



International Sports Business Conference SportsWay Summit 2025

www.sportsway.ge contact@sportsway.ge

Georgia, Tbilisi, Panorama Lisi Grand Hotel, 18th October 2025

REPORT

The Conference was prepared and implemented by The Georgia Sports Infrastructure Developers Association in cooperation with international partners: The International Association for Sports and Leisure Infrastructure Management, Bamard Sports, APM Group, Global Pickleball Federation, Elite Skills Arena, Global Car Expedition and Tbilisi City Local Authorities.

The main goal of the Conference was to develop [international cooperation](#) in the field of sports and leisure infrastructure, [professional training programs](#) for managers in Georgia and to implement international [standards](#) for planning, construction, management and maintenance of infrastructure that will be built in Georgia on the basis of a large-scale program and on public tenders by the state.

Program of the Conference

Conference Opening

Part 1 "Sports Infrastructure Development Trends"

Topic 1: The Georgia Sports Infrastructure Developers Association

Zurab Bokolishvili (Georgia), President

Topic 2: Sport, Leisure and School Infrastructure in Georgia

Joze Jensterle (Slovenia), Secretary General,

The International Association for Sports and Leisure Infrastructure Management

Topic 3: Audio and Video equipment for sports facilities

Semen Zinchenko (Kazakhstan), APM Group, General Director

Part 2 "Trends of sports business development and "New" sports and active tourism"

Topic 4: Pickleball Global Development

Cynthia Clark (Canada), Global Pickleball Federation, General Director

Topic 5: Elite Skills Facilities Development

Thomas Mitchell (Great Britain), Elite Skills Arena, Director

Topic 6: Transglobal Car Expedition

Zurab Sanikidze (Canada, Georgia), Global Car Expedition, Director

Sergei Shakhnovsky (Switzerland), Global Car Expedition, General Director.

VIP Gala Dinner, Panorama Lisi Grand Hotel, Mukhran Machavariani 4.



The lectures, presentations and discussions were attended by 71 representatives of international organizations and companies, managers, entrepreneurs, professors at the Tbilisi Universities and local media from Georgia, Slovenia, Kazakhstan, Canada, Great Britain and Switzerland.

Short summaries

Topic 1: The Georgia Sports Infrastructure Developers Association

Zurab Bokolishvili (Georgia), President of The Georgia Sports Infrastructure Developers Association (GSIDA) presented the program of [large-scale sports infrastructure development project](#), and the role of GSIDA, which has already won three public tenders projects. He pointed out [the situation in Georgia](#), where companies that carry out public procurement in the field of planning, construction, management and maintenance of public sports and leisure infrastructure have the same problems, namely low qualifications of the organizations (managers) without licences and qualified professionals who manage facilities and organize events. There are no organizations / bodies to conduct a quality assessment of sports infrastructure and issue the appropriate permits.



The Georgia Sports Infrastructure Developers Association (GSIDA) will develop programs: (1) Certification, (2) Expertise, (3) Licensing, (4) Training programs, (5) Conferences and (6) Awards. These programs will be developed in cooperation with international partners.

Topic 2: Sport, Leisure and School Infrastructure in Georgia

Jože Jenšterle (Slovenia), Secretary General of The International Association for Sports and Leisure Infrastructure Management assessed the situation in sport and leisure infrastructure in Georgia and stressed the importance of investment sustainability.



EU LIFE project RE-PLAN CITY LIFE aims to raise awareness of the **Circular Economy** opportunities for materials, products and applications obtained from tyre and other recycled materials for use in urban communities. Products from recycled rubber have an extensive use in sports infrastructure. Sport facilities with **synthetic turf and recycled rubber infill** enable environmentally sustainable and cost effective sport for all, social inclusion and development of sport and leisure industry. Georgia is expected to implement this project's objectives.



EU HORIZON project SMILE CITY aims to support a **carbon-neutral, toxic-free and fully circular economy** by 2050 by: (1) Building 100 km of **cycling paths** in and around the cities. (2) Installing **e-bike charging stations** every 20 km and (3) Using **recycled urban waste**.



Multipurpose synthetic turf and sport flooring surfaces support **health, education, recreation, sport and tourism**. In 2022 Europe had 51.616 pitches with recycled rubber infill (source: UEFA). Due to health and environmental concerns, the EU will ban rubber infill within 8 years. A new generation of infill materials will replace it.

The International Association for Sports and Leisure Infrastructure Management can develop **professional training programs for managers** and implement them in collaboration with **EUNCET business school in Barcelona**, which is developing similar programs.

Topic 3: Audio and Video equipment for sports facilities

Semen Zinchenko (Kazakhstan), APM Group, General Director, presented various types of audio and video equipment and systems that the company installs in a wide variety of sports and recreational facilities. These systems enable high-quality program implementation, ensuring top-notch coverage of sports events and their marketing.



Digitalization of sport and leisure infrastructure enables:

- Sport and Leisure Infrastructure Management and Maintenance
- Statistics
- **Smart Venues**
- **Fan Engagement.**

Topic 4: Pickleball Global Development

Cynthia Clark (Canada), Global Pickleball Federation, General Director



Ms. Clark presented the program "The Future of Pickleball" that encompasses designing the foundation as inclusive pickleball ecosystem. The organization will strive to make Pickleball a part of the Olympic Games program. 72 national organizations operate in Africa, Asia, Oceania, The Americas and Europe. The sport is developing and spreading around the world.

Topic 6: Transglobal Car Expedition

Zurab Sanikidze (Canada, Georgia), Global Car Expedition, Director

Sergei Shakhnovsky (Switzerland), Global Car Expedition, General Director.



They presented the World's first wheeled surface circumnavigation of the Earth through both geographic poles. The project was an epic adventure driven by innovation. The international team had eight (8) core team members and fifteen (15) occasional members from all over the World. Preparation time was three (3) years. Duration of expedition was seventeen (17) months. Circumnavigation was 50.000+ km in 49 countries. The highest route temperature was 50 degrees Celsius and the lowest -50. The project was carried out with the help of a sponsor, scientific and educational institutions: Cosmictt and PolarQuest.



They used special vehicles: Yemelia, special mobile unit, AT44 6x6 F350, AT40 F150 hybrid and AT20