



**WHERE MULTIPLE
STREAMS OF SPORT MEET**

21-23 OCTOBER 2021
Egypt Expo & Convention Authority (EECA)

SPORTCODES 2021

Egypt has always been a driving force behind the International and Regional Sport Movement, being one of the Pioneer Initiators of the Olympic Movement, the Mediterranean Games and the All-Africa Games.

Its perfect location at the convergence of three continents; Africa, Asia and Europe and at the heart of the middle east, makes it the perfect hub for the interchange of cultural influences and trade.

With a population of almost 100 million - of which more than 75% are under the age of 40 - Egypt is considered the largest market in the Middle East and Africa.

In May 2017, the Egyptian Parliament approved the Final Version of the Egyptian Sport Law, which among several enhancements to the Egyptian Sports Community, encouraged and highlighted the important role of Investment in Sport & Physical Activity allowing and encouraging Private Entities to Invest in all aspects of the Sport as an Industry, especially in the field of Sport Clubs.



“ Egypt is considered the largest market in the Middle East and Africa ”

A Presidential Initiative to fight obesity among Egyptian People and encourage Sport & Physical Activity has inspired Public and Private authorities to foster programs and systems tackling the issues covered by the Presidential Initiative.



In line with all this, SPORTCODES comes in its first version, to gather Sports Stakeholders from the diversified spectrum of Sport – Sports Leaders, Business & Industry Leaders, Sport Governing Bodies, Suppliers & Services Providers, Athletes & Coaches, Support Professionals & Researchers, in addition to Sport Enthusiasts, participants and service receivers and users from all ages, interests and ability levels.

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Over 3 days, SPORTCODES will host the following events:



A. FORUM



The aim of the Sport Forum is to discuss selected topics of Sport and Sport Business. This year's Forum will host three conferences each tackling an important aspect of Sport. Running alongside each conference will be a Themed Parallel Activity emphasizing and representing the Conference Topic.

1. Clubs & Sport Facilities

- The Future of Sport Clubs & Sport Facilities
- Management & Marketing Trends
- Staff Development & Accreditation

Parallel Activity

Club Management Workshop & Certification Course

2. Sport & Fitness as a National Policy

- School Sports Initiative
- Sport Literacy Programs
- Sport for Life

Parallel Activity

The Kids Sports Park

3. Sport Events and Sport Tourism

- The Economic Impact of Sport
- Egypt – An Undiscovered Haven for Sports Tourism

Parallel Activity

Egypt Sport Events Directory



B. EXHIBITION



Covering more than 3000 SM to ensure Business, Networking and Sales are efficiently and professionally achieved. The diversity and convergence of different segments aim to cater for the public, the exhibitors and the forum attendees.

• Clubs & Sports Facilities

- Planning, Design & Construction
- Management & Management Systems
- Equipment
- Furniture
- Courts & Fields Materials
- Swimming Pools
- IT Solutions- Lighting & Engineering Systems
- Uniforms & Apparel
- Membership Programs & Systems
- Sales & Marketing

• Sport Resorts

• Sport & Fitness Equipment

• Sportwear, Fashion & Retail

• Sport Medicine & Medical Care

• Sport Industry & Sport Business

- Sport Marketing & Public Relations
- Sport Media
- Research & Development
- Sport Information Directories



C. SPORT ART CONTEST



With the launch of SPORTCODES, we endeavor to advocate for the strong alliance between Sport & Art.

This year will feature a Sport Art Contest in Two Categories:

- Sport Photograph (Sport Action – Portfolio)
- Sport Media (Short Video – Advertisement/ Promo)

All contesting works will be displayed in the Sportcodes Venue and on the Event website.
Winners in each Category will receive attractive prize money.



D. SPORTCODES AWARDS



Because Sport is not only about winning on the playing fields, SPORTCODES will be acknowledging and honoring different achievers in different aspects of Sport – Role Models, Community Development through Sport & Sport Innovation will be among SPORTCODES 2021 Awards





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Egypt Expo & Convention Authority (EECA)
Nasr City, Cairo, Egypt.

*From Grassroots to World Class
From Playing Fields to Historical Venues
From Playing for Fun to Playing for Gold*

*Streams of Sport Flow ...
And Every Stream has a Code*

*SPORTCODES ...
Where Multiple Streams of Sport Meet*

Organized by:



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