



Incubator & Accelerator

Saudi Sport Hub

Believes That Innovative Sports Technologies can be an Important Element in Increasing the General Physical Activeness of People and Fan Engagement. This without a Doubt will have a Direct Affect on the Sports Industry, Destination Marketing, and Big Data. The Idea Behind Saudi Sport Hub is to bring the Best New Innovations and Start-Ups Into the Ecosystem of the Saudi Sports Industry.

Saudi Sport Hub

is a Partner of Wadi Makkah Tech Valley. The Hub is a Community-led Working Environment Where we Regularly Collaborate and Invite our Partners to Visit the Space, Meet our Community and learn about Emerging Sport Technologies.

The Role of Saudi Sports Industry in Vision 2030



Why is it important to have a robust sports' Ecosystem?

Soft Power - A strong presence of Saudi Arabia on the global stage means a stronger Nation Branding

- 1 Investment**
Attract not Only Greater Foreign and Domestic Investment, But also Well Recognized Brands to Sign Sponsorships Deals at the State and Regional levels, this Can be Achieved with a Strong Nation Brand, and a Robust Sports Industry and Ecosystem.
- 2 Tourism**
Foreign and Domestic Tourists are Willing to Spend More to Visit Countries or Buy Products that Have a Stranger Nation Brand Recognition and a Robust Sports Ecosystem.
- 3 Exports**
Countries With Strong Nation Brand Recognition and a Robust Sports Ecosystem Export more and at Higher Rates.
- 4 Culture**
Similarly, the History, Customs, Traditions, and Culture of Countries with Strong Nation Brand Recognition and a Robust Sports Ecosystem are Perceived Positively.

Objectives



Sectors



Our Focus

