

LEADERS

The Sport Business Summit



Event Programme

Date
21 July 2017

Venue
Sina Sports HQ, Haidian
Beijing

Worth Knowing

Sessions

10.00 – 10.15

Speaker

Arthur Wei, CEO, Sina Sports

| DIGITAL |

Content & Community: A Match Made in Digital

The Chinese media landscape is unique and rapidly changing. Organic communities have burgeoned across a host of home-grown platforms, as content has acted as a focal point and a catalyst for engagement.

10.15 – 10.50

Speakers

Jay Li, Vice President/General Manager
Greater China, WWE

David Proper, Executive Vice President of
Media and International Strategy, NHL

Collins Qian, Chief Operating Officer,
NBA China

| MARKETING |

Major Leagues, Major Market: Varied Strategies for Growth

Leagues from across the world have turned their focus to China as key growth opportunities emerge. Understand the key strategies from leading rightsholders to successfully engage with Chinese fans.

11.20 – 11.55

Speakers

Brian Cupps, Senior Director - Sports
Marketing, Adidas

Loic Biver, Chief Marketing Officer, LVMH
Watch Division

Major Zhu, Senior Brand Director, Anta
Sports

Gang Duan, Chief Executive Officer,
China Open

| BRANDS |

Brand and Deliver

The Chinese market is both fraught with challenges and ripe with opportunity. Find out how some of the smartest operators in the brand world are making their mark, and reaping the rewards, in China.

Sessions

11.55 – 12.15

Speaker

Jisheng Gao, Chairman, Lander Sports Development

| INVESTMENT |

Globalised Opportunities in Sports Business

Chinese sports development is following both bottom up and top down models. High profile investments are being supported by grand scale infrastructural projects. Understand how Lander is partnering with local government to build 'sports towns' which will lay the platform for the next generation of superstar athletes.

12.15 – 12.45

Speakers

David Yang, Chief Executive Officer, Wanda Sports China

Frank Leenders, Director General, FIBA

| COMMERCIAL |

Full Court Press

A revamped and enlarged Basketball World Cup is coming to China in 2019. Taking place across the entire country – no mean feat for a country as large, diverse and complex as China - multiple stakeholders are coming together to deliver something special for a country obsessed by the sport.

14.00 – 14.25

Speaker

Ivan Gazidis, Chief Executive Officer, Arsenal FC

| MARKETING |

Eastern Promise: Opportunities In China For Arsenal

Popularity in China of the English Premier League has offered tremendous growth opportunities for teams in the market. Hear from the man driving Arsenal's evolution, detailing how they're authentically engaging with the local population, and trends to look out for in the future.

Sessions

14.25 – 14.45

Speaker

Jun Zhao, Chief Executive Officer, China Sports Media Ltd.

| BROADCAST |

Making Broadcast Pay

The Chinese broadcast and media landscape has shifted. No longer entirely dominated by one player, it is now rich, sophisticated and technology-driven. Understand this unique and changing landscape with an exclusive keynote with the leading figure at CSL distributor China Sports Media. Hear how CSM is pioneering pay-TV in sport and tackling the challenges associated with it.

14.45 – 15.10

Speaker

Clark Xu, President, CMC Holdings

| INVESTMENT |

Making Moves At Home and Abroad

CMC Holdings has a range of shareholdings across a number of dynamic sports and media industries inside and outside China. Hear about the motivation and long-term strategy from one of the leading Chinese firms making waves globally.

15.40 – 16.20

Speakers

Robert Klein, Chief Commercial Officer, Bundesliga International

Mathieu Ficot, Chief Commercial Officer, Ligue de Football Professionnel

Alex Phillips, Head of Asia-Europe Affairs, AFC

| Commercial |

A European Perspective: Reach, Revenue and Retention In China

The growing thirst for football in China has opened up a huge opportunity for various international football competitions to grow their global reach. Hear how the Bundesliga and Ligue 1 are increasing their footprint and capturing the minds and hearts of Chinese fans.

Sessions

16.20 – 17.00

Speakers

Fahri Ecvet, COO Global Football,
Wasserman

Roy Hodgson, Former England Manager

Chen Lu, Former Olympic Figure Skater

| ATHLETES |

Building Global Talent

China continues to attract sporting talent around the world across multiple sports. However, with the tightening restrictions on signing foreign stars, the need to build local talent has become even more important. Understand the next steps required to build a culture that breeds the local stars of the future.