
SPORTS TECHNOLOGY TRADE MISSION TO EUROPE

6th - 16th May 2018



Hosted by:



AUSTRALIAN
SPORTS
TECHNOLOGIES
NETWORK
astn.com.au

Supported by:





DELEGATE FEE:

- \$3,500 (ex GST) for ASTN members
 - \$5,000 (ex GST) for Non-ASTN members
- (Excludes individual travel, accommodation and incidentals or any game-day sports event experiences)

**Expression-of-Interest to be submitted by 5pm
Monday 26th March.**

Minimum of 13 organisations required for the mission to proceed.

The ASTN welcomes members of the sports technology industry to register an *Expression-of-Interest* to be part of a **Sports Technology Trade Mission to Europe** from 6th - 16th May 2018.

The planned *Discovery, Business Matching & Events* Program will provide a unique opportunity for leaders of our sports technology & innovation industry to meet key stakeholders and better understand the European sports market for entry or growth.

The program will visit Amsterdam, Eindhoven, Cologne, Berlin and Munich. The Program will include attendance at the **Netherlands Sports Analytics / Technology Conference** in Amsterdam on 7th May 2018:

www.analyticsinsport.com/netherlands

What does the delegate fee include?

- Individual pre and post Mission briefings
- Registration to conference (inc pitch opportunities)
- Subject expert briefings
- Business Matching
- Networking events
- Profiling in mission marketing materials

Who will you meet?

- The Netherlands sports technology cluster
- Sports University
- Austrade Landing Pad Berlin
- Venture Capital Firm
- Science City Berlin Adlershof
- leAD Sports Accelerator
- ISPO Sports Trade Fair Organization
- DFL German Bundesliga

** Subject to change*

Planning	
22 March	Information Session (includes option to dial-in for teleconference)
26 March	Expressions-of-Interest to be received
6 April	Deposit to be made & membership registration (if applicable)
20 April	Full payment to be received
Europe Itinerary	
6 May	Arrival into Amsterdam
7 May	Sports Analytics Conference Amsterdam Arena https://www.analyticsinsport.com/netherlands/
8 May	Sport and Technology – Eindhoven (Holland) https://www.brainport.nl/en/ Sport Technology Solutions – Cologne (Germany) [tbc]
9 May	DFL Sports Innovation Summit – Duesseldorf Arena https://www.sportsinnovation.de
10 May	Transfer Cologne to Berlin
11 May	Austrade Landing Pad, leAD Accelerator, VC Point (Science City) [tbc]
12 May	Bundesliga Game (optional)
13 May	Transfer Berlin to Munich
14 May	ISPO, TUM Munich, Wearable Technologies [tbc] http://www.wearable-technologies.com
15 May	Visit to Sports Injury Clinic or adidas [tbc]
16 May	[tbc]

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