



Sports Summit Madrid to make the Community of Madrid and its capital city the International Hub for Sport

- The event will be held on June 18 and 19, 2025 at IFEMA Madrid, bringing together the main industries linked to sport on an international level.
- MADCUP FOOTBALL 2024 generates an economic impact of 60.2 million euros in the Community of Madrid, driving the creation of Sports Summit Madrid.

Madrid, September 12, 2024 – This morning, at the offices of the Global Sports Innovation Center powered by Microsoft (GSIC) and later at the Caja de Música Auditorium in CentroCentro, the first edition of Sports Summit Madrid was presented, an international event that will bring together the most important actors in the sports industry in one place. The summit will take place on June 18 and 19, 2025 at IFEMA Madrid, consolidating the Community of Madrid as a global benchmark in the sports and business sphere.

The announcement was made during the presentation of the MADCUP FOOTBALL 2024 economic impact report, which reveals an impact of 60.2 million euros in the Community of Madrid. This success, driven by the participation of 809 teams, 210 of them international from 34 countries, has been the basis for the creation of Sports Summit Madrid. The tournament gathered more than 15,000 players, family members, coaching staff and fans, highlighting the value of sport as an economic driver.

An event with a vision of the future

Sports Summit Madrid is born with the ambition to become the key meeting point for all sectors associated with sport. Over two days, the event will bring together leaders in innovation, technology, health, tourism, sustainability and other related fields to explore new business and collaboration opportunities. Madrid and its Community

seek to position itself as an international hub for sport, promoting networking and the development of the sector as a source of economic and social wealth.

International recognition and awards

Capitalising on the international projection of the city and its connection with the UCCI (Union of Ibero-American Capital Cities), the creation of the Ibero-American Sports Awards was announced. These awards will recognise companies, institutions, athletes and all those who contribute to the development of sport as an industry. Worthy of special mention is the *Madrid Sports Career Achievement Award*, which reinforces Madrid's position as a gateway to Europe for Ibero-America in the field of sport.

Leadership and collaboration

Sports Summit Madrid has the support of important collaborators and institutions. The presentation was attended by Pepe Ortiz, General Director of MADCUP and Gorka Rubio, Project Manager of Sports Summit Madrid. In addition, we have counted with the presence of personalities such as Enrique Cerezo, President of Club Atlético de Madrid; Ion Vilcu, Director of Affiliate Members of UN Tourism; Sebastián Lateulade, President and founder of Sports Summit; Daniel Martínez, Executive Vice-President of IFEMA Madrid; Ángel Luis Giménez Bravo, Vice-President of UFEDEMA; Gonzalo Cuesta, General Coordinator of ACES in America; Inmaculada Benito, Director of Tourism, Culture and Sport of the CEOE; Alberto Tomé, General Director of Sports of the Community of Madrid; Almudena Maíllo, Councillor and Head Delegate of the Tourism Area of the Madrid City Council and Sonia Cea, Councillor and Head Delegate of the Sports Area of the Madrid City Council, among others.

The event culminated with a round table moderated by Iris Córdoba, CEO of Global Sports Innovation Center powered by Microsoft, with the participation of experts from various sports areas. Among them, José Hidalgo, President of ADESP; Moisés Ruiz, Professor at the European University; Sandra Orta, General Director of Bristol Myers Squibb for Spain and Portugal; Sebastián Lancestremère, President of GSIC powered by Microsoft & WW Strategic Partnership Director at Microsoft; Juancho Gallardo, Director of MARCA; and Theresa Zabell, Olympic champion and Executive President of the Ecomar Foundation.

Sports Summit Madrid, with the endorsement of major institutions and personalities from the world of sport, promises to mark a before and after in the development of sport as an industry, projecting Madrid towards new investment opportunities and consolidating its leadership on the international scene.

ABOUT

SPORTS SUMMIT MADRID 2025 was born as an innovative initiative that involves all stakeholders of the sports industry, with all associated industries, such as innovation and technology, health and wellness, sustainability, education and culture, media and audiovisual, institutional relations, tourism, textile and sporting goods sector, sports law, etc.

Sports Summit Madrid was born with the integrating idea of uniting and generating a unique networking among all the sectors that generate **3.3% of the GDP in Spain**, in the same space..

It is a MADCUP project supported by the Community of Madrid, Madrid City Council, IFEMA, UN Tourism, GSIC, CEOE, UFEDEMA, ACES Europe and AFYDAD.

Link to download videos: <https://we.tl/t-jV40WstH44>

Link to download photos:

FOR MORE INFORMATION

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