



ΥΠΟΥΡΓΕΙΟ ΕΞΩΤΕΡΙΚΩΝ
Β1 Διεύθυνση
Σχεδιασμού Εξωστρέφειας και
Συντονισμού Φορέων Εξωστρέφειας

ΑΔΙΑΒΑΘΜΗΤΟ
ΚΑΝΟΝΙΚΟ

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Αθήνα, 7 Φεβρουαρίου 2022
Α.Π.: 6280

- ΠΡΟΣ :** - ΠΙΝΑΚΑ ΑΠΟΔΕΚΤΩΝ (μ.η. – με e-mail)
- ΚΟΙΝ.:** - Πρεσβεία Καΐρου και Γραφείο ΟΕΥ αυτής
- Ε.Δ.:** - Διπλ. Γραφείο κ. Πρωθυπουργού
- Διπλ. Γραφείο κ. Υπουργού
- Διπλ. Γραφείο κ. ΑΝΥΠΕΞ
- Διπλ. Γραφείο Υφυπουργού κ. Φραγκογιάννη
- Γραφείο κ. Γενικού Γραμματέα
- Γραφείο κ. Γεν. Γραμματέα ΔΟΣ & Εξωστρέφειας
- Γραφεία κ.κ. Α', Β' & Ε' Γενικών Διευθυντών
- Α6, Β5 & Ε3 Διευθύνσεις

ΘΕΜΑ: Διοργάνωση εκδήλωσης “Conference on Opportunities and Challenges of Investment and Arab Sports Manufacturing 2030” (Κάιρο, 7-9 Μαρτίου 2022).


ΣΧΕΤ.: Έγγραφο Πρεσβείας Καΐρου Α.Π.: 144 / 3.02.2022

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Για επιβεβαίωση συμμετοχής μπορείτε να απευθύνεστε στα ακόλουθα στοιχεία επικοινωνίας:
International Relations Department/Ministry of Youth and Sports
Τηλ.: 01224810096 / 01552611766
- General Dept
Τηλ.: (00202) 33021855 / e-mail: ext_relations@emss.gov.eg
- Director General, Τηλ. Κιτ.: 01224810096 , e-mail: ghada782003@hotmail.com

Για περισσότερες πληροφορίες μπορείτε να επικοινωνήσετε και με το Γραφείο Οικονομικών και Εμπορικών Υποθέσεων της Ελληνικής Πρεσβείας μας στο Κάιρο:
Τηλ.: (00202) 27948482, 27952036
email: ecocom-cairo@mfa.gr

Παρακαλούμε για την ενημέρωση των μελών σας.

Ο Διευθυντής

Απόστολος Μιχαλόπουλος
Σύμβουλος Ο.Ε.Υ. Α'

ΚΚ/

Συνημ.: σελ. 9

ΠΙΝΑΚΑΣ ΑΠΟΔΕΚΤΩΝ

ENTERPRISE GREECE
ENTERPRISE EUROPE NETWORK HELLAS
ΚΕΝΤΡΙΚΗ ΕΝΩΣΗ ΕΠΙΜΕΛΗΤΗΡΙΩΝ ΕΛΛΑΔΟΣ (ΚΕΕΕ)
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ΕΛΛΗΝΙΚΟΣ ΣΥΝΔΕΣΜΟΣ FRANCHISE



H.E. The Ambassador

Dear Excellency,

The Ministry of Youth and Sports in Egypt presents its compliments to your good self and to your esteemed embassy.

I have the honor to inform you that the Egyptian Ministry of Youth and Sports, in cooperation with the Arab Federation for Marketing and Sports Investment, is going to organize (Conferences on Opportunities and Challenges of Investment and Arab Sports Manufacturing 2030) from 7 March to 9 March 2022 in Cairo, which will include 3 events (conference- Program - Exhibition).

It will be highly appreciated if you kindly nominate companies, institutions, factories and people specialized in sports economics from your country and members of your esteemed community in the Arab Republic of Egypt who are interested in investment, marketing and sports manufacturing to participate in the aforementioned event.

The conference will offer them the following benefits:

- Exemption from forum participation fees and its events.
- 50% reduction on accommodation in hotels affiliated to the Egyptian Ministry of Youth and Sports.
- Providing free internal transportation from the hotel to the forum.
- Allow the companies to present their activities and products in the opening session of the forum for only \$300, aiming to open new markets in the Arab region.

26 July St- Sphinx - Giza, A.R.E

General Dept.

Tel. / Fax (00202) 33021855

E-Mail: ext_relations@emss.gov.eg

Director general

Mobil: 01224810096

E- Mail: ghada782003@hotmail.com

22-0000024-R



- Companies will be allowed to have a partition of area 2×2 square meters to display their products to the Arab and African investors.
- These companies will be granted 50% discount on the exhibition participation fees.
- Companies' officials shall bear round trip tickets expenses, transportation costs from Cairo Airport to the hotel (the Olympic Center in Maadi) and Al Masa Hotel in the new administrative capital, and the cost of the internal transportation to Cairo Airport on departure.

Kindly find Attached to this all the data and information related to the participation. (Taking into consideration the privileges granted to the EU countries).

Also, we kindly request if the embassy could assign a contact person in order to coordinate with our department concerning the participation in the forum.

I avail myself of this opportunity to express to your Excellency my deepest thanks and highest consideration.

Thank you in anticipation.

**Yours Sincerely
Director General
International Relations Department**

Dr. Ghada Hussien

Dr. Ghada Hussien

For confirmation, participation or inquiries, please contact the following numbers: 01224810096\ 01552611766



Program lectures

Including:

- Brands and their promotional style.
- Strategic planning for sports organizations.
- Legal affairs and the drafting of sports sponsorship contracts.
- Modern systems in the management and operation of sports facilities and programs.
- Sports media planning and its relationship to sports marketing and investment.
- Crisis management and countering marketing piracy in the sports field.
- Sports tourism and events industry.
- Planning public relations and hospitality programs in the field of sports marketing.
- Modern technologies in the field of electronic support for sports activity and marketing.
- Monitoring financial performance and controlling deviation in tournaments and sports facilities.
- Financial and accounting analysis of the final accounts and the list of the financial position of sports facilities.

Program Benefits

- Certificate approved by the Ministry of Youth and Sports.
- Lecturers for the largest European clubs in sports marketing.
- Conference bag: it includes a copy of the lectures, writing tools - pen - etc.
- Parallel programs for the conference. (Visiting the finest Egyptian sports facilities affiliated to the Ministry).
- Identifying some successful experiences of companies operating in the field of sports industry and sports marketing.
- Providing tourist entertainment programs inside and outside Cairo, during and after the conference for the attendees and their families, such as: (Sharm El-Sheikh - Hurghada - Dahab - Cairo - Alexandria).

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Program Goal

It aims to prepare the first generation specialized and professional in the field of marketing sports programs and facilities in the Arab world and some African countries, in which a group of world experts in the field of investment and sports marketing will lecture.

Themes of the International Program for the Professional Sports Marketing Manager

- Sports Marketing and its Relationship to Sports Engineering.
- Sports marketing and its relationship to giant sports facilities.
- The role of business manager for professional players.
- Modern systems in the management and operation of sports facilities and programs.
- Crisis management and combating marketing piracy in the sports field.
- Modern technologies in the field of electronic support for sports and marketing activities.
- Financial and accounting analysis of the final accounts and the list of the financial position of sports facilities.
- Legal affairs within the facility and the drafting of sports sponsorship contracts.
- Sports media and its relationship to sports marketing and investment.
- Brands and the way to promote them.

Program fee only

- \$300 for 3 days on the sidelines of the conference.

Conference Goals

The conference aims to:

- Gathering the largest number of specialists in sports fields (official, civil and the private sector) in Egypt, the Arab world, some European countries and China for opening new markets in the Arab region under the umbrella of the Ministry of Youth and Sports and the settlement of protocols and severe cooperation agreements between companies, factory and institutions specialized in sports field.
- The Participation of the representatives of the largest institutions, companies and factories specialized in sports investment in Egypt, the Arab world, the European Union and China.
- The Participation of european, international and chines experts in sports industry.

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- The Participation of the representatives of the World Federation of Sports Goods and Participation of the European Sports Industry Association.
- The Participations of companies and individuals specialized in all fields of investment, marketing, promotion and sports media.
- The Participations of Company representatives of the sports media industry in private channels and stations.
- The Participations of the Clubs Officials and Private Economic Entities in the Field of Sports.
- The Participations of the Representatives of the Arab Banking Banks Sponsoring in Participation as an Investment of some of their Capital in the Field of Sports.

Fees for presenting investment opportunities at the opening of the conference

- You will be informed enough time before the event of the fees and the payment methods as soon as the number of participating countries is determined.

Exhibition objectives

- Keeping up the latest ideas and visions of the participants, whether in the industry, investment, marketing or sports media, and settlement of cooperation memorandum between the participants in the exhibition.
- The participation of major factories, companies and institutions specialized in manufacturing, export and import in the various fields of sports.
- The participation of major companies and institutions specialized in the field of promotion, marketing and sports investment in Egypt, the Arab world and some European countries.
- The participation of major companies specialized in providing sports services for sports facilities and programs.
- The participation of major institutes, institutions and unions that contribute to the development of investment thought and the sports industry.
- The participation of media, advertising and publicity institutions in the conference, program and exhibition.

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- Invitation and participation of sports channels and programs in Egypt, the Emirates, Saudi Arabia, Spain, Italy, Pakistan and all Arab and foreign stations to give the event an opening day.
- Invitation and participation of newspapers, magazines and publications specialized in sports, economics and business to cover the event.
- Invitation and participation of major sites and social networking specialized in the field of sports, economy and business.
- Covering the event through the participation of the websites of governmental, private and private sports bodies and institutions, sponsoring and financing the event.
- One of the Arab channels specialized in sports will be contacted to broadcast the event directly on the opening day, cover live sessions, and conduct meetings with the global VIP guests in the field of sports industry, marketing and sports investment.
- Allocating spaces for channels wishing to register with the official, economic and media figures who will participate in the event.
- One of the Egyptian radio stations is contacted to participate in broadcasting several announcements about the event, as it will be a huge event organized in Egypt, in the presence of an elite specialized in the economy, finance, and banks that finance sports projects and sponsor sporting events.

Details of obtaining spaces inside the exhibition

- \$200 per meter during the exhibition period, including (menus, lighting, number of (2 chairs + one table).
- The minimum space inside the exhibition is 6 m.
- Note: Please send your logo design (high quality) to be printed on the front of the exhibition.
- It is also possible to hire 2 assistants for \$300 for the three days of the exhibition.

Exhibit packages

*** Golden package**

- Placing its logo on all advertising media that will cover the event.
- Define a three-minute word for the company representative.
- Broadcasting a (2-minute) video during the company's director's speech.

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- Allocating a table (five people) with coffee break services and lunch for three days.
- The program of the professional sports marketing manager, including certified certificates for (five people) and bags, (2 roll-ups) inside the hall, (2 roll-ups) in the exhibition and (2 roll-ups) during the program's activities for three days.
- Allocating an area of 3 meters equipped for the company to display its products by providing (2 girls) with a decent appearance for three days during the exhibition.
- Providing a meeting room for 2 hours a day for 3 days, in order to conclude agreements and negotiatives.
- Placing the logo on the display screens throughout the implementation of the three activities from 10 AM to 10 PM.
- Providing (two cars) for internal transportation during the three days in the capital, Cairo.
- Meetings with the Egyptian, Saudi, Emirati and Iraqi Ministers of Youth and Sports and some heads of International and Arab sports bodies.
- (Worth \$75,000).

4 Silver package

- Placing its logo on all advertising media that will cover the event.
- Define a three-minute word for the company representative.
- Broadcasting a (2-minute) video during the company's director's speech.
- Allocating a table (three people) with coffee break services and lunch for three days.
- The program of the professional sports marketing manager, including certified certificates for (three people) and bags, (2 roll-ups) inside the hall, (2 roll-ups) in the exhibition and (2 roll-ups) during the program's activities for three days.
- Allocating an area of 3 meters equipped for the company to display its products by providing (two girls) with a decent appearance for three days during the exhibition.
- Providing a meeting room for 2 hours a day for 3 days, in order to conclude agreements and negotiatives.
- Placing the logo on the display screens throughout the implementation of the three activities from 10 AM to 10 PM.

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- Providing (only one car) for internal transportation during the three days in the capital, Cairo.
- Meetings with the Egyptian, Saudi, Emirati and Iraqi Ministers of Youth and Sports and some heads of international and Arab sports bodies.
- (Worth \$50,000).

✦ Bronze package

- Placing its logo on all advertising media that will cover the event.
- Define a three-minute word for the company representative.
- Broadcasting a (2-minute) video during the company's director's speech.
- Allocating a table (two people) with coffee break services and lunch for three days.
- The programs of the professional sports marketing manager, including certified certificates for (two people) and bags, (2 roll-ups) inside the hall, (2 roll-ups) in the exhibition and (2 roll-ups) during the program's activities for three days.
- Allocating an area of 3 meters equipped for the company to display its products by providing (two girls) with a decent appearance for three days during the exhibition.
- Providing a meeting room for 2 hours a day for 3 days, in order to conclude agreements and negotiate.
- Placing the logo on the display screens throughout the implementation of the three activities from 10 AM to 10 PM.
- (Worth \$30,000).

✦ Participating package

- Placing its logo on all advertising media that will cover the event.
- Define a three-minute word for the company representative.
- Broadcasting a (2-minute) video during the company's director's speech.
- Allocating a table (two people) with coffee break services and lunch for three days.
- The program of the professional sports marketing manager, including certified certificates for (two people) and bags, (2 roll-ups) inside the hall, (2 roll-ups) in the exhibition and (2 roll-ups) during the program's activities for three days.
- Allocating an area of 3 meters equipped for the company to display its products by providing (two girls) with a decent appearance for three days during the exhibition.

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- Providing a meeting room for 2 hours a day for 3 days, in order to conclude agreements and negotiatives.
- Placing the logo on the display screens throughout the implementation of the three activities from 10 AM to 10 PM.
- (Worth \$15,000).

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