

Program - DAY ONE 峰会首日议程 (拟)Tuesday, 16th Oct 2018Regal International East Asia Hotel 富豪环球东亚酒店
Shanghai, China 中国上海

START TIME	END TIME	
9:00	9:30	Registration
9:30	9:40	Summit Welcome
9:40	9:50	Sports in China - Opportunities & Challenges
9:50	10:20	Media, Broadcasting & IP
10:20	10:40	Coffee Break
10:40	11:00	Grassroots & Youth Development Program in China
11:00	11:40	Global Sport Governance Challenges
11:40	12:00	Sports Investment
12:00	13:30	Business Lunch
13:30	14:10	Delivering International Sport in China
14:10	14:30	The "Sports+" Economy - Integrating with Tourism, Education, and Social Networking
14:30	15:10	Sports Diplomacy
15:10	15:30	Football for All - Strategy, Development and Opportunities
15:30	15:50	Coffee Break
15:50	16:30	Sports Marketing and Fan Engagement
16:30	16:50	Overwatch ESports in China and Blizzard's plan
16:50	17:10	Closing Speech

开始	结束	
9:00	9:30	签到/
9:30	9:40	峰会致辞
9:40	9:50	中国体育产业 - 现状与未来
9:50	10:20	赛事版权及商业推广
10:20	10:40	茶歇
10:40	11:00	青少年发展计划, 校园体育
11:00	11:40	当今体育管理运行之挑战与发展
11:40	12:00	体育投资
12:00	13:30	商务午餐
13:30	14:10	国际赛事在中国
14:10	14:30	体育与旅游、文化、教育等产业的结合
14:30	15:10	体育外交
15:10	15:30	全民足球-策略、发展与机遇
15:30	15:50	茶歇
15:50	16:30	体育营销及粉丝经济
16:30	16:50	电竞 - 暴雪娱乐
16:50	17:10	峰会首日结语