



COMPANY PROFILE

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ABOUT US

Sport Makers Consulting Group is a prominent multi-services company with a rich legacy, specializing in sports management and legal services at both national and international levels. Established in 2009, our commitment to excellence is underscored by a track record of rigorous, creative, and dedicated contributions to the development of the sports industry.

Our mission at Sport Makers is to be the catalyst for the growth and success of the sports industry. Through a team of seasoned professionals, we deliver comprehensive 360 solutions tailored to the unique needs of each client.





OUR SERVICES



**SPORTS LAW &
GOVERNANCE.**



**BUSINESS
MANAGEMENT &
CONSULTING.**



**PARTNERSHIPS &
ACQUISITIONS.**



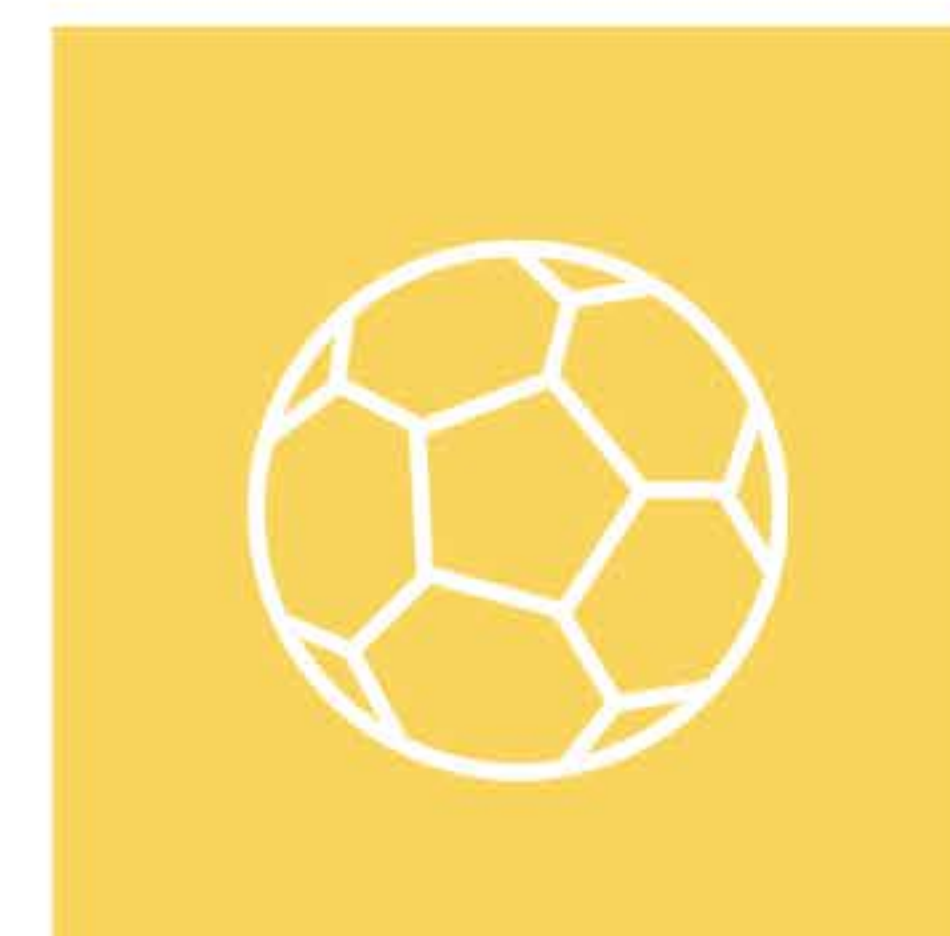
**MARKETING &
EVENTS
MANAGEMENT.**



**SPORT
DEVELOPMENT
PROJECTS.**



**ATHLETE
MANAGEMENT &
FOOTBALL
DEVELOPMENT.**



**CORPORATE
SOCIAL
RESPONSIBILITY
(CSR).**



**ENTERTAINMENT
& DIGITAL
MARKETING.**



**TRAINING &
SPORTS
MANAGEMENT
EDUCATION.**



SPORTS LAW & GOVERNANCE

Nasr Azzam & Partners Law Firm, as a member of Sport Makers Consulting Group, the Firm excels navigating the intricate legal landscape of sports. Our legal experts specialize in contract negotiations, dispute resolution, and ensuring compliance with national and international sports regulations.

We assist sports organizations in establishing robust governance structures, fostering transparency, accountability, and ethical practices to ensure sustainable growth.

Our Company aims to provide different legal services related to the sport industry to its clients, including players, clubs, and agents, as follows:

SPORTS LAW & GOVERNANCE

Contracts Negotiations, drafting, and reviewing

A legal contract is not a mere piece of paper for signing between two parties. This is why Sport Makers takes care of the entire contract lifecycle, from contract negotiations, drafting to reviewing and making sure you don't forget about any significant details to protect our clients' rights. Our team of Sport Makers ensures that all contracts are tailored to satisfy the specific needs and requirements of our clients. Additionally, we provide ongoing support and guidance throughout the contract's duration, ensuring that all amendments are handled efficiently.



Representing International Iraqi Footballer Fahad Talib at Asian Football Federation Headquarters
- Kuala Lumpur - Malaysia

Sports -related disputes

Sport Makers is one of the top-tier law firms specializing in sports dispute resolution by way of arbitration and mediation. With a team of highly experienced lawyers who are well-versed in the field of sports law, Sport Makers has successfully represented numerous athletes, clubs, and governing bodies in high-profile cases before different bodies, including:



Anti -Doping

Sport Makers has developed a great deal of expertise and is well versed in understanding the provisions of the WADA Code, the ISTI, and the anti-doping codes of the federations. Additionally, Sport Makers stays up-to-date with any updates or changes in these codes to provide comprehensive guidance and support to athletes, clubs, and organizations.



Sports Law Advice

The firm's reputation for delivering favorable outcomes and its commitment to providing exceptional client service have solidified its position as a trusted advisor in the sports industry. With their in-depth knowledge of sports law and regulations, Sport Makers acts as a legal advisor, providing expert guidance and support in order to ensure that athletes and sports entities receive the best legal advice to protect their interests and achieve their goals.





BUSINESS MANAGEMENT & CONSULTING

Sports Makers consulting Group provides expert advice and guidance to individuals, teams, organizations, and businesses in the sports industry.

Our sports consulting services may include areas such as strategic planning, talent scouting and recruitment, marketing and branding, financial analysis, and facility management, etc.

Our contributions include providing valuable insights and recommendations to enhance the overall success and effectiveness of clients in the sports industry.

BUSINESS MANAGEMENT & CONSULTING

BUSINESS MANAGEMENT & CONSULTING

Sport Makers Group stands out as a leader in sports consulting services, offering tailored solutions to elevate organizations in the MENA region.



Signing a memorandum of cooperation between Sport Makers and Qatar Sports Club in the presence of Sheikh Jassem Bin Hamad Al Thani (President of Qatar Sports Club)



Sport Makers Managing Partner Taha Diaey with Mr. Talal Al-Obaidi, the Chief Executive Officer of the FDL.



Sport Makers team with the President of Al Fateh Sports Club Mr. Saad Al Afalek.



PARTNERSHIP & ACQUISITIONS

PARTNERSHIP & ACQUISITIONS

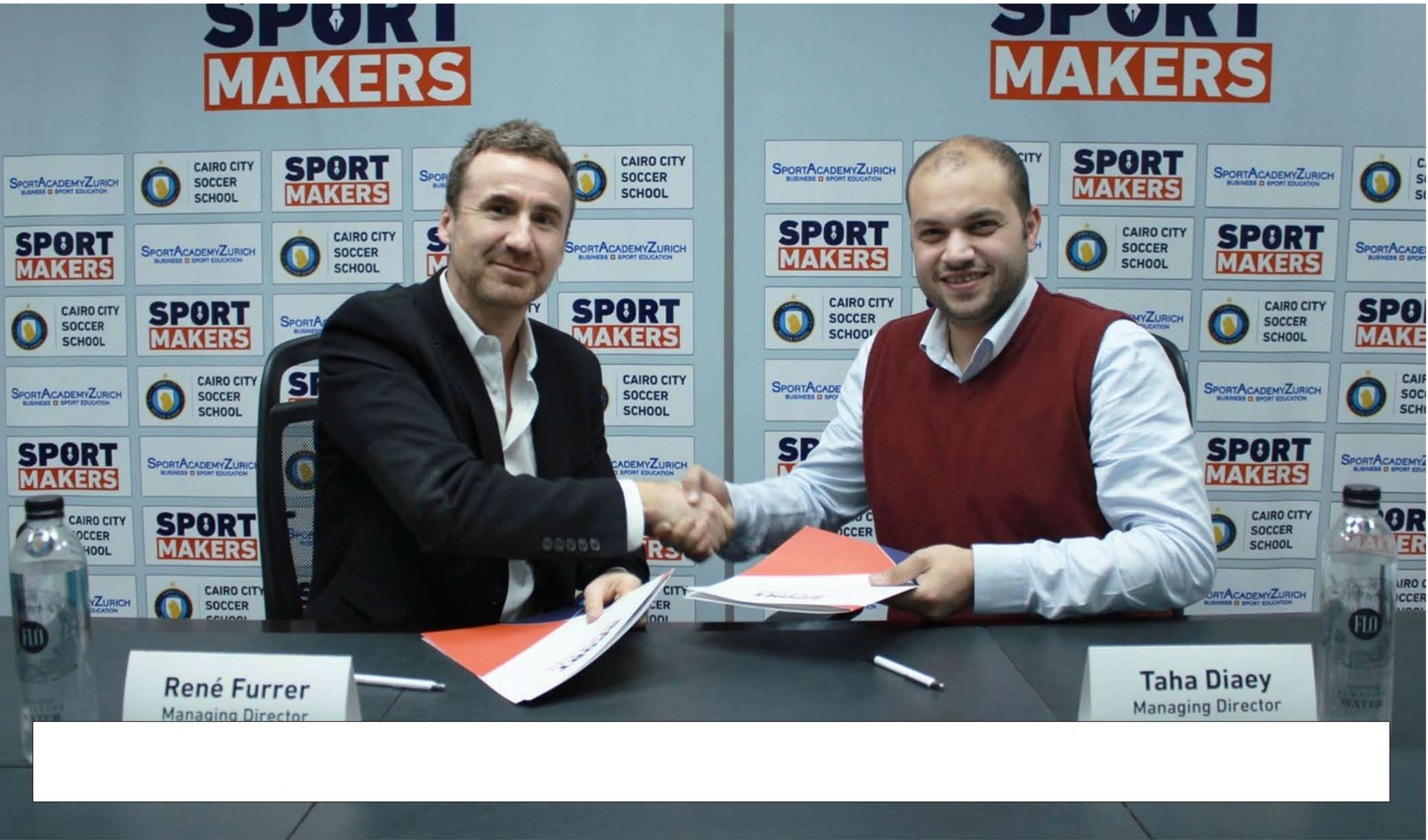
Sport Makers Consulting Group believes that Partnerships and Acquisitions in the sports industry play a significant role in driving growth, expanding market reach, and fostering innovation. These strategic moves involve collaborations between sports organizations, teams, brands, or investors to achieve mutual benefits and capitalize on synergies.

Partnerships can take various forms, such as sponsorship agreements, co-branding initiatives, or joint ventures. They allow entities to leverage each other's strengths, resources, and expertise to enhance their market position, create new revenue streams, or deliver unique experiences to fans and consumers.

On the other hand, acquisitions involve one entity acquiring another, either partially or entirely. This can lead to consolidation within the industry, enabling the acquiring entity to gain access to new markets, technologies, talent, or intellectual property.

PARTNERSHIP & ACQUISITIONS

At Sport Makers Group, we firmly believe in the power of partnerships as a cornerstone for amplifying business success. Collaborations are not just transactions; they are strategic alliances that propel growth and innovation. Our commitment to forging meaningful connections extends beyond the Sport Makers Partnerships Consortium.





MARKETING & EVENTS MANAGEMENT

SPORT Makers Group excels in delivering top-notch marketing services and event management solutions that redefine the dynamics of sports and entertainment. Our marketing services are driven by a commitment to innovation, utilizing cutting-edge digital strategies to elevate brand visibility, engage audiences, and maximize ROI. From conceptualization to execution, our events management team orchestrates seamless and unforgettable experiences, whether it's a high-profile sports tournament, corporate event, or fan engagement activation.

MARKETING & EVENTS MANAGEMENT

MARKETING & EVENTS MANAGEMENT

In Sport Makers we provide a full solutions and services package for companies looking to incorporate their brands in sporting events as part of their marketing communications scheme. Our experienced team cooperates with high profile business advisors, which allows us to design and implement full sports marketing campaigns for sports entities and brands seeking sports as a tool for market positioning. We tailor and run sports events from A to Z including acquiring sponsors with proper activations for sponsorship contracts, ticketing, hospitality, TV rights and advertising production.

One of the main issues in football within the region is managing large scale sporting events with high fan and spectator turnout, especially in football. Sport Makers has developed new techniques and innovative methods to attract and inspire football fans to come back to stadiums and become more active in supporting their clubs, we believe that each sporting event is a separate event that has to bring new experiences to guests and audiences.



"Kahramaa" Event in Qatar National Sports Day 2018 - Organized by Sport Makers



Al-Khor Knights Ramadan Tournament 2017 - Organized by Sport Makers



Honoring Sport Makers at Katara Beach Volleyball Cup 2018

PREVIOUS EVENTS

AIAF Congress

As a part of our endless efforts in the football legal sector, Sport Makers was proud to host and organize the 7th AIAF (International Association for Football Lawyers Congress), which was held for the first time in Africa under the patronage of the Ministry of Youth and Sports and in partnership with CAF (The Confederation of African Football) and CRCICA (Cairo Regional Center for International Commercial Arbitration). This congress edition focused on two significant topics in the football legal matters today, which are the FIFA New Regulations on Transfers and Agents, as well as the Broadcasting Rights in Football.



Welcome speeches by Mr. Nasr Azzam "Sport Makers Cofounder & Lawyer", Patricia Moyersoen "AIAF President ", Ashraf SOBHY "Youth and Sports Minister of Egypt CAF Representative", Anthony Baffoe "CAF Deputy Secretary General, Ismail SELIM "Director of the Cairo Regional Centre for International Commercial Arbitration"



Dr. Ashraf Sonhi "Minister of Youth and Sports" during his welcome speech



Panel discussing "Being a Football Agent in 2019: Legal Insights"

PREVIOUS EVENTS

Qatar 2022 FIFA World Cup Crowd Management

Sport Makers, in cooperation with the Saudi “**Sanad Sports**” Company, won the contract for crowd management and organization on the Doha Metro network. Sport Makers signed the contract with “**RKH Trains**”, a subsidiary of Qatar Rail, and the company, in alliance with the Saudi “Sanad” Company, contributed to transport More than 17 million passengers during the **Qatar 2022 World Cup**, and the process of organizing and managing crowds on the Doha Metro during the 2022 World Cup is considered one of the most successful crowd management operations in the history of the World Cup.



Celebrating the Success of The World Cup Operational Plan



Sport Makers & Sanad Sports Team World Cup - Qatar 2022



Nasr Azzam & Taha Diaey with Mr. Turki Metiri, Chairman of Sanad



Dr. Abdullah Sbiei Ministry of Municipal & Rural Affairs with the Chairman of Qatar Rail, and Mr. Abdullah Ghanam Mohanadi Head of Sport Makers Doha - Celebreating the Operational Plan - Qatar 2022



SPORTS DEVELOPMENT PROJECTS

SPORT Makers is at the forefront of sports development, spearheading projects that contribute to the growth of sports infrastructure and talent at local and regional levels.

SPORTS DEVELOPMENT PROJECTS

SPORTS DEVELOPMENT PROJECTS

Sport Makers Consulting Group dedicated unwavering commitment to sports development projects in the MENA region. Through strategic initiatives, innovative programs, and collaborative partnerships, we have played a pivotal role in fostering the growth of sports programs and projects at both grassroots and professional levels, leaving a lasting impact on the region's sports landscape.



Sport Makers Team – Ahmed Bin Ali Stadium – World Cup Qatar 2022



Mr. Abdullah Al Mohannadi the Chairman of Sport Makers Qatar with Mr. Taha Diaey the Managing Partner during the meeting with H.H Sheik Hamad Bin Talal Al Thani Director of Projects & Development of Qatari Diar in Egypt & Africa.



Sheikh Salman Al-Hamoud Al-Sabah (Minister of State for Youth Affairs in Kuwait) during the discussion of the Sports Development Vision Kuwait 2030

SPORTS DEVELOPMENT PROJECTS

The African continent has always been a great source of talent in football, yet many circumstances and the way that football and sport have evolved in recent times prevented these athletes from pursuing their dreams beyond the continent, and thus have been exploited and mishandled horribly, which misguided their careers.

“Sport Makers Consulting Group has significantly shaped the sports leagues and ecosystem in many countries in the MENA region through dedicated contributions. Our commitment to nurturing leagues has resulted in a thriving sports environment, providing a platform for talent development and fostering a vibrant community of sports enthusiasts.”





ATHLETE MANAGEMENT & FOOTBALL DEVELOPMENT

Sport Makers aims to help players achieve their dreams and maximize their potential through managing every single aspect of their careers, so that the player can focus on the thing that matters the most, which is elevating his technical abilities and delivering top performances on the field. Sport makers offers every service to the player to make that happen. Our services include Transfers, Marketing & PR, Social Media Consultancy, Career Strategy & Planning, Legal Consultation, Finance Strategy, as well as Training Development.

ATHLETE MANAGEMENT & FOOTBALL DEVELOPMENT

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Cairo City Soccer School

Cairo City is a football academy that was founded by Sport Makers in 2017 and is planned to become a football club playing in the professional level.



Cairo City Soccer School official opening

Our goal since day one was to ensure that the children are having fun while at the same time preparing them for a life of a professional. Therefore, the academy has been built from the inside out on Swiss principles, that are reflected in its training philosophy and methodology.



Christian Gross during the official opening



Sport Makers Football Camp in Zurich 2017 - Grassroots Development Programme

ATHLETE MANAGEMENT & FOOTBALL DEVELOPMENT

Road to Europe

In addition to, Cairo City soccer school and as a part of our athlete management programs, the project "Road to Europe", which mainly focuses on youngsters' development, was created on two main bases. Firstly, Egypt has only a mere number of professional players playing abroad, although Egypt is a country with a massive youth population and with football as its most popular sport, what's more is that a lot of these talented youth have no appropriate means to develop their talents. Secondly, reflecting on Mohamad Salah's success story, many Egyptian players are now wishing to play abroad and to repeat his triumphs.



Football Technical Director Tarek Hefny during "Road to Europe" tryouts



ATHLETE MANAGEMENT & FOOTBALL DEVELOPMENT

Sport Makers is dedicated to the holistic development of athletes. From career planning to contract negotiations, we manage every aspect, ensuring long-term success and well-being.



Sport Makers Zeyad Yasser, the U20 National team & Petrojet player during his trial ay FC zurich



Transfer of the Saudi National Team player Naif Hazazi to the Romanian club FC Botoşani

The main aim behind "Our Philosophy" is to help players overcome these problems by providing them with adequate education, training facilities and proper coaching based on our scientific Swiss training methods, in order to give them the chance of achieving their dream of becoming professional football players in Europe's most elite leagues.





CORPORATE SOCIAL RESPONSIBILITY (CSR)

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Sports have always been used as a tool for human development and as each nation's source of pride. Sports have the power and value of responding to the basic human desire for physical supremacy and source of happiness.

In Sport Makers we believe that Sport development is policies, processes, and practices, that for an integral feature of the work involved in providing sporting opportunities and positive sporting experiences across any nation.

Sport Makers has also taken the initiative for its grassroots development to prepare and closely manage young athletes to pave the way for their future careers. This initiative begins with developing a private academy, and help these raw talents find better opportunities abroad through camps that thrive on professional care.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Integrating sports into CSR initiatives, we align our clients with socially responsible practices, creating a positive impact on communities and stakeholders.



Taha Diaey at “The Sports Governance Forum organized by the National Institute for Governance and Sustainable Development” - the training arm of the Ministry of Planning and Economic Development.

Football For Peace



Sport Makers representing Football for Peace in the Middle East



CORPORATE SOCIAL RESPONSIBILITY (CSR)



Sport Makers Football Camp in Zurich 2017 - Grassroots Development Programme





ENTERTAINMENT & DIGITAL MARKETING

We provide and consulting services to a wide range of companies and individuals in connection with Sports & Entertainment, such as: major entertainment events, talent agencies, producers and studios, television and films productions.

ENTERTAINMENT & DIGITAL MARKETING

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Sport Makers Group pioneers the intersection of sports entertainment and digital marketing, delivering innovative and engaging campaigns that captivate audiences worldwide.



Digital Marketing

Sport Makers leverages digital platforms to amplify brand reach, engagement, and fan interaction, staying at the forefront of the digital transformation in sports.





EDUCATION & SPORTS MANAGEMENT TRAINING

Sport Makers Group is proud to offer cutting-edge education and training services in the dynamic field of sports management. Our programs are meticulously designed to empower aspiring professionals with the skills and knowledge essential for success in the sports industry.

Whether you're a budding sports enthusiast or a seasoned professional looking to enhance your expertise, Sport Makers Group's education and training services serve as a gateway to unlocking new opportunities and making a lasting impact in the exciting world of sports management.

EDUCATION & SPORTS MANAGEMENT TRAINING

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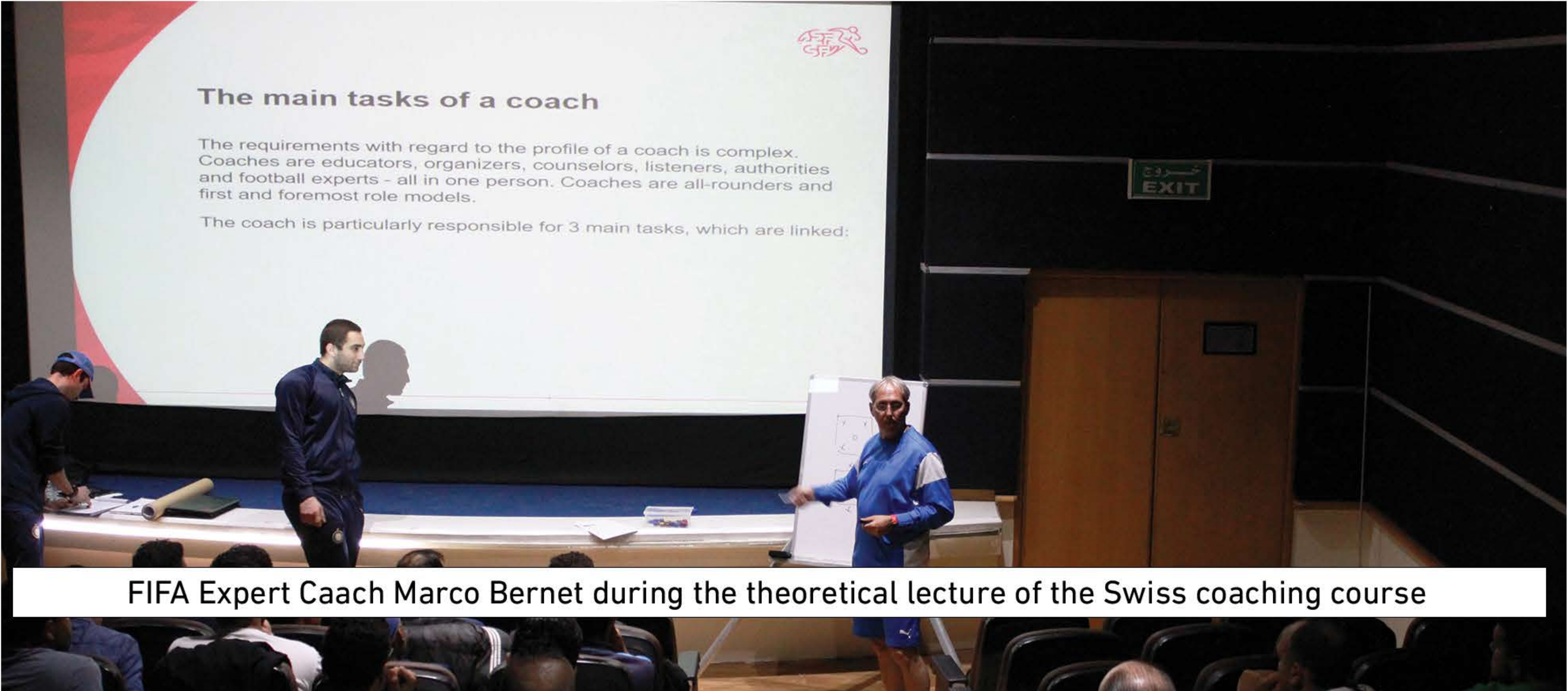
With an experienced team, which has a history in lecturing and educating about Sports Management in many reputable programs, both locally and internationally; we design and execute Sports Management courses that provides students and professionals valuable knowledge through real and global experience on the ever-growing sports industry. We also have partnerships with some of the top academic entities and experts in this field.

Our training courses include:

- Sports Management & Organizational structuring
- Sports Law
- Sports Development & Planning
- Sports Financing
- Sports Marketing & Event Management



FIFA CIES Executive Certificate in Sports Management - Cairo University



FIFA Expert Caach Marco Bernet during the theoretical lecture of the Swiss coaching course



FIFA Expert Coach Marco Bernet with the coaches during the practical application of his coaching methods



EXECUTIVE BOARD

EXECUTIVE BOARD

EXECUTIVE BOARD

Legal Team Top Management

Nasr El Din Azzam

Founding Partner – Head of International Dispute Resolutions

Nasr El Din Azzam; is a registered Egyptian lawyer & the Founding Partner of Sports Law at Sport Makers, an international Sports Law & Management Firm based in Cairo, Doha & Saudi Arabia; and serving in Middle East & Africa, with many services ranging from Sports Law to Sports Management, Development and Education.

Nasr is lecturing Sports Law at the FIFA/CIES Sports Management Diploma at Cairo University and Lecturer of Sports Law at ISDE Madrid for master's in international Sports Law, with an obvious presence as a lecture and an honorary guest at various universities and international conferences. In addition, he is a member of the International Association of Football Lawyers "AIAF", a member of the Scientific Committee of "Football Legal", the international journal dedicated to football law, and an Arbitrator in the Saudi Sports Arbitration Centre. Furthermore, Nas is a member of the International Weightlifting Federation IWF Ethics & Disciplinary Commission, and member at the World Triathlon Tribunal.

Nasr is a registered lawyer in Egypt and boasting extensive experience in Middle East & Africa for over than 10 years in sports law and sports arbitration, providing legal services to players, clubs, federations and authorities and represent them in sports-related disputes before the international sports bodies like CAS, FIFA, CAF, FIBA, IOC, AFC and other international bodies.

He also advises sports authorities and national sports associations in regulatory matters, for example: Zamalek FC, Al Masry FC in Egypt, Al Rajaa Club Athletic in Morocco, Al Nasr, Al Fateh, Al Khaleej, and Al Batin clubs in Saudi Arabia. He acted a legal counsel to the Public Authority for Sport in Kuwait from 2010 to 2017, and contributed in lifting the banning penalty that imposed on Kuwait. Additionally, participated in drafting the new Sport Law in Egypt and Kuwait. And given that he has being a former football player, Nasr also advises Athletes on contractual matters and doping disputes.

Nasr observed FIFA General Assembly and its elections, and member of the Egyptian Professional League Association, in addition for being a certified mediator in the Centre for Effective Dispute Resolution (CEDR).



EXECUTIVE BOARD

Legal Team Top Management

Hesham Eissa

General Manager

Hesham is the General Manager of Sport Makers Law & Management Firm, with over a decade of experience at some of the region's largest international law firms and managerial experience of nearly 20 years, Eissa brings a wealth of knowledge in managing arbitration cases, overseeing litigation procedures, and handling Foreign Affairs assignments.

In his new role, Eissa will take the helm in steering the company's business activities, devising and executing effective business strategies and programs based on the guidance of the Board. His responsibilities will include budget allocation, policy formulation, coordination of business operations, staff supervision and motivation, cost management, ensuring exceptional customer service, enhancing administrative processes, vendor interactions, employee recruitment and training, business opportunity identification, and financial activity monitoring.

Moreover, Hesham's remit extends to overseeing the functions that are pivotal for maintaining client relationships, cultivating new business prospects, enhancing staff productivity, improving service quality, ensuring sustainability, and achieving business objectives. With nearly two decades of managerial and administrative experience, Eissa is well-equipped to guarantee the seamless day-to-day operations of the office and effectively manage support staff. His role encompasses the organization, coordination, and streamlining of office administration and procedures to enhance efficiency and safety.

Earlier in his career, Hesham Eissa served as the Team Manager and Media Officer for the Egyptian National Team during the FIFA World Cup U20- in Colombia and the Olympic Tournament in London in 2012. His extensive background and diverse experience make him a valuable addition to the company as it continues to grow and excel in the sports industry.

Hesham holds LL.B from Cairo University, holds FIFA Management Certificate, FIFA World Cup U-20 Media Officer Certificate, and CAF Management License.



EXECUTIVE BOARD

Business & Management Consulting Top Management

Taha Diaey

Co-Founder & Managing Partner

Taha is the Co-founder and Managing Partner of Sport Makers Group, entrepreneur and sports business management expert with 15 years of experience, combines between practical implementation and strong academic background. Highly involved in sports development projects, events and alternative investments, with power of representation for high net worth individuals and private equity funds who are interested in sports and football projects. Leading communications and negotiations, developing partnerships with a good experience in working with governing bodies and sports clubs as a sports business consultant.



Through his career, Taha dedicated big time for lecturing, and now heading the Events / Management Module at FIFA/CIES Sport Management Program at Cairo University, a member in the project's evaluation committee, FIFA guest lecturer in their global network universities, and Head of Marketing education programs in the Canadian Chamber of Commerce Middle East.

Career and Background

After Obtaining the FIFA Master and returning from Europe, Taha participated in several large-scale projects with his company "Sport Makers" in the field of Sports Development and Sports Marketing besides legal representation for many football entities and players in the Arab World, engaging with many clubs, sports federations and corporations. He is credited for his great contributions to putting strategic planning for Sports Development and CSR projects in Egypt and Gulf countries, cooperating with many major entities, several football clubs, federations and governmental entities like the Ministry of Youth and Sports in Egypt, Ministry of Youth in Kuwait, the Supreme Council for Youth and Sports in Kuwait among others. In the last 5 years «Sport Makers» had a massive expansion in the Arab world, especially after signing a partnership in Qatar and establishing Sport Makers in «DOHA» with a Qatari partnership, which won the honor of participating in the World Cup through a crowd management contract with Qatar rail.

EXECUTIVE BOARD

Business & Management Consulting Top Management

Abdualla Ghanem Muhannadi

Managing Partner – Sport Makers Doha Office

Abdullah is Partner and Chairman of Sport Makers Doha. He is also Chief Editor of Al-Raya Newspaper, ex-General Manager of Al-Khor Sports Club, and Ex CEO of Al-Khor Football Club Company.

Abdullah Ghanem Al-Munnadi is a Qatari Businessman. Lawyer and Journalist With a long Journey in sports and Journalism. Abdullah has a bachelor's degree in law from Spain. Arab university and Master degree in international sports law from Spain. Abdullah also holds FIFA/CIES sports management Diploma From the international center for sports studies (CIES) in Cooperation with Cairo University and FIFA in His Journalism Education Abdullah holds a comprehensive journalist Diploma from Al Jazeera Training center and Diploma in Public Relation and Media Management from Houston United States.



Abdullah was vice president of public relations in the special office of his Highness in private Ameri Diman until 2009 in 2000 Abdullah was assigned to the Qatar football federation as secretary of the National Teams committee from 2000 to 2004. After that he moved to be Head of the legal center of sports Medicine, 2005 he back to Qatar football federation as Director of legal affairs from 20052008-.

Also, Abdullah was Director of Legal Affairs of Qatar stars league foundation from 2008 to 2010, Also was a Director of the family sports committee from 20062008- Moreover. Abdullah was representing several Qatari sports clubs at the court of Arbitration for sports (CAS) in Lausanne, Board member of Al-Khor Sports Club. Member of the committee for reformulating regulation for professional players committee and member of marketing committee at the 11th Gulf Cup in Qatar.

Also, Abdullah was Head of the local affairs at Al-Watan newspaper, Deploy Editor of chief local Affair and economic sectors.

EXECUTIVE BOARD

Business & Management Consulting Top Management

Tarek Hefni

Football Technical Director

Tarek is a Football Technical Director at Sport Makers, he joined Sport Makers in 2018 after having obtained a bachelor degree in physical education from Hungary. He is a passionate coach with the ambition to change the idea of professionalism in Egypt.

Prior to joining Sport Makers, Tarek had a short experience coaching at the Arsenal Soccer School in Kenya. His fluency in five different languages and his strong interpersonal skills led him to be the team liaison officer for the Cote D'Ivoire national team during the 2019 African Cup.



EXECUTIVE BOARD

Business & Management Consulting Top Management

Safia Azzam

Commercial Operation and Communication Director

Safia holds a bachelor degree in Mass Communication major Broadcasting & Advertising.

With a wealth of experience in events operations, Safia has emerged as a seasoned professional in the sports entertainment industry. Having played pivotal roles in renowned football tournaments, including AFCON and the Qatar 2022 FIFA World Cup, she brings a proven track record of excellence to our team.

Safia's expertise extends to commercial operations and communication, where her strategic vision and proficiency have consistently elevated brands and events. At the intersection of passion for sports and a knack for effective communication, Safia is instrumental in driving the success of Sport Makers Group.



OUR CLIENTS





THANK YOU