



AND



Present

The Sports Business & Investment Summit (SBIS)

The Holte Suite, Villa Park, Aston Villa Football Club, Birmingham, UK

3rd August 2022, 9am – 5pm

“Galvanizing Nigeria’s Economy Through Investment in Sport”



A feature of **THE CG AFRICA BUSINESS SAFARI AND ROADSHOW**

(28th July – 6th August)

- Sports is the largest segment of the creative industry, with the sports value chain currently estimated at **2% of global GDP by the OECD (approximately US\$900 billion)**, a fast-growing sector generating economic activities and local jobs in other ancillary sectors including infrastructure, events, sports goods, and services, which are essentially managed by the private sector and cater to the various sectors making up the value chain of sports.
- No country can boast of a thriving sports development sector without the attendant development of the support structures for that development., enabling the industry to leverage its opportunities and events to deliver on business and social objectives in developed and developing countries.
- The focus on opportunities is driven by the convergence of the sports and media industries and developments in the digital space, which have thrown up huge opportunities for revenue generation that would however require investment in and development of the sports industry value chain and its ancillary sectors to enable a full measure of deliverable returns to emerge.
- Given its impact on investment in public infrastructure, mobilizing resources and creating new professions and jobs, **the sports industry is one of the professional sectors with the most economic momentum, creating opportunities for many people who aspire to a future in the world of sports, with a diverse value-chain and sectors that enable the industry to leverage its opportunities to deliver on business and social objectives in developing countries especially in Nigeria with a predominantly youth based demographic.**

RATIONALE FOR THE SUMMIT

- **Infrastructure lies at the heart of sports as an economic and social development platform and as can be seen in other parts of the world, the delivery of sport infrastructure has been the trigger for the level of economic activity associated with the sector and its huge contribution both to the global economy and the power of sports as a social development tool.**
- The catalyst for sports development especially in countries referred to as sporting nations, is the quantum of investments that went into building of critical infrastructure to service the events and activities in the sector. The Draft National Sports Industry Policy and the 2021-2025 Medium Term National Development Plan all place an emphasis on sports industry development as an important catalysts for economic growth, social and community development and youth empowerment.
- From a social development perspective, a reformed sports sector based on a robust policy that targets investment from private and social enterprise sectors as well as development agencies, would also enable community development along youth engagement, employment, reduction in out-of-school children, a healthier and more productive population, accelerating gender inclusion, enabling conflict resolution in troubled communities and assisting reduction in crime rate, etc.
- In the light of developments in Nigeria to harness the potentials of sports as a social and economic development platform, the **Commonwealth Games comprising countries with a total market of 2.5 billion people presents an opportunity to showcase business and investment opportunities within the Nigerian Market of over 200 million people – 65% of them within the youth demographic of 15-35 years.**

KEY OBJECTIVES OF THE SUMMIT



- **Taking advantage of the opportunity afforded by the 22nd Commonwealth Games to convene opinion leaders, influencers and decision makers in the global sport sector and place the Nigerian Sports Industry high up on the agenda for discussion and action in terms of how best to galvanize the country's economy through investment in sport.**
- Enable discussions on facilitating the development of critical infrastructure in the value chain to achieve the deployment of sports as a social and economic development platform in Nigeria.
- Promote engagement between industry stakeholders and potential investors from the private, social enterprise and development agencies **on investment opportunities in sports in Nigeria.**
- Provide a platform to showcase investible projects across the value chain of sports, and engage with financiers and investors to harness investible funds into identified projects

SUMMIT DETAILS

- Theme: **“Galvanizing Nigeria’s Economy Through Investment in Sport”**
- Facilitators: Sport Nigeria LTD/GTE and CTP International FZLLE
- Date: **3rd August 2022** (During the 2022 Commonwealth Games)
- Venue: **The Holte Suite, Villa Park, Aston Villa Football Club, Birmingham , UK**
- Time: **9am – 5pm**
- No of Participants: **120-150** High Value, High Impact Participants from across the world
- Target Market: Interested participants with responsibility for driving economic growth and development through sport at any level, those seeking business success through value creation, innovation and investment in sport in Nigeria, including governments at all levels, development finance agencies, private investors, sports federations and governing bodies, sport agencies and organisations, marketing and commercial officers, agents and intermediaries, fund managers (including private equity), investment portfolio managers, sport administrators, athletes, lawyers, coaching and performance improvement directors and managers, sport educators and journalists.





The One-day Summit will have a **Nigeria Focus** with speakers and panelists drawn from eminent practitioners within the ancillary sectors of the sports industry as well as seasoned sports administrators and managers. There will be Four sessions as follows:

- **Keynote Address and Opening Plenary Session : Global Trends in Sports Business - What can Nigeria learn from other countries?**
- **Economic Growth and Transformation Through Sport : A Value Creation Quest for Nigeria and Africa. Incorporating:**
 - Sports and Technology - The e-sport revolution
 - Sports Goods and Services - Trade, Manufacturing and Industry Development.
 - Media and Sports Development
 - Sports for Development – The sub-national engagement strategy
- **Infrastructure as the Catalyst for the Business of Sports. Incorporating panellists speaking on:**
 - Sports Hubs and Cities (sports as a catalyst for urban development)
 - Investment - The financial sector as Innovator and Leader for Nigerian Sport
 - Diaspora Assets and Sports
- **A Strategic Business Orientation for Sports Governance. Incorporating panelists speaking on:**
 - The Business Case for embracing diversity and inclusion in the Nigerian sports economy
 - Enhancing Investor Confidence: Reform of Sports Dispute Resolution Systems
 - Training and Capacity Development

PARTNERSHIP / PARTICIPATION OPTIONS

(Please contact us for details)





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Ref No:.....
Date: 26th May, 2022.

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**INVITATION TO PARTICIPATE AT THE AFRICAN BUSINESS SAFARI AS A SIDELINE
EVENT AT THE COMMONWEALTH GAMES SCHEDULED TO HOLD IN
BIRMINGHAM, UNITED KINGDOM FROM 28th JULY- 6th AUGUST, 2022**

I am directed to inform you that the Federal Ministry of Industry, Trade and Investment is collaborating with INGO Third Sector Resource to organize the African Business Safari as a side line event to the Commonwealth Games scheduled to hold in Birmingham, United Kingdom from **28th – 6th August, 2022**.

2. You may wish to note that, the aim of the UK/Nigeria Trade and Investment Mission is to explore opportunities and activate Trade and Investment deals between Nigeria and UK. It is designed to enable participants explore ways to: Direct Investment from the UK into Agro-ventures in Nigeria; Improve provision of renewable energy in Nigeria by UK firms; and increase export of Nigerian agro-produce and products to the United Kingdom, amongst others.

3. Participants will have the opportunity to have round table discussions with several British Business networks, as well as to explore avenues for: Collaboration for international venture partnerships between UK and Nigeria; Funding of emerging ventures in Agriculture, ICT, Education, Environment and Renewable Energy sectors amongst other; Development of business Partnerships across sectors.

4. The 10 days event will hold at the margin of the Commonwealth Games that will witness the participation of 19 African countries and 300,000 Business professionals focused on Africa. **The Nigerian Town Pavillion** at the African Business Safari to the Commonwealth is an important Business Program and also provide a platform for Commonwealth and other countries to engage in Businesses with one another as well as it will open doors for face to face business discussion in the post COVID/ post Brexit

economy. Additionally, the event will also feature a mini Summit dedicated to presentations and panel discussions on attracting investments into the African Sports Economy.

5. It will feature a half day country focus discussion where the Honourable Minister will deliver a Keynote Speech on the Trade and Investment opportunities in Nigeria; State Government Investment showcase/ Forum; Investment Opportunities showcase by relevant MDAs; Exhibition of Made in Nigeria product & Services, B2B and G2B meetings; Signing of MoUs between Nigerian Private Sector & their Counterpart and African Ambassadors Interactive Forum and award Gala Dinner.

6. The Coordinating Consultant for the event is INGO Third Sector Resource and their role is to mobilize, facilitate, and coordinate all aspects of registration of participants from Nigeria. They will contact you shortly for registration and other requirements

7. You may wish to note that:

- UK visa processing takes at least three (3) weeks;
- It is the sole prerogative of the BHC to determine who is qualified or not for visa issuance;
- All participating States/MDAs/Organization will be expected to forward the names of their nominees to the Federal Ministry of Industry, Trade and Investment with their designations, WhatsApp numbers, passport numbers, evidence of full covid-19 vaccination and evidence of payment of participation fees, **on or before 15th June, 2022 for necessary action;**
- All participants will be required to observe all covid-19 travel protocols between both nations; and

8. For further enquiries, please contact:

- i. Rachel Mandi George, AD (Bilateral) Tel. +234 8141560460
E-mail address: ramdiyaki@gmail.com,
- ii. Aishatu I. Abdullahi (CAO, Investment FMIT) on 08037020436
email-ai-shatuud@yahoo.com, or
- iii. C. K. James, james@ingotsr.org, jamejaw70@gmail.com, on 08033149075

9. While awaiting your positive response, please accept the assurances of the Honourable Minister's warm regards.



A. M. Abubakar
Director, Trade
For: Honourable Minister.

NEXT STEPS



- **Receive initial feedback on Partnership Presentation**
- **Discussions on details of partnership presentation and opportunities**
- **Finalise and agree partnership / participation details include implementation pathways**
- **Activate and execute partnership at event**

For discussions, please contact

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THANK YOU

