2015 INTERNATIONAL HOCKEY SUMMIT
The Way Ahead
3rd JUNE - AHMEDABAD

PARTNER COUNTRY
Holland

SUPPORTED BY
HOCKEY INDIA

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA
BACKGROUND

“The 14th edition of the Men’s Hockey World Cup is scheduled to be held from 28th November to 16th December, 2018 in India." We are happy to inform you that the Associated Chambers of Commerce and Industry of India has recently signed a Memorandum of Understanding with the Bavelander Hockey Academy, the Netherlands on 10th January, 2015 in Ahmedabad. The Objective of this Memorandum of Understanding is to contribute to grass root sports development in India specially Hockey by sharing International knowledge and expertise.

“Matches" is a project executed by Bavelander Hockey Academy and is an initiative of the Ministry of Foreign Affairs of the Kingdom of Netherlands to give content to the Memorandum of Understanding signed by the Governments of the Netherlands and India.

ASSOCHAM, which is an Apex Chamber for Commerce and Industry, setup in 1920 and representing most of the leading corporate houses, has a very active and dynamic National Council on Sports and Sports Infrastructure. The Council proposes to organize International Hockey Summit to have a focused discussion on the various issues for the development of Hockey Sport and its Industry Segments opportunities.

WELCOME TO INTERNATIONAL HOCKEY SUMMIT

HOCKEY itself a word Explain. This is the essential event for the people who make sport happen. International Hockey Summit 2015 will have Indian and International experts deliberating on challenges and opportunities in Hockey and business of sports in India with a focus on improvising sports specifically Hockey and physical education in India.

The Summit is the largest and most significant meeting of the sport persons, Experts, industry’s, gathering leagues, clubs, commercial stakeholders, Institutions, States, Sports Departments, media and government for an intelligent and important annual discussion of the issues that are driving the sports as well as industry.

Besides initiating a dialogue between industry, academia and Government decision makers for performance enhancement in Hockey Sport and also promoting industry's demand driven research and development by community.

International Hockey Summit will address following issues:

- To understand the opportunities between the participating Countries in the area of Sports specialty in Hockey
- To understand how Hockey in India can be further developed with active participation of Private Sector and Institutions.
- Identifying the State Governments who are already promoting Hockey and for further developing the existing Infrastructure in their respective States.
- To discuss and finalise a roadmap for preparing the Indian Hockey Team for the 14th Men’s Worldcup Hockey, 2018 and the role of private sector.
- Inviting all the important stakeholders including the Central, State Governments, the Hockey Federation and Associations, leading Hockey players from the past and present, the Industry, the Sports Journalists and the Bavelander Hockey Academy, the Netherlands.
International Hockey Summit will also address following issues:

- Requirement of Hockey
- Performance enhancement in Hockey
- Professionalization of Hockey in India
- Monetizing Hockey competitions in educational establishments
- Industry-Academia Linkages particularly for Hockey
- Linking education to employability: Institution Capacity Building
- Setting up Sector Skill Council in Hockey and Physical Education
- Empowering Women and Girls through Sport Hockey
- Case Studies: Successful PPP initiatives

WHY ATTEND?

IHS2015 is an event like no other, a unique opportunity, congregating board, Sports experts and executive level sports industry representatives from across the industry spectrum.

This is your guide to most important Sport of India i.e., Hockey, a strategic event devoted entirely to the macro issues of enhancement of Hockey and the business of sport crafted exclusively for and delivered by key influencers from this sector and from the the industry.

- Hear the latest thinking on what is the latest scenario of Sport Hockey
- Hear the latest market conditions will be for Hockey Sport
- Gain forward insight on consumer trends for Hockey Sports
- Learn from the National and International leaders shaping Hockey as well modern sports business
- Engage with your fellow executives within this sports industry
- Balance working and learning in an a productive, executive environment
- Determine the year ahead so that your business is prepared

Participant Profile?

- International & National organizations involve in Sports
- Industries directly-indirectly involve in Sports
- Health food & Drink, Nutraceuticals Industries
- Venture Capitalists seeking Sports investment opportunities in India
- Central and State Government
- Sports Authority of India
- National and states Sports Federations
- Olympians and world record holders
- India Inc with serious stakes in sports
- Academicians/ Universities and students in sports and allied fields
- League and Club owners
- Sports Event and Celebrity Management Companies
- Consultancies
- Infrastructure Developers
- Media Organizations Developers
- Other Related Organizations Including NGO’s
Invited Dignitaries/Speakers:

Shri. Sarbananda Sonowal
Hon’ble Minister of Sports & Youth Independent Charge
government of India

Shri. Nanubhai Bhagavanbhai Vanani
Hon’ble Minister of Sports, Youth Cultural activities
(Independent Charge), GOG

Mr. Narinder Batra
President
Hockey India

Dr. K. D. Singh
President
Indian Hockey Federation & MP, Rajya Sabha

Shri. Ajit M. Sharan
Secretary (Sports)
Ministry of Youth Affairs & Sports, GOI

Mr. Floris-Jan BOVELANDER
Olympic Gold Medalist
Netherlands

Mr. Dhanraj Pillai
Olympic Gold Medalist
India

Mr. Rob Van Nas
Netherlands
Founding Partner MATCHES

Sardar Singh
Indian Hockey Captain

Mr. Aslam Sher Khan
Former Member of
Indian Hockey Team

Mr. Jiji Thomson
Director General
Sports Authority of India

Mrs. Vidya Stokes
President
Indian Women Hockey Federation

Mr. Ashok Kumar
Olympian Arjuna Award
Hockey

Mr. M M Somaya
Olympian Arjuna Award
Hockey
The International Hockey Summit 2015

- This Year we will host our inaugural International Hockey Summit were we will tackle all the big issues to enhance this extraordinary sector.
- The world's most renowned sport performance summit gathers 300 + of sport's most elite experts, coaches, managers and performance directors
- From International summit to private gatherings, we engage leaders from the business and performance side of sport, and spread their ideas around the world.
- From a spark of inspiration to the latest thinking, we gather and share exclusive insights to inspire excellence in the world of Hockey

Main Highlight of the Summit

Launch of One Million Hockey Legs

1 Million Hockey Legs is a challenging project aiming to raise Indian hockey in terms of quantity and quality. The goal is to raise up to 1 Million Hockey Legs in 2018.

Hockey - and sports in general - is more than just the game, it develops children's basic skills for life. The 1 Million Hockey Legs project is an umbrella for a range of hockey related events from 2015 until the 2018 World Cup Hockey in India, aiming to redevelop grassroots hockey.

The ultimate goal is to have one million hockey legs (500,000 girls, boys, men, women, veterans) in the year 2018 participating to the '1 Million Hockey Legs Festival'. This will be a one month event prior to the World Cup 2018, when hockey will be played all over India, in tournaments at schools, universities or local community parks. This festival will be an example to the world of the increasing power of India, not only economically but also in sports.

All activities in the period 2015-2018 will contribute to the popularity of hockey in India aiming to increase participation in any sport at every level of the society.
### SPONSORSHIP DETAILS – QUICK COMPARISON CHART

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### OTHER SPONSORSHIP OPTIONS – QUICK COMPARISON CHART

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For further details please contact:

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