SPORTS AFRICA 2026 INVESTMENT SUMMIT

THEME

"Africa's Sports Future"
Finance and Investment Strategies to Unlock Infrastructure and Trade Opportunities

Date	February 10th - 11th, 2026
Location	Lagos, Nigeria.
Organisers	Sport Nigeria LTD/GTE, in partnership with leading Technical Advisory Partners.

Chairman: Mr. Tunde Folawiyo **Vice Chairman: Mr. Yahaya Maikori**

CEO: Ms. Nkechi Obi

www.sportsafricainvestmentsummit.com

Going a Step Further…..
Infrastructure, Investment, and Trade Opportunities

SAIS2025 was a demonstration of intent to facilitate the type of engagements among stakeholders that identifies and examines strategies and partnerships to leverage global investment interests in sports initiatives that can catalyse the development of the sports industry in Africa through mass participation in physical and outdoor activities in sports.

SAIS2026 sets the stage for insightful discussions, actionable strategies, and transformative collaborations on key resolutions from SAIS2025, in alignment with the vision to aggregate stakeholders to delve into the crucial role of sustainable investment in unlocking new opportunities in Africa's sports industry.






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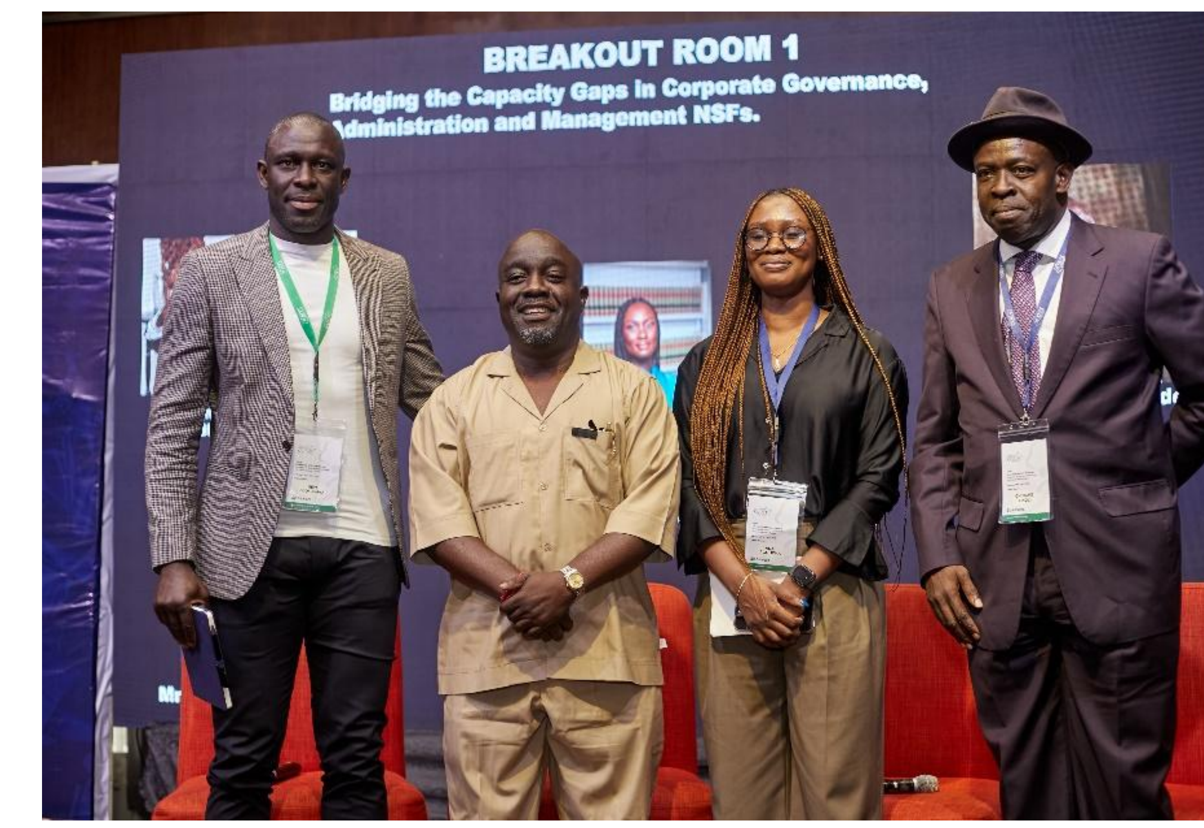
Content





SAIS 2025 in Numbers

1 Keynote Addrerss

1 Closing Address

1 Fireside Chat

1 Landmark Partnership Abia SSEZ

2 Special Sessions

6 Sessions on topical issues

18 Breakout Sessions

60+ Speakers and resources persons

300+ Industry leaders, policy makers and deligates

SAIS 2025 – Key Events and Outcomes

ABIA SPORTS SPECIAL ECONOMIC ZONE AGREEMENT SIGNING CEREMONY

The signing of a Technical and Collaboration Agreement between Sport Nigeria and the Abia State Government for the formation of a Special Purpose Vehicle that will lead the establishment of the first-of-its-kind Sports Special Economic Zone (SSEZ) in Sub-Sahara Africa which will leverage regional trade and aligns with the **Nigeria Industrial Revolution Plan (NIRP)** and the **Africa Continental Free Trade Agreement (AfCFTA)**.

The SSEZ leverages Abia State's rich history of entrepreneurship and manufacturing particularly in Aba, a city renowned for its skilled artisans and small-scale manufacturing industries, by leveraging Aba's reputation as a manufacturing hub for footwear, apparel, and textile products.

Abia SSEZ is realisation of a bold initiative demonstrating the potentials of sports to drive economic growth and social development in Africa and will go a long way in addressing the infrastructure challenges, inadequate funding, limited private sector participation and the inability to aggregate the quantum of investment required to drive the industry as a business sector and even how the industry functions as a key driver of the economy.

LAUNCH OF SPACES4SPORTS COMMUNITY SPORTS FACILITIES PROJECT

Spaces for Sports™ (S4S) is an initiative designed to provide and support the infrastructure necessary for promoting mass participation in sports and deliver increased demand for sports goods and services with a view to bridging the considerable gap in community sports infrastructure.

Nigeria requires 7,000+ community facilities to activate more than a 100 million participants in physical and outdoor activities in sports **over a 10-year period,** while Africa would require a **minimum of 50,000 community facilities** as a strategy for closing the infrastructure deficit in sports in Africa.

S4S is a consumption-based, market demand development strategy for a government-led, private sector driven **community-based sports industry** to facilitate the demand for sports goods and services through mass participation across Africa and deliver socioeconomic benefits in communities across the continent. S4S will propel an increase in mass participation in sports which invariably will deliver social impact in communities, while increasing demand for sports goods and services.

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SAIS 2025 Session Recommendations Summary

Day One **Monday February 17th 2025**

Session Issue / Plenary Topic	Breakout Sessions	Sessions Recommendations Summary
Inclusivity, Impact and Sustainability in Sports	▪ SDGs through Sports: The Social and Community Impact of Sports. ▪ The Mass Participation Strategy: Harnessing the power of sports for community development. ▪ A Seat at the Table: Gender and Social Inclusivity in sports.	▪ Boost grassroots and workplace sports participation, assess sector gaps, and integrate sports jobs into national employment policies. ▪ Develop modern infrastructure, enforce safety laws, and promote inclusive access to grow a vibrant sports industry ▪ Promote gender equity in sports through inclusive policies, equitable investment, increased female representation in leadership, improved data systems, and safe access to training facilities for women and girls.
	▪ Developing a Sustainable and Inclusive Sport Sector in an Environment of Safety, Security and Integrity ▪ Bridging the Capacity Gap in the sports industry. ▪ The ESG Strategy for Sports Industry Development in Africa.	▪ Address governance and ethical lapses in sports - strengthening transparency, protecting vulnerable athletes from abuse /exploitation, leveraging sport to combat violence and extremism ▪ Strengthen the sports ecosystem - capacity building, investment incentives, governance reforms, and sustainable funding beyond government support ▪ Promote ESG integration in sports - strategic global partnerships, customized funding models, technical support, and establishment of clear industry-specific policies and regulations
Sports for Development and Sports Development: Governance, Administration and Management -Leveraging the Sports Value Chain for Economic growth	▪ Delivering Economic Value: Maximising the cross-sectoral, cross-cutting nature of Sports. ▪ Facilities, Stadiums and Arenas: The Sports Infrastructure Strategy for Industry Development ▪ Entertainment, The Nexus of Information Technology, Sports and Media – Making it work for sports	▪ Transform sports into a dynamic economic sector - fostering cross-industry collaboration, optimizing facility use, implementing sustainable event calendars to maximize social and economic impact across Africa ▪ Address sports infrastructure gap - secure sustainable funding, ensure inclusive access, balance elite and community use, and plan for long-term maintenance ▪ Boost Africa's sports and entertainment industries – prioritize indigenous content and storytelling, adopt digital strategies, diversify revenue models, leverage growing investments within the creative sector
Fireside Chat: Football as The Tide that raises all boats - Aligning Continental and National roles for sports industry development - Reform football governance to address power imbalances, political interference, and funding gaps, ensuring the sport drives inclusive development from grassroots to professional levels.	▪ The Complementary Roles of National and Continental Agencies in Sports Development. ▪ National Sports Federations as "Business Drivers" of their Sport - Alignment of interests to facilitate collaborations and partnerships between the private sector and federations. ▪ Bridging the Capacity Gaps in Corporate Governance, Administration and Management of NSFs.	▪ Strengthen collaboration between continental and national sports bodies - establish a unified vision, promote transparent and diverse governance, improve coordination, utilize data effectively, reduce dependency on government funding, develop the entire value chain of their sport. ▪ Reform National Sports Federations - strengthen governance, develop strategic funding, enhance marketing and partnerships, unlock the full economic potential of their sports. ▪ Develop future sports leaders - targeted training, promote effective management and transparent governance, encourage collaboration among federations, create sustainable financial models beyond government funding

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SAIS 2025 Sessions Recommendations Summary

Day Two **Tuesday 18th February 2025**

Session Issue / Plenary Topic	Breakout Sessions	Sessions Recommendations Summary
Where's the Money?: Funding and Investment to catalyse industrialisation of sports business	▪ Accelerating Industrialisation through Sports Development and Investments ▪ Professional Sports - Creating markets through leagues, clubs and events. ▪ Incentivising investment in Sports in Africa	▪ Support MSMEs and sports industry growth in Nigeria - improve access to affordable financing, integrate technology, incentivize facility upgrades, prioritize infrastructure, strengthen local leagues, competitions and events. ▪ Diversifying Africa's sports landscape - requires stronger ties between local federations and global leagues, improved marketing strategies, modern infrastructure, and a well-connected ecosystem that supports talent development, financing, and commercialization ▪ To attract investment in African sports, solutions must tackle policy inconsistency, limited financing, knowledge gaps among administrators, and cultural attitudes through education, mentorship, and media
	▪ Leveraging Technology to Revolutionize African Sports Investment ▪ Funding the Sports Industrialization agenda – Developing the Right Investment Models ▪ The 6th Region – Harnessing the power of Diaspora Investment to industralise sports in Africa.	▪ Bridging Africa's digital divide in sports - requires improved tech access, clear regulations, data protection, and investments in local innovation, education, and digital platforms ▪ Boosting sports investment in Africa - demands stronger governance, blended financing models, private sector collaboration, better social infrastructure, and robust data systems ▪ The African Diaspora holds untapped potential for sports investment, but engagement is hindered by the lack of structured opportunities. By leveraging regional strengths—using Nigeria as a pilot—and replicating initiatives like Ghana's 'Year of Return,' Africa can attract diaspora capital, curb talent drain and establish commercial sports hubs to boost industry growth across the continent.



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Seize the Moment: Unlocking Post SAIS2025 Opportunities at SAIS2026

The Sports Africa Investment Summit (SAIS) isn't just a one-time event; it's the launchpad for capitalising on the explosive potential of African sports. Scheduled as an annual gathering of the best, brightest and most engaged stakeholders in the sports ecosystem, SAIS2025 provided so many talking points and resolutions on how to reposition sports as an industry in Africa.

Key implementation strategies also outlined for how infrastructure should be at the heart of the development plans to build and service a potential market of 800m sports consumers on the continent through investment into facilities, projects and initiatives based on:

Market Potential

Market Size: Valued at over $12 billion, with a projected growth to over $20 billion by 2035. (Source: PwC's Global Sports Survey 2023).

Participation Growth: Given Africa's young population, sports participation is projected to increase by 50% to about 500million creating a massive consumer base for sports goods and services.

Job Creation Powerhouse

The African sports industry is projected to have the capacity to create over 20 million direct and indirect jobs within 10-15years.

Infrastructure Investment Opportunity

Significant annual investment of US$1-2 Billion is needed for sports infrastructure development across all levels of participation in Africa. Through Public-Community-Private (PCP) initiatives and projects, SAIS2026 aims to foster partnerships to bridge this gap and unlock local economic opportunities across the continent.

Strong Return on Investment

Increased Consumption and Spending on goods and services, especially in sectors such as mass participation, sports tourism, merchandising, events and content development, all facilitated through investment in sports facilities, which will boosting local economies.

SPORTS AFRICA INVESTMENT SUMMIT
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2026
EVENT DETAILS

THEME

"Africa's Sports Future"

- Finance and Investment Strategies to Unlock Infrastructure and Trade Opportunities

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SAIS2026: Capitalising on the Potential of African Sports

SAIS2026 is set to build on the outcomes of SAIS2025, turning insights into action based on:

Forging Winning Business Models

SAIS2026 will explore the most lucrative business models based on practical strategies to attract investors and measure their interest in financing sports industry development projects to propel African sports to new heights.

Turning Potential into Profits

SAIS2026 will provide a meeting point for stakeholders to deliberate on how to build on the identified untapped commercial potential of African sports by throwing more light on addressing both the opportunities and the challenges of monetising this dynamic sector and ensuring sustainable growth for the business of sports in Africa.

A Collaborative Ecosystem for Success

SAIS2026 will engage stakeholders across the entire sports ecosystem - how governments, development institutions, community leaders, professional services and key players can work together to build on the identified potential of the sports industry through actionable strategies to maximise brand exposure, business benefits for investors, and value creation for everyone involved

Harnessing the Power of Diaspora

SAIS2026 will connect participants with the global African community and explore how the African diaspora could further its role as a potent force for attracting investments, by tapping into their passion and financial resources to fuel the growth of African sports.

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SAIS2026 in Numbers

1 Keynote Address

1 Closing Address

4 Roundtable Sessions

12 Breakout Sessions

2 Special Session Partnership Announcements

Exhibiitors

80+ Speakers and Resources persons

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Why Attend?

Connect with Key Stakeholders

Join peers, global investors, influential government officials, leading sports brands and pioneering African manufacturers on the continent to share your vision, strategies, and approach to the transformation of sports as a business sector and contributor to the African economy.

Unearth Lucrative Investment Opportunities

Specially curated sessions showcasing strategies to stimulate and measure investor interest in financing sports development across Africa's diverse sports infrastructure needs, manufacturing and trade possibilities.

Witness Inspiring Innovation

Explore how collaboration mechanisms between the public, private and social enterprise sectors can deliver unconventional, Africa based and Africa focused solutions to the challenges of the sports industry in the continent.

Embrace the Spirit of Unity

Immerse yourself in a vibrant atmosphere of shared passion, cultural exchange, and boundless optimism to celebrate Africa's sporting spirit by uniting to chart a clear definition of the models that should be considered in taking advantage of the transformational potential of sports as business

Champion Sustainable Legacy

Be part of a movement identifying how best governments (national and subnational) and critical stakeholders should support the growth of the industry to deliver brand and business benefits to investors, value chain developers, athletes and other stakeholders for a sporting future that starts now




SPORTS AFRICA INVESTMENT SUMMIT
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A Summit Tailored for You

Sports Africa Investment Summit 2026 offers the stage for insightful discussions, actionable strategies, and transformative collaborations that focus on the cross sectoral, cross cutting attributes of sports, with the aim of harnessing those attributes to drive the development of the industry

Targeted sessions
Deep-dive workshops across trade, manufacturing, legal, financial, and real estate aspects of sports project development.

Investor Showcase & Special Projects Pitch Sessions
Watch passionate entrepreneurs, organisations and governments present their game-changing ideas to global investors.

Networking & Deal Rooms
Facilitate connections, negotiations, and deal-making relevant stakeholders and delve into infrastructure-based investment throughout the summit.

Sustainability Showcase
Explore innovative ideas for harnessing trade and industry as catalysts for sports development in Africa.

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Who Should Attend?

- African States and Governments
- African Union (AU)
- AU Agencies and Ancillary Organisations
- African Union Sports Commission
- AfCFTA
- Government Officials (Ministers & Heads of Departments and Agencies)
- The Diplomatic Community
- Regional Economic Communities
- Policy makers and high-level government representatives

- Chambers of Commerce
- High Net worth Individuals (HNIs)
- Senior level business executives
- Project developers
- Corporate Organisations
- Professional Services – Lawyers, Medical Practitioners, Retailers, Accountants, Insurers, Educators, etc.
- National and Continental Sports Federations
- Team/Club Owners Team/Club Executives
- Athletes (Past and Current)

- State Governments in Nigeria
- Local Governments in Nigeria
- Trade Commissions/Agencies
- Development Finance Institutions
- Banks and Financial Institutions
- Multilateral Organisations, Development Agencies, Social Enterprise Organisations
- Private Equity Firms/Asset Managers
- Investors and financiers

- Activation Partners - Event Organisers, Logistic Companies etc.
- Media Agencies
- Sports Industry Value Chain Developers - Content Development Agencies, Real Estate Developers, Merchandisers and Manufacturers, Sport Medicine Practitioners, etc.
- Relevant Regulatory Agencies Across the Industry Value Chain




SPORTS AFRICA INVESTMENT SUMMIT SAIS

Daily Schedule of Sessions

Day One **Tuesday February 10th, 2026**

KEYNOTE ADDRESS – Investment, Infrastructure & Trade as the Catalysts for Sports Industry Development in Africa

Session Issue / Plenary Topic	Breakout Sessions	
Sustainability and inclusivity In Sports – Progressing Mass Participation for a Future that Starts Today	▪ Pathways to Mass Participation: Reigniting School Sports & Workplace Wellness ▪ Enhancing Africa's Sports Workforce: Building Academic & Vocational Training Pathways.	▪ Powering Integration: Harnessing Sports, Education, Tourism & ICT for Development ▪ ESG in Action: Creating Sustainable Sports Development Models Across Africa
Sports Development – A Bottom to Top Approach to Facilitate Economic Growth	▪ Industry & Trade: Understanding the heart of the sports ecosystem ▪ Governance for Growth: Modernizing Federations through Decentralisation, Branding, Innovation and Private Sector-led Reform	▪ Community Sports Infrastructure: Smart Management of Facilities for Long-term Economic Growth and Impact ▪ African Sports, African Stories: Leveraging the value of entertainment in Local Content & Media Ecosystems
Investment Strategies for Sports – The Best Way Forward for Maximum Impact.	▪ Unlocking Private Capital: Incentives & Policy Reforms for Sports Investment ▪ Beyond Grants, CSR and Sponsorships: Expanding Access to Innovative Financing for Sports Development	▪ Building the Sports Capital Stack: Blended Finance Models for African Markets ▪ From Diaspora to Development: Aligning Diaspora Investment for Made in Africa for Africa's Sports

N.B: Sessions and Topics may be subject to change prior to the event

SPORTS AFRICA INVESTMENT SUMMIT
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Daily Schedule of Sessions

Day Two

Wednesday February 11th, 2026

Round Tables– Special Session for Investment Bids for Projects across the Continent

Investment Deal Rooms & Special Sessions for Projects Presentations

Round Table Sessions

Digital Frontiers: Leveraging Tech, E-Sports & Fan Engagement for Economic Value

Sports Assets and Facilities: Incentivizing MSMEs & PPPs in Smart Management Infrastructure Renewal

Made in Africa: Aligning Sports Investment with Local Manufacturing & Industrial Policy

Private Equities in Sports: Opportunities and Challenges in Africa

Investment Deal Rooms & Special Sessions for Projects Presentations

Invite-only ***Deal Rooms and*** sponsored special sessions to present investable opportunities, projects and partnership propositions in keeping with the target of securing investment interest and participation in showcased sport projects.

Closing Plenary Session

Africa’s Sports Future: Leveraging Technology to Revolutionise Sports Investment and Drive New Revenue Opportunities for Sports.

N.B: Sessions and Topics may be subject to change prior to the event

Expected Outcomes from SAIS2026

SAIS 2026 is a continuation of the transformative engagements and discussions and far-reaching resolutions from SAIS 2025 for Africa's sports industry, driving growth, inclusion, and sustainability.

SAIS 2026 will focus on both innovative strategies and securing tangible commitments from stakeholders, with expected outcomes including the following:

Soft Outputs

Building a Flourishing Sports Ecosystem

A Booming African Continental Free Trade Area (AfCFTA)

- Actualising AfCFTA objectives of enabling free flow of trade in goods and services through a viable sports industry driven by investment and trade to contribute to the sustainable development of a peaceful and inclusive African society.

Public-Community-Private(PCP) Driven Success

- Securing commitment of national and sub-national governments to the target of repositioning the sports industry driven by private sector investment.
- Assisting the development of Africa focused on a viable, community-based sports industry initiatives for economic growth and social cohesion.

Cross-Fertilisation

- Showcase new markets for the production and consumption of sports goods and services by leveraging the soft power of sports for Africa's development and progress.

Social Impact

- Contribute to empowering youth, fostering a healthy lifestyle and social inclusion through creating jobs in sports infrastructure and events,.
- Bridge social divides and promote gender equality in sports participation and leadership

Hard Outputs

Aggregating the Investment and Infrastructure

Investment Commitments

- Secure the commitment of an investment pool of funds from finance institutions, DFIs and private investors for Dedicated Fund of $1 billion annually over the next 10 years.
- Achieve the target of securing a minimum of $200 million for the Spaces for Sport (S4S) programme in Africa annually.
- Secure commitment of a minimum annual target of $200 million for commercial impact projects in Nigeria over a 5-year period.

Commercial Impact Infrastructure Commitments

- Showcase up to four (4) commercial impact infrastructure projects within and outside Nigeria and securing investment interest and participation in the showcased sport projects.

Impactful Development Commitments

- Showcase and secure investment commitment for Spaces4Sports community infrastructure projects in Nigeria , empowering local communities through the power of sports.

Participation Categories / Benefits Summary

Co-Host Partner

BENEFITS

- Headline positioning across all Summit Sessions, Breakouts and events
- Speaking Slot at the Opening Plenary Session
- Speaking Slot at three (3) Breakout Sessions
- Opportunity to host specially curated, private, invitation-only session to pitch sports infrastructure projects and initiatives of interest to your organisation for attracting and wooing investors.
- Opportunity to host one (1) Round Table Session
- Prominent Exhibition Space
- Prominent branding across all Summit communication materials for a period not less than 60 days pre and 30 days post summit.
- Full co-branding with prominent positioning around the event space and across all event literature
- Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community
- Priority networking opportunities including invitation to VIP events and special activities around the main event schedule.
- Priority seating at all event activities and sessions
- VIP Delegates passes (Total number to be determined)
- Regular Delegates Tickets (Total number to be determined)
- Curated Interview Sessions with official media partners and summit accredited media practitioners
- Right of Association with the Summit and its outcomes for a period of 6 months post summit.
- Access to Summit Report.

Global / Continental Partner

BENEFITS

- Primary branding positioning across all Summit Sessions, Breakouts and events
- Speaking Slot at the Opening Plenary Session
- Opportunity to host One (1) Breakout Sessions
- Opportunity to host one (1) Round Table Session
- Speaking Slot at Two (2) Breakout Sessions
- Prominent Exhibition Space
- Prominent branding across all Summit communication materials for a period not less than 60 days pre and 30 days post summit
- Full co-branding with prominent positioning around the event space and across all event literature
- Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community
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- Access to Summit Report.
- Right of Association with the Summit and its outcomes for a period of 6 months post summit.

Premium Partner

BENEFITS

- Prominent branding positioning across all sessions and events
- Opportunity to co-host one (1) Breakout Session
- Two (2) Breakout Session Speaker Slots
- Exhibition Space
- Branding across all Summit communication materials
- Selected co-branding around the event space and across all event literature
- Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community
- Networking opportunities including invitation to VIP events and special activities around the main event schedule.
- Top seating at all event activities and sessions
- VIP Delegates passes (Total number to be determined)
- Regular Delegates Tickets (Total number to be determined)
- Interview Sessions with official media partners and summit accredited media practitioners
- Access to Summit Report.
- Right of Association with the Summit and its outcomes for a period of 3 months post summit.

Delegate Participation

VIP Delegates

- Access to all Sessions and Breakouts
- Access to Round Tables and Special Sessions
- Networking opportunities including invitation to VIP events and special activities around the main event schedule.

Delegates Tickets

- Access to all Sessions and Breakout Sessions
- Networking opportunities

Corporate Partner

BENEFITS

- Top positioning across all sessions and events
- One Breakout Session Speaker Slot
- Exhibition Space
- Branding across all Summit communication materials
- Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community
- Networking opportunities including invitation to VIP events and special activities around the main event schedule.
- VIP Delegates passes
- Regular Delegates Tickets
- Interview Sessions with official media partners and summit accredited media practitioners
- Access to Summit Report.
- Right of Association with the Summit and its outcomes for a period of 3 months post summit.

Exhibitor

BENEFITS

- Exhibition Space
- Inclusion in all pre and post event media, including website, press releases, reports, marketing, social, videos, and newsletter communications to the wider Summit Community
- Networking opportunities including invitation to VIP events and special activities around the main event schedule.
- VIP Delegates passes
- Regular Delegates passes

SPORTS AFRICA INVESTMENT SUMMIT
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Join the Legacy....

RSVP Today!

The recognition of Africa's position as the next big market in global economic projections requires that sports development strategies assume an Africa wide dimension to easily attract more global interest and expand the scope and quantity of investment opportunities and funds available for developing the industry in Africa.

Through SAIS, Sport Nigeria as a private sector intervention agency is driving the focus for a private sector-led sports industry to ensure commitment to the required investment to deliver on the potentials of the sports industry and significantly contribute to the African economy.

Critical to achieving this are strategies that enable aggregation and channeling of available resources and investments from local and global sources, into initiatives and projects that can assist government at all levels in the implementation of the goals and objectives of an economically viable sports industry, especially at community levels where the impact of the initiatives and investments is more felt.

SAIS2026 promises to build on SAIS2025, with an even wider stakeholder network cutting across private, social enterprise and public sectors that will ensure the relationships to deliver on the outcomes of the engagements required at all levels in deploying sports as a tool for social integration, economic empowerment and youth engagement.

Visit our website www.sportnigeria.ng for updates, speaker announcements, and registration details. Together, let's raise the bar for African sports, fuel sustainable growth, and unleash the champions waiting to be discovered.

Sports Africa Investment Summit 2026:

It's not just a summit; it's a revolution for sports in Africa.

#UnleashTheChampions
#InvestInAfricaSports
#SustainableLegacy
#SportsDevelopment
#SportsAfricaSummit2026

February 10th – 11th 2026

Lagos, Nigeria

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Thank You