

AUSTRALIA CHINA SPORTS SUMMIT



AUSTRALIA
CHINA
SPORTS SUMMIT
2018

Foreword

On behalf of the Australian Chamber of Commerce Shanghai, we would like to welcome you to the second Australia-China Sports Summit. We especially welcome all our Australia- and internationally-based delegates who have made the trip to Shanghai to participate across the two days.

The inaugural Australia-China Sports Summit brought together a cross section of Australian sporting associations and matched them with their Chinese peers. This year's edition is no different. We welcome a great contingent from major Australian and Chinese sports, sporting businesses, university and government representatives, as well as media, technology, broadcast and investment partners all working in the business of sport.

China is Australia's most important trading partner. The China-Australia trade relationship is growing in size year by year, and expanding too into new sectors including sport. There is real opportunity to further

the links between our two countries as sport quickly becomes big business in China.

Sport is ingrained in Australian culture, and we lead the world in key areas, from teams and players, to academics and technology. For a small country, we often overachieve, both on and off the field.

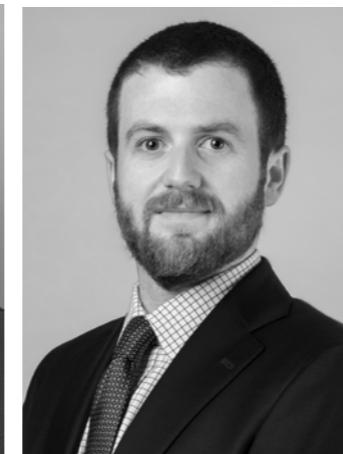
And while the business of sport means engaged fans, corporate partners, and revenue-generating clubs and stadiums, it also means people-to-people links, strengthening the ties between our two nations. The regular Australian sporting engagements in mainland China will only continue to grow and facilitate this.

The insights and connections that will be generated across the Summit will go to serve both Australian and Chinese interests. We would like to thank all our sponsors and everyone who is attending this year's Summit. All the best for the two days.



Craig Aldous

Chairman,
Australian Chamber of
Commerce Shanghai



Jack Brady

CEO & Executive Director,
Australian Chamber of
Commerce Shanghai

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DAY ONE

Tuesday October 16, 2018

Registration

SUMMIT WELCOME

Keynote(ENG): Sports in China- Opportunities & Challenges

Q&A (CHN): Media, Broadcasting & IP

Coffee Break

Keynote(CHN): Grassroots & Youth Development Program in China

Panel(ENG): Global Sport Governance Challenges

Q&A(ENG): Sports Investment

Business Lunch

Panel(ENG): Delivering International Sport in China

Q&A(CHN): The "Sports+" Economy- Integrating with Tourism, Education, and Social Networking

Panel(ENG): Sports Diplomacy

Q&A(CHN): Football for All- Strategy, Development and Opportunities

Coffee Break

Panel(ENG): Sports Marketing and Fan Engagement

Q&A(ENG): Overwatch Esports in China and Blizzard's plan

CLOSING SPEECH(ENG)

End of Day One

DAY TWO

Wednesday October 17, 2018

Registration

SUMMIT WELCOME

Roundtable One: Australia China Sports Collaborations Framework- Opportunities and Suggestions

Coffee Break

Roundtable Two: China Strategy for New Market Entrants

End of Day One

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^ Sport Business International 2018

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Global Sport Governance Challenges

The specialised area of sport governance only becomes more complicated on the shifting global scale. What challenges arise from the role of governing bodies in global management, development and policy, and what are the remedies? Hear from leading academics from Deakin University and Shanghai University of Sport, and discuss the opportunities created from the recently-signed MOU between the two institutions.

**David Shilbury**

Director, Deakin Sport Network
Co-Director Centre for Sport Research
Deakin Business School
Deakin University

Professor David Shilbury is the Foundation Chair in Sport Management and a former Head of the School of Management and Marketing (2002-07) at Deakin University. Prior to joining Deakin University in 1990 he worked in cricket, golf and local government in Perth, Western Australia. Dr Shilbury was appointed as Australia's first professor of Sport Management in 2000. In 2017, he was appointed as the inaugural Director of the Deakin Sport Network.

His qualifications include a PhD from Monash University, a Master of Science (Sport Management) from the University of Massachusetts/Amherst, a Bachelor of Applied Science (Recreation) and a Diploma of Teaching from Edith Cowan University. He is also a graduate of the Australian Institute of Company Directors.

Awards received by David include the inaugural Jim and Alison Leslie Award for teaching excellence at Deakin University in 1998, Victorian Sports Federation's Eunice Gill Award for Sport Leadership (2000), Research Fellow of the North American Society for Sport Management (2009) and the inaugural SMAANZ Distinguished Service Award in 2009. He was also the first non-North American scholar to be awarded (2011) the prestigious Earle F. Zeigler lecture award by the North American Society for Sport Management.

Media, Broadcasting & IP

Media plays a critical and central role in sports engagement worldwide. Hear about how the industry and consumers can best connect through the delivery of content, events, advertising and investment.

**Lingxiao Yu**

President, Supersports Media
CEO, iQIYI Sports

Lingxiao Yu is a senior marketing expert in rights commercialisation for international sports competitions, and an active pioneer in the era of sports business in China.

Supersports Media is the leading sports content operation platform, sports culture communication provider and sports copyright distributor. In the past 10 years, Lingxiao Yu has promoted the payment for sports content in China, and led Supersports Media to create a new way to watch sports that combines free and paid modes. Through years of hard work, Supersports Media has succeeded in allowing over 100 million Chinese fans to watch top international football matches, including the English Premier League, La Liga and the UEFA Nations League, with more diverse channel options and

selection methods.

Supersports Media now has full coverage of all media formats, including websites, TV, online TV, IPTV and mobile. In August 2018, iQIYI and Supersports Media jointly established Supersports Media – iQIYI joint venture, and together launched a new comprehensive sports media platform – iQIYI Sports. iQIYI Sports brings together the world's best sporting events, including the Australian Open, English Premier League and PGA Championships. iQIYI, an entertainment company driven by technological innovation, and Supersports Media, a vertical platform with outstanding sports video operations, are joining forces to provide a better live sports video experience for Chinese people.

Sports in China- Opportunities & Challenges

The China Sports Strategy is elevating the industry to a new level. From elite sport promotions and reform, to lifestyle and sports-for-all, where is sport in China heading? How can the international industry contribute?

**Dongfeng Liu**

Associate Dean
School of Economics and Management
Shanghai University of Sports

Dr. Liu Dongfeng is a professor of sport management and Co-Dean of the School of Economics and Management at Shanghai University of Sport. He is a member of the China Sports Strategy Society, a think tank of China's Sports Ministry. He is an international professor with INSEEC Business School, and also a guest professor with University College Dublin, Ireland, Kufstein University, Austria, and EM Lyon Business School, France. He serves on the editorial boards of the International Journal of Sports Marketing and Sponsorship, and Journal of Shanghai University of Sport.

His main research interests include sport events management, sports events evaluation, sport and urban development, and sport policy studies. In 2015, Professor Liu was recognized by China's

Ministry of Education with the National Excellent Research Achievement Award (Humanities and Social Sciences). Professor Liu has led consulting projects with multiple government departments, sport organisations, private sport enterprises and sporting facilities. He has also presented on various topics in sport management and sport events at conferences around the world.

**Fei Guo**

General Manager
Campus Sports
Alisports

Grassroots & Youth Development Programs in China

Community engagement in sports can have fantastic impacts on health, lifestyle and wellbeing, and skills gained from youth participation are highly transferable to other parts of life. Alisports explains the how and why about implementing these programs, and explores the next steps for the community.

Fei has over thirteen years of experience in business development and managing competitions for the Chinese University Basketball Association. In 2015, he joined Alisports and has since been responsible for overseeing youth development programs.

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Sports Investment

Discuss the sports investment landscape in China, lessons learnt in investing into major sports IP and the opportunities for Australian sports.



Hong Quan

CFO and Managing Partner
Yao Capital

Hong Quan has more than 14 years of experience in investment banking and private equity investment. He holds a B.S. degree from Lycoming College and an MBA from the University of Chicago Booth School of Business. He was the former Executive Director at Morgan Stanley and J.P. Morgan, where he specialized in cross-border transactions and overseas financing activities for Chinese companies. He has also previously worked at CDBI Capital.



Andrew Collins

CEO
Mailman

Andrew is the founder & CEO of Mailman, China's leading sports digital consultancy and marketing platform. After acquiring Mailman in 2006, Andrew has transformed the company to become a global leader in China digital strategy, now supporting the world's best sports properties including Manchester United, Bundesliga, NHL, NFL, Juventus, Chelsea and Kobe Bryant. Andrew is also the founder at KAWO, a social media management platform and considered a pioneer in Chinese marketing and technology industries. He leads the Group in global strategy, acquisitions and group.

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DELIVERING INTERNATIONAL SPORT IN CHINA

China is playing an increasingly prominent role in international sporting events, from partnerships to spectatorship, and the recent jump in hosting interest. Hear from industry veterans who have delivered major sporting events in China to understand the good, the bad, and the ugly of getting it done.



Helen Soulsby

*Managing Partner APAC
SRI*

Helen Soulsby is the Managing Partner APAC for SRI. Based in Singapore, Helen leads a 15-strong team and delivers executive search and retained recruitment services across South East Asia, Japan, Korea, China and Australia.

Since joining SRI in 2011, Helen has used more than 15 years' experience to build the APAC team to have a strong emphasis on quality research both within and outside of the sports, media and entertainment industry due to the limited candidate pool in emerging markets. In addition, she has

worked with numerous clients on their entry into this burgeoning region.



Victor Cui

*CEO International
ONE Championship*

Victor Cui is the Chief Executive Officer, International, ONE Championship, a mixed martial arts organization based in Singapore which is widely regarded as being the biggest in Asia with a 90% market share and has some of the best MMA fighters in the world on the roster. Prior to launching ONE Championship, Cui spent six years with the Event Management Group for Asia's number one sports broadcaster, ESPN Star Sports (ESS). There, he successfully headed event business development across Asia, and project-led some of the biggest sporting properties and television event partnerships in the region.

Cui was one of only five candidates to be nominated for 'Leading Man of the Year' the 2012 World MMA Awards and the only representative of an Asian promotion

on this shortlist. He was also recognized by USA Today as one of the Top 25 Most Powerful People in MMA.

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Yiyi Shi

Director of Sports
Jiemian

As the Director of Sports at Jiemian News, Yiyi has built the Sports Channel and led its team development from scratch, and has since taken charge of the Sports Channel on Jiemian.com, the fastest growing news website in China. She also does consulting on the reporting field of luxurious consumer goods and most luxurious car manufacturers like Aston Martin, Bentley, Rolls-Royce, Ferrari, Lamborghini etc.

Previously, Yiyi has worked as a consultant for CCTV and Tencent's F1 live broadcast, a live commentator for Tencent Sports, the commentator of Shanghai Great Sports Channel on F1 live broadcasts and a weekly talk-show program, a commentator for Channel Max (the only national auto channel in China) on Motorsports, as a columnist on the most influenced portal



Yuan Meng

Marketing Development
Deputy Director
Bloomage International Culture
& Sports Development Co.

Yuan graduated from Capital University of Physical Education and Sports, having studied Sport and Exercise Science, and Sheffield Hallam University with a degree in Sport Business Management.

He proudly worked for the 2008 Beijing Olympics and the 2010 Guangzhou Asian Games, as well as in tennis event operations at the China Open and Tianjin Open. He then worked in Business Development at Supersports, which owns the exclusive broadcasting rights of the English Premiership League in Mainland China.

Yuan has been working at Bloomage International Culture & Sports Development Co. for over 3 years, with roles in Sport Facility Management and Business Development for sports facilities and events. Bloomage International built

SINA, sports newspapers like Titan Sports Newspaper and lifestyle magazines such as Men's Health, Shanghai Life, The Bund etc, and a hostess and reporter of weekly TV program 'F1 World Express' made by Globomedia (Spain) in 2013.

and owns the one of the most famous sport and entertainment arenas and sporting landmarks in China – the "Cadillac Arena" (formerly "Wukesong arena"; hosted the 2008 Beijing Olympic Games Basketball events), and now has developed its sporting facilities to other parts of China such as Chengdu and Chongqing. It was a great privilege for Yuan to be involved in the naming rights project that turned the Wukesong Arena into Cadillac Arena.



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The "Sports+" Economy – Integrating Tourism, Education and Social Networking

The sports economy has extended its influence to, and is heavily influenced by, different walks of life. Find out how the sports industry can be enhanced to impact in national and international economies in this case study from Qiaobo Ice & Snow.



Di Zhang

CEO
Qiaobo Ice & Snow World

Di Zhang is the CEO of Qiaobo Ice and Snow World, the General Manager of Shaoxing Qiaobo Ice and Snow World Sports Development Co. Ltd., and the Vice President of Keqiao District Tourism Association.

Qiaobo Ice and Snow World receives nearly 300,000 tourists each year, and achieves annual tourism income of more than 50 million yuan. It has won the title of national AAAA-level tourist attraction, as well as recognition from the cultural development industry, service industry, and sports training industry.

In 2016, she co-planned and implemented the first Zhejiang Ice and Snow Carnival with Zhejiang Sports News, which was well received by many skiers.

In 2017, she won the Outstanding Entrepreneur Award of Zhejiang Sports Industry Leadership, and the National Youth Sports Professional Outstanding Contribution Award from the State Sports General Administration.



Lisa Nie

Investment & Trade Officer
NSW Shanghai Office
NSW Department of Industry

Ms. Lisa Nie joined NSW Trade and Investment Shanghai Office in September 2017 as a Business Development Manager, with a focus on NSW priority sectors – financial services, innovation and technology, creative industry, and education.

Lisa has over 18 years' experience in trade promotion and investment attraction within Invest Shanghai, an investment promotion agency of Shanghai Municipal Commission of Commerce. Within Invest Shanghai, Lisa has been a Director of the Marketing Department, Deputy Director of the Administration Department, Project Manager, and HR Manager.

During her service in Invest Shanghai, Lisa held her overseas diplomatic position as Third Secretary in the commercial sections of the Chinese Embassy to Australia and

Grenada from 2008 to 2011. Lisa also worked for the United Nations Industrial Development Organization Shanghai Investment Promotion Center, a joint project of Shanghai Municipal Government and UNIDO for 6 years as Assistant to Head and Investment Officer.

Lisa has a Bachelor of Science and Master of Education from East China Normal university, with a major in Managerial Psychology.

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Sports Diplomacy

Sport is much more than just the game. Bringing together government and non-government representatives, this session explores why sport goes beyond leisure and business, and how it can help further the Australia-China relationship beyond raw trade and investment figures.



Caitlin Byrne

Director
Griffith Asia Institute
Griffith University

Professor Caitlin Byrne is the Director of the Griffith Asia Institute. Prior to joining Griffith University, Caitlin was Assistant Professor of International Relations and Diplomacy at Bond University, Gold Coast. She is also a Faculty Fellow of the University of Southern California's Centre for Public Diplomacy (CPD), and alumna of the Asialink Leaders' Program 2016. Caitlin's teaching and research is focused on diplomacy and soft power in the Asia-Pacific, with a special interest in the role and relevance of people-to-people links including those forged through international education, culture, sport and social media. Her research is published in a range of journals including *Politics & Policy*, *The Hague Journal on Diplomacy*, and the *Australian Journal of International Affairs*. Caitlin currently leads a range of funded projects on themes

spanning Australia's sports diplomacy; cultural advocacy and diplomacy in ASEAN; and the challenge of digital diplomacy in the Asia-Pacific. Prior to joining academia, Caitlin had established a professional career which spanned strategic management, legal, foreign and social policy roles across government, business and community sectors. Caitlin currently sits on the Executive Council of the Australian Institute for International Affairs (Queensland), and the Australia-America Fulbright Commission's Scholarship Selection Panel (Queensland).

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Scott Tu

*China Representative
Football West*

Dr. Scott Tu Xiliang is a lecturer at Beijing Foreign Studies University's School of International Relations. Since 2001, he has organised and participated in various events for the Chinese Football Association. He also contributed to the 2004 Asian Cup, the 2007 Women's World Cup Organizing Committee, and has been serving as a Media Officer for the Asian Football Confederation (AFC) since 2010. In 2012, he began working as a Competition Supervisor and Security Officer for FIFA and the AFC, and has been engaged in the AFC Champions League, AFC Asian Cup, FIFA World Cup Asian qualifiers and China Football Association leagues, organising competitions and managing international friendly matches. Since 2015, Scott has provided his expertise in fields including News Management

and Competition Management for major organisations such as the China Football Association and China Super League. In 2018, he commenced in a role as the China Representative of Football West, successfully establishing a partnership between Football West and the Shanghai Football Association.



John Fowler

*Consul (Political/Economic)
Australian Consulate General,
Shanghai*

In his role as Consul, John advises key Australian decision makers across a broad range of areas, including international macroeconomics, industry specific regulatory risks, the Chinese business environment, financial services reform, regional trade, and geopolitics.

Mr Fowler also manages the Australian Consulate General's public diplomacy program, which aims to promote Australian culture through literature, performing arts, education and sport.

Mr Fowler is a qualified solicitor and joined the Department of Foreign Affairs and Trade in 2012.

Prior to joining DFAT, he worked as an Associate in the Federal Court of Australia, and as a lawyer at a major international law

firm.

He holds a Bachelor of Laws and a Bachelor of Economics.

Football for All- Strategy, Development and Opportunities

Football is the reigning sport in the Asia-Pacific region, and World Cups are growing in China. This session will discuss the Shanghai Football Association's plan, from investing in the grassroots up to creating international superstars, and making the game accessible to the entire population.



Fugui Chen

*Deputy General Secretary
Shanghai Football Association*

Fugui Chen is the Deputy General Secretary of the Shanghai Football Association, and an EXCO-member. He is also a CFA Match Commissioner, and AFC Local General Coordinator.

In SFA, he is responsible for Shanghai football reform strategy, international competition, youth academies and grassroots, coaching education, referee development and technical research etc.

He has participated in the 2007 FIFA Women's World Cup, 2008 Beijing Olympic Games football division (Shanghai), and

AFC Champions League (SIPG/SHENHUA Venue).

He has also worked for Shanghai sports administration, sports stadium, sports information technology and integrated information departments.

Sports Marketing and Fan Engagement

As the sports industry booms worldwide, fans are closer to the arena than ever. But no two fans are the same, and connecting with individuals is becoming a key requirement. See how leading sports marketers are creating new and improved fan experiences, spurring loyalty and engagement.



Mark Fischer

*CEO
Eastbridge Sports Management*

Mark Fischer has enjoyed more than two decades of building successful businesses in the Far East. He is currently CEO of Eastbridge Sports Management, a China-based provider of sports management and marketing solutions to both properties and related brands.

He previously worked for the National Basketball Association for 12 years, including as Managing Director of NBA China from 2003-2008 when he led that division's explosive growth from a 2-person startup office to a \$ 2.3 billion valuation. Later as EVP & Managing Director of Asia for the Ultimate Fighting Championship from 2010-2014, he established UFC's

operations in the Far East and drove 10-fold increases in both audience and revenues.



Cameron Wilson

*Founding Editor
Wild East Football*

Based in Shanghai, China for over a decade, Cameron Wilson is a leading international commentator on Chinese football and is frequently quoted by the world's top media. A UK-trained journalist, he is founding editor of Wild East Football, the world's leading English language news source on football in China and has written extensively on many aspects of the game's development in the country over the past decade. Fully assimilated into Chinese society via marriage and over ten years of traveling all over the massive country with the fans of Shanghai Shenhua FC, he is a fluent mandarin speaker and offers piercing and resolutely honest insights into

the bustling crossroads where football, society, economics and politics meet in contemporary China. Mr Wilson is a committed believer in football's ability to bring diverse peoples and cultures together and believes the immense power of game should be harnessed as such to benefit human development.



Priscilla Ho

*CEO
Prescient Sports & Entertainment Ltd*

Priscilla Ho has acted as one of the frontiers of the sports business industry in China for over 20 years. She is the founder and CEO of Prescient Sports & Entertainment Ltd., one of the top listed sport and entertainment marketing agencies in China. She combines her exceptional marketing skills together with international sports business experience and local market knowledge. These core skills have allowed her to successfully complete a number of unparalleled sports marketing track records in China. In the past 10 plus years alone, she has serviced and generated over RMB 2 billion in sports sponsorship investment for funding major sports projects developing in China. From the brand perspective, some of Priscilla's career successes include acting as sport marketing consultant for MOST brands in China, from Lenovo to seven

more Olympic partners/sponsors. She has developed integrated sports marketing solutions, from strategic planning to project management of leveraging key projects, as well as from internal marketing to B2C/B2B external marketing. In addition, she has helped brands select or create unique sports marketing resources for driving high brand/business performance, like FedEx and the Chinese Badminton Team, Midea and the Chinese Swimming and Diving Team as well as Toyota and the Olympic Champions' Roadshow. Her insightful mind, integrated marketing skills as well as creative thinking allows her to set new heights for her company and clients.

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Nick Addison

*Executive General Manager – Commercial Operations
Victoria Racing Club*

Nick has developed extensive experience across a variety of roles within the sports marketing and administration industries. Having worked in senior roles across rights holder (Victoria Racing Club), client (Suncorp) and agency/athlete representation (Dynamic Sports and Entertainment Group) segments has provided Nick with a unique perspective on the key stakeholder interests in the business of sport. Nick's current role as Executive General Manager Commercial Operations with the Victoria Racing Club sees him oversee all commercial revenue streams, leading and mentoring a strong team of business development and account

servicing and delivery experts. Notable recent achievement include negotiation of major transactions for the Melbourne Cup naming rights sponsorship (Lexus) and the Melbourne Cup Carnival domestic media rights with Network Ten, believed to be one of the largest horseracing media rights deals in the world.



Clare Zhang

*Partnership Manager, China
Tennis Australia*

Clare Zhang has worked in the Chinese sports business sector for over 15 years, and has an extensive business network in Chinese brands and government relations across the sports, education and investment industries. With strong local market knowledge, Clare specializes in sports sponsorship strategy, brand marketing, stakeholder relations, consumer engagement, major event planning and players endorsement management.

After two years in the UK completing her MSc in Sports Business Management, Clare commenced with Tennis Australia in November 2015 and is responsible for designing and developing the Australian

Open sponsorship program with Chinese companies and brands, the Australian Open visitation strategy and a tennis participation program in the cities of Shanghai, Chengdu and Zhuhai. Clare has had impressive success in partnership deals including Luzhou Laojiao, Ganten, Fuhua Group, Ctrip, Chengtou Group, China Sports Lottery, Coca Cola, Tishma Speyer, KPMG, Nike, Puma, UPS, Bridgestone and Vodafone.

Overwatch Esports in China and Blizzard's plan

In 2017, 16% of the pro-Esport industry's nearly billion-dollar revenue came from China alone. Learn about how Esports are revolutionising the sporting world, their collaborative potential with traditional sports, and how Blizzard is transforming Esports using the franchise model.



Johnson Jiang

*Senior Manager
Blizzard Entertainment*

Johnson Jiang is Senior Manager of Blizzard / Overwatch League, an association supporting a team-based video game. As the regional lead for the Chinese market, Mr. Jiang oversees the operations infrastructure that supports the four franchise teams and Esports ecosystem in the region, as well as establishing business partnership and commercialization opportunities.

Previously, he was part of the Esports International Operations team at Blizzard Entertainment, where he was responsible for driving strategic initiatives and business development efforts for regional markets. Mr. Jiang joined Blizzard Entertainment in 2009. Prior to Esports, Mr. Jiang had served in different departments including localization, publishing and game design

within the corporate scene. Mr. Jiang is an avid gamer and sports enthusiast. He enjoys watching soccer and basketball, as well as playing competitive sports games with friends.

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ABOUT AUSTCHAM SHANGHAI

The Australian Chamber of Commerce in Shanghai is the peak body for Australian businesses in China, led by a voluntary Board of Directors and managed by a team at the Secretariat. As a membership-based organisation, the Chamber represents over 400 businesses providing support, education, advocacy and business services. AustCham Shanghai is a bridge between Australian and Chinese businesses and not-for-profit organisations, facilitating connectivity and promoting bilateral trade.

AustCham Shanghai has witnessed first-hand the evolution of China's business environment from the commercial capital of Shanghai, and is well placed to explain the marketplace and assist Australian operations expand into China.



AUSTRALIA CHINA

S P O R T S S U M M I T



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