



An African sport summit connecting science and business

in collaboration with



ACCRA

INTERNATIONAL CONFERENCE CENTRE

AUGUST 11, 2022 || 10:00 - 16:00GMT

WHERE SCIENCE MEETS BUSINESS FOR SPORT IN AFRICA

PARTNERS



Dear colleague of the sport value chain,

I am delighted to welcome you to Accra, Ghana, for the maiden edition of **AFROSPORT**.

It has indeed been a long journey of planning, modelling, remodeling, and anticipation of an idea originally conceived as a Ghana Football Summit, transformed into a concept of a Ghana Sport Conference, and now arrived as an event serving the whole continent and beyond.

We are deeply grateful to all stakeholders, including the Government of Ghana and the Ministry of Youth and Sports, the Ghana Olympic Committee (GOC), and the Ghana Football Association (GFA) who have supported our dream over the last three years to make this event a reality.

Also, profound appreciation goes to the Spanish LaLiga, Stats Perform Opta, VALD Performance and the Johan Cruyff Institute for joining forces with us to make today possible.

A step-up of the African Sport Centre's online webinars discussing various topics of continental importance over the last couple of months, **AFROSPORT** brings together major sport stakeholders in Africa and beyond to a special event carefully crafted for a niche of an intersection between science and business.

We believe the time is right for entities in the sport value chain, including clubs, federations, businesses, academia, media, athletes, and coaches to gather on a common platform to fuel development, tackle the continent's peculiar challenges, explore opportunities, and chart a new course for progress.

For a greater reach, participation, and inclusivity, this event is live-streamed online around the world, in addition to recordings and related content being readily made available on our various digital platforms.

AFROSPORT is here to stay!

We hope that this experience does not only enhance learning, knowledge exchange and business, but also importantly serves as an annual connecting ground for networking and facilitation of collaboration for the diverse members of the sport value chain.

Again, it is our hope that each one of us attending this event leaves here having realised the true value of this platform and strongly stimulated into anticipation of what will be an even bigger gathering when we convene again in Accra for **AFROSPORT 2023**, this time around for two days.

Yours in sport,



Prince Narkortu Teye
Chief Executive

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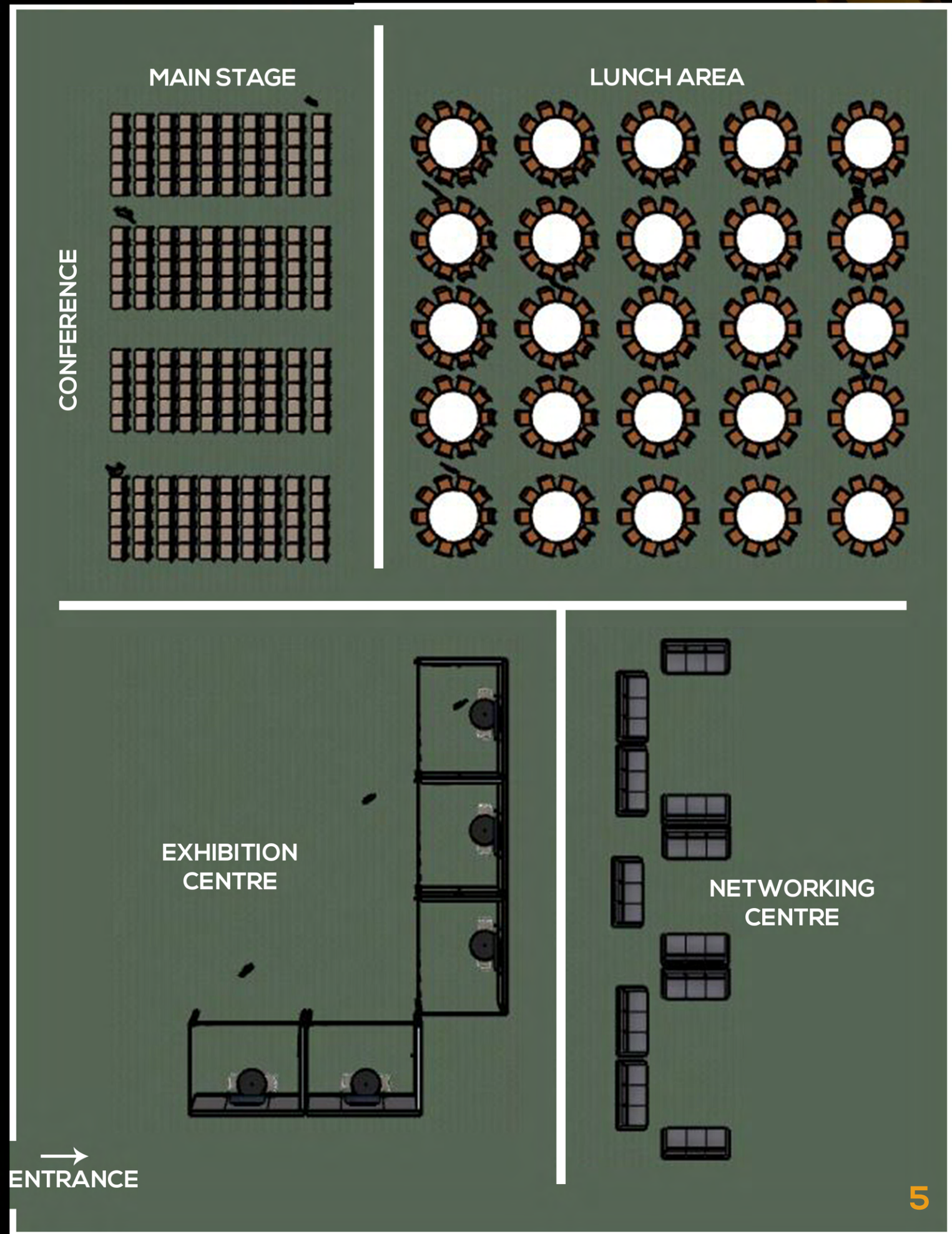
Whom you can find at AfroSport

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FLOOR PLAN



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PROGRAMME		
MORNING SESSION		
TIME	ITEM/TOPIC	SPEAKER/PANEL
9:00-10:00	Arrival and registration	
10:00-10:30	Opening Ceremony	
	Welcome address	Prince Narkortu Teye CEO, African Sports Centre (ASC)
	Special guest's address	Anthony Baffoe Former CAF Deputy General Secretary
	Keynote address	Ben Nunoo Mensah President, Ghana Olympic Committee
10:30-11:00	Sport for development	
	Right to Dream Academy	Eddie Mensah Managing Director
	FIFA	Faisal A. Chibsah High Performance Specialist
11:00-11:40	Round table: The role of education and science in sport development	Dr. Prince Pambo Sports medicine/cardiology CAF medical committee member & FIFA doping control officer
		Dr. Enoch Baah Ghana National Sports Authority Head of education, training and research unit
		Dr. Emmanuel Osei Sarpong University of Education
11:45-12:25	Round table: Expanding the sports business table in Africa	Fred Moore Managing Partner -AJS, Consultant - GFA
		Neil Armstrong-Mortagbe Sports business expert, FIFA administration instructor (2008-2015) Fmr. MD. Accra Hearts of Oak
		Cynthia Mumbo Founder & CEO, Sports Connect Africa
12:25-12:45	Presentation: Sport technology in the world of Opta Pro	Mark Murphy General Manager – Africa, Stats Perform
12:45-13:45	NETWORKING BREAK/LUNCH	

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PROGRAMME		
AFTERNOON SESSION		
TIME	ITEM/TOPIC	SPEAKER/PANEL
13:45-14:25	What is sport's best relationship with betting?	Henry Asante Twum Ghana Football Association communications director
		Mohamed Elbadry CEO, Kora Stats
14:30-15:10	Corporate investment in sport	Akofa Banson General manager, StarTimes Ghana
		Nana Yaw Amponsah CEO, Asante Kotoko
		Mostafa Mohamed CEO Scout4Star Agile Business Module
15:15-15:55	Round table: LaLiga : leveraging data, research, and technology	Desmond Chiji Delegate LaLiga Global Network, Ghana & Nigeria
		Diego Spottorno Deputy head of mission, Spanish Embassy - Ghana
		Ayodeji Adegbenro Project & communications cordinator, LaLiga - Ghana & Nigeria
16:00-16:15	Closing ceremony	
16:15-17:00	NETWORKING	

SPEAKERS



BEN NUNOO MENSAH
PRESIDENT, GHANA OLYMPIC
COMMITTEE (GOC)



HENRY ASANTE TWUM
COMMUNICATIONS DIRECTOR
GHANA FOOTBALL ASSOCIATION



DESMOND CHIJ
DELEGATE LALIGA GLOBAL NETWORK
FOR GHANA & NIGERIA



MARK MURPHY
AFRICA REGION
DIRECTOR OF SALES
OPTA / STATSPERFORM



DR. EMMANUEL OSEI SARPONG
SENIOR LECTURER, SPORTS DIRECTORATE
DIRECTOR OF SPORTS,
UNIVERSITY OF EDUCATION - WINNEBA



ANTHONY BAFFOE
GENERAL SECRETARY, PROFESSIONAL
FOOTBALLERS ASSOCIATION OF GHANA
FORMER DEPUTY GENERAL SECRETARY, CAF



EDDIE MENSAH
MANAGING DIRECTOR,
RIGHT TO DREAM ACADEMY



FAISAL A. CHIBSAH
HIGH PERFORMANCE SPECIALIST, FIFA



NANA YAW AMPONSAH
CEO, ASANTE KOTOKO SC



MOHAMMED ADEL ELBADRY
CEO, KORASTATS



AKOFA BANSON
GENERAL MANAGER,
STARTIMES GHANA



DR. PRINCE PAMBO MD, PhD
SPORTS MEDICINE/CARDIOLOGY,
CAF MEDICAL COMMITTEE MEMBER
& FIFA DOPING CONTROL OFFICER



CYNTHIA MUMBO
FOUNDER AND CEO,
SPORTS CONNECT AFRICA



PRINCE NARKOTU TEYE
FOUNDER, CEO
AFRICAN SPORTS CENTRE (ASC)



DIEGO SPOTTORNO
DEPUTY HEAD OF MISSION
SPANISH EMBASSY - GHANA



AYODEJI ADEGBENRO
PROJECTS AND COMMUNICATIONS
COORDINATOR
LALIGA - GHANA & NIGERIA



DR. ENOCH BAAH
HEAD OF EDUCATION,
TRAINING & RESEARCH UNIT
NATIONAL SPORTS AUTHORITY, GHANA



NEIL ARMSTRONG-MORTAGBE
SPORTS BUSINESS EXPERT
FIFA ADMINISTRATION INSTRUCTOR
(2008-2015)
FMR. MD, ACCRA HEARTS OF OAK



MOSTAFA ZAKARIA
CEO, SCOUT4STAR
CO-FOUNDER & CTO,
AGILE BUSINESS MODULES



FRED MOORE
MANAGING PARTNER - AJS
CONSULTANT - GFA

WHOM YOU CAN FIND AT AFROSPORT



VALD



AND MANY MORE

“There is only one ball,
so you need to have it!”

JOHAN CRUYFF

GO!

Boost your professional
career in sport



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www.johancruyffinstitute.com



VALD IS A WORLD LEADER IN HUMAN MEASUREMENT TECHNOLOGIES

VALD systems are used by more than 1,600 of the world's most elite sporting teams, exercise professionals, coaching clinics, academies, schools and healthcare practitioners to accurately measure human movement, performance and injury rehabilitation.

Driven by a multidisciplinary team of sports scientists, researchers, clinicians, designers, developers and engineers, VALD systems can be used across a range of disciplines, from strength and conditioning to medical research and injury rehabilitation, offering unparalleled insight into musculoskeletal and neural performance.

VALD's full suite includes the **NordBord Hamstring Testing System**, **ForceFrame Strength Testing System**, **ForceDecks Dual Force Plate System**, **HumanTrak Movement Analysis System**, **SmartSpeed Timing Gate System**, **SmartJump Portable Jump Mat**, **AirBands BFR Cuffs**, **TeleHab Exercise Prescription App**, **DynaMo Handheld Strength & ROM** and **VALD Hub**.

VALD systems include:



NORDBORD

HAMSTRING TESTING SYSTEM

Combining advanced sensors, real-time data visualisation and cloud analytics, the NordBord accurately measures, monitors and trains hamstring strength and imbalance.



FORCEFRAME

STRENGTH TESTING SYSTEM

Featuring a modular frame and fully rotational crossbar, the ForceFrame allows you to perform isometric strength testing and training in more than 35 different positions.



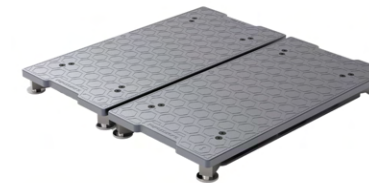
VALD PERFORMANCE



SMARTSPEED

TIMING GATE SYSTEM

Enhance every element of your training with SmartSpeed - reliable laser timing gates that use Single Beam with Error Correction Processing to eliminate false triggers.



FORCEDECKS

DUAL FORCE PLATE SYSTEM

ForceDecks is the world's fastest, easiest and most powerful dual plate system for analysing neuromuscular strength and imbalance.



DYNAMO

HANDHELD STRENGTH & ROM

DynaMo allows you to perform more than 300 strength and range of motion tests, view results in real time and seamlessly track results for longitudinal reporting.

VALD systems provide real-time feedback and access to normative data across a global range of sports through centralised data and administration platform, VALD Hub.

For more information on VALD systems, visit: [VALDPERFORMANCE.COM](https://valdperformance.com)

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Research & Technology