˝ ʒ ŕ ₀ Ь Ч ∧ Ғ ŷ ɋ ⁂ O ɛ Ր̃

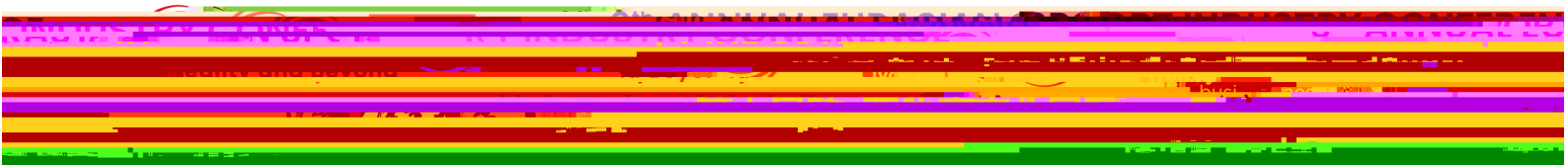
THE 6th ANNUAL EURASIAN SPORT INDUSTRY CONFERENCE 2025

ㄱ Ж ɥ ὖ ᶻ ę ㄱ ɥ ҽ Ḍ ᶻ ∩

BSU Media Hall ı Beijing Sport University ı China

2025 ᶆ 9 ὼ 26 ή September 26, 2025

Beijing Time ᖘ ƽ Ὼ ᴗ	Paris Time Ɪ ǀ Ὼ ᴗ	Duration Ὼ ᓚ (min ˬ ᴗ)	Agenda Ր̃	Participants Ǝ j ʒ ᵓ	Moderator ʁ ǐ ʒ
Part One					
09:00 - 09:20	03:00 - 03:20	20	ÃẆÃ Opening Ceremony	**Å ˙** ㄱ Ж ɥ ὖ ᶻ ę › ɜ̆ ZHANG Jian President of Beijing Sport University **♠ Æ** ⎹ ʃ ₊ Ḥ ƀ ę ὐ א › ɜ̆ ⎹ ʃ ₊ Ḥ ƀ ę ὐ Ь ℼ › ת › ɜ̆ Ь ɣ ƀ ę ὐ ⎹ Ä ὐ ɜ̆ William Hua WANG Associate Dean of **emlyon** business school, Dean of **emlyon** business school Asia, French Dean of Asia Europe Business School	**ɱ Ὼ á** ㄱ Ж ɥ ὖ ᶻ ę Professor L



10:10 - 10:35	04:10 - 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** businesy3jihool	
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	Presentation 7 Beyond Growth: The Impact of Sustainable Development of 2022 Beijing Winter Olympic Games	Professor WANG Yuxiong Central University of Finance and Economics	
14:20 - 14:40	08:20 - 08:40	20	Presentation 8	Professor Jürgen MITTAG German Sport University Cologne	

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15:00 – 15:20	09:00 - 09:20	20	Ъ ۍ ї ᵓ 10 Presentation 10 ч ů Ă ѫ ƒ Ķ é Ɛ ⚌ ấ Ť ъ χ ԁ ﾉ ş Ь ч ů ᵘ Ґ ⿰ æ ۷ Sport as A Tool of National Image Building: A Case Study of Croatian Sports Diplomacy	Χ ŕ ƀ ᷓ ᵛ ᶣ ᵸ ᵡ ᵸ ԁ ﾉ ş Ь Ե ¦ ų ﾉ ⅄ ᵑ ת ę ტ Ivan TOMIC Lecturer Zagreb School of Economics and Management

16:20 - 16:40	10:20 - 10:40	20	Ъ ۍ ї ◦ 14 Presentation 14 Ĵ ˝ ŷ . ль ɣ ķ ό χ Ă ѭ ъ ך ɛ Ä Ɛ ˝ ▩ м ŷ ч ů ⌂ л ѽ ˜	⁾ ҷ т ق ◕ ƀ ч Ь Ӈ м ŷ в ∪ ˥ ≠ ɾ ƒ ٧ | ẽ ᶻ ę ч ů љ ḏ 0y | ẽ . ٧ ѧ Ọ TARUN ψ Archit VYAS GNLU Centre for Sports and Entertainment Law (GCSEL) ı Gujarat National Law University, Gandhinagar, India	Transparency, Rights and Inclusivity: India ' s Sports Governance Reforms as a Global South Model
16:40 - 17:00	10:40 - 11:00	20	Ъ ۍ ї ◦ 15 Presentation 15 ч ů ˇ ' ль ᵋ Ụ ˜ Ά ▩ ᵇ ~ ƭ ٧		Bidirectional Empowerment and Development of Sports Events and Urban Renewal

17:40 - 18:00	11:40 - 12:00	20	ЊڜЇ ᵑ 18 Presentation 18 Æ Ї ў ′ ר ˇ ' ▨G Ⱶ χ ή ↓ Ъ ƥ ƍ ⁴ Ô Ь ч ů ʌ ǐ ль ą ό ⱥ Ʊ ^ ~ Ї ʌ▨Ă ŧ The Rise of Semi-Professional Football Competitions: Exploring Their Role in Developing Sport and Empowering Female Athletes in Tanzania	**Χ ⱬ ƅ Ь ·** ƍ ⁴ Ô Ь s ᵽ ч ů ↓ ﾉ ʻ Ο n ʒ ᴎ ′ ר ↓ ﾉ Ķ Iddi YASSIN Three-Points Sports Services in Tanzania	
18:00 - 18:10	12:00 - 12:10	10	ȝ Ẇ Ă Closing Ceremony	**ɱ Ƣ ά** ר Ж ч ů ᶻ ę Professor LI Shengxin Beijing Sport University	
18:20 - 19:50	12:20 - 13:50				