



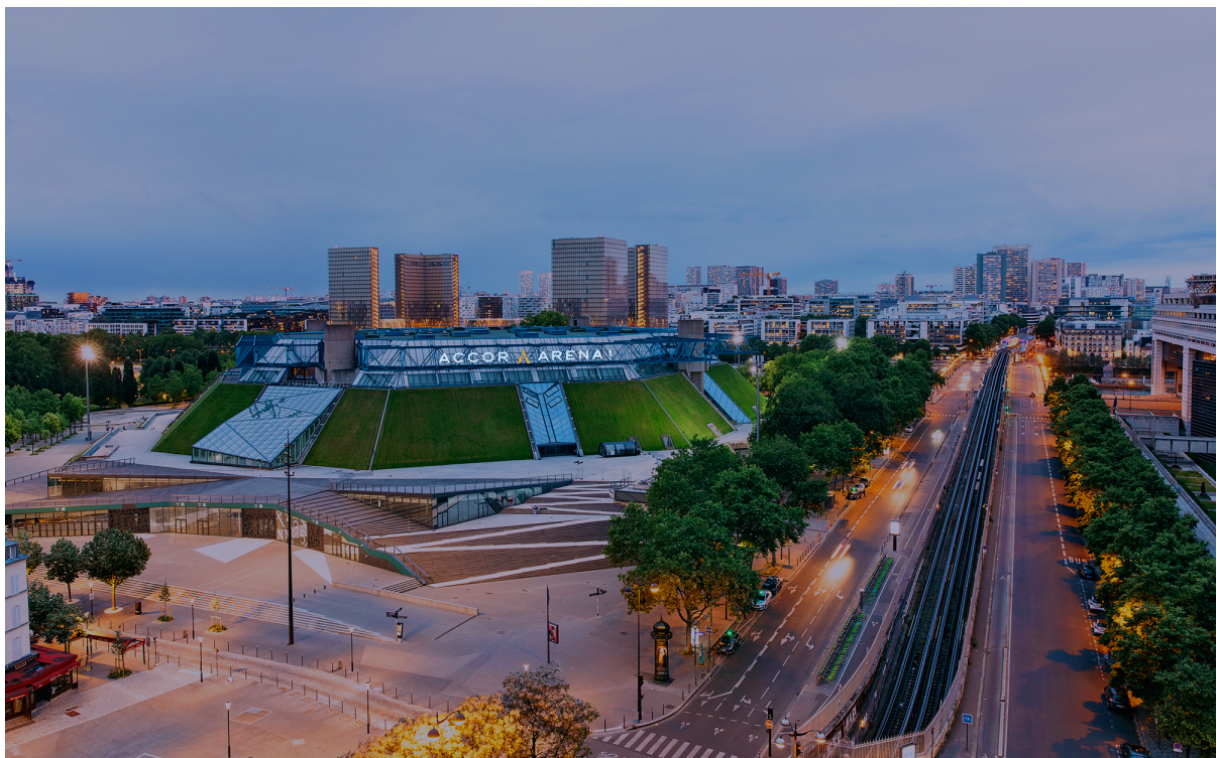
Making the future of sport

## Press Release

Paris, April 26 2022

# Coca-Cola, Betclic and World Rugby headline additions to final partner roster for Global Sports Week 2022

- Strategic partnership announced with ISPO Munich



With two weeks to go, Global Sports Week Paris (GSW) has confirmed the full line-up of partners for its 2022 edition, with Coca-Cola, Betclic, Intel, Tezos, the CNOSF and World Rugby among the final additions to a large coalition of contributors from around the world of sport.

Coca-Cola joins as an Associate Partner of GSW Paris for the first time, aiming to showcase work undertaken through the new global Powerade platform "PAUSE IS

POWER” focusing on athletes’ mental health through the celebration of pausing as an act of power to come back stronger\*

It is joined by Betcllic, the French sports betting operator, which also becomes Presenting Partner of the Solutions Square - the exhibition space at the Accor Arena that will house Global Sports Week’s first-ever Official Selection of innovative solutions.

### **A platform to promote social impact**

Betcllic’s CEO Nicolas Béraud will be among the speakers at Global Sports Week, which provides its partners with a platform to highlight their projects driving social impact in and through sport. Several partners are expected to announce and showcase new initiatives through the event, which runs from May 9th - 13th.

In the build-up to the Olympic Games Paris 2024, France’s National Olympic Committee, the CNOSEF, also becomes an Associate Partner of Global Sports Week, while Worldwide Olympic and Paralympic Partner Intel and blockchain company Tezos come on board in the Corporate Partner category.

World Rugby is another addition among a prestigious roster of international sports organisations in the Proud Supporter category, building on its recently launched Environmental Sustainability Plan 2030 and looking ahead to next year’s Rugby World Cup 2023 in France. It is joined by the Fédération Internationale Equestre (FEI) - the world governing body of equestrian sport - which is also named as a Proud Supporter for the first time.

The two federations take their place alongside BWF, World Athletics, UCI, the IPC, ITTF, FIVB / Volleyball World, FIBA, the WFSGI, UN Women and UNESCO as co-creators of this year’s editorial programme centred on growing sport in the age of responsibility.

Meanwhile, in the Official Media Partner category, Global Sports Week welcomes BFM Business, the leading business and finance news channel in France, and Getty Images, the official photo agency of the world’s biggest sporting events.

In total, 60 partners\* will participate in this year’s 3rd edition of GSW, which kicks off with an Opening Party at the City Hall in Paris on the evening of Monday May 9th, followed by two days of in-person events at the Accor Arena in Paris and including a live-linked gathering at the LA84 Foundation in Los Angeles among a packed week of physical and online activities.

**Noemie Claret, GSW Managing Director, said:** *"It is very exciting to see support for GSW continue to grow year-on-year. This year’s partner roster represents a true cross-section of today’s global sports economy in all its breadth and modernity. We are grateful to all our partners for their invaluable support in creating an event that will shake the world of sport and help shape its future place in society."*

### **Strategic partnership with ISPO**

Global Sports Week has also today announced a unique strategic partnership with ISPO - the leading international sports network for business professionals and consumer experts, whose platform was launched in 1970 and includes the world’s largest multi-segment trade fairs ISPO Beijing, ISPO Shanghai, OutDoor by ISPO and ISPO Munich, which attracts up to 85,000 international visitors a year.

This new agreement brings together Europe’s two most significant event platforms serving the global sports economy in order to facilitate knowledge-sharing across the

sector, with the aim of further accelerating sport's evolution as a positive force in society in a new, digital age.

The partnership will centre on editorial integration across the GSW Paris and ISPO Munich events, supported by additional cross-promotion and opportunities for delegates at both events, which take place respectively in Spring and Fall each year. It therefore offers members of the combined community a continuity of exchange and insight around key global trends at a time of rapid industry change.

**Tobias Gröber, Head of the ISPO group** commented: "Our common goal is to accelerate the global evolution of sport and to use the benefits and life-changing power of sports for individual well-being, society and the environment. Two strong brands representing stakeholders from politics, society, academia and industry joining forces to accelerate the global evolution of sports is a strong basis and an open invitation for others to join."

## **ENDS**

### **NOTES TO EDITORS**

\*Full list of GSW Paris partners by category

**Founding Partners** : French Government, adidas

**Associate Partners** : 17 Sport, Accor Arena (Official Venue), Betclic, CNOSEF, Coca Cola, EGG, Inspiring Sport Capital, Vivendi

**Corporate Partners** : Intel, One Plan, Sodexo, SportCarrière, Tezos

**Institutional Partners** : COSMOS, France Sport Expertise, ISPO, LA84Foundation, Le Tremplin, OSV, Sport et Citoyenneté, Sport Innovation Society, Sporsora, ThinkSport, Ville de Paris, Yunus Sport Hub

**Proud Supporters** : BWF, FEI, FIBA, FIVB, IPC, ITTF, UN Women, UNESCO, WFSGI, World Athletics, World Rugby

**Media Partners**: BFM Business, ESport.fr, Francs Jeux, Getty Images, Global Sports, Groupe Sport Business, Sponsoring.fr, Sport.fr, Women Sports, Women Sports Africa, Yutang Sports, Sport Business Club, Sport Buzz Business, The Sports Journal, The Sustainability Report

**\*Coca-Cola** - Powerade platform "PAUSE IS POWER"

The core message is a challenge to the "win at all costs" mentality often associated with sports culture, in contrast, celebrating the regenerative strength that can be found in a moment of pause – a moment of laughter, reflection, community and recovery - giving ourselves time to be human.

**\*ISPO** - The leading international sports network for business professionals and consumer experts

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an

integrated range of industry-related analog and digital services under the IPSO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

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**Media accreditation:**

To apply for accreditation or for any further information, please contact us using the link below:

<https://www.gswfactory.com/gswparis2022/fr/content/media>

**Photo-video assets:**

A selection of visuals is attached for editorial use.

A further selection of high-resolution images from previous editions of GSWParis is available via the following link:

<https://drive.google.com/drive/folders/1yckgaK0LVoW9CM7mkbBI8nNTpUIWgKNk>

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**About Global Sports Week Paris**

Global Sports Week Paris is an annual international forum that brings together leaders and disruptors from sport, business, culture, media, government and society. Its goal is to accelerate the development of sport as an innovative, sustainable and positive force at the heart of global society.

In 2022, GSWParis will return from May 9th - 13th with a central gathering at the iconic Accor Arena in Paris, supported by additional digital and overseas events.

Global Sports Week is organised under the high patronage of Mr Emmanuel Macron, President of the French Republic, with the support of numerous private and public partners. The event was first staged in February 2020 at the Carrousel du Louvre in Paris.

**More information:** [www.gsw.world](http://www.gsw.world) | #GSWParis

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