

International Herald Tribune Sports Business Summit

ISTANBUL, TURKEY: Turkey's Ministry for EU Affairs has been confirmed as the headline sponsor for the IHT [Global Sports Business Summit](#) 25-26 April 2012.



Egemen Bagis, Minister for European Union Affairs & chief negotiator from the Republic of Turkey will be discussing why the Turkish government believes that attracting major sporting events is an essential part of the nation's growth strategy and seen as an important part of how Turkey relates to the rest of the world.

[Click here](#) to register your place and join Bagis and more than 100 international delegates to discover:

- New markets for the sports industry
- New technologies to help you connect with fans, brands and consumers
- How sports revenue streams are evolving
- What the new business of bidding and hosting large sporting events looks like

Join Manchester City F.C., Juventus F.C., Chelsea F.C., and the 2018 and 2014 Winter Games - and many more for two days of high-level debate and discussions. Places are limited - secure yours now by [clicking here](#).

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