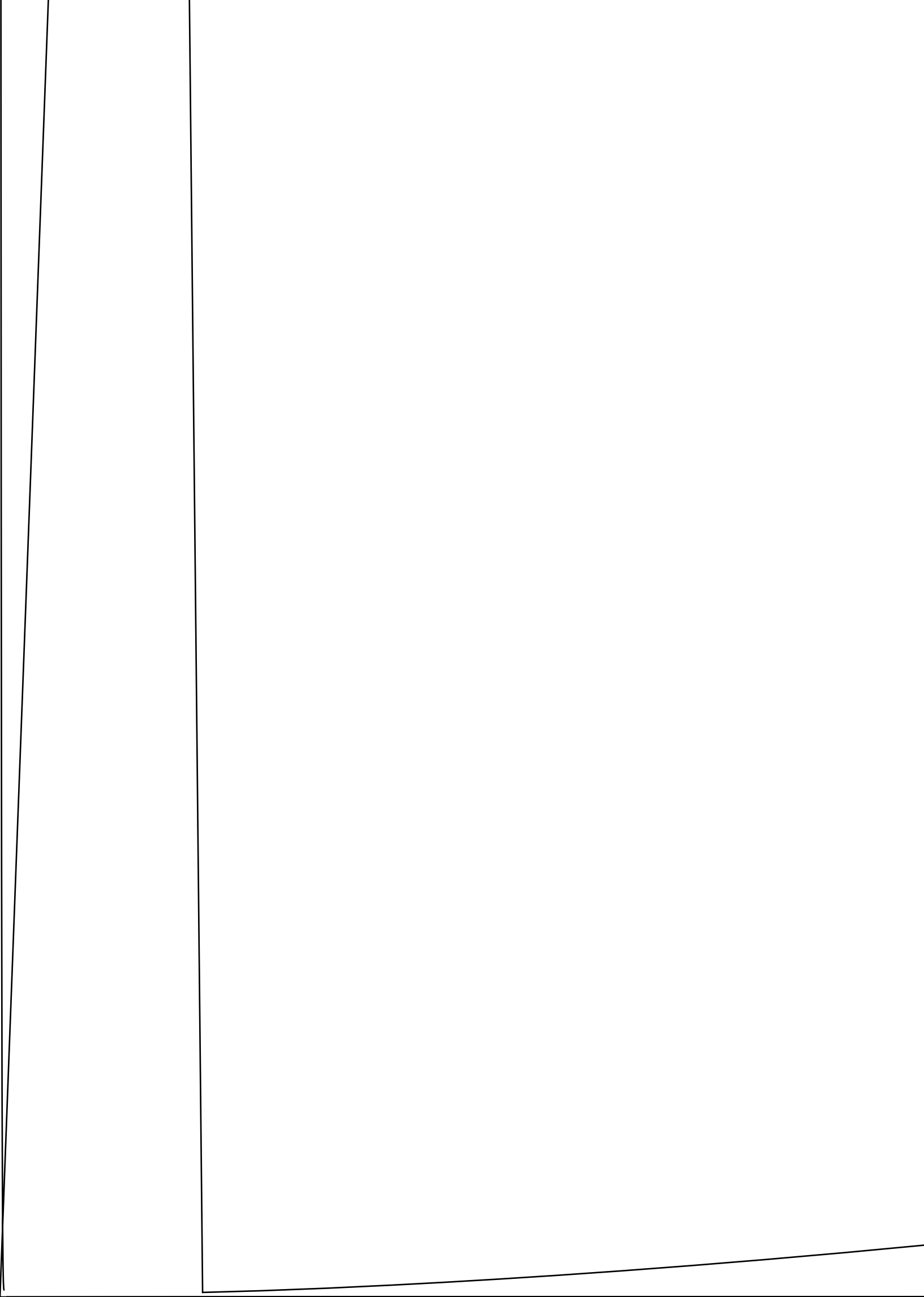




THE 6th ANNUAL EURASIAN SPORT INDUSTRY CONFERENCE 2025

BSU Media Hall Beijing Sport University China
2025 9 26 September 26, 2025

Beijing Time	Paris Time	Duration (min)	Agenda	Participants	Moderator
Part One					

ZHANG Jian
President of Beijing Sport University

09:00	03:00	20	Opening Ceremony		Professor L
-	-				
09:20	03:20				

William Hua WANG
Associate Dean of **emlyon** business school,
Dean of **emlyon** business school Asia,
French Dean of Asia Europe Business School

10:10	04:10
-	-
10:35	04:35

				Professor HUANG Haiyan Dean of School of Management, Beijing Sport University † Professor Simon CHADWICK Director of Centre for the Eurasian Sport Industry of emlyon business school	
12:20 - 13:50	06:20 - 07:50	90	Lunch Time	BSU Training Center Hotel	
Part Two					
14:00 - 14:20	08:00 - 08:20	20	7 Presentation 7 Beyond Growth: The Impact of Sustainable Development of 2022 Beijing Winter Olympic Games	Professor WANG Yuxiong Central University of Finance and Economics	
8 Presentation 8					
14:20 - 14:40	08:20 - 08:40	20			† Professor Jürgen MITTAG German Sport University Cologne

10
Presentation 10

†

15:00 09:00
– -
15:20 09:20

20

Sport as A Tool of
National Image
Building: A Case
Study of Croatian
Sports Diplomacy

Ivan TOMIC
Lecturer
Zagreb School of Economics and
Management

			14 Presentation 14	†	
16:20 - 16:40	10:20 - 10:40	20	Transparency, Rights and Inclusivity: India ' s Sports Governance Reforms as a Global South Model	TARUN Archit VYAS GNLU Centre for Sports and Entertainment Law (GCSEL) Gujarat National Law University, Gandhinagar, India	

			15 Presentation 15		
16:40 - 17:00	10:40 - 11:00	20	Bidirectional Empowerment and Development of Sports Events and Urban Renewal		

			18 Presentation 18		
17:40 - 18:00	11:40 - 12:00	20	The Rise of Semi- Professional Football Competitions: Exploring Their Role in Developing Sport and Empowering Female Athletes in Tanzania	† Iddi YASSIN Three-Points Sports Services in Tanzania	
18:00 - 18:10	12:00 - 12:10	10	Closing Ceremony	Professor LI Shengxin Beijing Sport University	

18:20
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19:50

12:20
-
13:50

