



PERSONAL INVITATION FOR MASSA KASEM

AS HONORED GUEST OF
THE NEW GLOBAL SPORT CONFERENCE 2025

AUGUST 23RD-24TH, 2025
RIYADH, KINGDOM OF SAUDI ARABIA

NGSC25 IS RETURNING TO RIYADH

BIGGEST GLOBAL ESPORTS CONFERENCE

**THE NEW
GLOBAL
SPORT**
CONFERENCE



LEARN ALL ABOUT THE NGSC25 CONFERENCE

NGSC25 is a premier event uniting global leaders in esports, gaming, sports, entertainment, and technology to shape the future of global sports. Held in Riyadh, Saudi Arabia, in August 2025, it bridges East and West to drive transformative global initiatives.



JOIN THE NETWORK OF 1500 ATTENDEES

Join 1,500 industry leaders and decision-makers in gaming, esports, sports, and entertainment as we gather in Riyadh to collaborate on the growth and future of these dynamic industries.



VISIT THE ESPORTS WORLD CUP 2025

Experience the thrilling conclusion of the Esports World Cup, celebrating the world's top esports club. Enjoy the tournament, EWC festival, and an exclusive celebration of the winners with spectacular shows and concerts.



CONNECT ON MENA'S KEY GAMES INDUSTRY PLATFORM

NGSC25 offers unparalleled access to 200+ CEOs, the Kingdom's leadership, and insights into the Middle East market's vast opportunities. Discover the region's pivotal role in shaping the future of gaming, esports, and entertainment.

BE AN EXCLUSIVE PART OF NGSC25

JOIN US ON THE GLOBAL STAGE FOR VISIONARIES



Join the world's most influential leaders in esports, gaming, sports, and entertainment at NGSC25. Your presence will help shape the future of global sports while connecting you with key decision-makers and trailblazers. Here's why Riyadh 2025 is the place to be:

- Join an exclusive **VVIP networking dinner** with members of the Royal Family, together with 40 hand-selected leaders from different industries
- Enjoy a **private reception** the Kingdom's leadership and visionary architects of Saudi Arabia's transformation and **forge strategic partnerships through private meetings with leaders** from Ministries of Sport, Information Technology, Tourism, Investment, as well as the Public Investment Fund
- Explore groundbreaking projects that are redefining sports, entertainment, and innovation in the Middle East, including Vision 2030 initiatives—**tour the FIFA World Cup stadium construction site and meet its leadership**
- Experience Riyadh at its finest, with **unparalleled hospitality at the Four Seasons** and access to exclusive events and venues during the World Cup

Our dedicated team is ready to customize your participation, ensuring you leave an indelible mark while achieving your goals at NGSC25.



A SAMPLE OF YOUR PERSONALIZED AGENDA



	Friday, Aug 22nd	Saturday, Aug 23rd	Sunday, Aug 24th	Monday, Aug 25th <i>(Optional)</i>	Tuesday, Aug 26th <i>(Optional)</i>
DAY PROGRAM	Fly-in and exclusive VVIP welcome at Altanfeethi Luxury Gate	Registration & private networking sessions with global leaders	Exclusive breakfast with leading investors from the Kingdom	Private jet transfer to the Red Sea Project	Departure from Red Sea International Airport
		Exclusive 1:1 Meeting Minister of Investment	Future of Play Roundtable with industry-leading CEOs to discuss future esports and gaming	Discover the booming Middle East gaming and sports industry in an exclusive roundtable with CEOs, investors, & ministers	
		Exclusive 1:1 Meeting Chairman of the General Entertainment Authority			
		Participation in a keynote speech or panel discussion on the main stage	Exclusive 1:1 Meeting Esports World Cup Foundation CEO		
		Behind-the-scenes tour of the FIFA World Cup 2034 stadium	Exclusive 1:1 Meeting Minister of Sport	Helicopter tour to meet the executives behind the Red Sea Project, explore its sites, and enjoy a private dinner at Desert Rock Resort	
EVENING RECEPTIONS	Welcome reception hosted by a Minister of the Kingdom of Saudi Arabia	Gala dinner with the top government officials in an exclusive setting	Celebrate together at the unforgettable Esports World Cup 2025 Community Celebration		

KEY CONTACTS

Kindly have your team send us your **RSVP** at your earliest convenience to allow us to plan your visit to the Kingdom of Saudi Arabia, the Esports World Cup and the New Global Sport Conference. Should you have any questions or need assistance, please don't hesitate to reach out to us at any time.

EWCF Leadership

Ralf Reichert

CEO

+966 53 049 2353

r.reichert@worldcupfoundation.org

Conference Management

Jan Rothkranz

Head of Conference

+966 50 430 1705

j.rothkranz@worldcupfoundation.org

**THE NEW
GLOBAL
SPORT**
CONFERENCE



HRH The Crown Prince Mohammed Bin Salman al Saud
at the New Global Sport Conference 2023



World Chess Champion Magnus Carlsen
at the New Global Sport Conference 2024

APPENDIX

DISCOVER MORE ABOUT NGSC25

THE SUCCESS SO FAR

NGSC24 IN NUMBERS & QUOTES



1200

ATTENDEES

200+ attending CEOs



2 **STAGES**
HERO STAGE
THE ARENA

17 Panels & Keynotes

71 MCs, Moderators & Speakers

15 MOU Signings & Handshakes

150 **65**

MEDIA ATTENDEES

MEDIA OUTLETS

71

EXECUTIVE MEETINGS

150

TOTAL HOURS

16

MEETING ROOMS

OUR SPEAKER ALUMNI

IMPACTFUL LEADERS IN GAMING, SPORTS, ENTERTAINMENT AND ESPORTS



H.R.H. PRINCE ABDULAZIZ
BIN TURKI AL SAUDI
MINISTER OF SPORTS, KSA



CRISTIANO RONALDO
FOOTBALLER, AL-NASSR FC
& PORTUGAL



GIANNI INFANTINO
PRESIDENT, FIFA



H.E. YASIR OTHMAN
AL-RUMAYYAN
GOVERNOR, PUBLIC
INVESTMENT FUND



MAGNUS CARLSEN
WORLD CHESS CHAMPION



H.E. ABDULLAH ALSWAHA
MINISTER OF COMMUNICATION
& INFORMATION TECHNOLOGY,
KSA



GARY VAYNERCHUK
ENTREPRENEUR & INTERNET
PERSONALITY



BRIAN WARD
CEO SAVVY GAMES GROUP



MUSAAD ALDOSSARY
FOUNDER & CEO,
TEAM FALCONS



ALBAN D'ÉCHELOTTE
CEO, G2 ESPORTS



NICOLAS MAURER
CEO & CO-FOUNDER,
TEAM VITALITY



DANNY TANG
FOUNDER & CEO, Hero Esports



JENS HILGERS
FOUNDING GENERAL PARTNER,
BITKRAFT, VENTURES



TOSHIMOTO MTOMO
EXECUTIVE DEPUTY PRESIDENT
AND CSO, SONY GROUP CORPORATION



PRINCE CHEN
SVP, HUYA



Eric Shanks
CEO, FOX SPORTS



JOHN HANKE
CEO, NANTIC



MAYA ROGERS
CEO, TETRIS



JANN MARDENBOROUGH
PROFESSIONAL RACING DRIVER



DAVID L'APPARENT
CHAIR OF ESPORTS COMMISSION
INTERNATIONAL OLYMPIC
COMMITTEE



BRUCE STEIN
Co-Founder axiomatic Gaming,
MD Juno Capital



SIR LEONARD BLAVATNIK
FOUNDER, ACCESS INDUSTRIES



PATRICE EVRA
FOOTBALL LEGEND



ALEJANDRO AGAG
FOUNDER AND CHAIRMAN,
FORMULA E

EXPLORE NEW MARKET OPPORTUNITIES IN SAUDI ARABIA



The Kingdom is on a mission to become the world's leading destination for video games and esports by 2030. With substantial investment, cutting-edge initiatives, and strong backing from its leadership, Saudi Arabia is building alliances with international esports and gaming organizations, companies, and influencers. These partnerships are driving innovation, enabling knowledge sharing, and fostering global integration.

Saudi Arabia's substantial investments and strategic initiatives in the gaming and esports industry underscore its ambition to become a global hub for esports. In 2022, the Saudi sovereign wealth fund earmarked nearly **\$40 billion** to transform the Kingdom into a global hub for games and esports by 2030

Saudi Arabia's gaming and esports industry is projected to reach **\$6.8 billion by 2030**, and Saudi Arabia's National Gaming and Esports Strategy aims to contribute around **\$13 billion** to the Kingdom's GDP

Saudi Arabia is investing **\$8 billion** to develop its sports infrastructure. It plans to invest approximately **\$1.5 billion annually** in hosting and organizing sports events, making it one of the largest investors in global sports

Saudi Arabia's Vision 2030 strategy is a comprehensive plan that encompasses a wide range of initiatives aimed at increasing non-oil revenue to **\$267 billion** by 2030. Through economic diversification, strategic investments, and reforms in various sectors, the Kingdom aims to create a more sustainable and resilient economy.