



ASTN EU Travel Itinerary (updated 20 June 2023)

Australian Sports Innovation Trade Mission to Europe

Dates: Tuesday 13th June 2023 – Friday 23rd June 2023 (10 days)

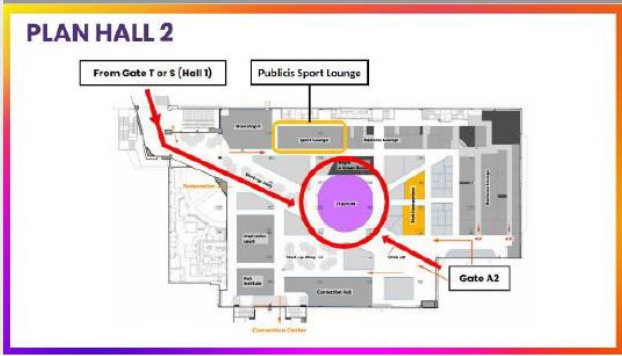
Time	Activity	Location
Tuesday 13 June 2023 (Day 1) Paris, France		
RIGES 2023		
8.30am – 9.00am	Welcoming of participants	<p><i>Business France Headquarters: 77 Boulevard Saint-Jacques 75014 PARIS</i></p> <p>Amphitheater, foyer, adjacent rooms</p>
9.00am – 9.30am	Welcome by Didier BOULOGNE, Deputy Managing Director Export, Business France and Amélie OUDEA-CASTERA, Minister for Sport and the Olympic and Paralympic Games.	
9.30am – 9.35am	Launch of the " French Sport Solutions " digital platform for the sports industry	
9.35am – 10.15am	<p>International actions and strategies for the sports sector</p> <ul style="list-style-type: none"> ✓ Samuel DUCROQUET, Ambassador for Sport - Ministry of Europe and Foreign Affairs ✓ Claude REVEL, President of France Sport Expertise ✓ Cédric ROUSSEL, Ministerial Delegate "Sports Economics - JOP Paris 2024 - Major international sporting events - French Ministry of the Economy, Finance and Industrial and Digital Sovereignty ✓ Marie-Cécile TARDIEU, Deputy Managing Director Invest, Business France ✓ Sébastien MOREAU, Deputy Interministerial Delegate for Major Sporting Events Ministry of National Education, Youth and Sports 	
10.15am – 10.30am	<p>What are the challenges of the next major sports event in Australia?</p> <ul style="list-style-type: none"> ✓ Fiona DE JONG, Manager of Australian Institute of Sport European Training Centre AIS Australian Sports Commission Institute of Sport 	
10.30am – 11.00am	<p>What are the challenges surrounding major international competitions in the United States?</p> <ul style="list-style-type: none"> ✓ Michelle D. SCHWARTZ, Head of External Affairs for LA 2028 ✓ Thierry DAUPIN, Director of International Development Utah Warriors Rugby ✓ Nic BENSON, General Manager of US Major League Rugby 	
11.00am – 11.05am	Deciphering the opportunities surrounding the Asian Games 2026 with Hideaki OMURA, President of AGAN 2026 and Governor of Aichi Prefecture	
11.05am – 11.40am	<p>What role does sport play in Saudi Arabia's Vision 2030?</p> <ul style="list-style-type: none"> ✓ Yasmin GAHTANI, General Manager of the Climbing and Hiking Federation of Saudi Arabia ✓ Benoît BEYLIER, Managing Director EP Climbing & Clip n' Climb ✓ Meshaal BIN OMAIRAH, CEO Abdullah Al-Othaim Investment Co ✓ Marc CAUX, Entertainment Director, Al-Othaim Entertainment ✓ Robin LEPROUX, Founder, Esport Paris 	



11.40am – 11.45am	Testimony - Alex CAIZERGUES , former kitesurfing world champion and co-founder of Syroco	
11.45am – 12.20pm	What is the strategy and the main challenges for the development of sport and major international events in Africa? <ul style="list-style-type: none"> ✓ Claude Paulin DANHO, Minister of Sports and Leisure, Côte d'Ivoire ✓ Ibrahima WADE, Coordinator of the COJOJ and Vice-President of the Senegalese National Olympic and Sports Committee ✓ Jean-Pierre SIUTAT, Vice-President of the CNOSF ✓ Céline GILQUIN, Head of the Social Links Unit, Agence française de développement-AFD ✓ Amadou Gallo FALL, NBA SVP & President of the Basketball Africa League 	
12.20pm – 12.30pm	Closing Speech <ul style="list-style-type: none"> ✓ Laurent SAINT-MARTIN, Managing Director, Business France ✓ Olivier GINON, Vice-President of the Sport sector 	
12.30pm – 2.00pm	Networking cocktail reception	
2.00pm – 5.00pm	Industry meetings	

Time	Activity	Location
Wednesday 14 June 2023 (Day 2) Paris, France RIGES 2023		
8.30am	Departure for VivaTech with the Australian delegation - Porte de Versailles. Meeting point: Moxy Hotel, Lobby 34/36 Rue St Sabin, 75011 Paris.	
9.00am – 10.30am	Explorer tour @Vivatech	
10.30am – 11.15am	Sport as a driver of sustainable innovation (30 min – hall 2 Inspiration Court – see floorplan below) Opening: Marie-Cécile TARDIEU Deputy Managing Director Invest & Alexandra DUBLANCHE Vice-President of the Île-de-France Region and President of Choose Paris Region Moderator: Christophe MALLET , journalist at SBS <ul style="list-style-type: none"> • Dr Martin SCHLEGEL, Chair & board member of the Australian Sport Technologies Network • Jean-Baptiste ALLIOT, Executive Director - Vitality Hub @Paris&Co <p>Future of sport tech</p> <ul style="list-style-type: none"> ➤ Fan engagement ➤ Mass participation and active living ➤ Sustainability and ESG 	Porte de Versailles
11.30am – 12.30pm	Meeting with Paris&Co – Le Tremplin (Hall 2 next to the Inspiration Court)	



	<p>Floormap – Vivatech (Hall 2)</p> 	
	<p>Business meetings and/or conferences @Viva Technology x GSW Paris ****Meeting with France Sport Expertise To be scheduled during the Explorer Tour or in the afternoon ***</p>	
<p>6.00pm – 2.00am</p>	<p>Tech the river – Networking event</p>	<p>Bateau Concorde Atlantique Facing 23 Quai Anatole France 75007 Paris</p>

About Viva Technology:

The seventh edition of VivaTech is taking place 14- 17 June 2023 at Porte de Versailles in Paris. VivaTech is Europe's number one startup and tech event, with more than 91,000 participants in Paris in 2022. More information is available at <https://vivatechnology.com/media> and @VivaTech.

About Global Sports Week:

Global Sports Week Paris is an annual international forum that has been bringing together leaders and changemakers from sport, business, culture, media, politics and society since 2020, under the high patronage of Mr Emmanuel Macron, President of France, and under the patronage of UNESCO. The 2020 and 2022 editions each brought together more than 2,000 participants from more than 70 countries at the Louvre and the Accor Arena, while 20,000 online visitors attended the second edition at the Eiffel Tower in February 2021. More information is available at: <http://www.gsw.world/> #GSWParis

GSW Paris returns for its fourth edition, in a new format and in partnership with VivaTech, from 14 to 17 June 2023. Opening its doors 100 days before the Rugby World Cup and one year before the Olympic and Paralympic Games transform Paris into the worldwide capital of sport, the Future of Sport pavilion at VivaTech will be a one-stop-shop for inspiration, business opportunities, networking and co-operation for decision-makers in the sport sector and for leaders in innovation and technology.




Activity supported by Business France and Choose Paris Region



Thursday 15th June 2023 (Day 3) – Paris, France

9:00am – 5:00pm	France Day 1: Field Site Tours – Targeting visits to: <ul style="list-style-type: none"> • Tour De France (Amaury Sport Organisation) • Le Tremplin (Sports Tech Hub of Paris) • France's National Institute of Sport, Expertise and Performance (INSEP) (high performance sports) • Stadiums & Venues (Roland Garros, Parc des Princes Stadium) 	<p>Activities supported by Business France</p> 
2.00pm	Site Visit - Athletes' village and aquatic centre – St Denis	
6:00pm – 8:00pm	<ul style="list-style-type: none"> • Networking Event hosted by Victorian Government at the Australian Ambassador's Residence • Event around "Sports Diplomacy and Sports Tech Collaboration" 	



Friday 16th June 2023 (Day 4) – Paris, France Austrade Workshop: Doing Buinsess in France

9:30am – 10:00am	Welcome coffee	 Australian Government <i>Australian Trade and Investment Commission</i>
10.00am – 10.05am	Quick Intro by Austrade	
10.05am – 10.50am	Overview of the French SporTech ecosystem by Jacques D'Arrigo SporTech France	
10.50am – 11.05am	Doing business in France: Business Culture and Etiquette in France by Fanny Ligier Austrade	
11.05am – 11.50am	Go further in France: How to set up your business by Olivier Allegret Choose Paris region & Betty Quinchon AFIGEC	
11.50am – 12noon	Shared experience of an Australian company + Conclusion and remaining Q&A by FannyLigier Austrade	

Saturday 17th June 2023 and Sunday 18th June 2023 (Days 5 & 6) – Paris, France and Lausanne, Switzerland

Hotel – Lausanne	Saturday (free in Paris)	<ul style="list-style-type: none"> • Catch the direct train from Paris to Lausanne, Switzerland • Allow 6 hours – there are 6 direct trains daily
	Sunday (transfer to Geneva or Lausanne) Visit to Olympic Museum (optional) Hotel Moxy Lausanne	


Monday 19th June 2023 - Switzerland (Day 7) – Geneva/Lausanne, Switzerland

9:30am – 12:00pm	Switzerland: Geneva Field Site Tours – targeting visits to: <ul style="list-style-type: none"> • FIBA <ul style="list-style-type: none"> - Bart Prinssen - Director Partnerships Sports Industry & Data 		
1.00pm – 2.00pm	<ul style="list-style-type: none"> • N3XT Sports <ul style="list-style-type: none"> - Mota Elb – CIO 		



<p>2:00pm – 4:00pm</p>	<p>Switzerland: Lausanne Field Site Tours – targeting visits to:</p> <ul style="list-style-type: none"> • FIVB – Volleyball <ul style="list-style-type: none"> - Alise Kessler - Head of Volleyball FIVB - Bernardo Franco - Technology Project Manager Volleyball World - Shyamang Goswami - Business Intelligence Volleyball World 	 
<p>Hotel – Lausanne</p>	<p>Hotel Moxy Lausanne</p>	

Tuesday 20th June 2023 (Day 8) – Zurich, Switzerland – Travel to Frankfurt

	<p>Travel from Lausanne to Zurich</p> <p>Field Site Tours – targeting visits to:</p> <ul style="list-style-type: none"> • FIFA Headquarters 	
<p>1.15pm – 1.30pm</p>	<p>Arrival at Home of FIFA</p>	
<p>1.30pm – 2.00pm</p>	<p>Tour Home of FIFA (Emanuel Femminis)</p>	
<p>2.00pm – 3.00pm</p>	<p>Presentation FTI (Nicolas Evans)</p>	
<p>3.00pm – 4.00pm</p>	<p>Presentation High Performance (Juan Pablo Busso)</p>	
<p>4.00pm</p>	<p>Departure</p>	
<p>Hotel</p>	<p>Travel to Frankfurt Airport – Moxy Airport Hotel</p>	

Wednesday 21st June 2023 (Day 9) – Travel to Frankfurt /Travel to Brussels (Belgium) or Ghent



<p>Morning 10am – 12:30pm</p>	<p>Hotel Frankfurt Moxy Airport Field Site Tours – targeting visits to:</p> <ul style="list-style-type: none"> • German Football Tech Lab 	 <p>Schwarzwaldstraße 121, 60528 Frankfurt am Main</p> <p>FrankfurtRheinMain GmbH International Marketing of the Region Unterschweinstiege 8 60549 Frankfurt am Main, 9th floor</p>
<p>2:30pm – 4pm</p>	<p>RheinMain Economic Development Agency</p> <ul style="list-style-type: none"> • Introduction by Eintracht Frankfurt (tbc) • Welcome & Overview of the FrankfurtRheinMain region & our services by Eric Menges, CEO • Introduction of Australian Sports Technology Network and mission delegates • Networking 	
<p>Late afternoon Hotel – Ghent</p>	<p>Travel to Brussels/Ghent 4:42pm Residence Inn Ghent (suggestion)</p>	



Thursday 22nd June 2023 (Day 10) – Travel to Ghent, Belgium

10.30am – 5.00pm	AGORIA Summer Event Participation at the Agoria Summer Event	Location: KAA Ghent Stadium - Ghelamco Arena Ottergemsesteenweg Zuid 808, 9000 Gent
4.00pm – 5.30pm	Visit of Sport Vlaanderen Gent Centre	Location: Sport Vlaanderen Gent Centre, Zuiderlaan 14, 9000 Gent
6.30pm	Dinner with FIT at Auberge du Pêcheur	Location: Pontstraat 41, 9831 Sint-Martens-Latem
Hotel - Ghent	Residence Inn Ghent (suggestion)	https://www.marriott.com/en-us/hotels/gneri-residence-inn-ghent/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310b0

Friday 23rd June 2023 (Day 11) – Tubize Site Visits and Meetings

8:00am	Departure from Ghent to Tubize (bus transfer)	
9:20am	Arrival in Tubize	 ROYAL BELGIAN FOOTBALL ASSOCIATION
9.30am – 11.00am	Meeting with Royal Belgium Football Association (RBFA)	Location: Rue de Bruxelles 480, 1480 Tubize, Belgium
11.00am	Departure from Tubize	
12.30pm	Arrival in Antwerp	
12.45pm – 2.15pm	Meeting with Hockey Belgium	 HOCKEY BELGIUM
2.15pm	Departure from Antwerp	Location: Vogelzanglaan 6, 2020 Antwerpen
3.00pm	Arrival in Brussels Airport	

ASTN Trade Mission Completed

Note: Schedule and agenda are only indicative and subject to change.