

2nd Stadiums and Sports Innovation Summit concludes with success, showcases sports innovation and tourism impact



Ar-Riyad, Saudi Arabia May 20, 2024 ([Issuewire.com](https://www.issuewire.com)) - The much-anticipated [2nd Stadiums and Sports Innovation Summit](#) successfully concluded today, bringing together over 200 industry leaders, experts, and enthusiasts to explore the transformative influence of sports and its impact on tourism, infrastructure, and fan engagement. The Summit featured a dynamic agenda filled with insightful presentations, networking opportunities, and panel discussions.

The conference was officially opened by Hassan Yusuf, Program Director at **Real Madrid Foundation** who welcomed participants and set the stage for a day of learning and collaboration. This was followed by a presentation by Ali AlDajani, President of the **Saudi Arabian Rugby Federation** who discussed the impact of major sporting events on tourism, emphasizing the opportunities to attract sports tourists and contribute to Vision 2030.

Amro Turkistani, Senior Sports Professional from a Government entity presented a compelling case

study on the unique venue sporting challenges faced in the Kingdom of Saudi Arabia and the innovative strategies to overcome them.

Carlos Amorós, Executive Vice President of Sales EMEA-APAC of Uniguest explored how digital media is revolutionizing fan engagement in large venues, offering new ways to connect with audiences.

Francesco Aurelio Bongiorno, Stadiums Design Project Manager at Mace, provided insights into how cultural aspects shape the design, architecture, and overall development of sports stadiums.

Ali M. Alfayez, Deputy CEO of National Lighting, discussed the future of lighting technology and how it can create safer and smarter environments within sporting events.

A key highlight was the panel discussion on smart, multifunctional stadiums moderated by Hassan Yusuf, featuring industry experts from Mace, Ernst & Young, Uniguest, and Moment Factory.

Mansoor Ahmed from Colliers concluded the event with insights on achieving financial viability through multi-use stadiums.

The Summit's key sponsors include Uniguest, National Lighting, AG Middle East, HID, naviparking, Moment Factory, Ajyal Gulf, Omsi, Ledvance, Asset, KDF, SGL, Schreder, Lumiforte, Limonta, Elemac, Shinetoo, Natural Grass, Skywave, and Soft Surfaces.

The conference ended with closing remarks, summarizing the key insights and expressing gratitude to all participants, speakers, sponsors, and partners.

For further information about the conference, please visit <https://stadiumksa.com/>

About ACM

Advanced Conferences & Meetings FZ-LLC is a premium business-to-business events company focusing on the dynamic and ever-changing requirements of the MENA region. Our events are highly efficient networking and learning opportunities, bringing senior decision makers together and providing up-to-the-minute information on industry trends, government initiatives, technological advances and developments in regulation. As such, they act not only as extremely effective tools for gaining competitive advantage but also as high-level platforms for change in the industries they serve.



Media Contact

Advanced Conference & Meetings (ACM)

michelle.petiza@acm-events.com

Source : Advanced Conferences & Meetings FZ LLC

[See on IssueWire](#)