



**PRESS RELEASE**  
**for immediate release**

Paris, February 11th 2019

**In 2020, the Global Sports Week will be held in Paris: this new yearly rendez-vous will be the place for influence, inspiration and business in the sports industry.**

*In February 2020, Paris will welcome an event not to be missed for the sports business world : international leaders in business, society and sports will gather to inspire and make the future of sports together.*

The first edition of the Global Sports Week will be held in Paris from the 5th to the 7th of February 2020 in the Carrousel du Louvre. It will bring together players from the sports industry, but also influencers, entrepreneurs and “innovactors” from different horizons: sports organisations, athletes, global companies CEOs and entrepreneurs, blue-chip brands, governmental bodies, international institutions, artists and cultural leaders, promising start-ups and VCs, media, civil society and academics.

More than 1000 leaders will have the opportunity to share ideas and listen to 50 speakers who will discuss what is at stake today in the sports industry in order to drive progress and contribute to building a positive future.

Lucien Boyer, Chairman of the Global Sports Week: “At the core of modern society, **Sport is impacted by the World’s transformation as much as it influences society, lifestyle and consumption.** This intimate link has convinced us that it is fundamental for sports, business and society leaders to meet, understand the changes and play their part in the future of sports. This is why we have created the **Global Sports Week**, an international platform which brings together leaders in business, society and sports as well as top-notch influencers at the forefront of innovation to **share, shake and shape together the future of sports and society.**”

Attendees at the Global Sports Week will enjoy a unique experience made of shows, innovation demos, startup pitches and cultural exhibitions. The concept of the event is built around 3 guiding pillars: thought leadership, unexpected experiences and curated networking.

Beyond the event at the Carrousel du Louvre, an *off* programme spread throughout Paris during the entire week will help discuss more specific issues as well as increase public awareness around sports in general through various animations (cultural exhibitions, demos, debates).

The founding team of the Global Sports Week has acquired extensive experience in the organisation of this type of events as well as a significant network in France and internationally. After the success of the Global Sports Forum in Barcelona, the Sporsora economic forum in Paris, and the Sports

Innovation Summits (SiS) in Paris, Mexico, Tokyo and Los Angeles, Lucien Boyer, Laurent Damiani and Arnaud Drijard join their efforts to create an even bigger adventure.

The Global Sports Week already received the support of the Ministry of Sports and of the City of Paris, as well as, the support of Sporsora, the body organization of French sports business players and the Union Sport & Cycle.

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