

THE 6th ANNUAL EURASIAN SPORT INDUSTRY CONFERENCE 2025

BSU Media Hall Beijing Sport University China

2025 9 26 September 26, 2025

Beijing Time	Paris Time	Duration (min)	Agenda	Participants	Moderator
Part One					

ZHANG Jian
President of Beijing Sport University

09:00 03:00
- -
09:20 03:20

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Opening Ceremony

Professor
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William Hua WANG
Associate Dean of **emlyon** business school,
Dean of **emlyon** business school Asia,
French Dean of Asia Europe Business
School

10:10	04:10
-	-
10:35	04:35

				<p>Professor HUANG Haiyan Dean of School of Management, Beijing Sport University</p> <p>Professor Simon CHADWICK Director of Centre for the Eurasian Sport Industry of emlyon business school</p>	
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12:20 - 13:50	06:20 - 07:50	90	Lunch Time	BSU Training Center Hotel	
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Part Two

			7 Presentation 7		
14:00 - 14:20	08:00 - 08:20	20	Beyond Growth: The Impact of Sustainable Development of 2022 Beijing Winter Olympic Games	<p>Professor WANG Yuxiong Central University of Finance and Economics</p>	

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Presentation 8

14:20 - 14:40	08:20 - 08:40	20		<p>Professor Jürgen MITTAG German Sport University Cologne</p>	
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Presentation 10

15:00	09:00			
-	-	20		Ivan TOMIC Lecturer
15:20	09:20		Sport as A Tool of National Image Building: A Case Study of Croatian Sports Diplomacy	Zagreb School of Economics and Management

			14 Presentation 14	
16:20 - 16:40	10:20 - 10:40	20	Transparency, Rights and Inclusivity: India' s Sports Governance Reforms as a Global South Model	TARUN Archit VYAS GNLU Centre for Sports and Entertainment Law (GCSEL) Gujarat National Law University, Gandhinagar, India

			15 Presentation 15	
16:40 - 17:00	10:40 - 11:00	20	Bidirectional Empowerment and Development of Sports Events and Urban Renewal	

17:40 - 18:00	11:40 - 12:00	20	18 Presentation 18 The Rise of Semi- Professional Football Competitions: Exploring Their Role in Developing Sport and Empowering Female Athletes in Tanzania	Iddi YASSIN Three-Points Sports Services in Tanzania	
18:00 - 18:10	12:00 - 12:10	10	Closing Ceremony	Professor LI Shengxin Beijing Sport University	
18:20 - 19:50	12:20 - 13:50				

