



PADEL WORLD SUMMIT

MAY 21 - 23 2024
MÁLAGA (SPAIN)



www.padelsummit.com



Consejo
Superior
de Deportes



Junta
de Andalucía



Ayuntamiento
de Málaga



Diputación Provincial
de Málaga



afydad
Spanish Sport Industry
Association





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



Court and Equipment manufacturers



Brands



Investors



Federations



Clubs



Professional athletes



Retailers



Coaches

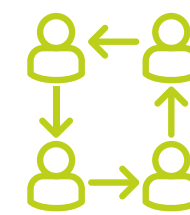


PADEL WORLD SUMMIT

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 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

www.padelsummit.com



PADEL WORLD CONGRESS



PADEL
WORLD
SUMMIT

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



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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



**Event APP
to schedule
meetings**



**Exhibition hall,
independent
to the congress**



Side events

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



PADEL BUSINESS EXPO

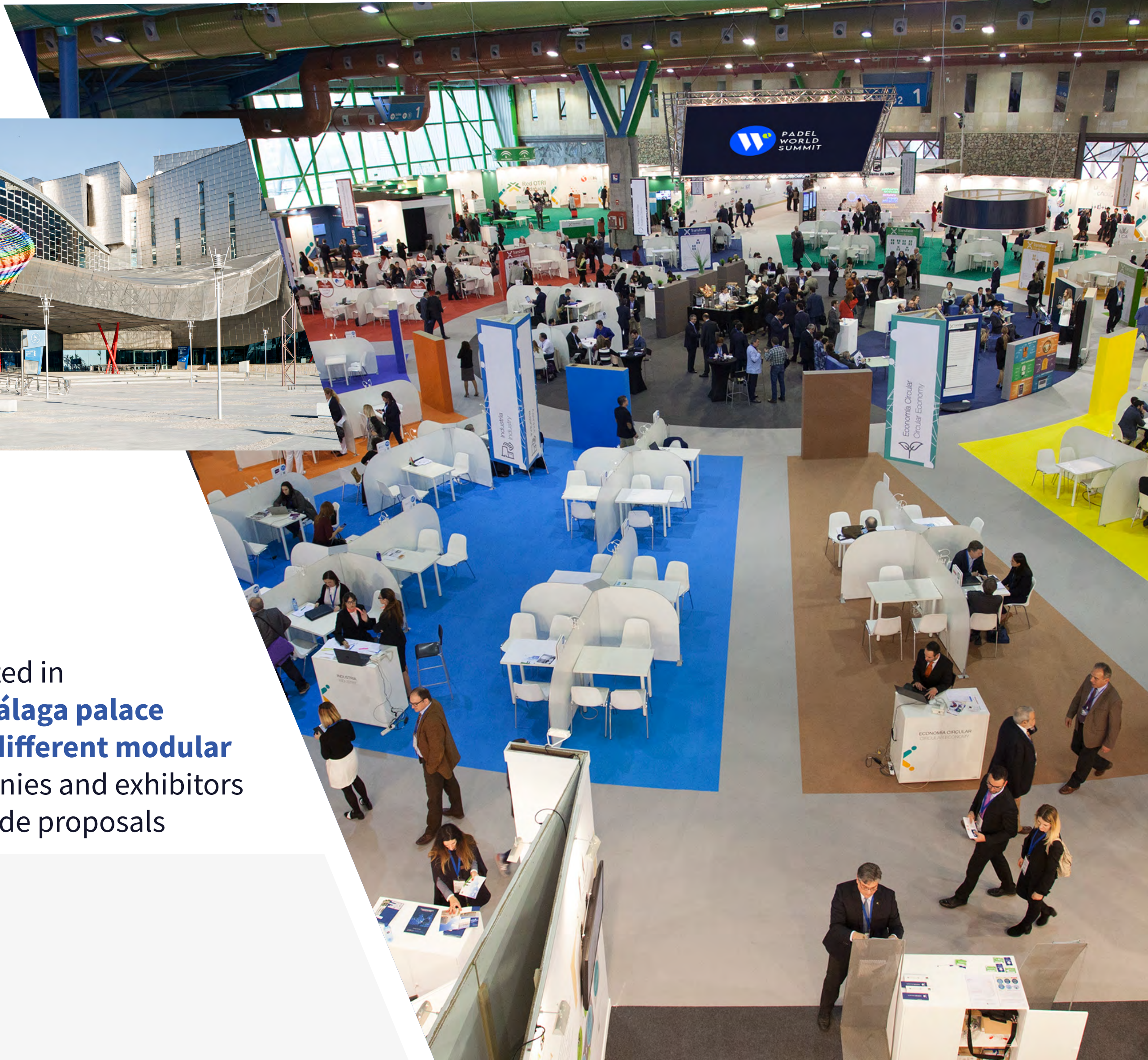


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The Expo will be located in
Halls 1 & 2 of the Málaga palace
and will include **3 different modular stands** for companies and exhibitors
beside tailor-made proposals





PADEL INVEST FORUM



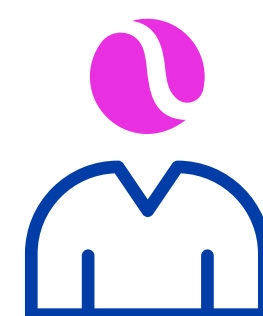
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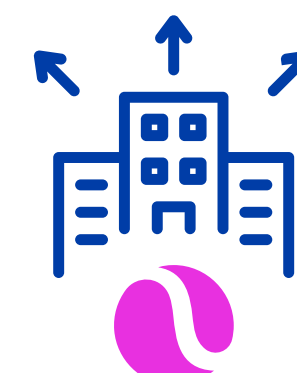
On the same dates as the World Congress and the B2B Expo, on May 21 and 22, the **first investment networking in the padel sector** will be organized, bringing together **investment fund and venture capital firms** with **entrepreneurs, businessmen** and **projects** that require financing and investment.



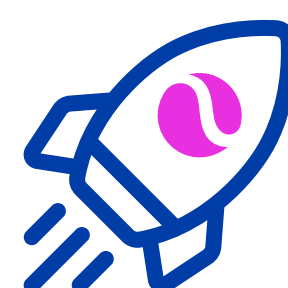
Investment, venture
capital and banking
firms



Entrepreneurs



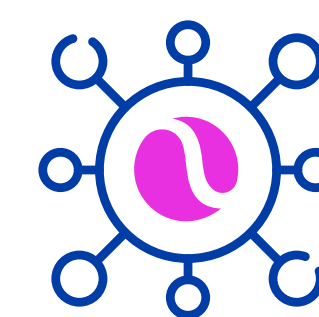
Growing
companies



Innovative
projects



Awards for
the best projects



Networking
area





COMPLIMENTARY ACTIVITIES



PADEL
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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



PADEL
WORLD
SUMMIT

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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



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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

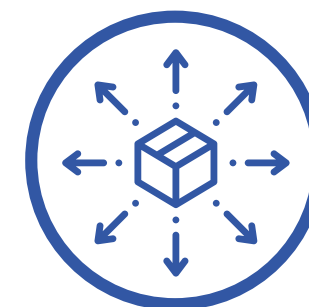


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Manufacturing
Courts, padel rackets,
textiles, shoes



Distribution
Retail, exports,
specialists



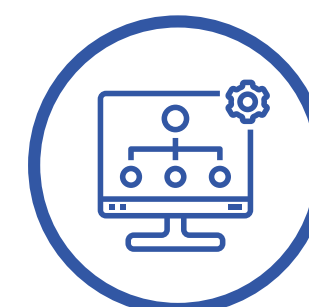
Supplies
Raw materials,
components



Sales of goods
Sport equipment, health



Services
Event organizers,
club managers,
other professionals



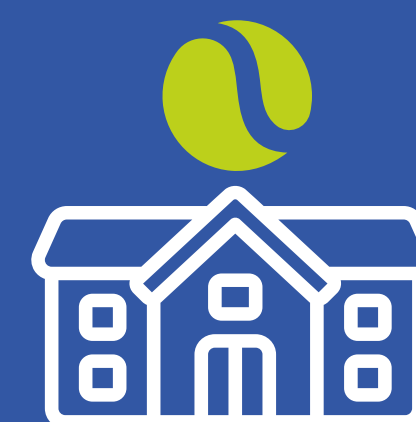
Technology
Player's software, ERP,
other software



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
WORLD
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1

News
and trends

2

Innovations
and technology

3

Opportunities
and investments

4

Regulations
and approvals

5

Management
and logistics

6

Sport and
tourism

7

Efficiency and
sustainability

8

Learning and
development

9

Health
and wellness

10

Competitions
and tournaments





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

Socialize with
colleagues from
the sector in
leisure events

Enjoy the leisure
and cuisine of
Málaga

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

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SUMMIT

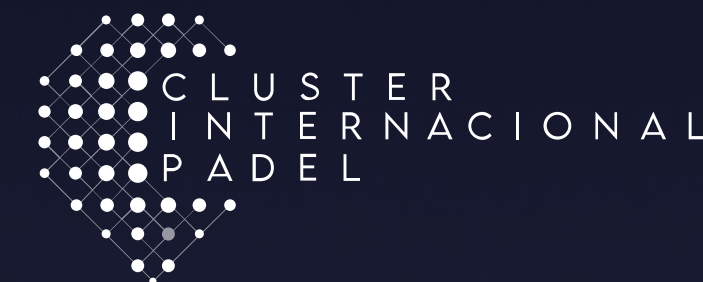




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MAY 20-26 2024
MÁLAGA (SPAIN)

Organized by



bartor



Mil80

Contact

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72 Hours of networking
to change the industry
of padel forever



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de Málaga



Diputación Provincial
de Málaga



afydad
Spanish Sport Industry
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