



CREATIVE. SPORT. TOURISM.

CST

SPORTS SECTOR FOCUS

2026

2ND – 4TH SEPTEMBER 2026
AT THE HAGE GEINGOB STADIUM



ESP EMERALDS AND PLATFORMS





Sport Sector Focus

A. CST Sport Component

Sport forms one of the three core pillars of the Creative Sports and Tourism Expo (CST) alongside tourism and the creative industries. The sport component is designed to use sport as a vehicle for youth development, talent identification, community participation, economic growth, health promotion, tourism development, and social inclusion.

The CST Sport Component aims to create a platform where athletes, sports federations, schools, academies, clubs, coaches, administrators, businesses, sponsors, and communities can interact, compete, learn, network, and celebrate sport within one integrated national event.

The Expo seeks to showcase Namibia's sporting talent while creating opportunities for participation across all levels, from grassroots development to elite performance. The event will further promote sports tourism, healthy lifestyles, entrepreneurship, and investment within the sports sector.

SPORTS SECTOR OBJECTIVES

The Sports Sector aims to:

- 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.

B. Main Sporting Events



1. Football - the proposed age groups will be U11, U13 and U15. Due to better organisation of football academies, teams will be invited from academies but any schools with organised teams are also welcomed.
2. Rugby - the proposed age groups will be U10, U13 and U15. Due to better organisation of schools, teams will be invited from schools but any academies with organised teams are also welcomed
3. Volleyball - the proposed age group will be U16. In terms of teams to be invited, consultation will be made with the Federation.
The age groups for all categories will be finalised by the organising committee in consultation with the Federations.
4. Netball - There will be two groups of 4 x 5-a-side teams resulting in a total of 8 teams. Netball will be played in the street between Hage and Cricket Stadium. ESP with the support of NCS will seek the approval of CoW to close that street for the duration of the CST. The proposed age group is U13, U14 and U15.
5. Basketball - There will be two groups of 4 x 5-a-side teams resulting in a total of 8 teams. Basketball will also be played in the same street as Netball. The proposed age group is U18 and teams to be invited, consultation will be made with the Federation.
6. Chess - Chess on a large field board will take place under the pavilion on the right side. The proposed numbers, age groups and/or teams to be invited, consultation will be made with the Federation.
7. E-Sport - E-Sport will take place in the NRU Board/Press room. The proposed numbers, age groups and/or teams to be invited, consultation will be made with the Federation.
8. Marathon and Road Race - As part of the CST Expo Sports Programme, a series of road running events will be hosted to encourage community participation, promote healthy lifestyles, and showcase athletic talent.
9. Cycling - It was agreed that the cycling federation will be consulted to advise on the way forward regarding the length and route of the cycling activities.
10. UAE (**Ultimate African Experience**) - this is a special ESP event that will first be tested during the company's Director's meeting. The purpose is to identify points for



exploration and experience around the City.

B. Possible Additional Side Sporting Events

It is noted that there are many sport codes all of which cannot be covered under the three categories of (on the field, around the Pavilion and Outdoor City) which are to be facilitated by the CST ESP team. This is where significant further opportunities for collaboration between ESP, NCS and Federations. It is to be noted that the organisers of each of the events will be responsible for all related arrangements and the CST organiser (ESP) will only provide brand right use to the team assessed as organised sufficiently to meet the EXPO expectations. Some of the events can be held under the Promotion (before CST main dates) or Celebration (after CST main events) categories. The following side events were proposed for consideration.

- Cricket
- Polo (to be determined whether it will fall under Exhibition or Workshop)
- Padel
- Paintball
- Ducks
- Cue sport
- Athletics at Independence Stadium (consider a 100, 200 and 400)
- Tennis
- Traditional games - It was agreed that the City of Windhoek will be consulted regarding traditional games.
- Wrestling can take place from 4:00 PM to 6:00 PM or after the official opening ceremony

C. Other Points to Consider

- **Regional and Community Participation** - It was proposed that:
 - 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-Athlete** - It was agreed to include para-athletes in Marathon, Athletics and Boccia. The organizing committee will consult the Namibian Paralympic Committee regarding participation. It was also proposed that the Paralympic Association provide one age-group team to participate in: Volleyball, Football and Basketball.



- **Fitness Centre** - It was noted that there will be a fitness centre featuring in respect of the sub-committee can consider involvement: Gym setup, Boot camps and General fitness activities

D. Exhibition

The Sports Exhibition will provide a dedicated platform for sports organisations, federations, educational institutions, clubs, academies, businesses, service providers, and development partners to showcase products, services, programmes, and opportunities available within Namibia's sports ecosystem.

The exhibition will create a central meeting point where visitors can engage directly with stakeholders involved in sports development, education, athlete support, sports business, health, fitness, and recreation.

Exhibitors will have the opportunity to present information about their organisations, promote programmes and initiatives, showcase products and services, build partnerships, and engage with potential participants, clients, sponsors, and investors.

The Sports Exhibition may accommodate:

Sports Federations and Associations

Namibia federations will be provided with a platform to showcase their sporting codes, development programmes, athlete pathways, competitions, and membership opportunities.

Sports Businesses and Service Providers

The exhibition will create opportunities for businesses operating within the sports industry to showcase products and services, including:

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



Fitness and Wellness Exhibitors

Health and wellness organisations may utilise the exhibition platform to promote active lifestyles, fitness programmes, wellness services, and preventative health initiatives.

The Sports Exhibition will therefore function as both a promotional and networking platform that contributes to the growth and visibility of Namibia's sports sector

E. Workshop

The Sports Workshops will provide a knowledge-sharing platform aimed at fostering dialogue, learning, innovation, and collaboration among sports stakeholders. The workshops will bring together industry professionals, administrators, athletes, coaches, educators, businesses, and policymakers to discuss key issues affecting sport development in Namibia and beyond.

The workshop programme will focus on creating meaningful conversations around current trends, challenges, opportunities, and innovations within the sports sector while encouraging collaboration among stakeholders.

Sessions may be delivered through:

- Panel discussions
- Presentations
- Interactive workshops
- Question-and-answer sessions
- Networking engagements

Discussions will focus on **high-performance and podium success**, athlete and federation support opportunities through the **Solidarity Fund**, and the promotion of **Olympic values** as a tool for personal and social development.

Additional sessions will explore **sport development pathways, inclusivity and diversity in sport**, and the role of **artificial intelligence** in enhancing performance, administration, and decision-making. Participants will also engage in discussions on **safeguarding in sport**, ensuring safe and ethical sporting environments, as well as **public speaking and personal branding**, which are increasingly important skills for athletes and sports leaders.

The programme will further examine the growing importance of **data analytics in sport** and how data-driven approaches can support athlete development, performance management,



and organisational effectiveness.

There are more exciting workshop topics to be discussed on the day of the CST Expo.

F. Conclusion

Sport has the power to inspire dreams, break barriers, and bring people together in ways few other platforms can. The CST Sports Component seeks to harness that power by creating an environment where innovation meets opportunity, where knowledge meets action, and where today's participants become tomorrow's leaders, champions, and change-makers.

As part of the Creative Sports and Tourism Expo, this platform will not only celebrate sporting excellence but also 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.



EXPO

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