

Brief Event Description – Sports Investment Forum

The Sports Investment Forum (SIF) is the premier global platform dedicated to shaping the future of sports investment, innovation, and economic growth. As the leading gathering of investors, industry leaders, policymakers, and sports executives, SIF explores cutting-edge opportunities within the evolving sports ecosystem, from private equity and venture capital to infrastructure development, digital transformation, and sustainable business models.

Held in Riyadh, Saudi Arabia, the forum aligns with the Kingdom's ambitious Vision 2030 strategy, positioning sports as a key economic driver and fostering investment opportunities across leagues, clubs, media, and emerging sports technologies. Attendees gain unparalleled business intelligence, networking opportunities, and strategic insights from high-profile speakers, panel discussions, and exclusive deal-making sessions.

By bringing together decision-makers and investors, SIF serves as a catalyst for unlocking the immense potential of the global sports economy, bridging the gap between business and sport while paving the way for long-term growth, commercial success, and sustainable impact.