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Our Next Events



Fireside chat
**How PSG
 became one of
 the most
 desirable
 brands in the
 world**

July 8

[Register](#)



Members Solutions
 Showcase
**Athlete
 management
 platforms**

July 14

[For members only](#)



Webinar
**The coming back
 of mass
 participation
 events:
 innovation and
 evolution**

July 15

[Register](#)

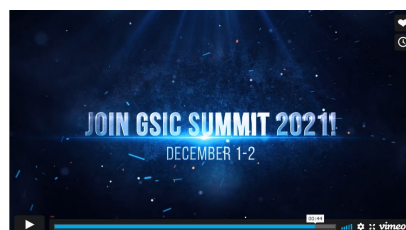


Participate in the first GSIC Esports Tournament!

We invite you for the first ever **GSIC Esports Tournament** on July 22 from 5 to 7 pm CET.

Select the game and play with other industry stakeholders to compete for the set of prizes prepared by GSIC. The tournament is open for everyone.

[Register](#)



Save the date for GSIC Summit 2021! - December 1-2

With onsite industry events coming back, we are happy to announce that this year GSIC Summit will take place in hybrid format and with possibility to attend the event both in our HQ in Madrid and in Singapore. Pre-register already to make secure your seat for our biggest event of the year!

[Pre-register](#)

Have you met...

"The 3 big things that people should expect with esports over the next few years: more gender balance, the rise of mobile esports, and the rise of athletes coming from the developing world."

Carlos Alimurung
CEO
ONE Esports



Esports: the future of sports and entertainment

Esports, or better known as the sector that began as a subset of entertainment, is now positioned as one of the top and most dynamic industries in the world. It is a blooming business where the most powerful brands seek to be part of this compelling market.

Trends in this area are changing and evolving at the high speed and catching up with what's going on in esports actually has to be on the priorities list for each sports organization today in order to grow and stay on top.

This month we set with **Carlos Alimurung**, CEO of ONE Esports to learn not only about trend in esports sector, but also about nature and true essence of this exciting big world.

[Read Interview](#)

Open Innovation Programs



<Innovation/> is changing the game

Be the gamechanger

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<Tech>JAM
#InspiredByHCL

We are delighted to announce the **HCL-CA TechJam 2021 #InspiredByHCL** - a unique opportunity for today's innovators to help reimagine Cricket like never before.

TechJam provides access to compelling data sets and insights from the Cricket ecosystem and covers a wide spectrum of interesting challenges across Player Performance, Fan Engagement, and Community Engagement from the grassroots to the international level.

We partnered with **Microsoft Australia**, **Cricket Australian** and **HCL** in forming a panel of judges, advisors and mentors led by these companies' experts in addition to eminent personalities from the world of cricket. With the ever-changing scenario of the pandemic - the TechJam is planned as a completely virtual event that will remotely tap into the power of technology to derive phenomenal outcomes and new-age solutions to enhance the game of Cricket.

Providing mentorship and guidance to teams will be subject matter experts and thought leaders from Cricket Australia, Microsoft, GSIC, University of Cambridge, Toyota Financial Services, Toll, Adapt, CapioIT, Nomura holdings, Inspire Institute of Sport and more industry leaders from Data, Technology and Sports.

Register, form your team and submit your entry starting July 22, 2021.

Our Latest

GSIC News



GSIC members gather for a meeting with Spanish Superior Sports Council

On **June 14**, GSIC members gathered at GSIC Madrid HQ for an onsite meeting with **Daniel Martin**, Adviser to the Cabinet of the President of the Higher Sports Council.

[Read more](#)

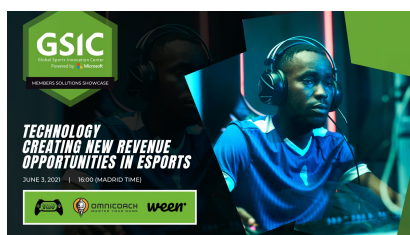
“Sport and Innovation: Global Social Accelerators in the Post-COVID World” report is available for downloading

The report was developed based on 3 sessions of our **Inter-Governmental Working Group** that took place between November 2020 and March 2021.

Among the entities that contributed their knowledge and vision reflected in this report within 3 sessions to this Working Group there are UNESCO, European Commission, WHO, AIOFW, CSD, Sport Singapore, Actua Andorra, Queensland Academy of Sports, French Ministry of Sport, Italian Prime Minister's Department for Sport.

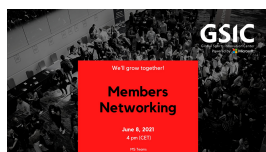
[Download the report](#)

Events



Technology creating new revenue opportunities in Esports - June 3

During the Members Solutions Showcase where our members **Esportstate**, **Omnicoach** and **Ween**, the GSIC members participated in the special GSIC Members Esports Tournament.

[Watch the video](#)

Networking Session GSIC Members Networking

June 10



Members Solutions Showcase Smart Venues: How to digitalize your stadium

June 24



Members Solutions Showcase Data analytics: Fan 360 view

June 29

[Watch video](#)

Innovation Day with AJP - June 29

At the GSIC we continue working to bring innovation to sports entities and help them with their digital transformation processes prescribing our members' solutions, as well as we want to provide them new business opportunities to scale and internationalize.

That's why we organized another Innovation Day, this time with **IVSM - Abu Dhabi Jiu Jitsu Tour**, our member who joined recently the GSIC in order to make connections with the best tech companies on the market and accelerate organization's digital transformation processes.

The purpose of this session was to detect which company can offer the best solution to develop APJ's official app.

Next Innovation Day with AJP will take place later in July and will offer to solve a new tech challenge for the entity.

*Only GSIC Members can access recordings of our events. If you're not a GSIC members, you can get your access to GSIC Media on special terms by contacting us gsic.events@sport-gsic.com



Industry Events



On June 16 our General Manager, Iris Córdoba, attended **Sport Innovation: Beyond Business as Usual** in Lisbon organised by Instituto Português do Desporto e Juventude, IP where she shared the panel with:

- Merit Clocquet, Sportinnovator - Dutch Ministry of Health, Welfare and Sport,
- Dirk Steinbach Steinbach - SPIN Sport Innovation and
- Jean-Baptiste Alliot Alliot - UEFA Innovation Hub.

The panel was moderated by Professor Andy Miah.



On June 24, our General Manager Iris Córdoba participated the **"Innovation as an accelerator: from start up to scale"** webinar organized by World Health Organization. sharing the panel with:

- Jean-Baptiste Alliot, CSO LaSource & Advisor to UEFA Innovation Hub
- Grace McNamara B.Sc. MPH. EMBA., Chief Executive Officer at EXi
- Alex Zurita, Head of Sports Tech Hub at London Sport
- Chantal Sathi, Founding CEO of CornerstoneAI Inc.

Next Industry Events



Mujeres que Avanzan - Sueña Grande

Next **July 14, 6 pm (Buenos Aires time)**, our General Manager, Iris Córdoba, will be participating in a special event organized by Foundation Mujeres que Avanzan (Spanish: Women that advance) with the Board of the Economic Women Forum, chapter Argentina, to share her experience as a woman in the sports industry inspiring future generations.

[More info](#)

SIITE Sport Innovation Investment Technology Entertainment Ibiza - October 19-22

The GSIC is collaborating with SIITE, a unique event promoted by Ibiza Island local Government to enhance sports industry as innovation and position Ibiza as a reference in the field.

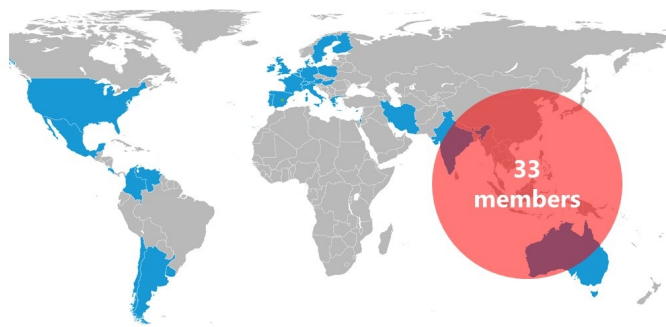
Join us for conferences, networking, tech experiences!

[More Info](#)

GSIC APAC

GSIC APAC

GSIC
Global Sports Innovation Center
Powered by Microsoft



GSIC APAC is growing

The GSIC is continuing to work on its expansion to Asia. New members are joining the center each month to add value to the ecosystem and to open new opportunities for our members on other continents.

[Visit GSIC APAC](#)

Membres Resources

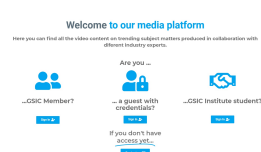
All the members of GSIC have exclusive access to different benefits, resources and services that we provide.

If you are a GSIC member, don't forget that you can:



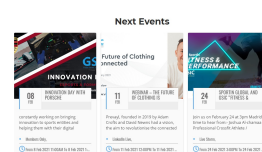
Update your profile on Private Members Area

Use your private area to learn more about other



Visit GSIC Media to watch all our events

Re-view our last events, events that you missed or all the rest of events starting from 2018! We



Speak at our next events or be part of Working Groups

Our members have priority to participate as

GSIC members and to connect with them, as well as to find Working Groups materials, training resources and more

[Go to Private Area](#)

have it all: Fan Engagement, Digital Transformation, COVID, Smart Stadiums and more

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speakers at all our events, offer topics and content for materials that we publish, as well as to participate in our Working Groups.

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New Members



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Ireland

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viewpoint

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[See all June members](#)

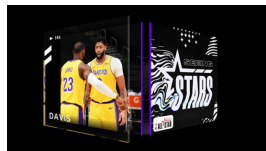


GSIC signs an agreement with AFYDAD

GSIC and AFYDAD the Spanish Association of Manufacturers and Distributors of Sporting Goods will set up a joint commission to develop specific lines of work that meet the needs of technological solutions in the sports sector. With this cooperation agreement, both associations join forces to promote the digital transformation of the sports industry, with the execution of innovation projects and the participation of their associates in the Plan for the Promotion of the Sports Sector in Spain.

[Visit website](#)

Members News



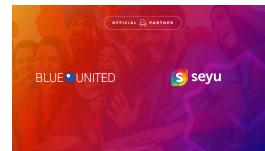
Blocksport: Revolutionizing sports industry through NFTs

[Read More](#)



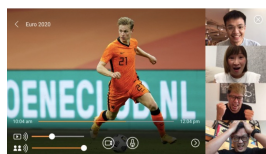
ThermoHuman and LaLiga work together to reduce the injury incidence in top Spanish soccer teams

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Seyu enters the US market in cooperation with Blue United Corporation

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PCCW Media and Scenic join hands to bring "Watch Party" to Now TV customers in Hong Kong

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Assessment of the digital assets of Latin American teams

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SportEngagement, the future of sponsoring for amateur sport club

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