

SPIA

SPORTS INDUSTRY AWARDS

SPORT
360



A special 12-page souvenir to mark the region's inaugural event

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Sports Industry Awards



Power summit: The who's who of the sports industry in the region were present during the inaugural SPIA.

Pictures: Jake Badger/Sport360

Recognising the backbone of sports industry in the region

Sport360° CEO Michael Chalhoub outlines the aim of the event in his welcome address

Ladies, gentlemen, dear friends. Sporting excellence has become synonymous with our region, which has succeeded in attracting elite athletes and events to some of the finest facilities the world has ever seen.

Throughout the year, we can marvel at the wonders of almost any sport and participate in every kind of sporting passion. Whoever you are and whatever your obsession is, you can find it here today. We are indeed spoiled for choice and universally recognised for outstanding levels of quality.

We live, without a doubt, in what has become an international sports hub, thanks to the wisdom of its leaders and incredible teamwork and business acumen.

This is why, in our eyes, it is important to go beyond the fireworks, the grandiose events and the new launches. Behind every single sport venture, there is a myriad of dedicated people working hand in hand and at all hours of day and night to bring, offer and show us the best of the best.

So, we are honored to welcome you all to The Sports Industry Awards 2013, a pioneering event created in a Sport360° and Mediaquest collaboration to reward and

"SPIA will encourage us to push ourselves beyond our limits"

– Michael Chalhoub

shed the spotlight on those who are the backbone of every major sport endeavor in the Middle East – the organisations, the people behind the scenes who invest time, resources and a lot of energy to make this place what it is today. We are here to show the world that none of this would be possible without you!

During the last few months, and culminating on an exciting voting session on Monday, our judges have strived to select the best of 2012 judging them in the most objective, transparent and unbiased manner; so you can be proud of standing here with us today and we can inspire each other to achieve greater things in 2013.

There are so many stories to be told and I am sure we can all remember the funny, sad and exhilarating moments in the course of 2012.

We believe these tales of hard work and accomplishment should not remain untold – these collective moments are a driving force behind sport initiatives in the



Sport360°'s Michael Chalhoub talks about the spirit of SPIA on the awards night.

Middle East. We sincerely hope that the SPIA will provide a unique platform that will help further expand the sports industry in the UAE and the region while continuing to improve the standards of professionalism.

We want to achieve this by recognising winning businesses that have built proven and efficient models, and therefore have also created successful and sustainable examples for others to follow.

We are here to applaud your ef-

orts and to learn from your expertise, so we can better achieve our objectives for the years to come.

It is also our ambition that the SPIA will encourage us to push ourselves beyond our limits in order to create a better environment for all, where sport is a way of life, one that we should promote and encourage in order to help build healthier communities and a sustainable future.

We would like to thank our patron, His Highness Sheikh

Ahmed bin Saeed al Maktoum. A very special thank you to our sponsors for their support. To our main sponsor Pepsi as well as to our category sponsors: Emirates Airline, Tag Heuer, Kenzo, Le Coq Sportif, Lacoste, Group Plus, Dubai Eye... and The One and Only Royal Mirage, that has provided a beautiful surrounding for the event.

We would like to thank our esteemed judges – a great class of 2013 – for their time, dedication and integrity.

We would also like to thank Deloitte for bringing their expertise to insure the highest level of transparency and integrity during the judging phase.

A big special thank you to the Mediaquest event team, whose experience in organising these types of events has been invaluable...to my colleagues Mark and Didier for a flawless organisation and their tireless efforts, and my great friends Julien and Alex Hawari for being wonderful business partners.

Last but not least, I'd like to thank all of you for being here at the first ever Middle East & North Africa Sports Industry Awards.

We hope you all enjoy the evening, and may the best ones win!

Sports Industry Awards

Guiding light for women in the world

El Moutawakel is Sports Business Personality of the year

By Reem Abulleil

Several women around the world have left a permanent mark on sports history; some for their supreme athletic achievements and others for reasons that transcend the realm of records and medals.

Their achievements have reshaped the course of history and have impacted thousands of female athletes that came after them.

Morocco's Nawal El Moutawakel is one of these women. She is to the Arab, Middle Eastern and North African world what Althea Gibson is to tennis.

Just like Gibson paved the way for African American players in tennis, El Moutawakel opened the door for millions of women in this part of the world to dare to dream of the Olympic podium.

When El Moutawakel won the gold medal in the 400m hurdles

"Someone once said the future of sport is feminine. I believe that." - El Moutawakel

at the Los Angeles 1984 Olympic Games - the first time women competed in hurdles over that distance - she became the first Arab, Muslim and African female Olympic gold medallist and the first Moroccan to ever top the podium at the Games.

But El Moutawakel's efforts did not stop there. It's 28 years since then, and the tireless Moroccan is stopping at nothing to do more for women in sport.

She's been an International Olympic Committee (IOC) member since 1998, served on its Executive Board since 2008 and last summer, she became its Vice President.

She played a crucial role in pressuring all National Olympic Com-

>> Nawal El Moutawakel Fact file

>> Born April 15, 1962 in Casablanca, Morocco.

>> Studied at Iowa State University, United States.

>> Won the 400m hurdles gold medal in Los Angeles 1984, eight months after her father - who encouraged her the most - had passed away.

>> King Hassan II of Morocco telephoned her to give his congratulations, and he declared that all girls born the day of her victory were to be named in her honour.

>> IOC member since 1998.

>> IAAF Council member since 1995.

>> Minister of Youth and Sports (2007-2009) in Morocco.

>> IOC Member of the Executive Board (2008-2012)

>> IOC Vice President (2012-present)



Getty Images

mittees (NOC) to include women in their London 2012 Olympic delegations and indeed her dream was realised when countries like Saudi Arabia, Qatar and Brunei - the last three nations to hold out - sent female athletes to the Olympics last year.

El Moutawakel sees this as just a start and believes Rio 2016 will see larger female participation from such nations.

She now has a new challenge ahead of her. El Moutawakel has the chance to become the first ever female IOC President.

If El Moutawakel puts herself forward and succeeds in replacing the incumbent Jacques Rogge, whose 12-year reign ends at the 125th session in Buenos Aires in September this year, she would become the first woman President of the IOC, as well as the first African to take up the role.

While she hasn't officially stated

that she will run for the presidency of the IOC, El Moutawakel admits that she is considering it.

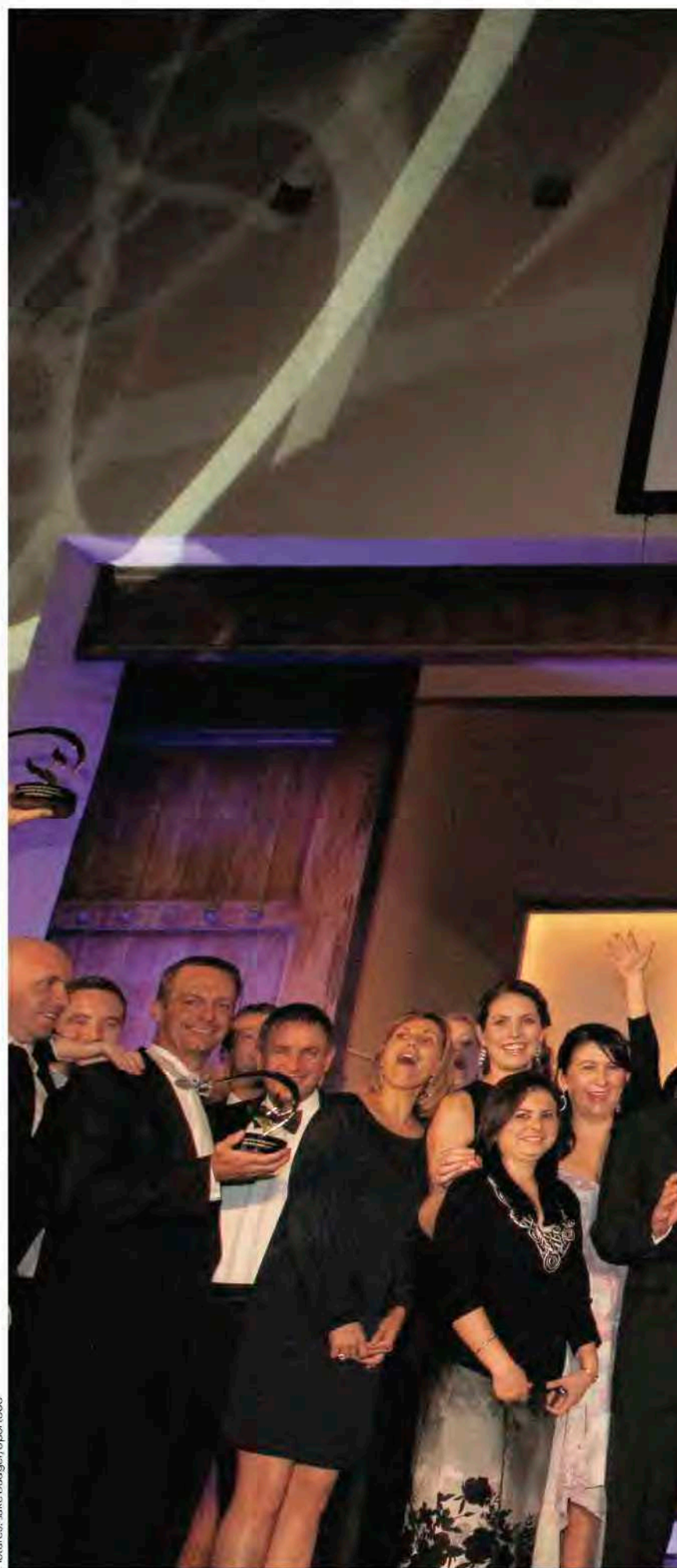
"I am certainly considering standing for the IOC presidency. Maybe it is time for a woman. But there is a long list of possible contenders," she says.

"Someone once said the future of sport is feminine, and I believe that. You cannot move forward without both legs, men and women. Complete integration is important, but increased female presence at major sports events is not enough.

"We want full inclusion in administration. Women are present in all activities, so why can't they be leaders in sport?"

That passion and determination is one of many reasons why El Moutawakel has been awarded the MENA Sports Business Personality Award at the SPIA this year and it's safe to say it won't be the last time she gets recognised for her efforts.

Pictures: Mike Badger/Sport360



>> Guests laud the launch of SPIA and its concept; judges reveal how tough it was to

Dr. Ahmed Al Sharif Secretary General of Dubai Sports Council

This is a very important award. It's presence in the UAE is a quality addition to the series of efforts being put in to develop the sports sector. The fact that it included entries from more than one country in the Middle East gives us a lot of confidence in what we're doing and is a sign of



how mature the private sector is here. Also this award is run by neutral entities in the form of Sport360 and MediaQuest - both are part of the private sector which gives a lot of authenticity to it. I hope that next year we have more and more entries and I see a very bright future for this award.

Zane Holt Sports Complex Director - Office of HH, The Crown Prince of Dubai

I was very honoured to be chosen

as a judge. It was pretty amazing for me. My career in the sports industry has really taken off in the last few years. I've been with Jumeirah for eight years and to be chosen and to be a part of what I believe is a very serious industry and to be with a bunch of people in the judging stages that felt the same way, was amazing. My eyes were open, I can be a very opinionated guy and to meet people from different walks of life and to listen to their ideas and



their different understandings, to me it was a learning curve.

Tyler Stellman Head of Sport Tourism Development at Dubai Convention & Events Bureau

I really believe in this event and the potential it brings to this city. To be able to bring people from the whole industry together for a night in Dubai is truly remarkable.



Nick McElwee Sales & Marketing Director at ADMM / Yas Marina Circuit

It was really interesting to be a judge. It was very thorough. I thought the Deloitte invigilating was really important. It was exhausting process, it really was. To go through that many submissions and obviously, people had put a lot of thought and effort into them. It was exhausting, but fun and interesting too. It gave me some really good in-



Gold standard: The top SPIA winners in each of the 12 categories get together on the stage to celebrate their success.

to choose the winners

sight into the industry, gave me a perspective I wouldn't have otherwise had.



It's more about how people think and how they present themselves in the submissions and what's important to them. One of the things that I pulled out from the experience is that I think that the sports sector here is probably as advanced as it is anywhere else in the world and that's possibly not true across other sectors.

The SPIAs are really important, obviously to celebrate and to reward and recognise the best practice, but I also think they bring up the base and the best practice is contagious and it suddenly becomes the norm for others.

Carrie McNeill
Managing Director, Mama Creative

The SPIA awards is a great initiative to highlight the businesses behind the scenes in the sports industry and a great way to appreciate the

events that do good for the people.



Sport360° made a big difference when arriving to the local media scene, always supporting community initiatives, and the SPIA awards is a continuation of that work.

Nick Barron
CEO, Mediacom

As far as budgets are concerned, some of the entrants hardly had any money, but they had great objec-

tives, they reported it very clearly to us and they innovated. The quality of entries was genuinely impressive, and the quantity even more so.



There were some submissions where I think people did not read the questions properly, or if they did, they did not answer it properly. Making submissions is an art, but you have to remember that most of them were made by a stakeholder rather than an agent or a professionally-appointed person.

Chris May
CEO, Dubai Golf



I must congratulate Sport360° for developing this brilliant concept. Personally, I love the newspaper and I think it is doing a great service to sports fans here, and the SPIA is an extension of that. The sport industry in the region has come a long way in a very short time, and recognition like this is only going to make it even better.

An unforgettable night



Patrick and Ingie Chalhoub (extreme right and left), of Chalhoub Group, with Sport360° publisher Didier Brun (2nd l), Monica Brun (c) and Andrea Streeter.



UAE Freestylers (l) and live band ICE (r) entertained the guests with their acts.



The European Tour table before they won Silver for Best Sport Event.



Sun and Sand Sports General Manager Vinod Kumar picks up the Silver for Sport Retail Outlet from Dr Ahmed Al Sharif, Secretary General of Dubai Sports Council.

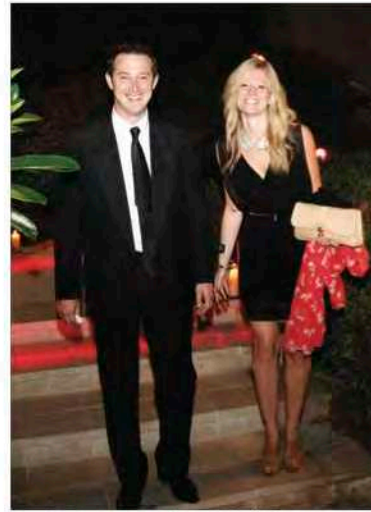


Fitness First COO George Flocks (2nd right) collects the Silver award in the Health and Fitness Facility category.

ht to mark new event



The One & Only Royal Mirage was the stunning venue for the inaugural SPIA function.



Some guests arrive with their partners for the gala dinner and awards night.



Guests at the Emirates Airline table were in a relaxed mood.



A view of the interaction area for the guests before the actual sit-down function.



Clark Francis (c) and his E-Sports Services team won two Silvers, including Best Sport Youth Development Project.



Some of the guests vie for fabulous prizes by trying freestyle football.

Pictures: Jake Badger/Sport360

All that glitters is gold

>> Best Health And Fitness Facility

GOLD: The Hundred Pilates Studio
SILVER: Fitness First Middle East
BRONZE: Pride Fitness Center

Asma Hilal Lootah – Owner and Founder of The Hundred Pilates Studio

I'm extremely happy and proud to be representing the Emirates as a national here from Dubai and winning this award. It really is an indescribable feeling. It's a brilliant idea to have these awards, it's the first time, and I hope they continue for many years in the future.

I've had this studio for five years now. I'm the owner and founder and I'm now training to become an instructor as well. We started off attracting many expat females but now we have a large number of Emirati women coming to our studio. We've been working hard on increasing awareness amongst locals.



>> Best Sport And Recreation Facility

GOLD: Zayed Sports City (Zayed Sports City)
GOLD: Dubai Creek Golf & Yacht Club (Dubai Golf)
SILVER: Emirates Golf Club (Dubai Golf)
SILVER: Aspire Zone (Aspire Zone Foundation)
BRONZE: Sharjah Golf & Shooting Club (Sharjah Golf & Shooting Club LLC)
BRONZE: The Dome@Rawdhat (Reem Investments)

Barry Bremner – General Manager, Zayed Sports City

I think this award represents the years of hard work from the team to be honest.

This is the first award of its type obviously, but I think the sports industry is getting far more professional. So, for that to be recognised seems to be the right thing to do.

Our strategy is to attract the community within Abu Dhabi and the UAE and I think the community involvement is getting more every year.



Mustafa Al Hashmi – General Manager, Dubai Creek

This is a fantastic initiative by Sport360° to get the entire industry under one roof and it feels wonderful to win this award.

This is our 20th year of our operation and we even managed to beat our big brothers, Emirates Golf Club. Sometimes, I think the younger brother is more agile. But this is a victory for Dubai Golf, as we both come under them.

I am really lucky to have such a dedicated team of professionals with me. This award should make them feel very happy and proud.



>> Best Sport Sponsorship



GOLD: Emirates Airline (DP World Tour Championship)
SILVER: HSBC Sevens World Series (HSBC/Fast Track Middle East)
BRONZE: Emirates NBD (The Omega Dubai Desert Classic)

Roger Duthie – Global Head of Sponsorship, Emirates Airline

Very proud and very excited to win the award. As usual, this would not have been possible without the entire team putting in their effort. And to win such an important award for the industry on its inaugural night, we could not have asked for better.

We like to be associated with world-class events and the DP World Tour Championship just showcases what we do. More importantly, it is part of Dubai and we are happy to be involved with it and do as much as we can to elevate the status of the tournament.

We have certainly met our marketing objectives in the first four years of the tournament but we never stop trying to do something new with all our sponsorship, so you can definitely expect something different from us at the DP World Tour Championship this year.

>> Best Entertainment Venue

GOLD: Double Decker Pub (Al Murooj Rotana Dubai)
SILVER: Bridges Sports (The Fairmont Dubai)
BRONZE: Time Café (Ramee Royal Hotel)

Stacey – Manager at Double Decker Pub
We're very happy to win the award. We love showing sport at Double Decker and we're committed to sport. We're getting a new audiovisual in this year so we should be able to show on even more screens than we already do.



for inaugural winners



>> Best Sport Retail Outlet

GOLD: Adventure HQ (Adventure HQ LLC)
SILVER: Sun & Sand Sports (Sun & Sand Sports LLC)
BRONZE: Intersport Outlet (Al Futtaim Trading LLC)

Sam Whittam – General Manager and Founder
We built Adventure HQ with passion, dedication and commitment and it's a very unique brand. It's been a very challenging journey, and it's been very rewarding. So we are very proud today.

Our product mix make us unique. We specialise in everything for adventure. We steer away from the traditional team sports. We have an Adventure Zone, which is activity-based, with things like climbing wall, inside our store, which is a massive USP for us.



>> Best Sport Marketing Campaign

GOLD: The HSBC Rugby Programme (Fast Track Middle East/HSBC)
SILVER: Unleash Deadly (Adidas Emerging Market)
BRONZE: Pakistan-Australia Cricket Series (Dubai Sports City)

Ben Faber – Director of Communications, Fast Track

We are very happy. It's been a long time that we have been working on HSBC's rugby programme. It's been a gradual process to build it up and extend it across the Middle East to places like Bahrain and Qatar.

It's been a great investment from the bank and it delivers a lot of value for the customers and builds the brand well across the region.

The bank is committed to grow rugby and make it popular across the region and critical to that is to support the growth of the game amongst the young people.



>> Best Sport Youth Development Project

GOLD: Mubadala Football in Schools Program (Fast Track Middle East/Mubadala)
SILVER: E-Sports (East Sports Services)
BRONZE: Emirates American Football League Youth (EAFL Events LLC)
BRONZE: HAPE iShape Program (HCT Dubai - Women's Campus)

Amina Taher – Head of Community Engagement at Mubadala
Honestly, I'm overwhelmed. We believe so much in youth development. Anything we do in terms of our sponsorships, we always try to involve the community.

I think it's a great passion in terms of our agencies that deliver the work and in terms of the team it's a great success and a great motivation for us to move forward. Every year we try to do something fresh, so hopefully, this year we'll make it bigger and better.



>> Best Sport Event (Amateur)

GOLD: Abu Dhabi Corporate Games (Corporate Games FZ LLC)
SILVER: E-Sports Junior Football League (East Sports Services)
SILVER: Etihad Airways Junior Rugby Festival (Etihad Airways/PSG)
BRONZE: Sharjah Streetball Challenge (Sharjah Golf & Shooting Club)
BRONZE: Emirates American Football League (EAFL Events LLC)

Fanny Marcout – CEO of Abu Dhabi Corporate Games

We feel very happy for winning this award. We did our best to provide a wonderful event for our participants and to bring something to the community of Abu Dhabi, so we're very glad for that. We thank all our partners, sponsors and supporters that were really here to help us. And thanks to the teams and all the participating companies that make an effort to have their employees play sports and be active.



And the award goes to..



>> Best Sport Brand



GOLD: adidas (adidas Emerging Market)
SILVER: Le Coq Sportif (Fitra International FZE)
BRONZE: Fitness First (Fitness First Middle East)

Jad Chouman – Brand Director, adidas Middle East and North Africa
 We are ecstatic! Along with our agency MediaVest, we have done a lot of hard work in the region and we are showcasing how to approach sports our way.

This is just the start, there's a lot more to come. The World Cup is to come, the Olympics and other events are to come and we will continue to bid for and surely win more SPIA golds in the future.

Pictures: Jake Badger/Sport360

>> Best Sport Event (Professional)



GOLD: Abu Dhabi HSBC Golf Championship (IMG Middle East)
SILVER: Emirates Airline Dubai Rugby Sevens (Emirates Airline)
SILVER: The DP World Tour Championship (European Tour, Middle East)
BRONZE: Dubai Duty Free Tennis Championships (Dubai Duty Free)

Greg Sproule – Managing Director, IMG Middle East
 It's a tremendous feeling for all of us and it is a credit to Sheikh Sultan bin Tahnoon Al Nahyan of the Tourism and Cultural Authority of Abu Dhabi. It was his idea from the beginning to create the tournament. There was a lot of very difficult competition and hats off to them. We are very proud. There are many reasons for the success of the tournament. The TCA are phenomenal owners of the event who inspire everyone in the team to do the very best that we can. Title sponsors HSBC are involved in many golf tournaments and they are absolutely committed to make this the very best in the world.

>> Best Sport Event Organisation



GOLD: IMG (IMG Middle East)
SILVER: Promoseven Sports Marketing (Promoseven Sports Marketing)
BRONZE: Duplays (DUPLAYS Sports Services)

Greg Sproule – Managing Director, IMG Middle East
 Any time you are recognised in any capacity, I think it is special. From my point of view, it really is an honour to have an opportunity to run an event here, and we are grateful for the opportunity. And when we have that opportunity to run an event, we try our hardest.
 We work with our event owners, whether it be the Tourism and Culture Authority of Abu Dhabi, or whether it be Flash, we work very hard and try to deliver all the objectives that have been set for us. And I am lucky to have a phenomenal team, not only here in the UAE, but also in other parts of the world.