

**Yutang Sports will host Speakers' Corner at SportAccord on the afternoon of
April 9**

On the afternoon of April 9th, at 1:30 PM, Yutang Sports, as one of the Principal Media Partner of SportAccord 2024, will deliver its Speaker's Corner at the Exhibition Hall of the Birmingham International Convention Centre (ICC) in the UK. Co-founder and Executive Director of Yutang Sports, Li Jiang, and the Marketing Director, Geng Yiming, will deliver a keynote speech focusing on how China and Chinese cities leverage "The Power of Sport."



Under the guidance of China's "The 14th Five-Year Plan for Sports Development", China has been returning to the global sports world at full speed, with major cities being more eager than ever to introduce high-level sports events as an important booster for the all-round development.

Yutang Sports will articulate a clear perspective on how China, especially China's major cities, are amplifying the power of sport in the post-pandemic era, and how international sports federations and sports events organizers can identify and match

China's major cities' needs, creating synergies in the process of introducing international sports events and creating value.

The speakers' corner will cover three core topics: an overview of international sports events' settling and growth in China, a case analysis of how Chengdu benefited the city by hosting the 2021 FISU World Summer University Games, as well as the thoughts from China's major cities on their distinctive preferences on sports events introduction.

For organizations closely linked to the Chinese market or intending to actively explore the Chinese market, relevant delegates are welcome to visit Yutang Sports speakers' corner to gain detailed content insights and engage in in-depth discussions.