

“SPORTELAsia CONNECTS THE SPORTS WORLD”

In recent years, we all experienced the massive increase in business and development opportunities throughout Asia. With major efforts of China and India along with new broadcast technologies, we can now reach more eyeballs than ever before.

The business objectives at SPORTEL conventions therefore also have shifted from content sales to seeing the big picture for sports business. Marketing becomes more and more the focus of the industry, tirelessly developing new ideas for brands and leagues alike. The search for event opportunities, athletes and new merchandise markets has changed the face of the business in Asia.

SPORTEL CEO Mr. Laurent Puons emphasizes: “We are excited to launch the next SPORTELAsia, which for 2018, I am convinced, positioned as an elite industry event embracing the rapid growth markets of China and throughout Asia, will provide an even greater platform for developing valuable business opportunities and the place to be as a connector of cultures, which unites the world in Asia.”

After the historical 20th anniversary edition in America, SPORTEL returns to Singapore. From March 13 to 15, 2018, we once again welcome professionals from the international sports business industry, with an extended exhibition and intense networking opportunities with Asian business partners at the Shangri-La hotel.

Last SPORTELAsia was participated by 736 representatives of 371 companies from 47 countries and we expect a significant increase for the next edition. In result, a redesigned floor plan was necessary to welcome more participants and to present a wider variety of exhibitors with more options to meet. In two lounges and a bar, participants can hold their intense “face 2 face” meetings and, during the popular networking events, meet and connect with new business partners.

SPORTELAsia is the hub that supports the industry build new sports events and media throughout Asia!

SPORTELAsia - 13-15 March 2018 - Shangri-La Hotel, Singapore
with the support of International Olympic Committee

