



# Business of Sports : Commonwealth & Beyond

# FICCI

Federation of Indian Chambers  
of Commerce and Industry



## GLOBAL SPORTS SUMMIT TURF 2010

International Convention on the Business of Sports  
September 30th & October 1st, 2010 | New Delhi, India

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

Supported by



सत्यमेव जयते  
Ministry of Sports & Youth Affairs  
Government of India\*



Indian Olympic Association

Partner Country\*



Australia



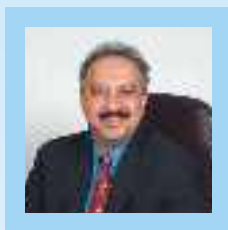
The Netherlands

Focus Country



Kenya

\* to be confirmed



**Atul Singh**  
Chairman

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

*“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.”*



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Kenya

## Partners



Commonwealth  
Sports Development  
Council, India



[www.indiansports.in](http://www.indiansports.in)



Australia-India Sports Academy

\* to be confirmed

**FICCI**

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**GLOBAL  
SPORTS  
SUMMIT**



**INTERNATIONAL CONVENTION ON THE  
BUSINESS OF SPORTS**

15-16 December 2009 – New Delhi, India

## **Turf 2009**

### **Salient Features**

- UK & Ethiopia was Partner & Focus country respectively
- Participation from 7 countries, along with over 700 delegates globally
- Participation from Ministry of Sports and Youth Affairs, SAI, IOA, OC CWG 2010
- Key Policy Recommendations from FICCI for Sports Development in India
- Knowledge Paper – "Developing Sports in India Vision 2020" released
- White Paper – "Business of Sports" released



*Conference*



**Award Ceremony**



**B2B Meetings**



**Workshop**



**Networking Lunch**



**Exhibition**

**TIMES OF INDIA**  
**TIMES SPORT**

**Gebremariam lives the Bikaia dream**

**By Anand Mahajan**  
The Bikaia dream of Gebremariam is to see Ethiopia become a global sports hub. The 40-year-old sports administrator has spent the last decade building a reputation as a leading sports official in the world. He is now the president of the International Convention Council (ICC), a global organization of sports administrators. Gebremariam is a former Olympic athlete and has worked for the International Olympic Committee (IOC) and the International Association of Athletics Federations (IAAF). He is also a member of the International Association of Sports Administrators (IASA). Gebremariam is a passionate sports administrator and is committed to promoting sports in Ethiopia and around the world. He is currently working on the development of sports infrastructure in Ethiopia and is also involved in the development of sports in other countries. Gebremariam is a role model for sports administrators and is a true leader in the field.



**The Tribune**  
**Sports**

**Fitness key to success: Gopichand**

**By Anand Mahajan**  
Gopichand is a fitness enthusiast and a role model for athletes. He is a former Olympic athlete and has worked for the International Olympic Committee (IOC) and the International Association of Athletics Federations (IAAF). He is also a member of the International Association of Sports Administrators (IASA). Gopichand is a passionate sports administrator and is committed to promoting sports in India and around the world. He is currently working on the development of sports infrastructure in India and is also involved in the development of sports in other countries. Gopichand is a role model for athletes and is a true leader in the field.



**THE TIMES OF INDIA, NEW DELHI**  
**FRIDAY, DECEMBER 18, 2009** **24**  
**BUSINESS BY BIDS**

**Global Sports Summit held**

FICCI has made wide-ranging recommendations including, moving sports to the concurrent list to ensure both central and state government support; raising of the budgetary allocation for sports to 2% of the GDP; creation of Indian Sports...



Service on the lines of civil services, private partnership in talent search, training, infrastructure, marketing and management of sports to create future champions and institutionalizing the popularization of sports both at government and private level to create an all-round sporting culture in the country. The recommendations were released by Anil Singh, chairman, FICCI Sports Committee and president, Coca Cola India and West Asia, at the conclusion of the two-day 'TurF-2009' Global Sports Summit organized by FICCI with the support of the ministry of sports and youth affairs.

**THE HINDU**  
**DECEMBER 18, 2009**

**Attention to grassroots the key**

Attention to grassroots the key to success in sports. The FICCI Sports Committee has released a set of recommendations to the government to improve the sports infrastructure and to promote sports in India. The recommendations include: moving sports to the concurrent list to ensure both central and state government support; raising of the budgetary allocation for sports to 2% of the GDP; creation of Indian Sports... The recommendations were released by Anil Singh, chairman, FICCI Sports Committee and president, Coca Cola India and West Asia, at the conclusion of the two-day 'TurF-2009' Global Sports Summit organized by FICCI with the support of the ministry of sports and youth affairs.





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### 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 still needs to be done as far as policy matters, availability of basic infrastructure, funding of sports etc. are concerned.

Similarly, FICCI believes that Sport and the business of sport are going through an exciting phase and are eagerly awaiting India as the next big market. Sports sponsorship, television rights, Merchandise and Licensing sales are some of the Business opportunities which Indian Sports provides.

### 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 also to support the different sports at the grass root level. The main aim of the committee is to build up a sporting culture throughout the country. The 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, ESPN, Microsoft, Shell and many more.

### FICCI TURF 2010 : 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.
- 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



## Tentative list of some of the prominent Speakers

- **Dr. M S Gill**, Hon'ble Minister for Youth Affair and Sports, Government of India
- **Mr. Suresh Kalmadi**, Chairman, OC- CWG 2010 Delhi
- **Smt. Sheila Dikshit**, Hon'ble Chief Minister, Delhi
- **Mr. Bhupinder Singh Hooda**, Hon'ble Chief Minister, Haryana
- **Mr. Pratik Prakashbapu Patil**, Hon'ble Minister of State for Youth Affairs & Sports
- **Raja Randhir Singh**, Member, International Olympic Committee & Secretary General, India Olympic Association
- **Mr. Rajan Bharti Mittal**, President, FICCI
- **Ms. Sindhushree Khullae**, Secretary, Ministry of Youth Affairs Sports, Govt. of India
- **Mr. Sayan Chatterjee**, Director General, Sports Authority of India
- **Mr. Atul Singh**, Chairman, Sports Committee, FICCI and President & CEO, Coca Cola India
- **Dr. Amit Mitra**, Secretary General, FICCI
- **Mr. Vikramjit Singh Sahney**, Chairman, FICCI Task Force on CWG 2010 & Co-Chairman, CBCI & President-Sun Group
- **Mr. Lokesh Sharma**, Co-Chairman, FICCI Sports Committee & Managing Director, Twenty First Century Media Pvt. Ltd.
- **Mr. H.S. Kingra**, Joint Secretary, Sports Authority of India
- **Mr. OP Singh**, Director- Sports, Govt. of Haryana
- **Master Shifu Shi Yan Fang**- 34th generation Shaolin warrior, China
- **Mr. Ram Chandra Guha**- Sociologist, Writer & Columnist
- **Mr. Harsha Bhogle**, Sports Expert
- **Mr. Vishwanathan Anand**, World Chess Champion
- **Mr. Brijesh Patel**, Karnataka Premier League
- **Mr. Rishi Narain**, Managing Director, Rishi Narain Golf Management Pvt. Ltd.
- **Mr. Amrit Mathur**, CEO, GMR Sports (Delhi Daredevils)
- **Mr. Rathindra Basu**, Director - Business Development and Corporate Communications (South Asia), ESPN STAR Sports
- **Mr. Rahul Sehgal**, Chief Marketing Officer, Aircel
- **Master Arjun Vajpai**, Youngest Indian to Conquer Mount Everest
- **Mr. Harish Sharma**, Secretary General - Basketball Federation of India
- **Mr. Udit Seth**, Transtadia, Mumbai
- **Mr. Yogesh Bijlani**- Country Head India & General Manager APAC, Telenity
- **Ms. Ritu Marya**, Editor, Franchise India
- **Mr. Gaurav Kalra**, Sports Editor, CNN IBN

### 5 Components:

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

# Basic facts about the summit

## The summit would be having five major components:

### Conference:

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

- Sports Policies
- Sports Industry and Opportunities
- Investment in Sports Industry
- Emerging Technologies in Sports
- Sports Science and Medicines and so on
- Sports infrastructure - Legacy & Management
- Value of Sports Licensing and Marketing,
- Sports Tourism and Sports Entertainment
- Role of Media in Sports Development

### 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. To promote Indian sporting goods industry, a new pavilion “**BRAND INDIA**” would be showcased along side the exhibition.

### 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.

### Who should attend

- Academies
- International and National Sports Federations
- Coaches, Trainers, Athletic and Sports Directors
- Club Owners and General Managers
- Sports Marketing Specialists
- Media and PR Executives
- Event and Competition Management Specialists
- IT Design and Implementation Executives
- Sports Lawyers/ Doctors



# 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	
	Indian Delegates	Foreign Delegates
Up to 2 Delegates	Rs 7,000 per delegate	USD150 per delegate
For 3 or more Delegates from same organization	Rs 5,000 per delegate	USD125 per delegate
Delegates from Summit Partners/ Govt. organizations/ FICCI members/ Students/ Sports Federation	Rs 3,000 per delegate	USD 100 per delegate

## Exhibition: Business Opportunities at 'FICCI- TURF'

Category	Area	Cost		Benefits
1). Stall (with one table two chairs One light)	2 X 2 meters	Indian Exhibitor Rs 25,000	Foreign Exhibitor USD 500	2 delegate passes free

## Specialized Workshop (Limited seats):

Workshop	FEE (PER PERSON)	Indian Delegate	Foreign Delegate
		3500 per delegate	USD 50 per delegate
For 3 or more Delegates from same organization		Indian Delegate Rs. 2,000 per delegate	Foreign Delegate USD 50 per delegate



## B2B Meetings

B2B Meetings Fees <b>(Limited seats):</b>	Indian Delegates Rs. 2,000 per delegate	Foreign Delegates USD 50 per delegate
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# Tentative Programme

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## DAY I - September 30, 2010

Timings	Programme
0830 - 1000 hrs	Registration
1000 - 1100 hrs	Inaugural Session
1115 - 1215 hrs	<b>Plenary Session I</b> : “Changing Face of Indian Sports”
1215 - 1330 hrs	<b>Plenary Session II</b> : “Business Opportunity in Sports- Vision 2020”
1330 - 1430 hrs	Lunch
1430 - 1530 hrs	<b>Plenary Session III</b> : “Money, Marketing in Modern Sports”
1545 - 1645 hrs	<b>Plenary Session - IV</b> “Sports at the Bottom of the Pyramid”
1645 - 1745 hrs	<i>Specialized Workshop (by Invitation Only)</i>

## DAY II, October 1, 2010

Timings	Programme
1000 - 1100 hrs	<b>Plenary Session VI</b> : “Sports Infrastructure: Creation & Management ”
1100 - 1200 hrs	<b>Plenary Session VII</b> “Emerging Technologies- Benefits for Sports”
1200 - 1300 hrs	<b>Plenary Session VIII</b> “Emerging Area in Sports Business”
1300- 1400 hrs	Lunch
1400- 1500 hrs	<b>Plenary Session- IX</b> “Role of Media in Sports”
1500- 1530 hrs	<b>Plenary Session X</b> : “Panel Discussion on Sports”
1530- 1600 hrs	Closing Session
1600- 1615 hrs	Sports Awards presentation
1630 hrs	<b>B2B Meetings</b>
1800 hrs	Cocktails & Dinner FICCI Auditorium Lawns



# FICCI Sports Committee 2010-2011

**Mr. Atul Singh**, Chairman, FICCI Sports Committee and President & CEO, Coca-Cola India Inc.

**Mr. Lokesh Sharma**, Co-Chairman, FICCI Sports Committee and Managing Director, Twenty First Century Media Pvt. Ltd.

**Mr. Pullela Gopichand**, National Chief Coach, Badminton Association of India

**Mr. Yogesh Kochhar**, Director, Microsoft Corporation India

**Mr. Deepak Mukarji**, Head- Corporate Affairs, Shell India

**Mr. Rathindra Basu**, Head - Business Development and Corporate Communication, ESPN Software India Pvt. Ltd.

**Mr. Karan Ahluwalia**, Executive Vice President- Media & Entertainment Yes Bank

**Mr. Ashok Swarup**, MD- Corporate Affairs, Citi Bank

**Mr. Amrit Mathur**, CEO, GMR Sports (Delhi Daredevils)

**Dr. Adawal Shanker**, President, Reliance Industries Ltd

**Mr. Satish Menon**, CEO, Sport 18

**Mr. Yogesh S. Bijlani**, Country Head & General Manager- Asia Pacific, Telenity

**Mr. Lloyd Mathias**, Chief Marketing Officer, Tata Teleservices Ltd.

**Mr. Deepak Jolly**, Vice President, Corporate Affairs Coca Cola India Inc.

**Mr. Shimon Sharif**, Director, Indianshooting.com

**Mr. N K Jain**, Director, Cosco (India) Ltd.

**Mr. Rishi Narain**, MD, Rishi Narain Golf Management Pvt Ltd

**Mr. Lhundub Dorji Lama**, Executive Chairman, World Kabaddi Federation

**Mr. Vikram Aditya Bhatia**, MD, Fitness First India Pvt. Ltd.

**Mr. Rakesh Mahajan**, Director-Marketing & Export, BDM & Former Gen. Secretary, All India Sports Goods Manufacturers Asson.

**Mr. Hakimuddin S Habibulla**, Director, GoSports

**Mr. Sukhvinder Singh**, Consulting- Marketing, All India Football Federation

**Mr. Sanjay Sharma**, General Manager - PR, J K Tyre

**Mr. Abhinav Bindra**, Ace Shooter & Olympic Gold Medalist

**Mr. Jayashankar Menon**, Member of Advisory Panel Hindustan Group of Institutions

**Mr. Harish Mehta**, India Partner, AISA

**Mr. Viren Rasquinha**, COO, Olympic Gold Quest

**Mr. Raghunath S. Rana**, Managing Partner, Ranson Sports Industry

**Mr. Jaideep Khanna**, VP-Sales & Marketing, Kingdom of Dreams

**Mr. Subhash Pansule**, Director, Panalinks Infotech Ltd.

**Mr. Thomas Abraham**, Executive Director, Sportz Power

**Col (Retd.) S.C. Narang**, Director, Winter Games Federation of India

**Mr. Inder Dutt**, Architect, Beyond Sport

**Ms. Ritu Marya**, Editor, Franchise India

**Mr. Siddharth Kumar**, MD, CyberQ Consulting

**Mr. Rajpal Singh**, Joint Director, Labour Employment and Skill Development, Youth Affairs & Sports-Team Leader, FICCI

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**FICCI**  
**TURF 2010**



## Partnership Opportunities

- Principal Partner
- Networking Dinner Partner
- Delegate Kit Partner
- Online Media Partner
- Sports Lounge Partner
- Session Partner
- Networking Lunch Partner
- Knowledge Partner
- Badge Partner

## Benefits for Partners

- Be a catalyst of change and growing partner in the Business of Sports
- Show case your Company's product/capability before National and International audience
- Grow your business through networking and direct contacts with prospective trade partners

## Mode of Advertisement for Partners

- National & International Media
- Out door media publicity
- Leaf lets, Fliers & Folders
- Delegate Kits
- Electronic Media
- Online media/hyperlinks
- Brochures
- Invitation letter & cards

**FICCI**

*For further Details Kindly contact*

Mr Rajpal Singh  
Joint Director, FICCI

FICCI, Federation House, Tansen Marg, New Delhi – 110001  
Phone. 23765083/23357380(D), 23738760-70 (Extn. 400)  
Emails: rajpal@ficci.com, vikas.sarvang@ficci.com

[www.ficci-sports.in](http://www.ficci-sports.in)



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**FICCI**  
TURF 2010

# GLOBAL SPORTS SUMMIT TURF 2010

International Convention on the Business of Sports

September 30th & October 1st, 2010, FICCI  
Federation House, Tansen Marg, New Delhi, India

Please attach  
all your  
visiting cards  
here

## Fill the Registration Form

1. Name of delegate(s)

Mr  Mrs  Ms  Dr  Other

a. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Mr  Mrs  Ms  Dr  Other

b. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Mr  Mrs  Ms  Dr  Other

c. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Mr  Mrs  Ms  Dr  Other

d. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

2. Organisation : \_\_\_\_\_

3. Mailing Address : \_\_\_\_\_

\_\_\_\_\_ Pincode : \_\_\_\_\_

4. Telephone(s) : \_\_\_\_\_ Mobile : \_\_\_\_\_

(With Country and STD code)

5. Fax : \_\_\_\_\_

(With Country and STD code)

6. E-mail : \_\_\_\_\_

7. Website : \_\_\_\_\_

The delegate fee to be payable by Cheque/DD drawn in favour of **FICCI**, payable at New Delhi.

Cheque/DD for Rs. .... No. .... Dated .....

Drawn on .....



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*Please return this form to*

Mr Vikas Sarvang  
Senior Assistant Director, FICCI

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