



Time	SESSIONS	SPEAKERS
09:30 – 8:00	Registration	
10:00 – 9:30	I: INVESTMENT IN FAN ZONE & SPONSORSHIP ACTIVATIONS	Mr. Pietro Scanziani General Manager of 3e60
11:00 – 10:00	II: Football Companies in the Arab World: Reality and Expectations II: Sports Investment Laws and Regulations in The Kingdom	Dr. Mohammed Al Bejad Board Member International Association of Sport Law Consultant Directorate of Investment and Privatization in the General Presidency of Youth Welfare
12:00 – 11:00	III: A Case Study in Sports Investment III: Abu Dhabi Sports TV Channels Experiences in Investing in TV Rights	Mr. Ahmed Al Mugairin President Management Board of Al Khabeer Al Riyadh Mr. Mohammed Najib General Manager Abu Dhabi Sports Channels
12:30 – 12:00	PRAYER BREAK	
1:30 – 12:30	IV Recital from the Holy Quran Opening Remarks by Mr.Abdulrahman Alrashid the President Sharqiyyah Chamber of Commerce Talk by HE Joseph Blatter President of International Football Federation Talk by HRH Prince Nawwaf bin Faisal bin Fahad Recognition of Forum	
2:00 – 1:30	BREAK	
3:00 – 2:00	V Panel Discussion Sports Investment and the Privatization of Sports Clubs in The Kingdom; Obstacles and Solutions	HH Prince Turki bin Khaled HE Abdulrahman Rashid Al Rashid President Sharqiyyah Chamber of Commerce Dr. Rakan Al Harthy Chairman of the Board Sela Sport Mr. Turki Al Ajma Facilitator

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