



SPORT SECTOR FOCUS

One Platform. Endless Opportunities. Limitless Impact.



The sport component of the Creative Sports and Tourism Expo (CST) uses sport as a vehicle for youth development, talent identification, community participation, economic growth, health promotion, tourism development and social inclusion. A platform where athletes, federations, schools, clubs, coaches, businesses and communities connect, compete, learn, network and celebrate sport at every level.

OUR OBJECTIVES

- Promote youth participation in sport.
- Create opportunities for talent identification and athlete development.
- Strengthen collaboration between schools, academies, clubs, federations and stakeholders.
- Encourage healthy lifestyles and community wellness.
- Showcase sporting excellence and achievement.
- Provide educational opportunities through workshops and seminars.
- Increase visibility for sport development initiatives.
- Promote inclusivity and accessibility in sport.
- Support national branding through sport.
- Create networking and commercial opportunities within the sports industry.

MAIN SPORTING EVENTS

- FOOTBALL**
 - Age groups: U11, U13, U15
 - Teams from academies invited; schools with organised teams also welcome.
- RUGBY**
 - Age groups: U10, U13, U15
 - Teams from schools invited; academies with organised teams also welcome.
- VOLLEYBALL**
 - Age group: U16
 - Teams to be invited in consultation with the Federation.
- NETBALL (5-a-side)**
 - Two groups of 4 teams (8 teams total)
 - Played in the street between Hage and Cricket Stadium.
 - ESP with support of NCS will seek approval from CoW to close the street.
 - Age groups: U13, U14, U15
- BASKETBALL (5-a-side)**
 - Two groups of 4 teams (8 teams total)
 - Played in the same street as Netball.
 - Age group: U18
 - Teams to be invited in consultation with the Federation.

Age groups will be finalised by the organising committee in consultation with the Federations.

- CHESS**
 - Chess on a large field board.
 - Venue: Pavilion right side.
 - Numbers, age groups and/or teams to be invited in consultation with the Federation.
- E-SPORT**
 - Venue: NRU Board/Press room.
 - Numbers, age groups and/or teams to be invited in consultation with the Federation.
- MARATHON & ROAD RACE**
 - Road running events to encourage community participation, promote healthy lifestyles and showcase athletic talent.
- CYCLING**
 - Cycling Federation will be consulted to advise on the length and route of the cycling activities.
- UAE (ULTIMATE AFRICAN EXPERIENCE)**
 - A special ESP event to explore and experience points around the City.
 - First to be tested during the company's Director's meeting.

POSSIBLE ADDITIONAL SIDE SPORTING EVENTS

Many sport codes cannot be covered under the main programme. These side events will fall under: On the Field • Around the Pavilion • Outdoor City. Organisers are responsible for all arrangements. CST (ESP) will provide brand rights to events that meet EXPO standards.

- Cricket
- Polo (Exhibition or Workshop TBC)
- Padel
- Paintball
- Ducks
- Cue sport
- Athletics at Independence Stadium (100m, 200m, 400m)
- Tennis
- Traditional games (CoW to be consulted)
- Wrestling (4:00 PM – 6:00 PM or after the opening ceremony)

OTHER KEY CONSIDERATIONS

- REGIONAL & COMMUNITY PARTICIPATION**
 - At least one team from each region will be invited to participate in the Expo in a category most suitable to them.
 - Regions will be responsible for their own logistics and expenses.
 - A team representing marginalized communities should also be included.
- INCLUSION OF PARA-ATHLETES**
 - Para-athletes to participate in Marathon, Athletics and Boccia.
 - Organising committee will consult the Namibian Paralympic Committee.
 - Paralympic Association to provide one age-group team to participate in: Volleyball, Football and Basketball.
- FITNESS CENTRE**
 - Fitness centre featuring: Gym setup, Boot camps and General fitness activities.

EXHIBITION

A platform for sports organisations, federations, institutions, clubs, businesses and service providers to showcase products, services, programmes and opportunities within Namibia's sports ecosystem.

WHO CAN EXHIBIT?

- Sports Federations & Associations
- Sports Businesses & Service Providers
- Fitness & Wellness Organisations
- Educational Institutions
- Clubs & Academies
- Development Partners

BUSINESS & SERVICE CATEGORIES

- Sports equipment
- Sports apparel
- Fitness products
- Sports technology
- Nutrition & wellness services
- Physiotherapy & rehabilitation
- Event management services
- Sports media & marketing

Connect. Promote. Partner. Invest.

WORKSHOPS

Knowledge-sharing platform fostering dialogue, learning, innovation and collaboration among sports stakeholders.

FORMAT

- Panel discussions
- Presentations
- Interactive workshops
- Q&A sessions
- Networking engagements

KEY TOPICS

- High-performance & podium success
- Solidarity Fund support
- Olympic values
- Sport development pathways
- Inclusivity & diversity in sport
- Artificial Intelligence in sport
- Safeguarding in sport
- Public speaking & personal branding
- Data analytics in sport
- ...and more exciting topics!

THE IMPACT

YOUTH DEVELOPMENT	TALENT IDENTIFICATION	HEALTHY LIFESTYLES
ECONOMIC GROWTH	SPORTS TOURISM	SOCIAL INCLUSION
INVESTMENT OPPORTUNITIES	NATIONAL BRANDING	COMMUNITY WELLNESS

CONCLUSION

Sport has the power to inspire dreams, break barriers, and bring people together. The CST Sports Component will celebrate sporting excellence and ignite conversations, partnerships and ideas that contribute to the continued growth and transformation of Namibia's sports sector.

Together, we are not simply showcasing sport, we are helping shape its future.