

SPORTS COMMITTEE



The Sports Committee is designed to provide an opportunity for AmCham China members to meet their peers either within the American business community or from other organizations to engage in sports activities and seek long-term business relationships through sportsmanship. Whether you're looking for business or for fun, you'll find both in the Sports Committee.

Forum Priorities:

Advocacy-Low

Business-Medium (information sharing)

Community-High (networking)

MISSION

To foster an open environment for healthy communications about China's sports industry.

To focus on issues and opportunities for companies conducting sports marketing and business activities in China.

To provide networking and community building opportunities for members through the watching and playing of various sports throughout the year.

MAIN ACTIVITIES IN 2021

Community gathering for Super Bowl watch party, World Series themed events, NBA playoffs, Olympics, and more.

Hosting regular panel events to share information and discuss sports industry trends relevant to a wide range of member companies.

Participate in government outreach (BIO trips) and advocacy, including drafting of the Sports Chapter of the AmCham China *White Paper*.

LEADERSHIP



Co-Chair:

Tony Qi,
Major League Baseball

MEMBER PROFILE

More than 200 participants have previously attended Sports Committee events. Individuals – both from the sports industry and across other sectors – and at different levels of seniority are currently subscribed to the Sports Committee mailing list.

STRATEGIC FOCUS

<p>Advocacy (A)</p> <p>Low Priority</p> <p>Meet with government representatives, both in Beijing and nationwide, to support the development of China's Sports industry.</p>	<p>Business (B)</p> <p>Medium Priority</p> <p>Organize panel events and information sharing to facilitate business and networking among the wider sports industry.</p>	<p>Community (C)</p> <p>High Priority</p> <p>Bring together members from across different sectors to host regular sports watching events and networking activities, including annual Super Bowl party and more.</p>
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2022 WORKING PLAN (SUBJECT TO CHANGE)

<p>Q1</p> <ul style="list-style-type: none"> • Annual Committee kick-off • Beijing Olympics Watch Party • Olympic delegation(s) • Super Bowl party 	<p>Q2</p> <ul style="list-style-type: none"> • Event/panel on winter sports development • Basketball tournament 	<p>Q3</p> <ul style="list-style-type: none"> • Fourth of July Party with sports theme • Event/panel on sports business topic • Annual ASEAN Plus golf tournament 	<p>Q4</p> <ul style="list-style-type: none"> • World Series Watch Party • Event/panel on sports business topic • White Paper Chapter writing
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