



Australian Sports
Technologies Network
Powering Sports Innovation



MEDIA RELEASE

GOLDEN TRIANGLE PARTNERSHIP TO EMPOWER AND ENRICH ASIA'S SPORTS INNOVATION ECOSYSTEM

17 MAY 2022: Hong Kong-based Varcis Group, Melbourne's Australian Sports Technology Network (ASTN) and Mumbai-based HiG Sports join hands to enable APAC market access for companies across Australia, India, Singapore, Hong Kong, Korea, and Japan.

VARCIS' vision of developing an integrated Asian network for human performance, property & venue tech and sport management technologies aligns well with ASTN's leadership in the commercialisation, development, and promotion of Australian-inspired sports technologies, and HiG's positioning as the reference point for Indian Sports Economy and Innovation Landscape.

The tripartite partnership simplifies and augments navigating through the Asian, Australian and Indian Sports ecosystem in a streamlined manner for sports and fitness business innovators. Furthermore, the partnership aims to connect and unify the diverse and dynamic cultures in the region through the powerful and impactful medium of sports and related engagements. It will invariably lead to empowering, enriching, and building the APAC sportstech ecosystem.

"India and the APAC region are two of the world's fastest growing regions in the sports tech space, and we are looking forward to introducing the best sports tech companies from the two regions to more capital investment, increased distribution channels and better manufacturing capabilities. While we already have an engagement with ASTN, VARCIS is very excited for this new partnership with HiG, as we can bring the best of both APAC and India to further enrich the sports tech ecosystem in Asia." said Phillip King, Chairman of Varcis Group.

"This partnership is the first of its kind and we look forward to working closely with Varcis Group and HiG Sports to bring the very best of Australian companies to Asia. Our network of export ready Australian-sportstech businesses will benefit greatly from this partnership through specialised programs and events, business matching opportunities and access to world-class knowledge and networks," said Martin Schlegel, Director, ASTN.

Abhishek Padwal, Founder & CEO of HiG Sports further added "One of the key objectives of setting up HiG was to enable access to capital, knowledgeable & well-connected investors, global subject matter experts and progressive industry bodies such as ASTN and instil an aspiration for Indian

Sports Business Innovators to build global brands. Partnering with VARCIS and ASTN is a strategic step to achieve this objective and expedite both inbound and outbound market access for companies between India and rest of the APAC.”

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Media Enquiries

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Australian Sports Technologies Network Ltd

Australian Sports Technologies Network (www.astn.com.au) is the governing body for sports technology and innovation in Australia – specialises in equipping local startups with world-class knowledge, networks, and domain expertise to launch their technology-based product idea for application in sport. ASTN has a mission to ensure Australian sports tech companies are ‘born global’ and is committed to strengthening the reach, international standing and reputation of the Australian sportstech startup ecosystem.

Varcis Group

Varcis Group (www.varcis.com) is the pioneer and master architect of the Asian sports technology ecosystem with its global investment, strategy and research house specializing in sports technology and health tech in the Asian region. Created by a world-class leadership team, VARCIS® has combined elite sports experience, investment management and brand licensing, venture growth research and transaction expertise in sports, fitness, health, wellness and human performance.

HiG Sports

HiG Sports (www.higsports.in) is a Mumbai-based B2B Consulting Agency, established to foster cross-pollination of innovations in the Sports, Fitness, and Leisure Industries between India and the World. HiG offers end-to-end or customised, need-basis solutions for an international entity to build and establish business and relationships in India. By the same token, HiG services the needs of Indian Companies interested in Global Market Access and Exports.