructure and addressing the legacy issue. Except few sports federations like BCCI and other lifestyle sports, other federations don't realize the importance of marketing and How & What to market. Similarly all the universities and colleges have huge sports infrastructure and players but are not able to market their properties. This workshop will cover these important issues.



Delegate Fee

Registered delegates will be entitled for:

- Conference Kit
- **Research reports** on Sports Industry and Legal Framework
- Entry to **Exhibition, Awards Ceremony and Entertainment Evening**
- Participation in **B2B and B2G meetings (Limited seats)**
- Participation in **Specialized Workshop (Limited seats)**

DELEGATE FEE (PER PERSON)

Number of Delegates	Amount
Up to 2 Delegates	Rs 7,000 per delegate or USD140 (Including Rs. 500/- entry for Exhibition, Awards Ceremony and Entertainment Evening)
For 3 or more Delegates from same organization	Rs 5,000 Per delegate or USD100
Delegates from Summit Partners/ Govt. organizations/ FICCI members/ Students/ Sports Federation	Rs 3,000 Per delegate or USD 50

Business Opportunities at 'FICCI- Turfs'- Exhibition:

Category	Area	Cost	Benefits
1). Stall (with one table One chair One light)	2 X 2 meters	Rs 25,000 or USD 500	2 delegate passes free

Specialized Workshop (Limited seats):

Workshop FEE (PER PERSON)	3500 per delegate or USD 50
For 3 or more Delegates from same organization	Rs. 2,000 Per delegate or USD 30
B2B Meetings Fees (Limited seats):	Rs. 2,000 Per delegate or USD 30



Event at Glance

1st Day

Timings	Programme
10.00 a.m - 11.15 am	Inaugural Session
11. 15 a.m - 12. 30 p.m	Panel Session with International/ Olympic Medalist - <i>Is Sports Career : Challenges and Opportunities</i>
12. 30 p.m- 1. 30 p.m	Knowledge Partner Session- Indian Sports -2020
1. 30 pm - 2. 30 p.m	Lunch
2. 30p.m - 4.00 p.m	Session on Value of Sports Marketing-
4.00 p.m - 5.30 p.m	Session on Investment in Sports infrastructure
6.30 p.m - 8.00 p.m	Awards Ceremony and Entertainment Evening
8.00 p.m	Cocktail & Networking Dinner

2nd Day

Timings	Programme
10.00 a.m - 11.00 am	Session on Sports Related Case Studies
11.00 a.m - 12.00 p.m	Session on Sports Infrastructure : Creation and Management
12.00 p.m - 1.00 p.m	Session on Sports Science & Medicine
01.00 pm - 02.00 p.m	Valedictory Session on Countdown to Commonwealth Games (CWG) 2010 Delhi
01.00 pm - 02.00 p.m	Lunch
2.00 p.m - Onwards	B2B and B2G Meeting Workshop on ABC of Marketing & Branding Sports Property





Sports Awards

**Awards Ceremony and Entertainment Evening
followed by cocktail & Dinner**

Awards Categories

For sports Promotion and Development:

1. Fastest Growing Olympic Team Sports in India
2. Fastest Growing Olympic individual Sports in India
3. Fastest Growing Indian Rural Sports

Felicitations Categories:

- Youngest Indian Olympian to participated In Beijing Olympics Games
- Maximum medals winner at Commonwealth Youth Games 2008- Pune
- Maximum Medals winner in Inter University / National Schools.
- Sports Living Legend Award.



Partnership Opportunities

- Convention Partner
- Gold Partner
- Technology Partner
- Knowledge Partner
- Kit Partner
- Platinum Partner
- Badge Partner
- Networking Cafeteria Partner
- Associate Partner
- Online Media Partner

Benefits for Partners

- Expose your brand to 5000 corporate, 350 Universities (26,000 Colleges), 40 states Federation, 40 Sports National Federation and many more
- Be a part of change
- Show case your Company's product/capability
- Grow your business

Mode of Advertisement for Partners

- National & International Media exposure
- Out door media publicity
- Leaf lets & fliers
- Brochures
- Public folder
- Invitation letter & cards



For further Details Kindly contact

Mr Rajpal Singh/Mr Vikas Sarvang

FICCI, Federation House, Tansen Marg, New Delhi – 01
Phone. 23765083/23357380(D), 23738760-70 (Extn. 406)
Emails: rajpal@ficci.com, vikas.sarvang@ficci.com