



LEADERS™

The Sport
Business
Summit

The Kerry Hotel, Shanghai

In partnership with



ENDEAVOR
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Day 1 Agenda – 18 July 2019

9.30 – 10.00

Invited speaker

Ferran Soriano, CEO,
Manchester City

| OWNERSHIP |

Champions keynote: Investing to win in the Premier League

From direct-to-consumer offerings to powerful digital social Ahead of The Premier League Football Forum on day two, this session features the current Premier League champions, Manchester City, and examines the club's road to success, global network and future international ambitions in growth markets like China.

10.00 - 10.40

Confirmed speakers

Ma Guoli, Special Advisor to the
Commissioner, China Basketball
Association

Derek Chang, Managing Director,
NBA China

| BROADCAST |

Broadcast Disruptors: Making sense of the new media puzzle

From direct-to-consumer offerings to powerful digital social communities, by way of gamification and new fan initiatives, this session examines the how, where and why of how sports content consumption is changing.

10.40 – 11.00

Confirmed speaker

Michael Ma, CEO, Endeavor China

| INVESTMENT AND FAN EXPERIENCE |

Bringing the world to China, and China to the world

What are the opportunities and growth areas in sport and entertainment for international teams, leagues, federations, brands and broadcasters, and what should the world expect from their Chinese counterparts in the coming years?



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11.40 – 12.20

Confirmed speaker

David Wang, CEO, CBA League

Invited speaker

David Nivelles, Head of FIBA
Marketing

| FAN EXPERIENCE AND SPONSORSHIP |

Net success: Why basketball is at the forefront of China's sports marketing awakening

Ahead of the FIBA Basketball World Cup, a group of the sport's most senior executives discuss the likely commercial legacy of the tournament and how the event is set to herald a new wave of innovation in how sports are marketed in China.

12.20 – 12.50

Invited speaker

Yu Ling Xiao, CEO, iQiyi
Sports

| DIGITAL AND FAN EXPERIENCE |

Digital era, global game: The new world of athlete-fan relationships

What's the best approach for globally recognised athletes to personalise, tailor, and localise their interactions with fans in different markets and cultures; and how best to satisfy fans who demand constant engagement.

14.15 – 14.50

Confirmed speakers

Scott O'Neil, CEO, HBSE &
Philadelphia 76ers

Zhong Naixiong, Founder, Nenking
Group and Guangzhou Long Lions

| LEADERSHIP AND CULTURE |

Disruption and invigoration: Exploring new ways of thinking

Two senior sports executives on a mission to innovate discuss disruptive mindsets, invigorating cultures, and dynamic ambition – and explain how and why they are pushing the envelope across global sport.



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Day 1 Agenda – 18 July 2019

14.50 – 15.30

Confirmed speaker

Jiang Lizhang, Founder of Hope Group and Owner of Granada C.F.

Invited speakers

Andre Schleimer, Chief Financial Officer, UFC

Zhu Gang, Partner, Yao Capital

| INVESTMENT |

Invest in the best: challenging the status quo

From ambitious start-ups, to bold bets on new initiatives, and investment across the board, a wave of change is sweeping sport. This session brings together Chinese and international investors to discuss the significant trends and how the money in sport is moving.

16.00 – 16.40

Confirmed speakers

Chloe Targett-Adams, Global Director of Promoters and Business Relations, Formula 1

Michael Roche, Executive Director, Singapore Grand Prix

Invited speakers

Michael Gu Managing Director, Juss Events

| FAN EXPERIENCE |

Drive to localise: Inside Formula 1's race promotion strategy

Featuring best practice from Grands Prix in China and Singapore, this is what global rights holders need to know about tailoring major events to best appeal to fans and partners in local markets.

16.40 – 17.20

Confirmed speakers

Johnson Yeh, Managing Director, Greater China, RIOT Games

Pei Le, Owner, Team WE

Eric Wei, VP, Category Marketing, Greater China, Nike

Invited speakers

Brandon Snow, Chief Revenue Officer, Activision Blizzard

| ESPORTS |

Surfing the esports wave

Estimates suggest China will be home to 60% of the world's video games players in two years time and esports is gaining major momentum in the market. This session analyses that growth and asks what's the next step in China's esports journey.





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Day 2 Agenda – 19 July 2019

9.30 – 9.45



Premier League
Football Forum

英超足球论坛

蓬勃体育
在
GREAT
英国

| WELCOME |

Welcome to the Premier League Football Forum

Host Manish Bhasin, the face of the Premier League in China, introduces the morning's event.

9.45 – 10.25

Confirmed speaker

Richard Masters, Interim Chief
Executive, Premier League

Invited speakers

Jeff Shi, Executive Chairman,
Wolverhampton Wanderers

Guo Guangchang, Chairman, Fosun

| FAN EXPERIENCE, LEADERSHIP &
COMMERCIAL |

From the office of the CEO

Leading executives from the Premier League and touring clubs share challenges, best practice and their personal objectives for building fanbases, business and player pathways outside the UK.

10.20 – 11.05

Confirmed speaker

Richard Garlick, Director of Football,
Premier League

Invited speakers

Zhu Guanghu, President, Shanghai
Football Association

Chen Xuyuan, Chairman, Shanghai
SIPG

| DEVELOPMENT AND INVESTMENT |

The future and growth of Chinese football

From a growing domestic league to investments in facilities, bases and players by the major European clubs and leagues, Chinese football is on the rise. This session dives deep into how, why and what's next as the sport matures in the market.



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Day 2 Agenda – 19 July 2019

11.35 – 12.15

Invited speaker

Mi Xin, CEO, PPTV and VP,
Suning Sports

| BROADCAST |

A new era for football broadcasting

A panel discussing the various strategies and on the ground A chat with PPTV executives on the broadcaster's newly minted Premier League rights deal, and the comprehensive manner in which the league product will be brought to life and monetized on screens of all sizes across China.

12.15 – 13.15

Invited speakers

Nikita Jayasuriya, Global Director
and Head of Team Sport, **Avery
Dennison**

Eelco van der Noll, Head of
Partnerships and Experiential,
ABInBev

Ricardo Fort, VP, Global Sports and
Entertainment Partnerships, **Coca-
Cola**

| SPONSORSHIP AND FAN EXPERIENCE |

Brand goals: activating sponsorships successfully

A panel discussing the various strategies and on the ground tactics being employed by brand sponsors in transforming their association with football into tangible business success.



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