



SPORTS AFRICA **2024** INVESTMENT SUMMIT

THEME

**Unleashing Africa's Potential:
Investing in Sports Infrastructure for a
Sustainable Future**

Date November 19th - 20th, 2024

Location Lagos, Nigeria.

Organisers Sport Nigeria LTD/GTE, in partnership with
leading technical advisory partners.

Chairman: Mr. Tunde Folawiyo **Vice Chairman:** Mr. Yahaya Maikori

CEO: Ms. Nkechi Obi

www.sportnigeria.ng



Embrace the Roar of Opportunity

Africa's sporting future roars with untapped potential. Imagine soaring stadiums echoing with cheers, world-class training facilities nurturing dreams, and locally-made sports goods fueling African talent on the global stage.

This is the vision that drives the Sports Africa Investment Summit 2024, a groundbreaking event bringing together visionary investors, passionate sports leaders, and innovative minds to ignite a new era of growth.



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SAIS in Numbers

 **1** Keynote Address


 **1** Deal Room

 **6** Fireside Chats

 **6** Sessions on Topical Issues

 **18** Breakout Sessions

 **50+** Speakers and Resource persons

 Private Sessions on request

 Exhibition Space

 Q/A Sessions

 Global Subject Matter Experts

 Networking opportunities

Who Should Attend?

Heads of African States and Governments

Government Officials (Ministers & Heads of Departments and Agencies)

The Diplomatic Community

African Union

AfCFTA Secretariat

Investors

Chambers of Commerce

Corporate Organisations

Multilateral Organisations

National and Continental Sports Federations

Team/Club Owners

Team/Club Executives

Regional Economic Communities (REC)

State Governments in Nigeria

Trade Commissions/Agencies

Banks and other financial Institutions

Private Equity Firms/Asset Managers

DFI's, Development Agencies, Social Enterprise Organisations

High Net worth Individuals (HNIs)

Athletes (Past and Current)

Activation Partners - Event Organisers, Logistic Companies etc.

Media Partners

Sports Industry Value Chain Developers - Content Development/Media Agencies, Real Estate Developers, Merchandisers and Manufacturers, Sport Medicine Practitioners, etc.

Relevant Regulatory Agencies Across the Industry Value Chain

Daily Schedule of Sessions

Day One

Keynote Address – Sports as Catalyst for Africa towards 2063

Session Issue and Plenary Topic	Breakout Sessions
<p>Inclusivity, Impact and Sustainability in Sports</p> <p><i>Fireside Chat: Sustainable Growth of Sports in Africa - Balancing Economics, Social, and Environmental Goals</i></p>	<ul style="list-style-type: none"> ▪ SDGs through Sports: The Social and Community Impact of Sports. ▪ The Mass Participation Strategy: Harnessing the power of sports for community development. ▪ A Seat at the Table: Gender and Social Inclusivity in sports. <hr/> <ul style="list-style-type: none"> ▪ Sustainable and Inclusive economic growth agenda for the African sports industry. ▪ Bridging the Capacity Gap in the sports industry. ▪ The ESG Strategy for Sports Industry Development in Africa.
<p>Sports for Development and Sports Development: Governance, Administration and Management -Leveraging the Sports Value Chain for Economic growth</p> <p><i>Fireside Chat: Football as The Tide that raises all boats - Aligning Continental and National roles for sports industry development</i></p>	<ul style="list-style-type: none"> ▪ Delivering Economic Value: Maximising the cross-sectoral, cross-cutting nature of Sports. ▪ Facilities, Stadiums and Arenas: The Sports Infrastructure Strategy for Industry Development ▪ Entertainment, The Nexus of Information Technology, Sports and Media – Making it work for sports <hr/> <ul style="list-style-type: none"> ▪ The Complementary Roles of National and Continental Agencies in Sports Development. ▪ National Sports Federations as “Business Drivers” of their Sport - Alignment of interests to facilitate collaborations and partnerships between the private sector and federations. ▪ Bridging the Capacity Gaps in Corporate Governance, Administration and Management of NSFs.

Daily Schedule of Sessions

Day Two

Investment Deal Room – Special Session for Investment Bids for Projects across the Continent

Session Issue and Plenary Topic

Where's the Money?: Funding and Investment to catalyse industrialisation of sports business

Fireside Chat: Leveraging Technology to Revolutionise Sports Investment in Africa

Breakout Sessions

- Accelerating Industrialisation through Sports Development and Investments
 - Professional Sports - Creating markets through leagues, clubs and events.
 - Incentivising investment in Sports in Africa
-
- Commercialising Sports to trigger Investment
 - “Every Sports Franchise is now a Software Company” - Bill McDermott, former CEO, SAP - How Technology and Fan Engagement is Driving New Revenue Models/ Opportunities for Sports.
 - The 6th Region – Harnessing the power of Diaspora Investment to industrialise sports in Africa.

N.B: The Session Topics and Breakout areas may be subject to change prior to the event



Why Attend?

Unearth Lucrative Investment Opportunities

Delve into curated sessions showcasing Africa's diverse sports infrastructure needs and manufacturing possibilities. Discover high-impact projects across football, basketball, athletics, and more, each promising strong returns and sustainable impact.

Connect with Key Stakeholders

Network with global investors, influential government officials, leading sports brands, and pioneering African manufacturers. Forge partnerships, strike deals, and shape the future of African sports.

Witness Inspiring Innovation

Dive deep into cutting-edge advancements in sports infrastructure design, eco-friendly manufacturing practices, and technology-driven athlete development. Witness the revolution reshaping the African sporting landscape.

Champion Sustainable Legacy

Be part of a movement promoting responsible development, environmental consciousness, and social impact within sports. Learn from experts and shape a future where progress meets purpose.

Embrace the Spirit of Unity

Immerse yourself in a vibrant atmosphere of shared passion, cultural exchange, and boundless optimism. Celebrate Africa's sporting spirit and unite to build a brighter future for generations to come.



A Summit Tailored for You

This is not just a conference; it's a catalyst for change. Sports Africa Investment Summit 2024 offers

Targeted sessions

Deep-dive workshops across legal, financial, and real estate aspects of project development.

Investor Showcase & Pitch Sessions

Watch passionate entrepreneurs present their game-changing ideas to global investors.

Sustainable Showcase

Explore innovations in eco-friendly materials, energy efficiency, and ethical sourcing.

Media & Deal Room

Facilitate connections, negotiations, and deal-making throughout the summit.

Awards & Recognition

Celebrate achievements and inspire future generations of champions.

Strong Social Impact

The Sports Africa Investment Summit (SAIS) 2024 in Nigeria isn't just about economic gains.

It tackles social issues too. By promoting sports development, SAIS aims to empower youth, fostering a healthy lifestyle and social inclusion. By creating jobs in sports infrastructure and events, it tackles unemployment. The summit will also explore using sports to bridge social divides and promote gender equality in sports participation and leadership.

This focus on social impact, alongside economic development, positions SAIS as a powerful driver of positive change in Nigeria and Africa.

Participation Categories and Benefits Summary

S/N	Participation Category	Benefits Summary
1	Global and Continental Partner	<ul style="list-style-type: none"> ▪ Headline positioning across all Summit Sessions, Breakouts and events. ▪ Session Speaker and Fireside Chat Slot. ▪ Speaking Slot at Two Breakout Sessions. ▪ Opportunity to host private, invitation only session. ▪ Prominent Exhibition Space. ▪ Prominent branding across all Summit communication materials for a period not less than 60 days pre and 30 days post summit. ▪ Full co-branding with prominent positioning around the event space and across all event literature. ▪ Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community. ▪ Priority networking opportunities including invitation to VIP events and special activities around the main event schedule. ▪ Priority seating at all event activities and sessions. ▪ VIP Delegates passes. ▪ Curated Interview Sessions with official media partners and summit accredited media practitioners. ▪ Access to Summit Report. ▪ Right of Association with the Summit and its outcomes for a period of 6 months post summit.
2	Premium Partner	<ul style="list-style-type: none"> ▪ Prominent positioning across all sessions and events. ▪ Opportunity to co-host two Breakout Sessions. ▪ Two Breakout Session Speaker Slots. ▪ Exhibition Space. ▪ Branding across all Summit communication materials. ▪ Selected co-branding around the event space and across all event literature. ▪ Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community. ▪ Networking opportunities including invitation to VIP events and special activities around the main event schedule. ▪ Top seating at all event activities and sessions. ▪ VIP Delegates passes. ▪ Regular Delegates Tickets. ▪ Curated Interview Sessions with official media partners and summit accredited media practitioners. ▪ Access to Summit Report. ▪ Right of Association with the Summit and its outcomes for a period of 3 months post summit.

Participation Categories and Benefits Summary

S/N	Participation Category	Benefits Summary
3	Corporate Partner	<ul style="list-style-type: none"> ▪ Top positioning across all sessions and events. ▪ Opportunity to co-host one Breakout Session. ▪ One Breakout Session Speaker Slot. ▪ Exhibition Space. ▪ Branding across all Summit communication materials. ▪ Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community. ▪ Networking opportunities including invitation to VIP events and special activities around the main event schedule. ▪ VIP Delegates passes. ▪ Regular Delegates Tickets.
4	Exhibitor	<ul style="list-style-type: none"> ▪ Exhibition Space. ▪ Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community. ▪ Networking opportunities including invitation to VIP events and special activities around the main event schedule. ▪ VIP Delegates passes. ▪ Regular Delegates Tickets.
5	Media Partner	<ul style="list-style-type: none"> ▪ Curated Interview Sessions with participants including Official Partners, Sponsors, Exhibitors and VIP Delegates. ▪ Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community. ▪ Networking opportunities including invitation to VIP events and special activities around the main event schedule. ▪ Opportunity to create bespoke content pre, during and post Summit. ▪ Delegates Tickets.
6	Delegates	<p>VIP Delegates</p> <ul style="list-style-type: none"> ▪ Access to all Sessions and Breakouts. ▪ Networking opportunities including invitation to VIP events and special activities around the main event schedule. <p>Delegates Tickets</p> <ul style="list-style-type: none"> ▪ Access to all Sessions and Breakout Sessions. ▪ Networking opportunities.



Key Takeaways from the Sports Africa Investment Summit (SAIS)

The Sports Africa Investment Summit (SAIS) is set to be a transformative event for Africa's sports industry, driving growth, inclusion, and sustainability.

By focusing on both innovative strategies and securing tangible commitments from stakeholders, the summit will ignite the continent's sporting potential and pave the way for tangible results that benefit all:



Building a Flourishing Sports Ecosystem

Cross-Fertilisation

SAIS fosters a vibrant exchange of ideas, where diverse stakeholders collaborate to unlock hidden opportunities within the African sports landscape. This collaborative spirit leads to the **distillation of the most lucrative ventures**, driving the continent's sporting industry forward.

A Booming African Continental Free Trade Area (AfCFTA)

SAIS provides a platform to **actualise AfCFTA's objectives**. Imagine a seamless flow of sports goods and services across Africa, fostering **sustainable development, peace, and inclusivity**. Witness the emergence of **new markets** for local production and consumption of sports products, empowering businesses throughout the continent.

Community-Driven Success

Through insightful deliberations, SAIS lays the groundwork for **sustainable community-based sports initiatives**. These initiatives will promote social cohesion and solidify the organiser's position as a **leader in sports for development**.



Key Takeaways from the Sports Africa Investment Summit (SAIS)



Securing Concrete Commitments

Public-Private Partnerships

SAIS facilitates a powerful dialogue that secures **national governments' commitment** to actively reposition the sports industry. This paves the way for **increased private sector investment**, propelling African sports to new heights.

Deal Room Deals

Be part of the action! SAIS features a dedicated Deal Room where potential investors connect with captivating sports projects. Witness the **successful generation of investment interest and participation**, turning dreams into reality.

Financing Our Future

Prepare for a monumental shift! SAIS aims to **secure commitment from Development Agencies and DFIs** to establish a dedicated **\$2 billion annual sports fund** over the next five years. This will provide the vital resources needed to fuel the industry's long-term growth.

Impactful Development

Witness **20% of the pooled funds** allocated to **sports for development commercial impact projects in Nigeria**, creating a ripple effect of positive change. Additionally, SAIS strives to secure a minimum of **\$300 million for the Spaces for Sport (S4S) program in Nigeria**, empowering local communities through the power of sports.



Seize the Moment: Unlocking Post-Summit Opportunities at SAIS

The Sports Africa Investment Summit (SAIS) isn't just a one-time event; it's your launchpad for capitalising on the explosive potential of African sports. Here's how SAIS empowers you to turn insights into action:

Untapped Market Potential

Market Size: Africa's sports industry is currently valued at over \$12 billion, with a projected growth to over \$20 billion by 2035. (Source: PwC's Global Sports Survey 2023).

Participation Growth: With Africa's young population, sports participation is expected to increase by 50%, creating a massive consumer base for sports goods and services.

Job Creation Powerhouse

Job Creation Potential: The African sports industry has the potential to create over 10 million direct and indirect jobs within 10-15 years.

Infrastructure Investment Opportunity

Infrastructure Gap: Significant investment is needed for sports infrastructure development across Africa. SAIS fosters partnerships to bridge this gap and unlock local economic opportunities.

Strong Return on Investment

Increased Tourism Spending: Sports tourism is a growing sector. By developing sports facilities, Africa can retain travel spending within the continent, boosting local economies.

Diversifying Investments

Foreign Direct Investment (FDI): The sports industry can attract significant FDI to Africa. SAIS aims to increase the sports industry's contribution to FDI by over 10%.

Seize the Moment: Unlocking Post-Summit Opportunities at SAIS



Capitalising on the Potential of African Sports

Forge Winning Business Models

SAIS explores the most lucrative business models for African sports. Go beyond theory! We'll equip you with practical strategies to attract investors and measure their interest in financing sports development projects. Discover the models that will ignite your ventures and propel African sports to new heights.

Turn Potential into Profits

The African sports industry is brimming with untapped commercial potential. SAIS sheds light on both the opportunities and the challenges of monetising this dynamic sector. Learn how to navigate the landscape and unlock the full commercial power of African sports, ensuring sustainable growth for your business.

A Collaborative Ecosystem for Success

SAIS empowers stakeholders across the board. We'll explore how governments, development institutions, and key players can work together to cultivate a thriving sports industry.

Discover actionable strategies to maximise brand exposure, business benefits for investors, and value creation for everyone involved - from athletes to value chain developers.

Harnessing the Power of Diaspora

SAIS connects you with the global African community. Learn how to leverage the African diaspora as a potent force for attracting investments. We'll show you how to tap into their passion and financial resources to fuel the growth of African sports.



Join the Legacy.

RSVP Today!

Visit our website www.sportnigeria.ng for updates, speaker announcements, and registration details. Together, let's raise the bar for African sports, fuel sustainable growth, and unleash the champions waiting to be discovered.

Sports Africa Investment Summit 2024:

It's not just a summit; it's a revolution waiting to happen.

#UnleashTheChampions
#InvestInAfricaSports
#SustainableLegacy
#SportsAfricaSummit2024



November 19th - 20th, 2024

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