

Brunei Sports Convention & EXPO

Bandar Seri Begawan | 6-11 November 2012

1. INTRODUCTION

The Ministry of Culture, Youth & Sports has taken a proactive step to plan a program for our stakeholders in exchanging ideas and sharing experiences and further more to get some feedback from the general public on the development of sports and excellence in sports. The Ministry believes that the success in achieving sports development and excellence in sports needs everyone's cooperation and the responsibility belongs to all. Therefore everybody has the opportunity to give feedback during the convention.

2. OBJECTIVES

The objectives of this Sports Convention and Expo are to give opportunity to all participants to increase knowledge, exchange ideas, experiences and opinion on sports development related issues; to give better understanding on Sports For All, Sports For Excellence and Sport Industry; learn best practice in Sports Industry; to develop the new Sports Business Concept which will create the future of Sport Industry in Brunei Darussalam and to get feedback (resolutions) towards reviewing our National Sports Policy.

3. ORGANISER

Organised by the Ministry of Culture, Youth & Sports with the cooperation from strategic partners / agencies.

4. DATES AND VENUE

The Sports Convention will start from the 6th until the 8th November 2012 while the Sports Expo will start from 6th until the 11th of November 2012, at the International Convention Centre, Berakas.

5. TARGET GROUPS

About 500 local and foreign participants consists of athletes, coaches, managers, Sports Associations, students, Government Representatives, private sectors, youth, sports marketing and sponsorship agencies and professional services and consultancies are expected to participate in this sports convention and about 50 booth are expected in the expo with some sports and recreational activities, fun games and sports demos planned throughout the expo.

6. CONFERENCE FORMAT

The Theme for this Sports Convention is "Sports For Excellence". It involves Plenary Sessions and Interactive Workshops which will focus on 3 Sports Sectors:

- Sports For All
- Sports For High Performance
- Sports Industry (Tourism)

Topics for the Plenary Sessions:

- *Sport for Peace and Development;*
- *Do Sports or Die Young?*
- *Sports System for Success Model*
- *Creating World Class Athletes.*
- *Sports Industry Generates Sporting and Economic Opportunities*
- *Why Sports Science?*

Topics for the Interactive Workshops:

- Alliance and leadership in Sports;
- Sports should be Fun!
- Women, can also do Sports!
- Making a living out of sports!

- Finding the Special One!
- Using Science to optimize performances.
- Brunei Challenges - Gold Matters!
- The journey to Olympic Games - Athletes Perspectives
- What makes a Champion?
- Investment opportunities and risks
- The Making of World Class Sporting Venues and Infrastructure
- Sports Technology: Creating new opportunities in growing sports business

7. PROGRAM

Day 1 -

- Registration
- Opening Ceremony & Key Notes
- Opening Ceremony for the Expo
- Plenary and Interactive Workshops

Day 2 -

- Plenary and Interactive Workshops
- Expo

Day 3 -

- Plenary and Interactive Workshops
- Discussion for resolution
- Resolution and Closing Ceremony
- Expo (until Day 6)

8. EXPO – 5 Zones

- i) *Sports & Fitness Zone;*
 - *Sports Associations*
 - *Government Bodies*
 - *Sport TV Channels*
 - *Sports Magazines*
 - *Sports Equipment*
 - *Sportswear*

- ii) *The Natural Health Zone;*

- *Health Food, supplement and beverages*
- *Herbal and natural health remedies*
- *Dietary and herbal supplements*
- *Vitamins*
- *Organic Food and beverages*
- *Nutrition Products*

- iii) *The Tourism Zone;*

- *Sports Tourism*
- *Health Tourism*
- *Agrotourism*
- *Magazines / Publications*
- *Tourism Associations*
- *Chambers of Commerce*

- iv) *Spa & Wellness Zone;*

- *Spa & Wellness equipment and products*
- *Medical supplies*
- *Wellbeing, relaxation and beauty items*
- *Health retreats, beauty & wellness centers*
- *Massage products & equipment*
- *Saunas and Jacuzzis*
- *Education & publications and the latest developments and enhancement in spa techniques and technology*

- v) *Alternative Medicine Zone;*

- *Aromatherapy products and treatments*
- *Crystal therapy sessions*
- *Reiki (Japanese technique for stress reduction and relaxation that also promotes healing)*
- *Bach Remedies – flower therapy*

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