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POWER-PLAYERS HEAD TO MISSION HILLS FOR LESPORTS CONNECTS: THE CHINA SPORTS FORUM

HONG KONG, 28 November 2016 – Global industry leaders and sporting personalities are coming together this week to discuss the future of the sports industry in the world's most populous country when the inaugural LeSportsConnect: The China Sports Forum kicks off tomorrow in Dongguan, southern China.

Billed the definitive gateway to connect China's new and emerging sports business power-players, LeSports Connects: The China Sports Forum's list of delegates reads like a 'who's who' of the sports industry, with a mix of administrators, brand owners, content creators, media, promoters, and sponsors making the trip to Mission Hills' luxury Dongguan resort in the Pearl River region of China.

Notable speakers include WWE heiress and current Chief Brand Officer, Stephanie McMahon, former Manchester United and Chelsea F.C. Chief Executive Officer, Peter Kenyon, former England footballer and entrepreneur Rio Ferdinand, as well as senior representatives from brands and rights holders operating at the forefront of the industry, including Weibo Sports, NBA China, GoPro, Baofeng Sports, ONE Championship and Manchester United FC.

With China's State General Administration of Sport recently announcing a five-year plan to grow the Chinese sport industry to three trillion yuan (US\$460 billion) by the end of 2020, supported by an unprecedented acquisition and investment spree by Chinese companies, organisers are bracing themselves for a huge interest in the sector.

Ma Guoli, Vice Chairman of LeSports commented: "We're proud to stage the inaugural LeSports Connects: The China Sports Forum in China. The forum will bring together some of the most recognized players in the international sports industry with business leaders from around the region. We look forward to two days of valuable discussion and insight, and to contributing to the future direction of sport in this country."

Stephanie McMahon, Chief Brand Officer, WWE said: "WWE is looking forward to participating in LeSports Connects at Mission Hills, Dongguan in China this week. China represents one of the most significant growth opportunities that the international sport and entertainment industry has seen and we see the China Sports Forum as an excellent opportunity to better understand the brand behavior and consumer trends in China, that will help shape our future business strategy."

LeSports Connects: The China Sports Forum runs from Monday 28 November to Wednesday 30 November at Mission Hills Dongguan, China. For the latest schedule see: <http://lesportsconnects.com/wp-content/uploads/sites/10/2016/11/LSC-draft-programme.pdf> Follow the latest news and updates at: www.lesportsconnects.com

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