

**UK  
TRADE &  
INVESTMENT**



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# Major Sports Events Export Opportunities

- **The role of UK Trade & Investment**
- **Major Sports Projects Sector**
- **Potential Market Opportunities**

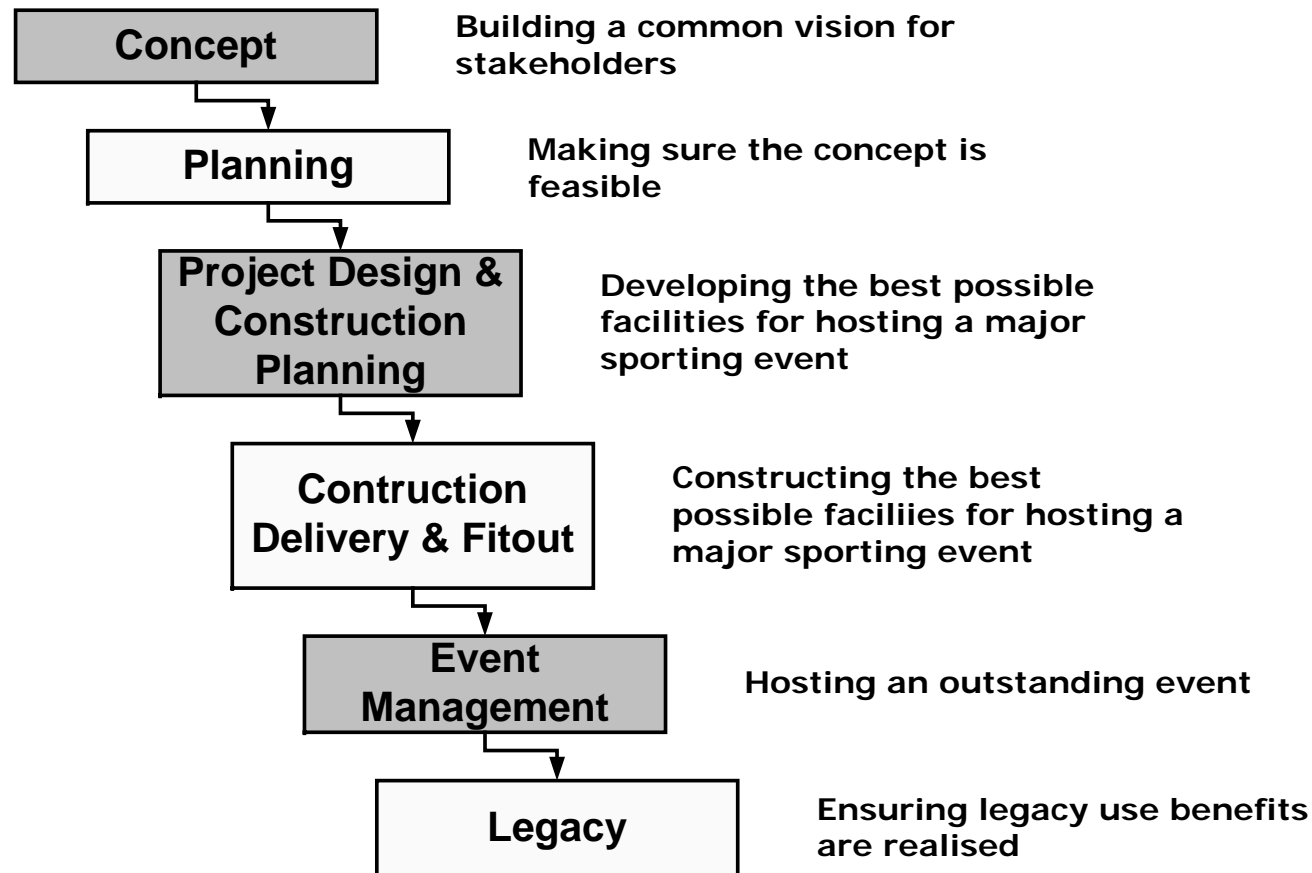
## UKT&I - Who are we ?

- **Central Government – jointly resourced by Department of Trade and Industry & Foreign and Commonwealth Office.**
- **A joined-up network across the UK and through over 246 diplomatic posts worldwide.**
- **A clear brand, supporting UK exporters of products and services.**
- **16 Sector Teams**

## Sports and Leisure infrastructure

- **Significant growth sector worldwide**
- **Catalyst for additional infrastructure**
- **Broad and diverse sector with no single trade association representing it**
- **Scope for UKT&I to 'add value'**

# The Project Journey



**Concept**

**Legacy Planning; Legal; Security; Project Finance; Stakeholders; Insurance etc**

**Planning**

**Feasibility; Sponsorship; Bid Preparation; Branding; Tourism; Transportation; Risk assessment; Environmental Impact etc**

**Project Design &  
Construction  
Planning**

**Architecture; Project Management; Engineering; Health & Safety; Cost control; Materials selection; Security Planning etc**

**Construction  
Delivery & Fitout**

**Materials; Building Services; Construction Management; Control Systems; Surfacing etc**

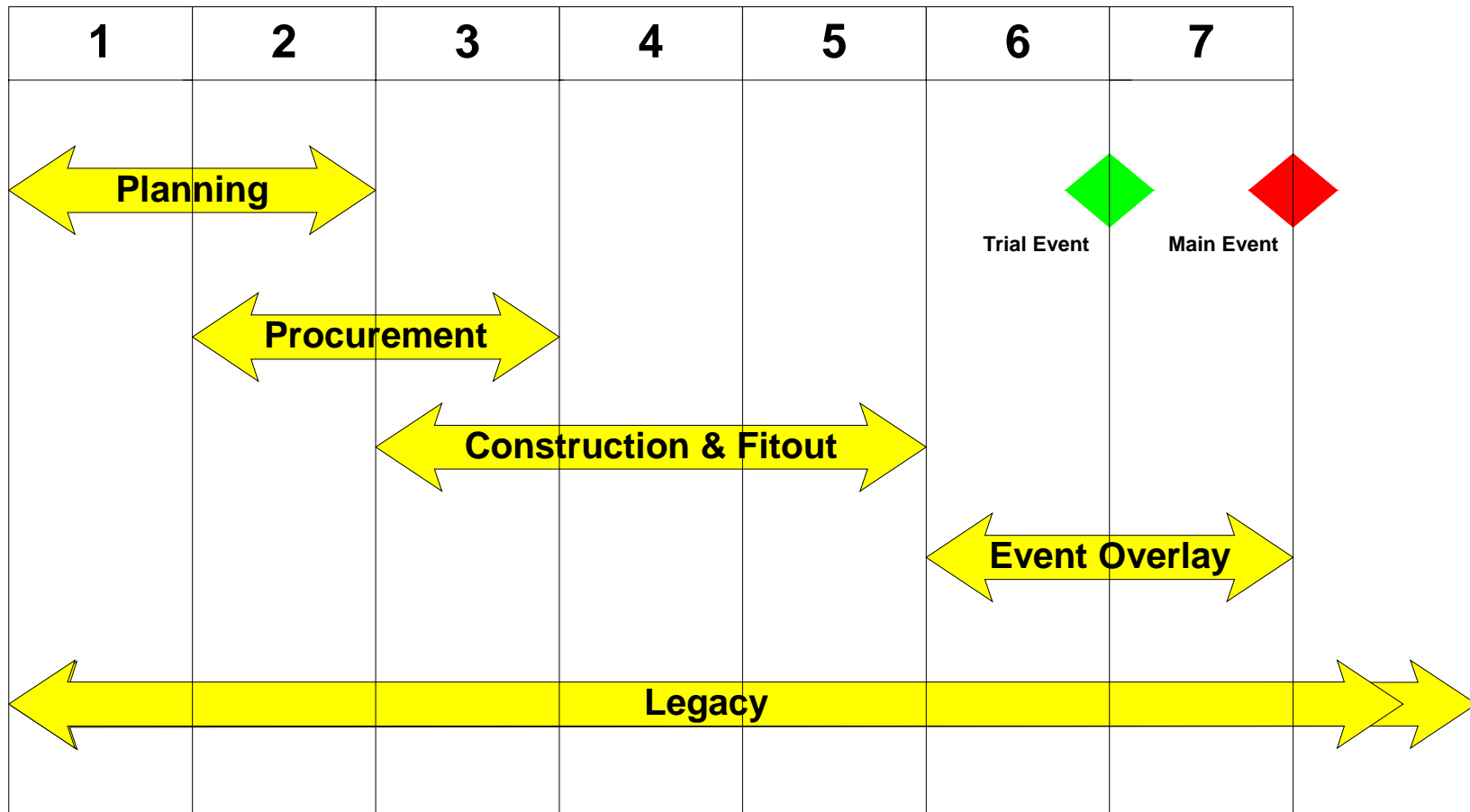
**Event  
Management**

**HR; Education; TV; Waste management; Temporary Overlay; Catering; Event Management; IT; Ticketing; Security; etc**

**Legacy**

**Facilities Management; Conferences; Exhibitions; & Concerts. Business, Social and Sports Legacy.**

# Project Timeline



## The Markets Require...

- **Skills**
- **Products**
- **Advice & Consultancy**
- **Partnering/Knowledge Transfer**
- **Track Record**

# Competition

- **USA**
- **France**
- **Germany**
- **Australia**
- .....

## What Does UK Offer?

- **Well developed Sports sector**
- **Football**
- **Home of world-class 'iconic' events**
- **2002 Commonwealth Games**
- **2012 Olympic Games**



## Selection of Sporting Events

▪ 17-27 Aug 06	South Asian Games	Sri Lanka
▪ 16-17 Sept	10 <sup>th</sup> IAAF World Cup	Greece
▪ 7-15 Dec	Asian Games	Qatar
▪ tba	Pan Arab Games	Egypt
▪ 17-27 Jan 07	Winter World Student Games	Italy
▪ 11-28 April	Cricket World Cup	W. Indies
▪ 4-10 June	Small States Games	Monaco
▪ 5-20 July	African Games	Algeria
▪ 13-29 July	Pan American Games	Brazil
▪ 8-18 August	World Student Games	Thailand
▪ 25 Aug-2 Sept	IAAF World Championship	Japan
▪ 6-16 December	Southeast Asia Games	Thailand

## Key Opportunities

- |                       |                              |
|-----------------------|------------------------------|
| ▪ West Indies         | - Cricket World Cup 2007     |
| ▪ Brazil              | - Pan-Am Games 2007          |
| ▪ Ghana               | - Africa Cup of Nations 2008 |
| ▪ Austria/Switzerland | - Euro 2008                  |
| ▪ China               | - Olympics 2008              |
| ▪ China               | - Asian Games 2010           |
| ▪ India               | - Commonwealth Games 2010    |
| ▪ S. Africa           | - World Cup 2010             |
| ▪ Vancouver           | - Winter Olympics 2010       |
| ▪ Ind/Pak/Sri L/Bang  | - Cricket World Cup 2011     |
| ▪ ?                   | - Euro 2012                  |
| ▪ ?                   | - Winter Olympics 2014       |

# Delivery Mechanisms

- **Website** ([www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk))
- **Exhibitions**
- **Inward Outward Missions**
- **Market Intelligence**
- **Roadshows and Seminars**
- **Networking**
- **Showcasing**
- **Database**



# Doha Asian Games: UK Success

- **Branding and Signage**
- **Media & Public Relations Strategy**
- **Host broadcaster**
- **Broadcast facilities**
- **Stadia Seating**
- **Design of roof for main stadium**
- **Games brochure and newsletter**
- **Anti-doping services**
- **Temporary kitchens**
- **Running of Media Centre**
- **Interpreting services**
- **Freighting services**
- **Chemical detection equipment**
- **Large Format Screens**

## **Getting Export Business – No simple answer but:**

- **Scan event's website for details of contracts let**
- **Scan relevant trade media**
- **Find out who have historically supplied events**
- **Target local suppliers of your product or service, or potential purchasers of it**
- **Research the best market for you**
- **Join a trade mission, get a feeling for an event, talk to other people on the mission**
- **Establish credibility – good website, press releases and editorial coverage**
- **Consider partnership with other like minded, non competing UK companies**
- **Sign up to our database and register on UKTI website**