



PADEL WORLD SUMMIT

MAY 21 - 23 2024
MÁLAGA (SPAIN)



www.padelsummit.com





**PADEL
WORLD
SUMMIT**

THE LARGEST PADEL NETWORK FOR PROFESSIONALS

The **Padel World Summit**
will be the central hub for
the world of Padel in Málaga
May 21-23, 2024



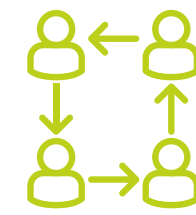


PADEL WORLD SUMMIT

The **Padel World Summit 2024** is organized by the **International Cluster of Padel**, a **non-profit organization** to promote the padel industry, **founded in May 2020 by 50 industry companies**. Currently the **Cluster** unites **120 companies** and **150 brands**.



+1,120M
revenue in 2022



+3,150
employees associated
with CIP companies



20
countries with brands/companies
associated with CIP

More than **58% of all the Clusters revenue** is export business.
The **products and services** are as follows:



55
Facilities



35
Rackets



18
Balls



31
Accessories



10
Marketing



24
Textile



4
Retail



19
Services



15
Shoes



8
Events

THE 4 PILLARS OF THE PADEL WORLD SUMMIT



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During the **7 day Summit**, the attendees are able to choose **3 options to share their knowledge** and **generate network** opportunities and **business**.



PADEL WORLD SUMMIT



PADEL WORLD CONGRESS

The first padel congress for professionals
📅 May 21 and 22



PADEL BUSINESS EXPO

The first padel Expo exclusively for professionals
📅 May 21, 22, and 23



INVEST FORUM

The first exclusive space focused to the world of investment in the padel sector
📅 May 21 and 22



LEISURE EVENTS

A week-long program of events and activities for a complete experience
📅 May 20 to 26



PADEL WORLD CONGRESS



MAY 20-26, 2024
MALAGA (SPAIN)

Málaga will host the first padel congress during **May 21 and 22**, becoming the central meeting point for this sport industry.

A conference to share the knowledge and discuss the present and future of padel.

More than 40 presentations over 2 days in 3 auditoriums will make this congress a world reference for padel.

Bilingual presentations with live Spanish to English translations.



B2B EXPO

THE BUSINESS PADEL EXHIBITION

Alongside the congress, the first exclusive **B2B Exhibition** will be organized on **May 21, 22, and 23**, where the biggest leaders will meet. This will be the best place to establish networks and opportunities.



International

+120
exhibitors

+15,000 m²
exhibition space



**Exhibition hall,
independent
to the congress**



**Event APP
to schedule
meetings**



Side events

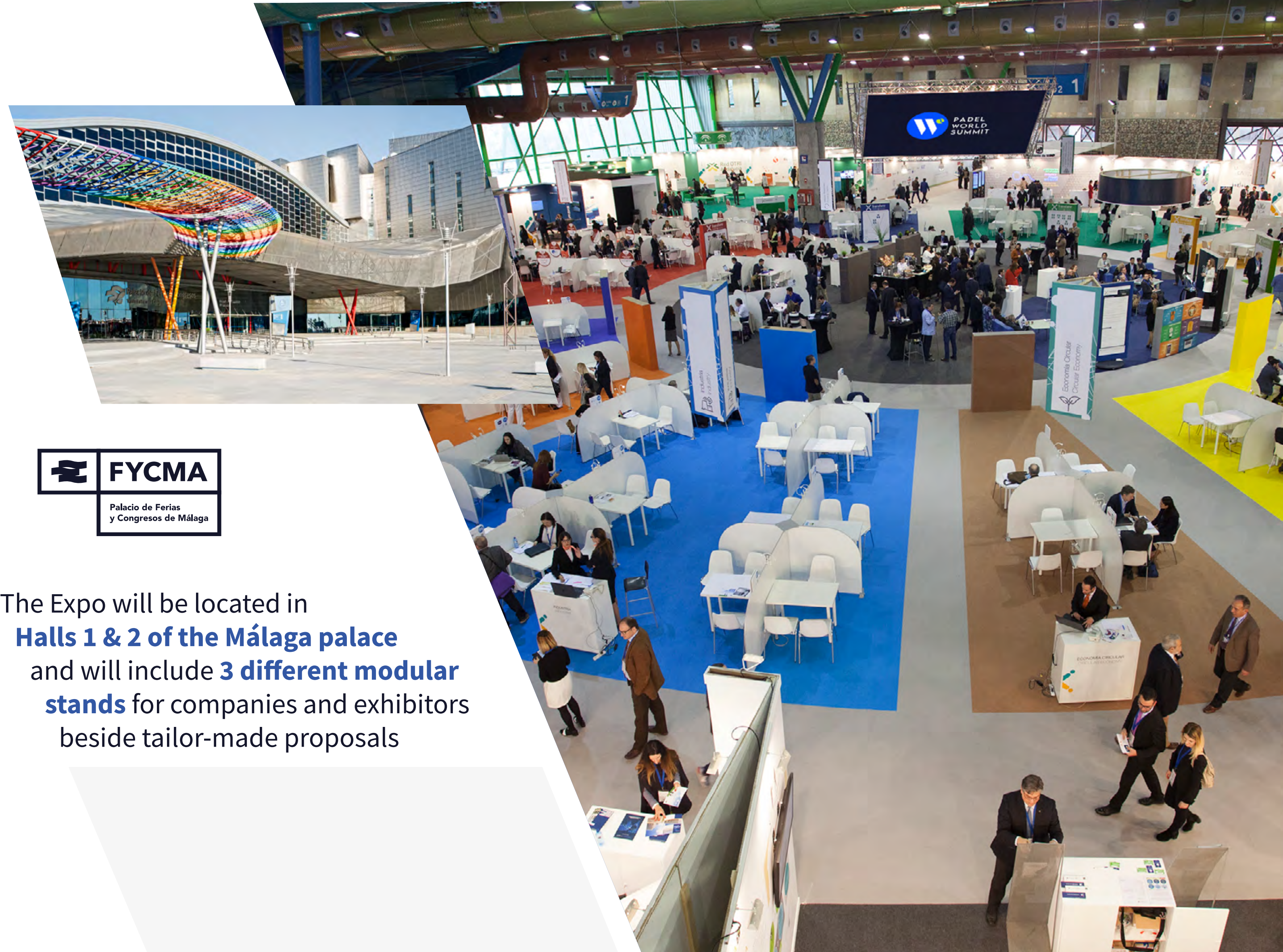
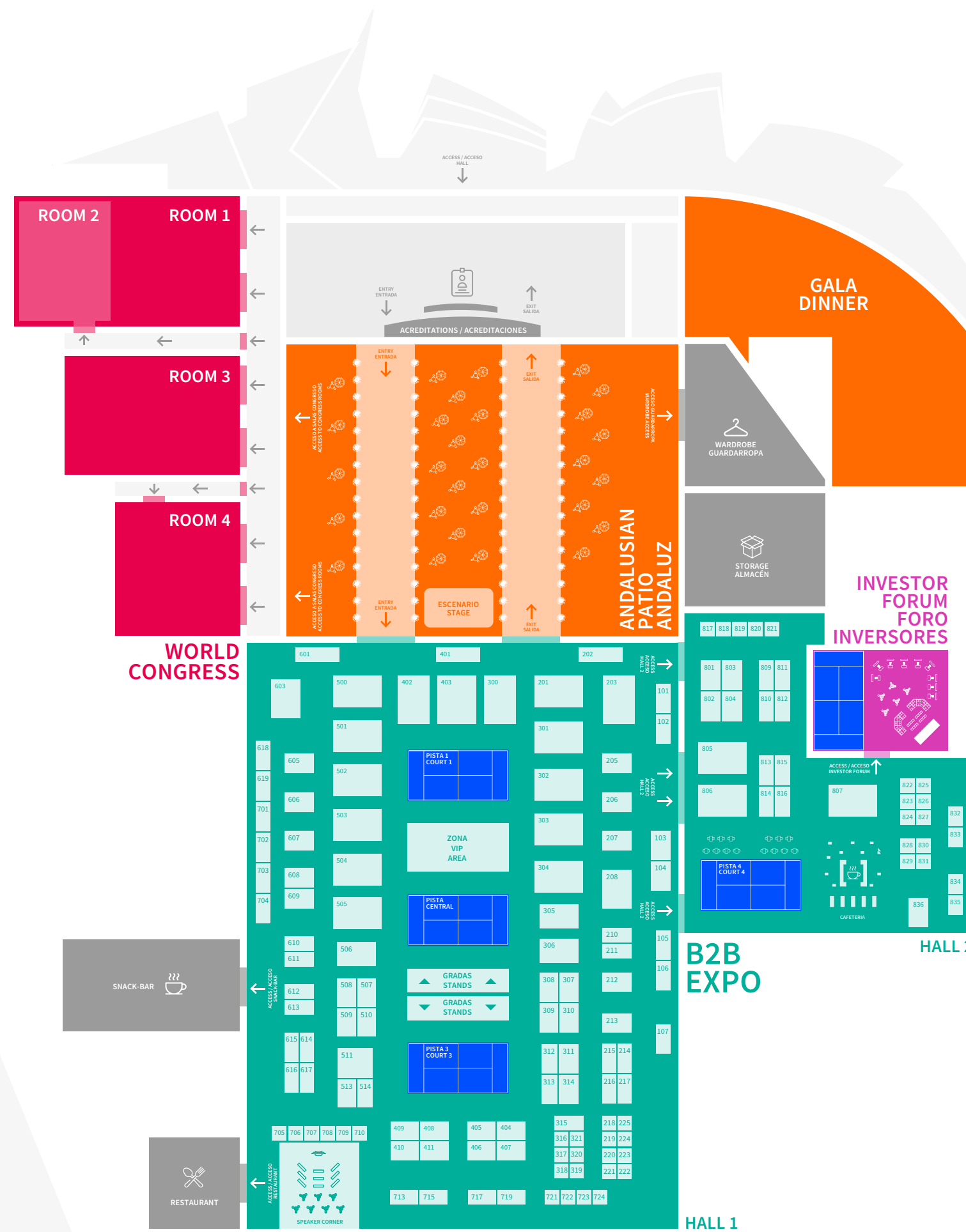
Activities in the
5 padel courts,
in the Andalusian
patio & VIP area

PADEL BUSINESS EXPO



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The Expo will be located in **Halls 1 & 2 of the Málaga palace** and will include **3 different modular stands** for companies and exhibitors beside tailor-made proposals



PADEL INVEST FORUM

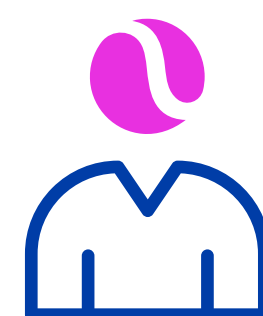


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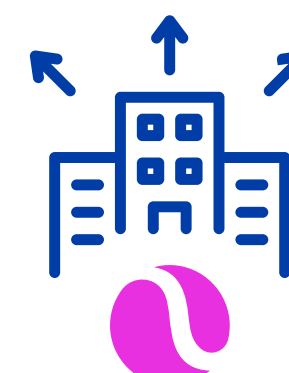
On the same dates as the World Congress and the B2B Expo, on May 21 and 22, the **first investment networking in the padel sector** will be organized, bringing together **investment fund and venture capital firms** with **entrepreneurs, businessmen** and **projects** that require financing and investment.



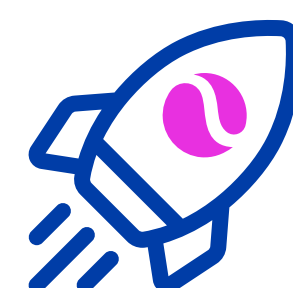
Investment, venture capital and banking firms



Entrepreneurs



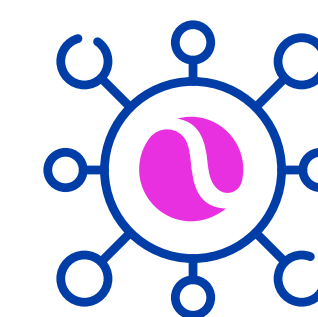
Growing companies



Innovative projects



Awards for the best projects



Networking area





COMPLIMENTARY ACTIVITIES

During these **7 days**, the Padel World Summit will offer **activities, leisure moments, entertainment, and recognition events** for the best industry professionals.



**Invitational Cup
Tournament**
May 20



**Welcome
cocktail**
May 20



**PWS Afterwork
party Bar**
May 21, 22 & 23



**Gala Dinner &
Padel Awards**
May 22



**PWS Summit
Closing party**
May 23





PRIMARY SUMMIT OBJECTIVES



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Create an international meeting point for industry professionals



Help standardizing the development of padel internationally



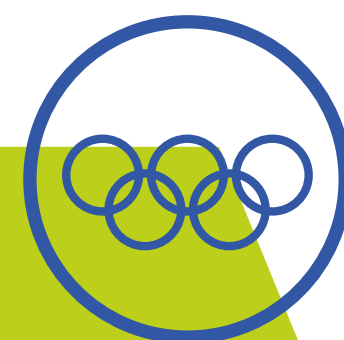
Coordinate industry standards



Share information and industry knowledge



Promote padel as a major investment opportunity



Establish padel as an Olympic sport



Unique business opportunities



Open collaboration both public and private





MEDIA IMPACT OF THE PADEL WORLD SUMMIT 2024



World media outreach plan

+50



Media specialists in the padel industry

+500

General sports media

+1,000

Journalists from specialist and general media

-  Official press conference in Málaga
-  International press conferences and roadshows



Social media platforms #PWS2024










+30M

de impresiones



International campaign

-  Branded content
-  Summit newsletter
-  Official website
-  Mobile app
-  Padel media partners
-  Sports media partners
-  Displays (national)
-  Digital advertisements
-  Ambassadors and Influencers





TARGETED TO PADEL PROFESSIONALS

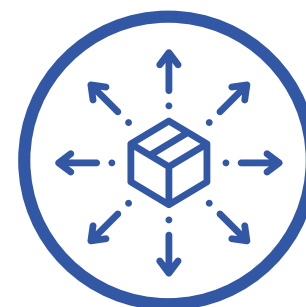


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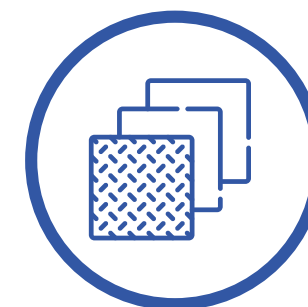
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Manufacturing
Courts, padel rackets,
textiles, shoes



Distribution
Retail, exports,
specialists



Supplies
Raw materials,
components



Sales of goods
Sport equipment, health



Services
Event organizers,
club managers,
other professionals



Technology
Player's software, ERP,
other software



Investments
Investment funds,
start-ups, grants



Official organizations
Country, city, and regional
government leisure/sports
authorities, Federations,
and Sport Associations



Clubs
Owners, directors,
head coaches, trainers



THE TEN SUMMIT TOPICS



PADEL
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1

News
and trends

2

Innovations
and technology

3

Opportunities
and investments

4

Regulations
and approvals

5

Management
and logistics

Sport and
tourism

6

Efficiency and
sustainability

7

Learning and
development

8

Health
and wellness

9

Competitions
and tournaments

10





THE FUTURE OF PADEL



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Padel World Summit will put special emphasis on the major figures of the sector and business opportunities for professionals.

+450
padel associated
brands

+400
agencies and tour
operators specialized
in sports

+5K
assistants and
professionals

+8M€
in economic
impact on the
city of Málaga



A GREAT OPPORTUNITY TO GENERATE NEW BUSINESS



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Padel World Summit will offer a **unique experience** to attendees with Málaga as the perfect host.

+5K professional attendees to develop business opportunities

Learn the **latest trends & numbers** in the sector

Enjoy the leisure and cuisine of **Málaga**

Socialize with colleagues from the sector in **leisure events**

Contact investors and entrepreneurs in the world of **padel**

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Organized by



bartor



Mil80

Contact

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72 Hours of networking
to change the industry
of padel forever



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