

SA sport organisations to meet at second Sport Industry Summit

24 October 2013 will see the second Sport Industry Summit take place in Johannesburg, bringing together influential figures from the South African sporting arena. The summit is backed by Cricket SA, SARU and SAFA, and encourages the sharing of best practice and ideas to continue to stimulate SA's success in sports.



The three organisations will lead the debate on the state of sport in the country at one of the most influential business gatherings in the history of sport in South Africa. They will join a room packed full of top thinkers in the African sports marketplace for panel sessions, in-depth workshops and unique networking and sharing opportunities.

An important initiative to promote camaraderie

Last year's summit included panel appearances from the CEOs of all three organisations as well as international representatives of Premier League Football clubs, Major League Baseball teams and the NBA, while influential South Africans speaking at the event included FIFA executive Danny Jordaan, SASCOC president Gideon Sam, MultiChoice CEO Intiaz Patel and Olympic gold medallist Cameron van der Burgh. A similarly high-profile line-up will be announced in the coming weeks as SA sport once again looks to the future.

"The Sport Industry Summit is probably the most important initiative to be introduced to South African sport since unity," commented CSA acting CEO Naasei Appiah. "It is so important that we all feed off one another's successes and overall experiences and promote a true sporting spirit of camaraderie throughout the nation. This summit will once again make a massive contribution towards building sport as the biggest unifying factor of our diverse nation and to fulfil everybody's dream of making us a nation of winners. Cricket South Africa is grateful for the opportunity to be part of this process to drive South Africa's future sporting success."

Jurie Roux, CEO at double world-title-winning SARU, added: "The inaugural Sport Industry Summit last year was an invaluable opportunity to share ideas with our colleagues in other codes and across our industry. While we are always mindful of our traditions, we are always looking for new ways to improve our business practices and operations, and I am

sure this year's Sport Industry Summit will once again provide a fantastic chance to do so."

SAFA CEO Dennis Mumble concluded: "The Sport Industry Summit is a critical symposium which brings sporting federations' top brains together, under one roof. This is an opportunity for sporting people to brainstorm and come up with proactive and uniform solutions which will take our sport to the next level. The South African Football Association is grateful for this gathering as it allows South Africans to plot the way forward in an enabling environment."

For more information, go to www.sportindustry.co.za.

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