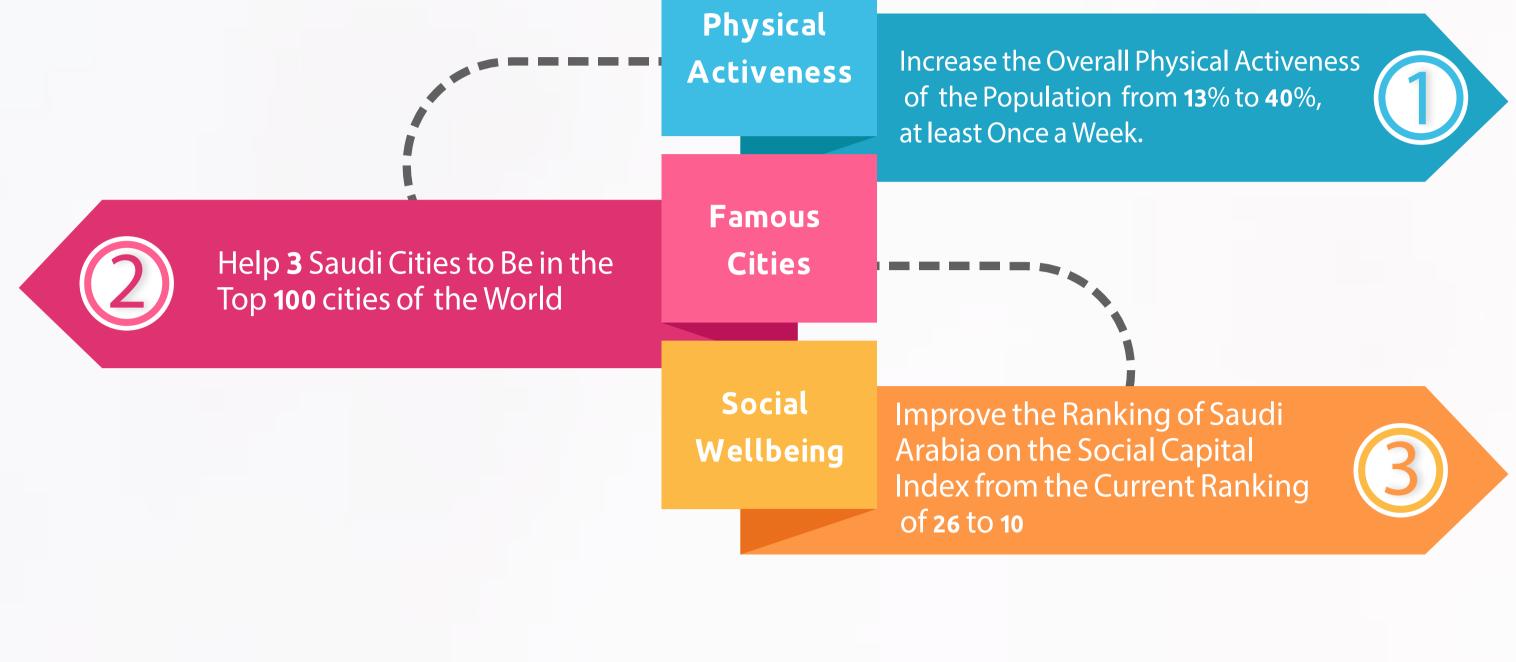


Sport Hub Believes That Innovative

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.

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



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

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

Investment



Attract not Only Greater Foreign and Domestic Investment, But

also Well Recognized Brands to Sign Sponsorships Deals at the

Countries With Strong Nation Brand Recognition and a Robust

Sports Ecosystem Export more and at Higher Rates.

Introducing the Concept of Collective

Financing in Sports



ectives

Collaboration with Universities and Research Centres

Establishing of a Scientific Centre for Sports Innovations

Exhibitions

on Sports Technologies

Holding events, Forums and Hackathons

Participation in local and International

Establish a Sport's Investment Fund to Support Start-ups and Sports Companies







