

ONE
Championship™



Present

SportsConnects

THE CHINA SPORTS FORUM

Produced by **SPORTS MATTERS**

At **MISSION HILLS**

MONDAY 26th NOVEMBER

SESSION	TIMES	PLENARY
MORNING SESSION	9:00-3:00	GOLF DAY 高尔夫球日
AFTERNOON SESSION	4:00-6:00	Speaker & VIP Welcome & Roundtable (by invitation only) Hosted by iSportConnects 讲者与VIP之欢迎会与圆桌会议 (仅限受邀者)
EVENING	6:00-8:00	WELCOME COCKTAIL RECEPTION (open to all attendees) 鸡尾酒欢迎晚会 (开放给所有与会者) Hosted by Mr Tenniel Chu, Vice Chairman, Mission Hills Group
	8:00-10:00	PRIVATE DINNER (Speakers and Invited Guests) 欢迎晚宴 (仅限讲者与受邀贵宾) Hosted by Mr Tenniel Chu, Vice Chairman, Mission Hills Group

TUESDAY, 27th NOVEMBER

SESSION	TIMES	PLENARY
MORNING SESSION 1	9:00-9:10	Opening Introduction 开幕致辞 Jasper Donat, CEO, Branded Tenniel Chu, Vice Chairman, Mission Hills Group 朱鼎耀, 副主席, 观澜湖集团
	9:10-9:45	How to Make China Matter 如何让中国市场更重要 David Yang, CEO, Wanda Sports China 杨东为, 首席执行官, 万达体育中国
	9:45-10:20	Welcome to China 欢迎莅临中国 Zhang Zhe, Operations Director, Weibo Sports, 张喆, 微博男性中心的负责人, 微博体育 Eric Geng Hui, Senior Director Strategic Business Development, China Sports Media 耿辉, 战略资源部 高级总监, 体奥动力 Edmund Chu, Founder and Executive Director/Managing Director, Kosmos/SECA 屈永恩, 创始人兼执行总监/董事总经理, Kosmos/盛力世家 Eddy Liu, CEO of Gemdale Sports, 刘丰宁弘金地体育产业公司CEO Moderator: Rufio Zhu, Director of Operations, Mailman 祝若夫, 运营总监, 邮人集团
10:20 -10:45		MORNING COFFEE 茶歇
MORNING SESSION 2	10:45-11:20	ONE's path to a \$1 billion valuation: Insights into a global digital marketing and social media strategy One冠军赛通往价值10亿的途径: 洞察全球数位营销和社交媒体策略 Victor Cui, CEO International, ONE Championship 崔伟德, 国际首席执行官, ONE冠军赛 Ann Osman, Malaysia's first female mixed martial arts athlete 马来西亚第一位女混合武术运动员 Jina Lee, Celebrity DJ, model 名人DJ、模特儿 Brandon Vera, Heavyweight World Champion and Filipino movie star, 世界重量级拳击冠军及菲律宾电影明星 Moderator: Dom Lau, Cage/Ring Announcer, ONE Championship 擂台司仪, ONE冠军赛

Subject to change without prior notification

MORNING SESSION 2	11:20-11:40	Keynote Interview: Derek Chang, CEO, NBA China 张耀驹, 首席执行官, NBA中国 Interviewer: Talek Harris, Asia Pacific Sports Editor, AFP, 亚太区体育编辑, 法国新闻社(AFP)
	11:40-12:20	"We Built this City" The Economic Benefits of Sport to a City 我们一同携手打造的城市 - 体育对城市的经济效益 Michael Fitzmaurice, Executive Vice President, AEG Asia David Yang, CEO, Wanda Sports China 杨东为, 首席执行官, 万达体育中国 Fabrice Chouquet, Managing Director Asia-Pacific, WTA Moderator: Alastair Graham, Director, KPMG
	12:20-12:50	Keynote Interview: Martin Slumbers, CEO, The R&A, 首席执行官, 皇家古老高尔夫俱乐部 Interviewer: Scott Dinsdale, Managing Director, FutureNext
1:00 - 2:00 LUNCH 午餐		
AFTERNOON SESSION 1	2:00-2:30	eSports Panel 电竞研讨会 Freddie Huang, League of Legends Strategy and ESports Director, Tencent, 英雄联盟策略与电竞总监, 腾讯 Danio Liu e-Sports Manager, NetEase 刘璇, 电竞经理, 网易 Moderator: Michael Patent, Co-Founder and President, Culture Group, 共同创办人兼总裁, Culture Group
	2:30-3:00	Rugby Matters 橄榄球界的商机发展 Nigel Cass, Chief Rugby Officer, New Zealand Rugby / All Blacks, 首席橄榄球主任, 新西兰国家橄榄球队All Blacks Robbie McRobbie, CEO Hong Kong, Rugby Union, 首席执行官, 香港榄球总会 Interviewer: Melvin Byres, Founder, Business of Sports Network
	3:00-3:40	In Leagues of Their Own 联盟中的佼佼者 - 如何在海外建立自己的品牌 Richard Young, Managing Director, NFL China 杨瑞奇, 董事总经理, 美国国家橄榄球联盟 Arjun H Chowdri, Senior Director, PGA of America 资深总监, 美国职业高尔夫球协会 Thomas Klingebiel, Commercial Director, Genius Sport 商业总监, Genius Sport Moderator: Andrew Collins, CEO, Mailman Group, 首席执行官, 邮人集团
3:40-4:00 AFTERNOON TEA 茶歇		
	4:15-5:30	Making Sponsorship Matter - Four case histories and panel session: 让赞助更重要 - 四个企业的历史个案与研讨会 Caroline Darcy, Group Head - Advertising, Social Media and Sponsorship, APAC UBS, 集团负责人-广告社群媒体和赞助, 亚太区瑞银集团 Catherine Gibbs, Head of Sponsorship, AIA Group, 赞助负责人, 友邦保险集团 Danielle Jin, Vice President, Head of Marketing of Greater China, Visa 金昱冬, 大中华区市场部总经理, VISA Ian McGibbon, Global Marketing Lead, Brand Partnerships & Sponsorships, Bose Corporation, 全球营销主管、品牌合作伙伴关系和赞助, 博士BOSE音响 Moderator: Helen Soulsby, Managing Partner, APAC SRI, 管理合伙人, SRI亚太区
	5:30-6:00	Leading Speakers from Sports Connects share their vision and insight for the next twelve months of China's sports industry 来自Sports Connects的领先演讲者分享他们对未来12个月中国体育产业的看法和见解
EVENING	7:00-9:00	THE SPORTS CONNECTS BIG BOWLING BLOW OUT! Sports Connects 保龄球之夜!

WEDNESDAY 28th NOVEMBER

SESSION	TIMES	PLENARY
MORNING SESSION	9:30 - 10:30	Weibo Matters Weibo Sports has been one of the most successful sports organisations since the social age. What was their secret? How they managed to talk with over 100 million sports fans on Weibo platform? Join this session today and find it out before meeting their executives face to face. 微博体育是社交时代以来最成功的体育媒体平台之一。他们的秘密是什么？他们每天如何在微博平台上与超过1亿的体育迷进行交流？加入今天的与微博体育高管面对面的议程，与微博体育的两位负责人具体聊一聊如何在微博获得成功。
	10:30 - 11:30	Mass Participation Matters, creating impact for multiple stakeholders 群众参与的重要性，为多个利益相关者创造影响力 The panel will explore the mass participation eco-system from the role of government through to sponsors, rights holders and suppliers. Drawing from some of the success stories of established markets and understanding some of the challenges for an industry expanding exponentially in China. 该论坛将探讨从政府的角色到赞助商、权利人和供应商的参与性生态圈。借鉴一些已开发市场的成功案例，也去了解一个正在中国快速成长的产业会碰到的一些困境。
		Sports Connects Closes