

LeSportsConnects

THE CHINA SPORTS FORUM

Presented by  **SPORTS MATTERS** At  **MISSION HILLS CHINA**
by Branded

DRAFT PROGRAMME

November 28-30, 2016, Mission Hills, China

2016年11月28至30日中国观澜湖

PRESENTED BY



HELD IN



PRODUCED BY



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SUPPORTERS



Current Speakers Include

演讲者名单如下

Rio Ferdinand 里奥·费迪南德, Former England Professional Footballer 前英格兰职业足球运动员

Lei Zhenjian 雷振剑, Founder & CEO 创始人兼CEO, LeSports 乐视体育

Tenniel Chu 朱鼎耀, Vice Chairman 副主席, Mission Hills Group 观澜湖集团

Ma Guoli, 马国力, Vice Chairman 副董事长, LeSports 乐视体育

Sam Li, Head of Content Acquisition and Strategic Partnerships 内容收购和战略伙伴关系主管, Sina Sports 新浪体育

Collins Qian 钱军, COO 首席运营官, NBA China 美国职业篮球联赛 (中国)

Li Sheng 李胜, Founder & CEO 创始人兼CEO, SECA World 盛力世家

Chen Xin 陈鑫, Vice President 副总裁, WeCapital 微影资本

Zhang Zhe 张喆, Senior Operations Director 高级运营总监, Weibo Sports 微博体育

Liu Jianhong 刘建宏, Co-President 联席总裁, LeSports 乐视体育

Stephanie McMahon, Chief Brand Officer & TV Personality 首席品牌官兼电视名人, WWE 世界摔跤娱乐公司

Peter Kenyon, Partner 合伙人, Opto Advisers (体育产业咨询)

Andrea Radrizzani, President & Founder 总裁兼创始人, Aser Media (投资公司)

Zhang Yi 张艺, Chief Editor 主编, Sohu Sports 搜狐体育

Pan Shijian 潘石坚, Founding Partner 创始合伙人, Kaixing Capital 凯兴资本

Shi Yiyi 石一瑛, Director of Sports 体育频道总监, Jiemian.com 界面

Victor Cui, CEO, ONE Championship ONE冠军赛

Tor Petersen, MD Greater China 大中华区总经理, GoPro (运动相机)

Fernando de Matos, Head of Sponsorships AP Region 亚太区赞助主管, Visa Worldwide 维萨

Caroline Darcy, Head of Sponsorship, Asia Pacific 亚太区赞助主管, UBS 瑞银集团

Catherine Gibbs, Head of Sponsorship 赞助主管, AIA 友邦保险

Adrian Toy, Regional Director, Marketing 亚太区营销总监, PUMA 彪马

Zhang Yuqiang 张玉强, Co-Founder 联合创始人, Sports Money 体育大生意

Tyler Kwok Neng Pei 郭能培, Deputy General Manager 副总经理, Guangzhou R&F FC 广州富力足球俱乐部

Han Rong 韩荣, Deputy GM 副总经理, Shandong Luneng FC 山东鲁能俱乐部

Yao Jun 姚俊, Director 董事, Guo Tai Jun An Innovation Investment 国泰君安创新投资有限公司

An Fuxiu 安福秀, Founder 创始人, Sport Bank 体育BANK

James Kim, MD & APAC Digital Lead for Communications, Media and Technology 总经理兼亚太区数字经理 (电信、媒体与科技), Accenture 埃森哲

Chen Jun 陈均, Senior Journalist 高级记者, The Paper 澎湃新闻

Lin Xianpeng 林显鹏, Professor, PhD Tutor and School of Management Deputy Dean 教授、博士生导师、管理学院副院长, Beijing Sport University 北京体育大学

Lu Shan 卢山, Deputy Editor in Chief and General Manager of Content Production Centre 副总编辑、内容制作中心总经理, LeSports 乐视体育

Chris Park, SVP, Growth, Strategy and International 成长、策略、国际事务高级副总裁, Major League Baseball 美国职业棒球大联盟

John Cippo, President & CEO 总裁兼CEO, AEG China 安舒茨管理中国区

Richard Young, Managing Director 董事总经理, NFL China 美国国家橄榄球联盟中国区

Jamie Reigle, Commercial Director 商业总监, Manchester United 曼彻斯特联足球俱乐部

Xavier Asensi, Managing Director – APAC 亚太区董事总经理, Barcelona FC 巴塞罗那足球俱乐部

Frank Leenders, Director General of Media and Marketing Services 媒体与营销总干事, FIBA 国际篮球联合会

Jonathan Li, Vice President Digital Media 数字媒体副总裁, NBA China 美国男子职业篮球联赛中国区

Josh Black, CEO, ESP Properties, Asia Pacific (体育娱乐营销代理)

Mickael Piantchenko, Asia Pacific Director 亚太区总监, ESL 电子竞技联盟

Trevor Gregory, World Rugby Council Member for Asia 世界橄榄球联合会亚洲区理事会成员, Asia Rugby 亚洲橄榄球总会

Tom Byer 汤姆拜尔, Head Technical Advisor to the Chinese School Football Programme, 全国青少年校园足球技术总顾问, Ministry of Education of China 中国教育部

Quan Jing 权静, Cheetah Global Lab Executive Dean 猎豹全球智库执行院长, Cheetah Mobile 猎豹移动

Wu Swee Sin 胡瑞兴, Greater China Country Manager and SVP Commercial, Football Asia 大中华区总经理兼亚洲区足球商业高级副总裁, Lagardère Sports 拉加代尔体育

Beatrice Lee, Board Member 董事会成员, Aser Media (投资公司)

Justin Walkey, Partner 合伙人, Bird & Bird (国际律师行)

Michael Cunnah, Chairman 董事长, iSportconnect (体育社交媒体)

Jim Small, VP Asia and Pacific, 副总裁负责亚太区事务, Major League Baseball 美国职业棒球大联盟

Hou Po 侯珀, Partner 合伙人, Deloitte China 德勤管理咨询中国区

Rowan Simons, Chairman 主席, ClubFootball 万国群星足球俱乐部

Marcel Fenez, President 总裁, Fenez Media (娱乐产业咨询)

Kevin McCullagh, Head of Content 内容主管, SportBusiness Group (体育媒体)

Andrew Collins, CEO, Mailman Group 邮人集团

Richard Welbirg, Senior Reporter 高级记者, TV Sports Markets (体育媒体)

Helen Soulsby, Managing Partner for Asia 亚洲区主管合伙人, SRi (体育产业高级人才寻访)

Jasper Donat 杜子华, CEO, Branded (活动营销机构)

LeSportsConnects

THE CHINA SPORTS FORUM

Presented by  **SPORTS MATTERS** by Branded At  **MISSION HILLS CHINA**

November 28-30, 2016, Mission Hills, China

2016年11月28至30日中国观澜湖

DAY ONE 第一天

November 29, 2016 2016年11月29日

08.00 - 09.00 Registration and Coffee 签到并享用早点

Welcome to China 欢迎来到中国

- 09.00 – 09.20 **LeSports Connects - An introduction and what to expect**
Jasper Donat, CEO, Branded
LeSports Connects中国体育论坛介绍
杜子华, CEO, Branded (活动营销机构)
- 9.20 – 9.50 **China to the world**
An interview with **Lei Zhenjian**, Founder & CEO, **LeSports** 和
Zhang Yuqiang 张玉强, Co-Founder 联合创始人, **Sports Money** 体育大生意
从中国走向世界
专访乐视体育创始人兼CEO雷振剑
- 9.50 – 10.15 **China in China: building a successful sports empire in China**
An interview with **Tenniel Chu**, Vice Chairman, **Mission Hills**
中国制造：在中国打造一个成功的体育王国
专访观澜湖集团副主席朱鼎耀

Interviewer: **Marcel Fenez**, President 总裁, **Fenez Media** (娱乐产业咨询)
- 10.15 - 10.55 **The world turns to China: WWE in China**
Stephanie McMahon, Chief Brand Officer and TV Personality, **WWE**
世界聚焦中国：世界摔跤娱乐公司 (WWE) 在中国
Stephanie McMahon, 首席品牌官 & 电视名人, **WWE** 世界摔跤娱乐公司

11.00 - 11.30 Coffee Break 茶歇

International Brands in China 国际品牌在中国

- 11.30 - 11.45 **Major League Baseball in China**
Chris Park, SVP, Growth, Strategy and International, **Major League Baseball**
 美国职业棒球大联盟 (MLB) 在中国的发展
- 11.45 - 12.45 **Bringing international sports to China**
 Short introductions from each speaker giving an overview of the top trends or challenges for their sport in China, followed by a panel discussion on how to bring an international sports brand into the Chinese market.
 把国际体育联盟带到中国
 每位演讲嘉宾介绍各自体育组织在中国发展的趋势或挑战，并进行如何将国际体育品牌引入中国市场的小组讨论。
- How easy is it to break into the market? How do you engage fans in a meaningful way and retain their support? How do you interact with the local sports associations, and what does the development of the sport locally mean for these global brands?
 国际体育联盟进入中国市场有何难度？如何才能成功吸引粉丝并留住他们的支持？如何与当地体育协会合作？该体育运动在本地的发展对这些国际体育品牌有何意义？
- Victor Cui**, CEO, **ONE Championship** ONE冠军赛
Chris Park, SVP, Growth, Strategy and International 成长、策略、国际事务高级副总裁, **Major League Baseball** 美国职业棒球大联盟
Frank Leenders, Director General, **FIBA Media and Marketing Services** 媒体与营销总干事, 国际篮球联合会
Richard Young 杨瑞奇, MD 董事总经理, **NFL China** 美国国家橄榄球联盟中国区
- Moderator 主持人: **Andrew Collins**, CEO, **Mailman Group** 邮人集团
- 12.45 - 13.00 **How digital is transforming the sports industry**
 Accenture will take this opportunity to share data and insights based on their experience helping sports organizations leverage digital technologies to deliver direct business benefits, promote the growth of the 'game', and bring fans closer to the game by delivering a phenomenal experience.
 数字如何改变体育产业
 埃森哲将通过数字技术应用和数据分析，分享如何帮助体育组织利用数字技术实现直接的商业利益，促进赛事在该市场的持续发展，并通过为粉丝提供高质量的观赛体验，拉近赛事与粉丝的距离。
- James Kim**, MD & APAC Digital Lead for Communications, Media and Technology 董事总经理兼亚太区数字、媒体、科技总监, **Accenture** 埃森哲

13.00 - 14.30 Lunch 午餐

Sponsorship Matters - International 聚焦国际体育赞助

- 14.30 - 14.50 **Keynote: Fernando de Matos**, Head of Sponsorships AP Region, **Visa Worldwide**
 A case study from one of the world's most recognisable brands. How has sports been part of Visa's strategy? What have been the biggest successes, and what should other brands be aware of? As one of the major Olympic sponsors, how important is this region in the next years for the brand?
 主题演讲：维萨亚太区赞助主管 Fernando de Matos
 全球最知名品牌之一的体育营销案例研究。体育如何成为维萨的战略组成部分？维萨在中国市场体育营销领域取得的最大成就有哪些？其他品牌可以借鉴哪些成功经验？作为奥运会主要赞助商之一，中国市场在未来十年对于维萨品牌有多重要？
- Interviewer: **Justin Walkey**, Partner 合伙人, **Bird & Bird** (国际律师行)
- 15.00 - 15.50 **International brand opportunities in Chinese sport**
 How can international brands differentiate themselves in China? What are the sponsorship opportunities? What are they looking for in a partnership?
 国际品牌在中国体育产业中的机遇
 国际品牌如何在中国脱颖而出？有何体育赞助机会？他们希望从体育营销合作中得到什么？
- Josh Black**, CEO, **ESP Properties, Asia Pacific** (体育娱乐营销代理)
Caroline Darcy, Head of Sponsorship, Asia Pacific 亚太区赞助主管, **UBS** 瑞银集团
Fernando de Matos, Head of Sponsorships AP Region 亚太区赞助主管, **Visa Worldwide** 维萨
Catherine Gibbs, Head of Sponsorship 赞助主管, **AIA** 友邦保险
Adrian Toy, Regional Director, Marketing 亚太区营销总监, **Puma** 彪马
- Moderator 主持人: **Justin Walkey**, Partner 合伙人, **Bird & Bird** (国际律师行)

15.50 - 16.20 **Networking Break** 交流时间**Media Rights and Content** 媒体版权和内容

16.20 – 16.40

Keynote: Andrea Radrizzani, President, **Aser Media**

As President of Aser Media and founder of global sports marketing agency MP & Silva, Andrea Radrizzani is no stranger to navigating the fast-moving world of sports media rights. With unprecedented prices on acquisition deals in China, what are the effects on the media rights acquisitions globally? And the biggest question on everyone's lips - is it sustainable? Where are the opportunities?

主题演讲：**Aser Media** 总裁 **Andrea Radrizzani**

Aser Media 总裁兼全球体育营销代理商 MP & Silva 创始人 Andrea Radrizzani 在快速发展的体育媒体版权领域拥有丰富经验。中国的天价媒体版权交易对全球体育媒体版权交易有什么影响？以及每个人最关心的问题：是否能够实现可持续发展？机遇在哪里？

Moderator 主持人: **Richard Welbirg**, Senior Reporter 高级记者, **TV Sports Markets** (体育媒体)

16.40 – 17.30

Content Matters

How is technology changing the face of sports content consumption in China? And what can the rest of the world learn from the fast-growing and innovative industry?

小组讨论：聚焦媒体内容

技术创新如何改变中国体育内容的消费面貌？其他国家可以从中国快速发展和充满创新的体育内容行业中学习到什么？

Jonathan Li, Vice President Digital Media 数字媒体副总裁, **NBA China** 美国男子职业篮球联赛中国区

Tor Petersen, MD Greater China 大中华区总经理, **GoPro** (运动相机)

Zhang Yi 张艺, Chief Editor 主编, **Sohu Sports** 搜狐体育

Moderator 主持人: **Hou Po** 侯珀, Partner 合伙人, **Deloitte China** 德勤管理咨询中国区

17.30 – 18.15

Keynote: Peter Kenyon, Partner, **Opto Advisers**

The former CEO of English Premier League clubs Manchester United FC and Chelsea FC gives us an insight into what it takes to manage two of the world's most prominent sports teams.

主题演讲：**Peter Kenyon**, **Opto Advisers** (体育产业咨询) 合伙人

前英超曼联足球俱乐部和切尔西足球俱乐部CEO分享管理两支全球最知名球队的秘诀。

Interviewer 采访人: **Michael Cunnah**, Chairman 董事长, **iSportconnect** (体育社交媒体)

END OF DAY ONE: BOWLING MATTERS! 第一天会议结束：保龄球时间开始!



November 28-30, 2016, Mission Hills, China

2016年11月28至30日中国观澜湖

DAY TWO 第二天

November 30, 2016 2016年11月30日

09.00 - 10.00 Coffee 享用早点

Football Matters 聚焦足球

10.00 - 10.40

An interview with Rio Ferdinand

Former Manchester United and England legend Rio Ferdinand, now businessman, entrepreneur and content publisher with his own FIVE digital and lifestyle brand, is coming to China. Rio will be looking to further his understanding of the culture, its people and the growing interest in grassroots football and to meet the elite of the Chinese sporting, digital and broadcast world.

专访里奥·费迪南德

前曼联和英格兰足球传奇人物、现企业家兼内容出版商里奥·费迪南德正在将其数字和生活品牌FIVE带入中国市场。里奥希望通过此次论坛进一步加深对中国文化和草根足球发展的了解，并与中国体育、数字媒体和赛事转播领域的精英深入交流。

10.40 - 11.00

CSL White Paper

A detailed introduction to CSL, fans consuming habits, clubs and the value of the league.

Liu Jianhong, Co-President, **LeSports**

中国足球超级联赛白皮书

介绍中国足球超级联赛、俱乐部发展和球迷的消费习惯。

乐视体育联席总裁 刘建宏

11.00 - 11.45

China: the next footballing empire?

When President Xi Jinping announced his 50 point plan for football, the message was loud and clear. China is aiming to become a major player in the global football scene. For commercial entities both in China and internationally, what are the opportunities and what are the challenges moving forward?

中国：下一个足球帝国？

习近平主席公布其50点的足球改革与发展计划，清晰响亮地传达了这一信息。中国正致力成为世界足球强国，对于中国和国际的企业实体而言，前方有何机遇和挑战？

Sam Li, Head of Content Acquisition and Strategic Partnerships 内容收购和战略伙伴关系主管, **Sina Sports** 新浪体育

Tyler Kwok Neng Pei 郭能培, **Deputy General Manager** 副总经理, **Guangzhou R&F FC** 广州富力足球俱乐部

Jamie Reigle, Commercial Director 商业总监, **Manchester United** 曼彻斯特联足球俱乐部

Wu Swee Sin 胡瑞兴, Greater China Country Manager and SVP Commercial, **Football Asia** 大中华区总经理兼亚洲区足球商业高级副总裁, **Lagardère Sports** 拉加代尔体育

Moderated by: **Helen Soulsby**, Managing Partner for Asia 亚洲区主管合伙人, **SRI** (体育产业高级人才寻访)

11.45 - 12.05

Football starts at home

Tom Byer, Head Technical Advisor to the Chinese School Football Programme, **Ministry of Education of China**

足球从家开始

汤姆·拜尔, 全国青少年校园足球技术总顾问, 中国教育部

12.05 - 12.45

The next generation of footballers

What is being done on the ground in China by both local and international players to develop and nurture the next generation of footballers? How are youth academies contributing to the foundations for the sustainable growth of the Chinese football industry? What are the commercial opportunities in the youth football market?

下一代足球运动员

中国本地和国际足球界在发展和培养下一代足球运动员方面正作出什么努力？青年学院如何为中国足球产业的可持续发展奠定基础？青年足球市场又有何商机？

Xavier Asensi, Managing Director – APAC 亚太区董事总经理, **Barcelona FC** 巴塞罗那足球俱乐部

Tom Byer 汤姆拜尔, Head Technical Advisor to the Chinese School Football Programme, 全国青少年校园足球技术总顾问, **Ministry of Education of China** 中国教育部

Han Rong 韩荣, Deputy GM 副总经理, **Shandong Luneng FC** 山东鲁能俱乐部

Moderator 主持人: **Rowan Simons**, Chairman 主席, **ClubFootball** 万国群星足球俱乐部

12.45 - 14.00 Lunch 午餐

China Matters 聚焦中国

14.00 – 14.50

Investing in Chinese Sports: Laying the building blocks for the future

The great China gold rush. Where is the investment and sponsorship money coming from? And who are the biggest players in the market?

投资中国体育：打造未来基石

聚焦中国淘金热。投资和赞助资金从何而来？谁是市场上最大的玩家？

Chen Xin 陈鑫, VP 副总裁, **WeCapital** 微影资本

Pan Shijian 潘石坚, Founding Partner 联合创始人, **Kaixing Capital** 凯兴资本

Li Sheng 李胜, Founder & CEO 创始人兼CEO, **SECA World** 盛力世家

Moderator 主持人: **Yao Jun** 姚俊, Director 董事, **Guo Tai Jun An Innovation Investment** 国泰君安创新投资有限公司

14.50 – 15.30

Emerging sports in China

A panel discussion on how to break a new sport into China. What are the sponsorship opportunities? How does it work logistically? What are some of the potential pitfalls and challenges?

新兴体育运动在中国

小组讨论：如何将新兴体育运动打入中国市场。新兴体育有何赞助机遇？如何有效开展市场工作？有何潜在陷阱和挑战？

Beatrice Lee, Board Member 董事会成员, **Aser Media** (投资公司)

Jim Small, VP Asia and Pacific, 副总裁负责亚太区事务, **Major League Baseball** 美国职业棒球大联盟

Mickael Piantchenko, APAC Director 亚太区总监, **ESL** 电子竞技联盟

Trevor Gregory, World Rugby Council Member for Asia 世界橄榄球联合会亚洲区理事会成员, **Asia Rugby** 亚洲橄榄球总会

Moderator 主持人: **Kevin McCullagh**, Head of Content 内容主管, **SportBusiness Group** (体育媒体)

15.30-15.45

China sports industry research blast

What can big data tell us about current sports trends in China?

中国体育产业趋势研究

如何用大数据解读中国和世界体育发展趋势？

Quan Jing 权静, Executive Dean, Cheetah Global Lab 猎豹全球智库执行院长, **Cheetah Mobile** 猎豹移动

15.45 - 16.25

The influence of new media on sports entrepreneurship, development and agency business

How will changes in media and technology influence the future development of sports in China

新媒体对体育创业发展和体育代理业务的影响和体育代理业务

媒体和技术创新将如何影响中国体育的发展？

An Fuxiu 安福秀, Founder 创始人, **Sport Bank** 体育BANK

Chen Jun 陈均, Senior Journalist 高级记者, **The Paper** 澎湃新闻

Shi Yiyi 石一瑛, Director of Sports 体育频道总监, **Jiemiao.com** 界面

Zhang Zhe 张喆, Senior Operations Director 高级运营总监, **Weibo Sports** 微博体育

Lu Shan 卢山CEO, **Ueverything Co.** (LeSports' Talent agency) CEO, **优岸文化** (乐视体育经纪公司)

Moderator 主持人: **Zhang Yuqiang** 张玉强, Co-Founder 联合创始人, **Sports Money** 体育大生意

16.25 - 17.10

The next 12 months in the Chinese Sporting Industry
中国体育行业未来12个月的发展

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END OF DAY TWO 第二天会议结束