



**GLOBAL  
SPORTS  
WEEK  
PARIS**

Making the future of sport

**Press Release**

Paris, November 30 2021

**GLOBAL SPORTS WEEK REVEALS STRENGTHENED  
FRENCH GOVERNMENT SUPPORT  
WITH 100 DAYS TO GO UNTIL ANNUAL FORUM**

- **New tripartite agreement with French Ministry of Sport and Government's Interministerial Delegation for Major Events (DIGES) extends commitment to 2024 in the context of the Paris 2024 Olympic and Paralympic Games**
- **Organised under the high patronage of Mr Emmanuel Macron, President of the French Republic, the third edition of GSWParis will take place March 7th- 11th, 2022 at the Accor Arena in Paris**

With 100 days to go to the 2022 edition, Global Sports Week (GSW) has announced the signing of a new tripartite agreement with France's Ministry of Sport and the French Government's Interministerial Delegation for Major Events (DIGES).

The partnership strengthens the French Government's commitment to GSW, extending its support to 2024 in the context of the Paris Olympic and Paralympic Games. It builds on the French Ministry of Sport's previous support for GSW, of which it has served as a Founding Partner since the first edition in 2020.

The three-year agreement was officially signed Monday 29 November by Roxana Maracineanu, France's Minister in charge of sports, and Lucien Boyer, President of Global Sports Week, in the presence of Jean-Pierre Siutat, vice-president in charge of international strategy, of the French National Olympic and Sport Committee (CNOSF).

The signature took place at the French Ministry in charge of Sports during the first meeting of the CFSI (coordination du sport français à l'International) committee, which was launched last month as part of a new strategy to grow France's international influence and attractiveness in sport as the

country gets ready to host the 2023 Alpine Ski World Cup, RWC 2023 and Paris 2024 Games. Support for GSW was among 16 strategic priorities announced in the latest DIGES report in October 2021.

The announcement materializes this commitment and additionally confirms the return of Le Tremplin Invest Finals to Global Sports Week. The sportstech showcase - Europe's biggest, connecting the world's best start-ups to international investors – is organised by Le Tremplin by Paris&Co innovation platform and France's Ministry in charge of Sport in partnership with Global Sports Week.

GSW 2022 will also again be organised under the high patronage of Mr Emmanuel Macron, President of the French Republic, having received the official honour for a third consecutive year.

**Roxana Maracineanu, French Minister in Charge of Sports,** said:

“The French Ministry in charge of Sports is acting upon its ambition to grow France's influence and attractiveness in world sport. It is with this objective that with our partners - the CNOSF, the CPSF, the local authorities ... - I wanted to reactivate the coordination of French sport internationally (coordination du sport français à l'international) to promote French excellence and exemplarity in terms of hosting and organizing major events. Our desire is to keep France at the center of world sport beyond 2024 and Global Sports Week fully contributes to our strategy to enhance the attractiveness of our country.”

**Lucien Boyer, President and Co-Founder of Global Sports Week,** said:

“Global Sports Week is delighted the French Ministry in charge of Sports and the French Government's Interministerial Delegation for Major Events have reinforced their commitment to our organisation. They have been trusted partners and an invaluable support since we launched in 2019.

“As France looks forward to hosting some of the biggest sporting events in the decade, we share the common belief that Paris can serve as a unique setting and platform - to federate the wider ecosystem of sport, and lead in shaping a new agenda for this new era in sport and society.”



Roxana Maracineanu, France's Minister in charge of sports, and Lucien Boyer, President of Global Sports Week after the signature of a new tripartite agreement strengthening the French Government's commitment to GSW, 100 days before the start of the Paris-based international forum for sport

After two successful editions in iconic locations of the French capital (The Louvre, & the Eiffel Tower), GSWParis will return from March 7<sup>th</sup> - 11<sup>th</sup>, with an agenda focused on the future of sport at the intersection of business and society. The iconic Accor Arena – an official competition venue of the upcoming Paris 2024 Olympic and Paralympic Games – will provide the central stage of this year's forum, supported by additional digital and overseas events. The theme for the third edition of GSWParis will be: 'Better versus Bigger: Growing Sport in the Age of Responsibility'.

Over 2000 international delegates are expected to attend the in-person forum at Accor Arena on March 8<sup>th</sup>-9<sup>th</sup>. 500 passes will be made available for general sale, with ticketing now open at ([www.gsw.world.com](http://www.gsw.world.com))

People around the world will also be able to enjoy full access to Global Sports Week virtually as part of a GSW Factory membership, which offers year-round curated content and community experiences.

**ENDS**

## **Media contacts**

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

Catherine Inkster, Communications Director, Global Sports Week Paris  
[catherine.inkster@globalsportsweek.com](mailto:catherine.inkster@globalsportsweek.com)  
+44 (0) 77 89 40 04 89

## **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/u/1/folders/1Aqye3tOtnCDRSHoW\\_5IC9kdYUJ6PIkI6](https://drive.google.com/drive/u/1/folders/1Aqye3tOtnCDRSHoW_5IC9kdYUJ6PIkI6)

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

## **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 agenda is focused on the future of sport at the intersection of business and society.

In 2022, GSWParis will return from March 7th - 11th 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 including the French Ministry of Sports, adidas, Vivendi, EGG, Ville de Paris, UNESCO and Accor Arena.

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