

Sports Technology Trade Mission to India

8th – 13th October

Information and Details Presentation



Supported by:



 INDIA
SPORTS ANALYTICS CONFERENCE

Hosted by:



'Interested' organisations

- *ASTN*
- *Catapult Sports*
- *Cricket Australia*
- *Genius Tech Group*
- *Sports Performance Tracking*
- *Albion Sport*
- *DMC Sports*
- *Bat Logic*
- *Gap Maps*
- *Brooklyn Dynamics*
- *Primitive Sports*
- *776BC*
- *Sports Technology Solutions*
- *Belgravia Leisure*
- *Latrobe University*
- *Deakin University*
- *5 orgs with market interest but can't attend mission*



Introduction

- *Discovery,*
- *Business Matching &*
- *Events Program.*

Opportunity for leaders of our sports technology & innovation industry to meet key stakeholders and better understand the Indian sports market for entry or growth.



Introduction

- Led by ASTN
- Supported by the State Government of Victoria
- Mission Dates
 - Bangalore (8th - 10th October)
 - Mumbai (11th-13th October).



Sports Analytics / Tech Conference (India)

- The Program will include attendance at the inaugural **Indian Sports Analytics / Technology Conference** in Mumbai on 12th - 13th October.



<https://www.analyticsinsport.com/india/>

Proposed Program: 8th - 13th October

- **Five days of business meetings, networking & events with key sports stakeholders in India.**
- **Two days in Bangalore (arrival 8th, then 9th-10th October)**

Meetings / networking supported by the State Government of Victoria.

- a customised business matching program (provided by the Victorian Government Business Office in India).
- A Victorian Government hosted networking event.

Proposed Program: 8th - 13th October

- **Three days in Mumbai (11th – 13th October 2017)**
 - A day of site visits and business meetings (11th October)
 - Two days at the Indian Sports Analytics / Technology Conference <http://www.analyticsinsport.com/india/>
 - dedicated ASTN session which gives you the opportunity to pitch your company
 - Other meetings as required.

India's sports calendar in October

- The proposed dates for the Mission also coincide with;
 - the planned **India-Australia ODI / T20** cricket series (Late Sept - 13th October),
 - the **FIFA u17 World Cup** hosted in India (6th -28th October),
 - a **Commonwealth Games delegation** (from the Gold Coast) in India (3rd -9th October),
 - **Pro-Kabbadi League** (28th July – 28th October),
 - **Deakin Sports Week** (India)



Eligible participants . . .

Participating organisations will need to be;

- 'market ready' or have strong validation of their solution in the Australian market (and / or some international markets), and;
- planning to service and scale into the Indian market, or;
- have a unique expertise relevant to the Indian market.

Investment to Participate in Indian Trade Mission:

- Delegate Fee: \$1,800 (+GST) for current ASTN members and \$2,250 (+GST) for non-members (per participating organization)
- The Delegate Fee includes:
 - registration to the Indian Sports Analytics / Technology Conference
 - pitching opportunities at the Conference,
 - networking events,
 - subject expert briefings,
 - business matching,
 - profiling in mission marketing materials, and
 - some in-country taxi/ transport.
- The Delegate Fee excludes: all flights, accommodation, incidentals and any game-day sports event experiences.

Investment to Participate in Indian Trade Mission:

- There is no additional Delegate Fee for a 2nd representative from the same organization.
- Participant companies may be eligible for Export Market Development Grants. More information is available at

<http://www.austrade.gov.au/australian/export/export-grants/what-is-emdg>

Key Dates

The Mission will proceed based on a written commitment from a minimum of 15 organisations by Friday 1st September.

- **4-5:30pm Wednesday 23rd August** – Trade Mission Briefing in Melbourne.
- **5pm Friday 1st September** – Written commitment to attend
- **5pm Wednesday 6th September** - Deposit of \$1,000 (+GST).
- **5pm Monday 25th September** – Balance of Delegate Fee due.

If delegate numbers are less than 15 we will re-consider the appropriate path forward with the interested delegates.

Path Forward (post 6th Sept)

- **Collect all EOI information from delegates**
- **Prepare marketing materials**
- **Teleconference briefings for each delegate with Vic Govt (Trade & Investment Team / ASTN) to arrange potential business matching**
- **Group briefing meeting**
- **Confirm preferred accommodations**
- **Confirm requirements for Visa**
- **Confirm any sport experience opportunities**

Submit a formal EOI to participate

Organisations interested in participating must register an EOI with Craig Hill at craig.hill@astn.com.au by **5pm Friday 1st September**. This will be deemed to be a written commitment to attend the trade mission (pending minimum delegate number);

- Organisation
- Expected attending delegate/s, including position title
- Summary of the product / solution, including any promo video / website
- Status of the business, inc exports and international / Indian market entry
- Revenue of business – in categories (\$0-250k, \$250-\$500k, \$500-\$1m, \$1m-\$5m, \$5m+)
- Status of current engagement / business dealings in the Indian market
- ‘Wishlist’ of targeted meetings for business matching (up to 8)
- What do you want to achieve from the Mission?
- Any ways that your organization could improve the outcomes of the Mission ie. existing contacts / networks.



Optional China Leg

- An **Australia-China Sports Summit** and associated Program will be held in Shanghai hosted by AustCham Shanghai from 15th – 21st October.
- The Shanghai Rolex Masters Tennis and the Alisports World Rugby 7s coincide with this Program.

<http://www.austchamshanghai.com/en/business-engagement/australia-china-sports-summit>



Australia-China Sports Summit & Program (15-21 Oct)

- This is an optional leg, and organisations will need to register directly with **AustCham Shanghai**.
- The Australian Chamber of Commerce Shanghai (AustCham Shanghai) is running the inaugural **Australia-China Sports Summit** in Shanghai, China on **Monday 16 and Tuesday 17 of October**.
- The 2017 delegation is a 5-day business trip that includes the Australia-China Sports Summit, site-visits to sporting businesses and facilities, private presentations on key market concerns, and facilitated individual meetings.

Australia-China Sports Summit & Program (15-21 Oct)

Program Details

<http://www.austchamshanghai.com/en/business-engagement/australia-china-sports-summit>

Delegate Fee

- AUD\$ 5,888 - Package includes 6 nights of 5-star accommodation, on the ground transportation, events, all meals. Excludes airfares, visa processing, travel insurance and airport transfers.

Expression-of-Interest

- Please contact helen.cai@ austchamshanghai.com
- **EOI applications close on Thursday 31 August 2017**

Australian Sports Technologies Network

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