˝ ʒ ṙ ₒ Ѣ Ч ﾉ Ғ ǹ ɖ ẫ O ȩ ɼ

THE 6th ANNUAL EURASIAN SPORT INDUSTRY CONFERENCE 2025

ˀ Ж ч ΰ ᶾ ḛ ˀ ч ɐ Ḓ ᶾ ᐢ
BSU Media Hall ı Beijing Sport University ı China

2025 ẉ 9 ῴ 26 ῃ September 26, 2025

Beijing Time **ᵱ ҕ Ὼ ٺ**	**Paris Time** **Ṯ Ї Ὼ ٺ**	**Duration** **Ὼ ٻ** **(min ̧ ں)**	**Agenda** **ɼ**	**Participants** **Ǝ ĵ ȝ ᵓ**	**Moderator** **ѭ ĭ ȝ**
Part One					
09:00 - 09:20	03:00 - 03:20	20	ȀẆȂ Opening Ceremony	**Å ˙** ˀ Ж ч ΰ ᶾ ḛ › ݛ ZHANG Jian President of Beijing Sport University **♠ Æ** │ ʄ ᶊ Ḥ ƀ ḛ ٺ ﬡ › ݛ │ ʄ ᶊ Ḥ ƀ ḛ ٺ ҍ ╥ › ת › ݛ ҍ ᶅ ƀ ḛ ٺ │ Ά ٺ ݛ William Hua WANG Associate Dean of **emlyon** business school, Dean of **emlyon** business school Asia, French Dean of Asia Europe Business School	**ɱ Ὼ ά** ˀ Ж ч ΰ ᶾ ḛ Professor L

10:10 - 10:35	04:10 - 04:35

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12:20 - 13:50	06:20 - 07:50	90	ᴀ ȷ Lunch Time	ꞁ Ж ɥ ΰ ᶻ ȩ ɫ ɯ ᴀ Ọ ķ ; BSU Training Center Hotel	
Part Two					
14:00 – 14:20	08:00 - 08:20	20	Ƅ ئ ĭ ᵓ 7 Presentation 7 ʌ ٩ ɰ ȝ χ ꞁ Ж Ḁ ɦ ᴵ Ƴ ʎ ʌ ȓ ῷ Ẕ Beyond Growth: The Impact of Sustainable Development of 2022 Beijing Winter Olympic Games	♠ ڿ Ὼ ά ᴀ ̋ ڵ ʎ ᶻ ȩ Professor WANG Yuxiong Central University of Finance and Economics	
14:20 - 14:40	08:20 - 08:40	20	Ƅ ئ ĭ ᵓ 8 Presentation 8 ɥ ΰ ғ ў ﮩ و ﺀ ʌ ȓ ᵌ ɧ ټ χ ᴀ ʃ ɼ		˜ Ṉ — ƅ Ⴏ ˖ — Ὼ ά ! ʃ Ⴤ ᴕ ɥ ΰ ᶻ ȩ Professor Jürgen MITTAG German Sport University Cologne

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15:00 – 15:20	09:00 - 09:20	20	ҍؿ ĭ ͽ 10 Presentation 10 ӌ ΰ Ă ѭ ʃ Ḳ ẻ ع ＿ ấ İ ʊ χ ժ ɺ ʂ ƅ ӌ ΰ ᵛ ɼ æ ˠ Sport as A Tool of National Image Building: A Case Study of Croatian Sports Diplomacy	**Ӽ ŕ ɓ ự ᏉΊ ф ụ** ժ ɺ ʂ ƅ Ƅǐ ǀ ụ ɺ ╝ ᒣ ת ẹ ʊ Ivan TOMIC Lecturer Zagreb School of Economics and Management

16:20 - 16:40	10:20 - 10:40	20	ҥق ĭ ᵓ 14 Presentation 14 ʝ̇ ˝ ẙ ̱ љ ɣ ķ ớ χ Ă ѭ ર ٦ ɛ Ά Ɛ м ẙ ɥ ΰ ⌂ ת ẉ̀ Transparency, Rights and Inclusivity: India ’ s Sports Governance Reforms as a Global South Model	**ⸯ ẹ τ ڨ ◕ ɓ ٧ Ѣ Ḫ** м ẙ ᴮ ᵁ ĩ ≠ ۶ ʄ ٩ | ẽ ẕ ẹ ɥ ΰ љ ḏ 0y | ẽ ٩ ₼ Ọ TARUN ψ Archit VYAS GNLU Centre for Sports and Entertainment Law (GCSEL) ı Gujarat National Law University, Gandhinagar, India	
16:40 - 17:00	10:40 - 11:00	20	ҥق ĭ ᵓ 15 Presentation 15 ɥ ΰ ˇ ’ љ ᵋ Ṵ ˜ Ά ᴥ ᵇ ˜ ị́ ٧ Bidirectional Empowerment and Development of Sports Events and Urban Renewal		

17:40 - 18:00	11:40 - 12:00	20	[illegible] 18 Presentation 18 [illegible] The Rise of Semi-Professional Football Competitions: Exploring Their Role in Developing Sport and Empowering Female Athletes in Tanzania	**[illegible]** [illegible] Iddi YASSIN Three-Points Sports Services in Tanzania	
18:00 - 18:10	12:00 - 12:10	10	[illegible] Closing Ceremony	**[illegible]** [illegible] Professor LI Shengxin Beijing Sport University	
18:20 - 19:50	12:20 - 13:50				