



Making the future of sport

Press Release

Paris, May 13 2022

GLOBAL SPORTS WEEK CONCLUDES IN PARIS – AND LOS ANGELES

- **2,000 delegates; 60 partners; more than 100 media take part in 2022 edition**

More than 2,000 people from 98 countries have attended events as part of Global Sports Week 2022, which took place across Paris and Los Angeles – the host cities of the next two summer Olympic and Paralympic Games.

Mayor of Los Angeles Eric Garcetti, Ukrainian tennis star Elina Svitolina, International Paralympic Committee President Andrew Parsons, Paris 2024 President Tony Estanguet, LA 28 CEO Kathy Carter, UK Sport Chair Dame Katherine Grainger, FIFPRO Secretary General Jonas Baer-Hoffman, Founder of Angel City FC Julie Uhrman, African Cup of Nations 2023 Organising Committee President François Amichia, Riot Games President Nicolo Laurent, Manchester United and England footballer Alessia Russo, Universal Music Group Executive Vice President Olivier Robert-Murphy, Six Nations CEO Ben Morel and FIFA Marketing Director Jean-François Pathy were among those who addressed the unique transatlantic forum.

Organised under the patronage of UNESCO and the high patronage of Mr Emmanuel Macron, President of the French Republic, the third edition of Global Sports Week (GSW) got underway on May 9 with a reception at the Paris City Hall. The event continued with two days of conferences at the Accor Arena in Paris, concluding with a live link to the GSW @ LA event, presented by 17 Sport and the LA84 Foundation, which took place at the latter's headquarters on May 11.

Since 2020, GSW has established itself as a leading annual gathering of the world sports economy, focussed on big questions at the intersection of sport, business and society.

This year's edition saw strengthened support from the French government through its French Sport Touch programme to grow France's international influence and attractiveness in and through sport. French local authorities representing more than 100 pre-Games training venues for Paris 2024 took the opportunity to showcase their projects in front of 25 National Olympic and Paralympic Committees who made the trip to Paris for the event.

Michel Cadot, the French Government's Interministerial Delegate for the Olympic and Paralympic Games and Major Sports Events, was among those to visit the exhibition.

On May 10, a special dinner cruise, co-organised by GSW and the French Government, gave international delegates a unique preview of the proposed Opening Ceremony route for the Olympic Games Paris 2024.

Discussions at GSW 2022 centred on balancing growth and responsibility, under the theme of 'Better Vs Bigger.' 32 Young Sports Makers – 18-25s from 16 countries – were once again at the heart of the event, representing the voice of Generation Z through the programme.

Beyond the stage sessions, GSW 2022 also saw:

- The launch of the new Para Sport brand by the International Paralympic Committee and its President Andrew Parsons
- The unveiling of the sustainable "food vision" for Paris 2024 by the Organising Committee and its partner Sodexo Live!
- The signing of a memorandum of understanding between the French and Canadian National Olympic Committees to promote the Olympic values; the development of sport; and the French language within the international sports movement
- The 5th edition of Le Tremplin Invest Finals, Europe's biggest sports tech investor event, which showcased 12 of the world's leading sports start-ups*, selected from qualifying events in 7 countries
- A global, week-long GSW Runs for Ukraine Challenge in partnership with the NGO CARE and connected running app Sport Heroes, which aims to raise 4,720 Euros – one Euro for every kilometre between Paris and Kyiv and back – for CARE's emergency aid fund for Ukraine. More than 50% of the target has been reached with over two days of the campaign still to run.

Lucien Boyer, President and Co-founder of GSW, said: *"This year's Global Sports Week was about bringing the world of sport back together after two long years - and in a new context.*

"Here in Paris, we felt the excitement building around the upcoming major events – both among our local communities and the international delegations. What is also clear is the growing awareness and excitement about how these major events can be used to tackle the big issues of society.

"Through our discussions, we have seen how power is shifting ever further towards fans and athletes; and the huge opportunities in that context of engaging purposefully with the priorities of a new generation. We look forward to continuing those conversations with our growing international community."

Noémie Claret, Managing Director of GSW said: *"It was so good to feel the energy of people coming together again – in person and even across continents.*

"I am especially happy that we were able to bring together so many diverse stakeholders – from so many different horizons. International, inter-generational and cross-sector connection is the heart of our concept to shake up the future of sports! My sincere thanks to our 60 partners - from all parts of the global sports ecosystem - who have committed to this effort by our side."

ENDS

Media contact

Catherine Inkster, Director of Communications, Global Sports Week Paris
Catherine.Inkster@globalsportsworld.com

Guillaume Thomas, Head of PR, Global Sports Week Paris
guillaume.thomas@globalsportsworld.com
+33 (0) 34 08 18 17

[Download the GSW Paris 2022 media guide](#)

Photo-video assets:

Attached with this email - three right-release images from GSW 2022 © Getty images for Global Sports Week

A full selection of images and B-roll from the 2022 edition can be found [here](#) for editorial use only.

Please include the following credit when publishing any of these images: ©Getty Images @ Global Sports Week

LIST OF THE 2022 LE TREMPLIN INVEST FINALS FINALISTS

- Accessercise
- ASI
- Captain Wild
- FanFest
- Gomypartner
- Kinvent
- Levitate
- NeoXperiences
- Sport Peppers
- Teamworks
- Tech Storm
- Winarize

LIST OF GSW 2022 SPEAKERS - in order of appearance

- **GSW Opening party**

Pierre Rabadan, France, Deputy Mayor of Paris, in charge of Sport and Olympic and Paralympic games, City of Paris

Mounir Biba, France, Professional dancer

- **Official Opening**

Nicolas Dupeux, France, CEO, Accor Arena

Tony Estanguet, France, President, Paris 2024

Brigitte Henriques, France, President, French National Olympic Committee

Gabriela Ramos, Mexico, Assistant Director-General, UNESCO

Karishma Ali, Pakistan, international footballer and founder of Chitral women's sports club

- **Spotlight on the European Sports Model**

Themis Christophidou, Cyprus, General Director for Education, Youth, Sport and Culture, European Commission

Jean-Pierre Siutat, France, President, French Basketball Federation

José manuel Araújo, Portugal, General Secretary, National Olympic Committee of Portugal

Antonio Arimany, Spain, General Secretary, World Triathlon

Ronan Evain, France, Executive Director, Football Supporters Europe

Laurence Farreng, France, Member of the European Parliament

- **Athletes vs the industry**

Mayi Cruz-Blanco, Cuba, Managing Director, Sports Partnerships, Sports Industry & Athlete Solutions, the Addeco Group

Arthur Bauchet, France, 3-times Paralympic champion, Alpine skiing

Dame Katherine Grainger, United Kingdom, Chair, UK Sport

Jonas Baer-Hoffmann, Germany, General Secretary, FIFPRO (International Federation of Professional Footballers)

- **Women's sport vs the men's sport model**

Jo Leedham, United Kingdom, Professional Basketball player, London Lions & Great Britain

Amina Lanaya, France/Morocco, General Director, Union Cycliste Internationale (UCI)

Kate Veronneau, United States, Director of Content and Women's Strategy, ZWIFT

Andreas Zagklis, Greece, Secretary General, International Basketball Federation (FIBA)

Raffaella Masciadri, Italy, President of athletes commission, Italian Olympic Committee

Peterson Ceus, France, Rythmic gymnast and President, "GR-ADE"

Marie Bochet, France, 8-times Paralympic Champion, Ski

- **Mega events vs sustainable impact**

Ibrahima Wade, Dakar, General Coordinator, Dakar 2026

Fatma Al Nuaimi, Qatar, Communications Executive Director, Supreme Committee for Delivery and Legacy, Qatar 2022

François Amichia, Ivory Coast, President, African Cup of Nations 2023

Robins Tchale Watchou, Cameroon, CEO, Vivendi Sports

David Grevemberg, United States, Chief Innovation and Partnerships Officer, Centre for Sports & Human Rights

Pascal Boniface, France, Director and Founder, French Institute for International and Strategic Affairs

Georgina Grenon, Argentina, Sustainability Director, Paris 2024

Nathalie Bellon-Szabo, France, CEO, Sodexo Live!

Cyril Abiteboul, France, General Director, CDK Technologies

Mathieu Sidokpohou, France, SVP & General Manager, adidas South Europe

Philip Quinn, Ireland, COO, Munster Rugby

- **Right to play vs Duty to Move**

Petra Sörling, Sweden, President, International Table Tennis Federation

Claus-Peter Mayer, Germany, Senior Vice President Brand, adidas

Alessia Russo, United Kingdom, Football player, Manchester United and England

Amina Ndao, Germany, Journalist, Skysports Germany

Benny Bonsu, Ghana/UK, Board member, Basketball England

Marie Barsacq, France, Impact and Legacy Executive Director, Paris 2024

Ivoa Alavoine, France, General delegate for Olympic and Paralympic Games and Major Events at Paris City, Ville de Paris

Andrew Parsons, Brazil, President, International Paralympic Committee (IPC)

Cedric Borremans, Head of Olympic & Paralympic Division, Toyota Motor Europe

Emma Mason, United Kingdom, Vice President for Strategic and External Affairs, World Federation of the Sporting Goods Industry

- **Le Tremplin Invest Finals**

Jean-Baptiste Alliot, France, Executive Director, Le Tremplin

- **New revenues vs legacy fans**

Nadia Benmokhtar, France/Algeria, Head of Brand Development, Paris Saint-Germain

Ben Morel, France/United Kingdom, CEO, Six Nations

Stéphane Nègre, France, General Manager France, INTEL

Nicolas Beraud, France, CEO & Founder, Betclix

Jean-François Pathy, France, Marketing Director, FIFA

Olivier-Robert Murphy, France / UK, Executive Vice President, Universal Music Group

- **Mental Health vs the Medals Race**

Daniel Dao, United States, Senior Director, Strategy and Integration, The Coca-Cola Company

Nathalie Péchalat, France, President, French Ice Skating Federation

Elina Svitolina, Ukraine, Tennis player and Olympic medalist

Claude Onesta, France, Head of performance, Agence Nationale du Sport

Prof. Dr. Vincent Gouttebarg, France/ The Netherlands, Chief Medical Officer / Professor / Chair of IOC Mental Health Working Group, FIFPRO / Amsterdam University Medical Centers

- **Paris-LA handover sequence**

Greg Nugent, United Kingdom, President and Founder, Harder than you think

- **Speakers in LA**

Eric Garcetti, United States, Mayor of Los Angeles

Renata SIMRIL, United States, President, LA84 foundation

Nicolo Laurent, France, CEO, Riot Games

Kathy Carter, United States, CEO, LA28 and U.S. Olympic & Paralympic Properties

Kathryn Schloessman, United States, CEO, Los Angeles Sports & Entertainment Commission (LASEC)

Bob Graziano, United States, Vice Chairman, J.P. Morgan Private Bank, former LA Dodgers President

Julie Uhrman, United States, Co-Founder and President of Angel City FC

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 Accor Arena in Paris on May 10-11th, a one-day GSW @ LA event in Los Angeles on May 11th and additional offsite and digital events throughout the week.

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 | **#GSWParis**

FOUNDING PARTNERS



ASSOCIATE PARTNERS



PROUD SUPPORTERS

