

Program Concept Note

IMC EMERGE – Sports Opportunities Conclave

IMC EMERGE Sports Opportunities Conclave is positioned to reflect on and capture contemporary trends and opportunities in the EMERGING sports industry. Sports as a sector holds the potential to generate employment, boost commerce and make a significant contribution to the GDP of India. The long term global prospects for the sector remain strong and the time has come for India to become a leader in the space.

In the past decade India has shown signs of growth in the sector. With the emergence of leagues, sports infrastructure, training and development the country has taken the initial steps to move in the right direction. Moreover fantasy sports and e-sports are playing their part in developing fan engagement and commercial opportunities. India can no longer remain a one sport country if it plans to become a global leader in the sports world.

IMC EMERGE is an attempt to remain ahead of the curve in order to develop a roadmap for an enabling ecosystem that would facilitate realisation of potential that exists for India to Emerge as one of the leading nations in the global sports ecosystem.

Making India Olympic Powerhouse-2024/2028

Despite India participating in the Olympics since 1900 the country has not emerged as a powerhouse in the games. Besides Hockey and recently Badminton, Shooting and Archery the true potential of the Indian Athlete remains to be tapped.

To ensure that this changes going forward there needs to be a formal, focused and results oriented strategy. The plan must aim at creating a detailed ecosystem which includes talent spotting, talent development, infrastructure and physical and mental training facilities.

IMC Emerge's focus will be on helping determine this strategy with ideas and visions from the key stakeholders so as to ensure that success is guaranteed.

Business of Sports and Sports Post Pandemic

The global sports industry has grown to approximately \$ 600 billion and contributes to nearly 5% of GDP in many countries, India with its vibrant sports culture and close to 25% of its population under 30 is ready to take advantage of lucrative business in sports.

As an industry sports provides multiple business opportunities. Media and content, infrastructure, training, leagues, equipment and merchandise are just some of the areas that can be developed in India. The post Covid 'new normal' has also opened up new emerging ways to engage fans and conduct sports events.

The session will discuss opportunities in business of sports and how India could leverage several advantages in its favour to become hub of global business of sports.

E-Sports/Fantasy Sports

While there has been a global economic slow-down due to pandemic, the Gaming and Esports businesses grew leaps and bounds in 2020. Yet, most participants believe that this is just the tip of the iceberg and the growth in this sub-sector in the sports ecosystem has just begun.

E-gaming and Fantasy sports are two of the fastest growing areas in this space. Yet legal concerns of these businesses have created headwinds leaving investors uncertain of the true potential. Online rummy for one has faced several concerns in certain states. The 'classifications' of these games and companies have often been mis-directed and legal battles continue.

The sector's potential to generate employment, revenue and foreign direct investment are too attractive to be left in an uncertain situation. There needs to be a call to have a unified code which helps classify and officially legitimize a number of the companies in the space. Such a framework, with strong checks and balances, will ensure transparency

IMC Emerge leads the discussion in the opportunities concerns and headwinds of one of the most promising areas in the Sports Industry.

Art of Cricket Captaincy

Cricket captaincy is both an Art and Science. The art of understanding the mindset and skillset of a diverse set of team members while getting each player to buy-in to a common goal and focus. The science part involves the reading of the situation, pitch, opponents strengths and game situation.

Similar concepts apply to the business world. What makes a good leader become great? How does one enhance the performance of an individual while keeping the team goals in mind? How to be flexible and pivot your strategy based on the situation and conditions?

The right leader can change the fortunes of any team whether it be on the field or in the board room.