



**SPORT
NIGERIA**

Sport Nigeria LTD/GTE
Corporate Profile – 2022
www.sportnigeria.ng



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Statement from the Chairman

According to the Federal Minister for Youth and Sports Development, Mr. Sunday Dare, **“Sports will drive the largest real estate and infrastructure development in the country in the future.” (September 2020).** In keeping with this objective, in June 2020 the Federal Government of Nigeria recategorised sports as a business sector of the Nigerian economy. In July of the same year, in a bid to consolidate the recategorisation of sports as business, a Draft National Sports Industry Policy (NSIP) was prepared for approval by the Federal Executive Council.

The Draft Policy was the culmination of two years of engagement and collaboration between the public, private and social enterprise sectors as well as critical stakeholders in the sports sector, and represents a paradigm shift in sports, focusing on the provision of infrastructure in recognition of its role as the foundation of the value chain of the sports industry, driving all other economic activity therein. The focus on infrastructure derives from the recognition of a deficit in the provision of facilities for sports development across the country. This deficit underpins the challenges in promoting mass participation in sports as a strategy for creating demand for sports goods and services.

In a bid to address this gap, the new policy **prioritises rapid infrastructure development to be driven by incentivized investments** and deliver critical outcomes over the next 10 (ten) years including:

- Increase in the number of people engaging in sports through education and healthy lifestyle to **100 million (50% of the country's estimated population)** which will translate to an annual contribution of **N2 trillion in revenue from an average spend of N20,000 annually on sports goods and services.**
- A **1.5% contribution to the Gross Domestic Product (GDP)** of the country through minimum **annual investment of \$500 million along the value chain of the industry** (manufacturing, retail, construction and real estate development, facility development and management, training and capacity development, talent management, media and content development, events, marketing, tourism and hospitality, data collection and management, etc.)
- Infrastructure and facility development – **minimum of 200 community-based sports centres to be built annually.** The target is 3,000 community-cluster facilities in 10 years.
- Promotion of domestic tourism through a **sport-facility centred tourism plan to retain about 25% of the total travel spend** within the country.
- Increase in Foreign Direct Investment into the country with a **target contribution of 20%** by the sports industry.
- Increase in gender inclusion and balance through **participation and representation in the sports industry up to 30%.**

These expected outcomes represent opportunities for private sector to engage and participate in the repositioned sports sector. However, it is clear that the achievement of these objectives and goals would require a strategic channeling of available resources

and investments into social and commercial impact projects by the private sector in a bid to deliver on the economic potentials of sports and assist the Federal Government in the implementation to deliver on the policy objectives especially at sub-national levels where the impact would be most felt.

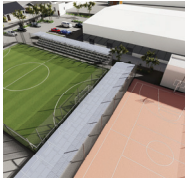
In the light of the foregoing, **SPORT NIGERIA LTD/GTE** was created as a private sector led bridge to aggregate, facilitate, and enable the requisite investment into the sports sector and the achievement of the objectives of a vibrant, sustainable sports industry across the entire value chain and according to the outlines of the Sports Industry Policy.

The men and women in Sport Nigeria are committed to the process required to deliver on the vision of Nigeria as a sporting nation with a vibrant, viable and sustainable sports industry through professional development and management of the entire value chain of the industry.

On behalf of the Advisory Council and Board of Sport Nigeria, I extend a hand to our stakeholders and organisations in the public, private and social enterprise sectors to come on this journey with us.

Thank you.


Chairman Sport Nigeria



Overview of repositioning of sports as business in Nigeria



Overview of repositioning of sports as business in Nigeria

Sports is the largest segment of the creative industry, with the sports value chain currently estimated at **2% of global GDP by the OECD (approximately \$900 billion)**, and a fast-growing sector generating economic activities and local jobs in other ancillary sectors including infrastructure, events, media, sports goods, and services.

A predominantly youth-based industry sustained by interest from the key demographic of 16-40 years, the future growth of sports as an emerging market in Nigeria shows huge potential with certain drivers specific to Nigeria being viewed as opportunities to drive the sports industry. These drivers include:

- Youth population – 65% of the population is between 16-35 years.
- Adoption of digital media including social media, and technology leading to a change in how sport is consumed.

Emergence of the digital economy creating platforms such as esports and e-commerce together with the introduction of a new range of activities, goods, and services in sports.

In July 2020, the Federal Government **recategorised sports as a business sector of the Nigerian economy**, with its transformation to be based on private sector initiatives and investment into the ancillary sectors of the value chain of sports. In addition, a Draft National Sports Industry Policy was presented to Federal Executive Council for approval, and sports featured prominently in the recently launched 2021-2025 Medium Term National Development Plan (MTNDP), as an economic sector.





This process of repositioning sports as business was the culmination of a five-year engagement with public, private and social enterprise sectors stakeholders across the sports industry value chain, started in 2016 and undertaken by the Nigerian Economic Summit Group (NESG). The engagements analyzed the opportunities within the sector, the challenges militating against achieving its potentials and possible strategies to address perceived gaps in the sector.

From 2019 the repositioning process was driven through a collaboration with the Federal Ministry of Youth and Sports Development (FMYS) as part of a Memorandum of Understanding (MoU) between both organisations, to shift the focus of sports from a purely participatory endeavour to a business and viable industry with key deliverables, public sector led and driven by the private sector.

The Sports Industrialisation Agenda was developed as the fulcrum of this restructuring process, which would be driven by the 3Is and 1P strategy as follows:

- **Infrastructure** – Addressing the infrastructure gap as a catalyst for the development of the sports industry across all segments of its value chain.
- **Investments** – Attracting the quantum of investment required to achieve the goals and targets outlined for developing sports as an industry.
- **Incentives** – Outlining the incentives needed to attract the determined level of investment and how the government ensures the inclusion of the private sector in developing the sports industry through market-based policies and incentives.
- **Policy** – Creating a policy that to drive the mobilisation of investment into the ancillary sectors of the sports value chain and achieve a vibrant and sustainable sports industry within ten (10) years and assist in the socio-economic development of the country.

About Us



Who We Are

Established in 2021, SPORT NIGERIA (SN) is a Limited by Guarantee private sector initiative facilitated by the Nigerian Economic Summit Group (NESG) as part of the outcomes of several engagements with the public sector, organized private sector, social enterprise and multilateral organisations to chart a business-oriented pathway for sports development in Nigeria. Sport Nigeria was set up to assist in aggregating the quantum of investment required to trigger the objectives of a repositioned sports industry, by engaging with all stakeholders to facilitate the development of the value chain of the sports industry.



VISION

Redefine Engagements, Redefine Sports Business
Our vision as a private sector-led initiative, is to redefine the cross-sectoral engagements within the sports industry and enable the development of sports as a viable business sector in Nigeria.



OBJECTIVES

- Aggregating and deploying local and foreign investment into the sports industry value chain.
- Facilitating the development of key sectors of the sports industry.
- Enabling the development of a viable sports industry in Nigeria.

Sport Nigeria will complement the governments' sports development efforts at national and sub-national levels and leverage the potentials and opportunities from the sports industrialisation agenda for the successful development of a thriving industry that makes a significant contribution to the Nigerian Economy.

Through its activities and input into the development of the sports industry value chain, Sport Nigeria will also contribute to sports as a platform for economic, social and youth development.



MISSION

To aggregate, facilitate and enable investments into the sports industry value chain and deliver commercial and social impact benefits to industry stakeholders and consumers alike by assisting in developing local industrialisation, production, and distribution infrastructure for the consumption of sports, media, and entertainment



The Role of Sport Nigeria

Aggregator



- Engage with financiers and investors to harness investible funds into identified projects.
- Grow the quantum of investment in the business of sports in Nigeria to meet demand for goods and services.



Facilitator

- Engage with stakeholders to identify projects, catalyse incentives for investment and match investors with investees.
- Engage with Private Investors, Funding Partners, DFIs, Corporate Organisations, Donor Agencies, National and Sub-national governments, MDAs, National governing bodies of sport (Federations), and other stakeholders, to facilitate development of critical infrastructure in the value chain.

Enabler



- Assist in increasing the number of people doing sport in the country - create demand for sports goods and services.
- Enable the development of the key sectors of the value chain of the sports industry.
- Assist in building the structures of a community-based sports industry.





Who we engage with

- Investors and Investment Firms
- Multinational Organisations
- Real Estate Developers
- The Sporting Community
- MDAs (National and Sub-national levels)
- Development Banks
- Multilateral Agencies
- Media Agencies
- State Sports Associations
- National Sports Federations

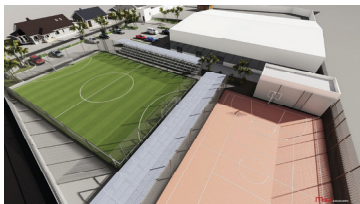
Focus Areas / Target Sectors

The focus areas are based on strategies that will enable the achievement of the key goals outlined earlier/ This includes Social Impact Projects to assist in sustaining and increasing participation levels in sport under a mass participation drive, as well Commercial Impact Projects to help in enshrining sports development as a key driver and contributor to the Nigerian economy:



Social Impact Projects

To promote Mass Participation and Community Development



Spaces for Sport (S4S) is the flagship project of Sport Nigeria and is positioned as a project concept to contribute to addressing the sports infrastructure deficit in Nigeria through a grassroots cluster facilities model that caters for various community sports activities and encourages sports as a lifestyle choice especially within the education sector which contributes almost 50% to participation in sports.

Through S4S a systematic approach is delivered, to stimulate the development of sports at grassroots level which is 95% of the population and the base of the Sports Industry Pyramid. The grass roots market is large enough to sustain the sports industry and create a mass market purchasing interest and demand for homegrown enterprises and solutions delivered all year round.

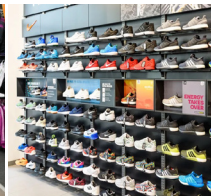
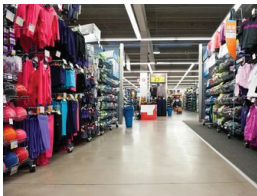
Through S4S a systematic approach is delivered, to stimulate the development of sports at grassroots level which is 95% of the population and the base of the Sports.

- **Opportunities for shared responsibilities in communities in securing and utilizing sports facilities especially by schools.**
- **Enabling local businesses to close the infrastructure gap and benefit economically by reaching a wider underserved market.**
- **Developing stronger communal bonds in an evolving cultural context.**
- **Influencing decision making on lifestyle choices.**

Promote MSMEs in the sports industry

Drive investment into MSMEs offering services in areas such as:

- **Retail distribution**
- **Event management**
- **Coaching**
- **Consultancy**
- **Digital and IT (Ecommerce)**
- **Training / Capacity Development**





Commercial Impact Projects

Industrial Parks / Sports Hubs

Promote investment into:

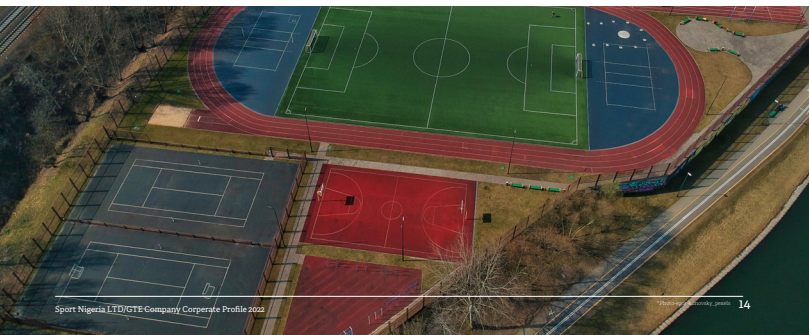
- **Industrialization by increasing manufacturing activities in the sector.**
- **Local capacity in manufacturing of sports goods and equipment.**
- **Sports hubs / sports cities in economic free-trade zones.**
- **Export-focused manufacturing incentives and investments**



Professional Sports Club Development

Promote professionalization of sports through:

- **Grassroots Sports Development.**
- **Investment into professional sports at grassroots community levels through the establishment of Sports Clubs.**
- **Infrastructure development through clubs.**



Content and Media

Promote Events and Sports Tourism through:

- **A deliberate and commercial approach for the delivery of local sports content.**
- **Local sports events to stimulate content creation.**
- **Investment in media organisations and services to distribute the content.**
- **Facilitating development and hosting of international sporting events and other sport-related activities to attract both local and foreign tourists and bring about a boost to the economy.**



Governance, Management and Administration





Environmental, Social, Governance and Economic Impact Criteria

The Environmental, Social, Governance and Economic Impact (ESGE) criteria for Sport Nigeria establishes a set of standards for the company's operations in line with global ESG protocols, which are an increasingly popular way for business organisations to attract investments through creating the right conditions for business and social interactions such as worker conditions, diversity, inclusivity, sustainable community development and economic impact. For Sport Nigeria, these are based on the following Critical Success Factors:



Facilitating the Sports Reform Process

To ensure sustainability and effective management



Functionality

A fit-for-purpose organization with clearly defined targets and fixed timelines.



Forward Planning

Where we are in 5 years, 10 years, 20 years, 30 years. This will ensure sustainability of projects embarked upon by the organization and the quality of the work force to drive and sustain such projects.



Partnerships

Embarking on fruitful relationships with organisations and platforms especially at the foundation stage, together with institutional and individual champions as partners in driving the goals and objectives of the organization.



Funding and Investment

In keeping with the significance of funding in achieving the goals and objectives of the organisation, the target will be to focus on investment in product and market development to drive the aggregation of the funds required for the projects embarked upon.

Governance Structure

Sport Nigeria is made up of the following governance structure:

Advisory Council

- Five (5) Member Council
- Main role is to provide corporate guidance to the Board of Directors and Leadership Team and assist in setting a strategic direction for the organization.
- Engage with financiers and investors to harness investible funds into identified projects.
- Grow the quantum of investment in the business of sports in Nigeria to meet demand for goods and services.



Mr. Babatunde Folawiyo
Chairman



Mr. Udeme Ufot, MFR
Member



Hajia Aisha Abubakar
Member



Mr. Kyari Bukar
Member



Mr. Adamu Atta
Member

Board of Directors

- Twelve (12) member board
- The apex decision making and approving authority of the organization
- The Board will set and implement the strategic direction for the operations of Sport Nigeria.
- Members are from different sectors of the economy and their diverse experience in their sectors will help in charting a strategic direction for the cross sectoral engagements Sports Nigeria will undertake
- Members will also assist in achieving set targets and objectives through the various committees in the organisation



Mr. Babatunde Folawiyo
Chairman



Mr. Yahaya Maikori
Vice Chairman



Mr. Francis Orbih



Arc. (Mrs.) Moyo Ogunsinde



Mr. Obi Asika



Engr. Ahmadu-Kida Musa



Chief Owen Obaseki



Mrs. Rakiya Dhikru-Yagboyaju



Mr. Ade Adefeko



Mr. Chidi Ajaere



Mr. Tosin Osunkoya



Ms. Cecilia Akintomide



Ms. Nkechi Obi

Executive Leadership Team

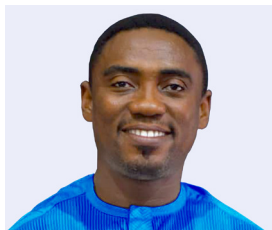
- The Leadership Team is headed by a Chief Executive Officer who is also a member of the board.
- The Team is responsible for the day-to-day implementation of the company's strategy and projects.



Ms. Nkechi Obi
Chief Executive Officer



Mr. Telema Davies
Coordinating Secretary



Mr. Emmanuel Oladunjoye
Deputy Coordinating Secretary



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