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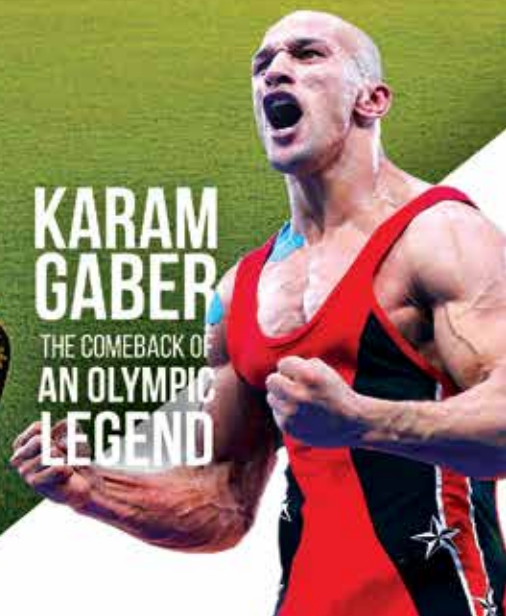
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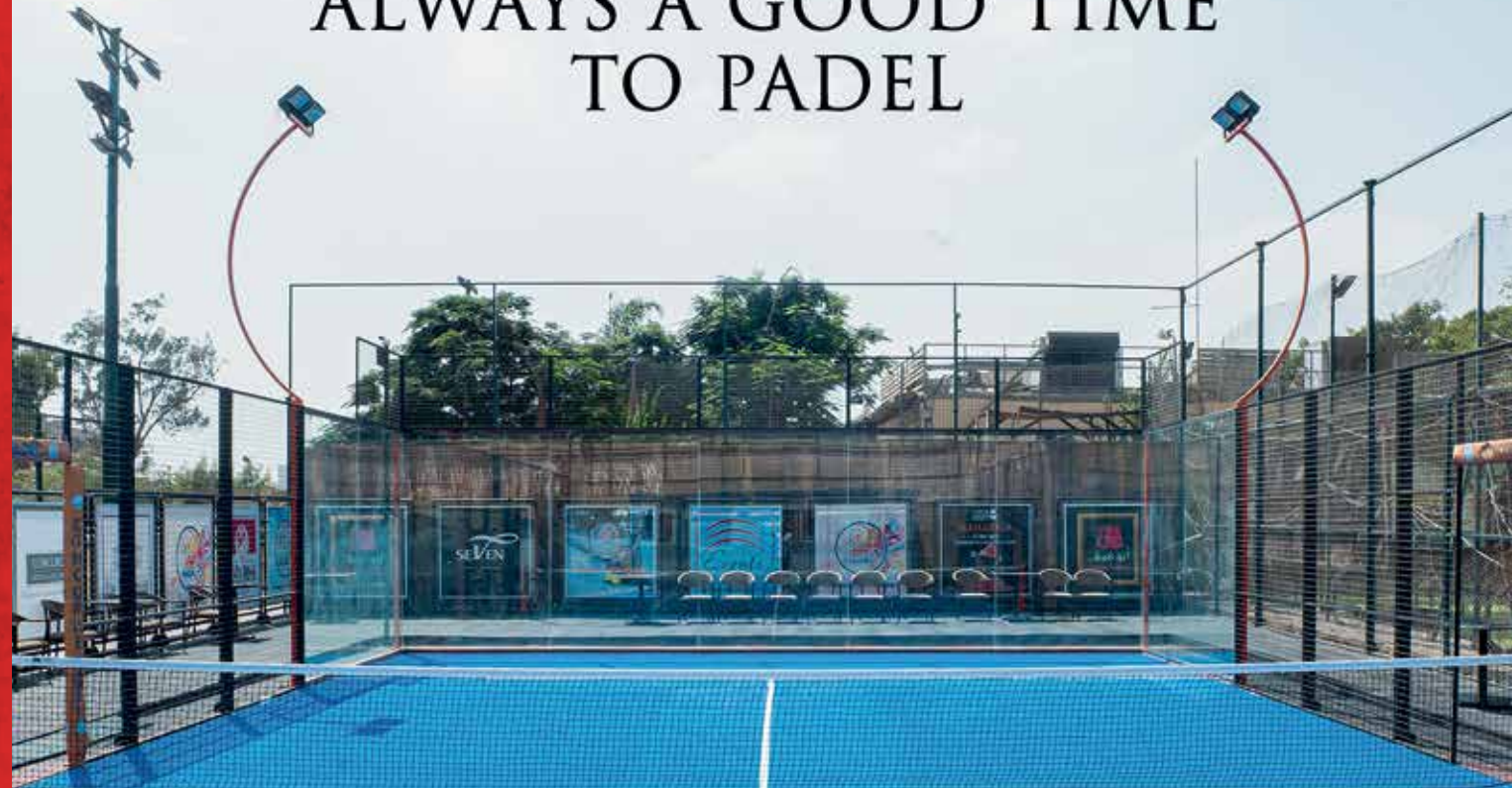


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**Paris Olympics**

In addition to offering valuable insights into various sports, this issue delves into the upcoming Paris Olympic Games, just a few months away. Our expert columnist, Zohair Ammar, brings important information about the Games. We also closely follow the journey of high-potential Egyptian athletes and present an exclusive interview with Egyptian wrestling legend Karam Gaber, whose exceptional sports achievements continue to captivate the world. His pursuit of a third Olympic medal in Paris 2024 rekindles hope for another remarkable achievement.

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*Wishing you all a happy, healthy, and successful new year ahead, insha Allah.*



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A series of articles written exclusively for Sports & fitness magazine by Zohair Ammar, President of Score Sports Consultancy ([www.scorea2z.com](http://www.scorea2z.com))

## PARIS OLYMPIC AND PARALYMPIC GAMES

### A SHOWCASE OF NEW SPORTS AND GLOBAL CHALLENGES

Equestrian sports will be a captivating part of the 2024 Summer Olympic Games in Paris. Dressage, eventing, and show jumping will showcase the grace, athleticism, and partnership between horse and rider. These events highlight the rich tradition and excellence of equestrian sports in the Olympic movement and showcase the incredible bond between horse and rider, as well as the skill, precision, and athleticism required in these disciplines.

Equestrian sports have been a part of the Olympic Games for over a century, and they will continue to be featured at the 2024 Summer Olympic Games in Paris. In the jumping discipline, riders and horses are timed as they jump over obstacles, knocking over as few as possible – with penalties for each obstacle toppled. Agility, technique and harmony between the horse and rider are essential.

Dressage is the most advanced form of horse training. The horse and rider perform artistically in a series of movements to music. Judges evaluate the ease and fluidity with which they move around the course. The third event, eventing, resembles an equestrian triathlon. It combines the two other events, jumping and dressage, with a third – cross-country, which consists of a long course combining solid and natural obstacles, drawing on the athletes' endurance and experience. The horse and rider with the most versatile skills win the three events.

It is important to note that equestrian sports require the utmost care and welfare of the horses.

The Olympic Games have strict regulations and protocols in place to ensure the well-being of the horses, including veterinary checks and anti-doping measures. The Equestrian events will take place between the 27th of July and the 6th of August 2024.

The upcoming Paris Olympic and Paralympic Games are set to be a grand celebration of sportsmanship and inclusivity. With the inclusion of new sports, the games promise to captivate audiences worldwide. However, amidst the excitement, the organizers face numerous challenges, and the current global conflicts, such as the Russia-Ukraine war and the Gaza-Israel war, have cast a shadow over the event.

Paris 2024 will include 28 Olympic sports; Archery, athletics, badminton, basketball, basketball 3x3, boxing, canoe slalom, canoe sprint, road cycling, cycling track, mountain biking, BMX freestyle, BMX racing, equestrian, fencing, football, golf, artistic gymnastics, rhythmic gymnastics, trampoline, handball, hockey, judo, modern pentathlon, rowing, rugby, sailing, shooting, table tennis, taekwondo, tennis, triathlon, volleyball, beach volleyball, diving, marathon swimming, artistic swimming, swimming, water polo, weightlifting, and wrestling.

Paris 2024 submitted its proposal to the International Olympic committee (IOC) to integrate four new sports that are closely associated with youth and reward creativity and athletic performance. These sports are breaking, sport climbing, skateboarding,



surfing. All four are easy to take up and participants form communities that are very active on social media. Over the next five years, the inclusion of these events in the Olympic Games will help inspire millions of children to take up sport. The IOC confirmed the event program, related athlete quotas and the integration of new sports for the Olympic Games Paris 2024 in December 2020.

Breaking is a style of dance that originated in the United States in the 1970s. It took form in the lively block parties in the Bronx, emerging from hip hop culture, and is characterized by acrobatic movements, stylized footwork, and the key role played by the DJ and the MC (master of ceremonies) during battles.

International competitions were first held all over the world in the 1990s, popularizing the dance form both among hip hop communities and the general public along the way. At the Paris 2024 Games, the breaking competition will comprise two events – one for men and one for women – where 16 B-Boys and 16 B-Girls will go face to face in spectacular solo battles.

Athletes will use a combination of power moves – including windmills, the 6-step, and freezes – as they adapt their moves and improvise to the beat of the DJ's tracks in a bid to secure the judges' votes and take home the first Olympic breaking title. Breaking made its Olympic debut at the Youth Olympic Games in Buenos Aires in 2018.

Following its outstanding success, breaking has been chosen to feature on the Paris 2024 Olympic sports program as a new sport, along with surfing, skateboarding, and sport climbing. The breaking events will take place on the 9th and 10th of August 2024 for B-Girls (women's) and B-Boys (men's) at La Concorde facilities, which will be temporary, grouping together and sharing the resources for four sports at one venue.

The venue's set-up and supply operations will also be facilitated by this shared approach. The venue will be accessible with public transport thanks to the Paris Region's dense public transport network, and, as for each Olympic venue, particular care will be taken with the last mile, which is especially important for people with impaired mobility.

Sport climbing is a modern discipline that has become immensely popular over the past 20 years. It is a young, mixed sport – with 39% of climbers under 18 years old – practiced both outdoors and in a more urban format indoors. There are over 25 million climbers in around 150 countries all over the world.

In 1985, a group of climbers gathered in Bardonecchia, near Turin, Italy, for an event called "SportRoccia", which became the first organized lead competition in which competitors climb within a certain time frame. One year later, the first competition event on an artificial climbing wall was organized in Vaulx-en-Velin near Lyon, France.



At the Olympics, sport climbing involves three formats: boulder, speed, and lead. In boulder, athletes climb 4.5m high walls without ropes, in a limited period of time and in the fewest attempts possible.

Speed is a spectacular race against the clock in one-on-one elimination rounds that combine precision and explosivity. The best athletes scale a 15m high and five degrees inclined wall in under six seconds for men and under seven seconds for women.

In the lead event, athletes climb as high as they can on a wall over 15m high in six minutes without having seen the route ahead of time. The routes for this event are more and more complex and challenging during the event, requiring all of the athletes' physical and mental ability.

In Tokyo, each athlete competed in all three disciplines and the final scores reflected the combined results of the three competitions. The climber with the lowest score took home the first Olympic gold medal in the history of sport climbing.

In Paris 2024, two competitions will crown their own Olympic champion in sport climbing. One will be a combined competition of boulder and lead events, and the second one will only feature a speed event. Sport climbing took its first steps on the Olympic stage at the Buenos Aires Youth Olympic Games in 2018.

The event had not been highly publicized, but the public was impressed by the spectacle and the

suspense of this exciting sport. A hit at the youth events, sport climbing then made its debut at the Games at Tokyo 2020, joining the Olympic program as a new sport.

The originality of these events as well as the discipline's visual, aesthetic, and exciting nature make it a very popular and widely-practiced sport for young people that can take place in very diverse environments, urban or natural. Sport climbing will also be one of the four new sports of Paris 2024, alongside breaking, surfing, and skateboarding, and it also will be in the Olympic program of the Los Angeles 2028 Olympic Games. In 2024, Boulder and lead combined events will take place between the 5th and the 10th of August 2024, while the speed events will take place between the 5th and the 8th of August 2024. Boulder & lead combined (women's / men's) and Speed (women's / men's) will be held at Le Bourget Climbing Venue, in Le Bourget city.

Skateboarding is a young and spectacular sport that developed in the US in the 1950s as surf culture was taking off. It was then part of the underground, alternative culture of the 1980s, going hand in hand with the values of freedom, rebellion, and thrill-seeking. The sport continued to develop and became more widely accessible at the start of the 21st century, proving a huge hit among young people. The world's greatest skateboarders will face each other at the Olympic Games, competing in the two most popular and spectacular disciplines: park and street. Athletes must carry out their most



impressive tricks, meeting criteria for the degree of difficulty, speed, and range of moves.

The events consist of two rounds, prelims, and finals, the park competition takes place on a varied course combining bowls and numerous bends, which the athletes use to gather speed and perform tricks mid-air. The skateboarders are judged by the height and speed of the tricks they carry out during jumps, as well as their capacity to use the entire surface and all obstacles. They perform three 45second runs, with the best of three counting as their final round score. Street events take place on a straight 'street-like' course with stairs, handrails, etc., set up to resemble the urban environments where skateboarding started out. Athletes perform a range of tricks and are also judged on how they control their board during the two 45second runs and five tricks they carry out.

After making its Olympic debut at the Tokyo 2020 Olympic Games in 2021, skateboarding will once again be on the program for Paris 2024, taking place at the famous Place de La Concorde in the heart of the French capital. The skateboarding events will take place on the 27th and 28th of July 2024, and then on the 6th and 7th of August 2024, Street (women's / men's), Park (women's / men's) Will be held at The La Concorde venue in Paris.

Surfing originated in Hawaii, where it has been common since the 15th century. Surfing evolved and flourished in the 1950s, as new types of boards made it more accessible to the general public.

Known today as the World Surf League, the first international surfing federation – International Professional Surfers – was founded in 1976 and has organized the annual World Championship Tour ever since. Today, this spectacular nature-based sport has over 35 million enthusiasts – most of whom are young – across five continents.

Surfers perform maneuvers and tricks on a wave, the totality of which is scored by five judges based on the variety, type, and difficulty of tricks. Surfers are also judged on their speed, power, and flow. Shortboards are the surfboards of choice for the Olympics. Smaller than longboards, shortboards are faster and more maneuverable, which makes them the ideal board to perform spectacular tricks.

In the 1920s, people like Duke Kahanamoku, a Hawaiian athlete and three-time Olympic freestyle champion, began campaigning for surfing to be added to the Olympic programme. Many years later, surfing finally made it onto the Olympic programme for the Tokyo 2020 Games. It will also feature at the Paris 2024 Games, as the legendary surfing spot Teahupo'o in Tahiti has been selected as the venue for the surfing events. Paris 2024's surfing events will take place between the 27th and the 30th of July 2024, Shortboard (women's / men's), will take place at Teahupo'o city, on the island of Tahiti.

This year a lot of Challenges are Facing the organizers of Paris 2024, all have been raised by activists that Paris 2024 is leading to the "social cleansing" of



people living on the streets in the Île-de-France region. Homelessness is a big problem in Paris with the French Government aiming to relocate them during the Olympics. Posters with the message "The Other Side of the Medal" have been put up outside the headquarters of the Paris 2024 Organising Committee in Saint-Denis, calling for the protection of homeless people. The signs stuck on concrete blocks and hanging on string make reference to the Olympic motto - "Faster, Higher, Stronger - Together" to outline the concerns. "'FASTER to empty Île-de-France of precarious populations', 'Higher towards the exploitation of undocumented workers', 'STRONGER in the security response against people on the street'," the sign read, another poster read: "TOGETHER let us demand that excluded people to be taken into account." An open letter, signed by more than 70 non-Governmental organisations, denounced the "social cleansing" of the Olympics, the dismantling of informal camps in Île-de-France, the displacement of homeless people and the removal of immigrant workers' homes are among the concerns expressed by the groups.

Last month witnessed France's largest demonstration of solidarity with Palestine since the start of the war in Gaza. Another challenge for the Olympic games is the International Friendship Association (IFA), which will host the summer and winter World Friendship Games in the same years as the Summer and Winter Olympic Games, "the World Friendship Games which will take place in Moscow and Yekaterinburg, the capital of the Urals from September 15 to September

29, 2024, featuring competitions in 27 sports, including basketball, boxing, athletics, swimming, gymnastics, beach soccer, sports programming, and even acrobatic rock and roll, with The estimated cost over 8 billion rubles (90 million pounds). About 10,000 athletes from 137 countries may participate, receiving a total prize fund of 4.6 billion rubles (50 million pounds). The World Friendship Games, which might include a parade in Red Square, will be held every four years. The aim of the games is to ensure the "free participation of Russian athletes" in the competitions and the development of new formats of international sports cooperation. Approximately 20 Olympic and 10 non-Olympic disciplines are expected to be contested, while the rest of the sports that will award medals are still under discussion.

The Russian Olympic Committee remains suspended by the IOC, but individuals can still be invited by some sports to compete as neutral athletes in international events if they don't publicly support the war in Ukraine and don't have ties to the military or state security agencies.

In conclusion, the Paris Olympic and Paralympic Games are poised to bring excitement and innovation to the world of sports. With new sports on display and the challenges faced by the organizers, the event promises to be a testament to human achievement and resilience. Despite the global conflicts, the games will strive to promote unity and harmony, reminding us of the unifying power of sports in troubled times.

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A STAR ALLIANCE MEMBER 

# KARAM GABER

## THE RETURN OF A LEGEND

*Written By: Mahmoud Demerdash*

Renowned for his exceptional prowess in Greco-Roman wrestling, Karam Gaber etched his name in the record books with a historic gold medal victory at the 2004 Athens Olympics. This achievement secured Egypt's first gold in Greco-Roman wrestling in decades and catapulted Gaber into the limelight as a symbol of Egyptian strength. Beyond the glory of the Olympic podium, Gaber's journey has been marked by a series of triumphs and challenges that have defined his legacy in the world of sports, from proudly bearing Egypt's flag at the Opening Ceremony of the 2008 Beijing Olympics to clinching a silver medal at the 2012 Summer Olympics in London. However, his story takes a unique turn with a foray into mixed martial arts, and an unexpected whereabouts failure cast a shadow over his anticipated participation in the 2016 Olympics. Despite these hurdles, Karam Gaber remains a revered figure, not just for his athletic achievements but for the resilience and determination that have become synonymous with his name. With his imposing physical stature and exceptional size, he instilled fear in his opponents, swiftly ascending to the status of the Egyptian champion. His remarkable feat in the wrestling community includes the miraculous gold medal victory in Athens in 2004. Following a significant hiatus, he defied expectations by securing a silver medal in London, an unprecedented achievement. Join us as we've exclusively interviewed Karam Gaber, delving into his life career, exploring the victories that elevated him to legendary status and the challenges that tested his mettle. A journey through the triumphs, the setbacks, and the unwavering spirit of a wrestling titan who continues to inspire aspiring athletes and sports enthusiasts with his return to the sport.





Karam Gaber's journey from the pinnacle of Olympic wrestling to a hiatus filled with diverse endeavors is a testament to the resilience of a true sportsman. After representing Egypt in the London 2012 Olympics, Gaber set his sights on Rio 2016. However, unforeseen circumstances disrupted his plans in the form of a "whereabouts failure." A "whereabouts failure" in the context of anti-doping refers to an athlete being unavailable or unaccounted for during the designated time for anti-doping testing. Athletes who are part of testing programs, especially those under the jurisdiction of organizations like the World Anti-Doping Agency (WADA), must provide information about their whereabouts so that they can be located for out-of-competition testing. During the interview, Gaber stated, "I was training throughout 2015 for the Rio Olympics, and during my training camp, I had a missed call for a test; thus, I was disqualified from competing by the authority." The United World Wrestling or "UWW" suspended Gaber for two years in August 2015, which automatically disqualified him from participating in the 2016 Rio Olympics, which he was heavily favored to win; when asked how he felt at that moment, Gaber stated, "My state of mind was not at its best. This was something to which I had

devoted my life, and to spend two years without pursuing my dream deeply wounded me." He further stated, "I decided to shift my focus to other areas, not to abandon athletics completely, but to find something else to diversify my time." This divergence from wrestling changed the trajectory of his life.

With the course set for a change of direction, Gaber embraced acting, embarking on a creative journey that saw him grace television screens and collaborate with industry luminaries. Gaber explained this by saying, "I began acting in 2016 and have been working on my craft ever since. I took acting classes and accreditations. Then, I appeared in several television shows, including one with Yasser Galal and a film with Amina Khalil and Mohamed Mamdooh called Khalee Balak Min ZeeZee. I was also in a film with Mike Tyson." This period of reinvention, spanning five to six years, allowed him to explore different facets of himself and his capabilities. This shift into acting didn't diminish his athletic spirit; Gaber stated, "I was still training once or twice a week with my older brother." he further said, "The reason I took up acting was to make the most of my time and to have the opportunity to experience different things." Not content with merely doing

one thing, Gaber also engaged in training sessions. He established two facilities under the Karam Gaber Academy in Alexandria with his brother Ayman Gaber. This initiative aimed at imparting his wrestling expertise to aspiring athletes, showcasing his commitment to nurturing the next generation of sporting talent. He further mentioned other projects he was involved in, such as getting into different trades or starting a clothing line with his family. Yet what stood out was his philanthropic endeavors.

Gaber dedicated himself to supporting a foundation for Children with ADHD. He stated, "I spent a year in Cairo teaching specialized classes for children with ADHD. These children have a lot of energy and need to move around, so sports are a great way to burn off that energy and focus. I would assess each child's ADHD and recommend a sport that would be a good fit for them. I also showed them several Olympic-type games and sports they could try." His involvement in specialized classes for children with ADHD demonstrated a philosophy he has held dear: understanding the positive impact sports could have on their lives. By tailoring athletic activities to each child's needs, he aimed to harness the therapeutic potential of sports.

Despite Gaber's myriad commitments, a sense of discontent lingered within him. His unquenchable desire to return to the wrestling arena persisted, gnawing at the core of his being. Driven by an undeniable passion for wrestling, at 44, Gaber returned to the sport, participating in championships and signaling his ambition to compete in the Paris Olympics. The choice wasn't easy; he had to do quite a bit of consideration and consulted his most trusted supporter. "Ayman, my brother, stands as my foremost supporter, persuading me to rekindle my career in wrestling and assuring unwavering support, irrespective of my decisions. He's very involved in Alexandria's wrestling and management scene; he is my initial point of contact and the first person I spoke to regarding my reentry into the scene." Gaber decided to enter wrestling once more by participating in the Veteran World Championship as a means to understand what level he was at. Gaber stated, "I felt the Veteran World Championship was a great way to understand better if my body can keep up with what my mind wanted." a lot of prep work was required, and he continued by saying, "I started by training two days a week interchangeably and doing a multitude of medical tests to ensure I was up to fitness to compete." Compete he did, on October 23rd, 2023, Gaber did exceptionally well during the tournament by winning the entire thing. When asked about the tournament, Gaber stated, "The outcome and overall vibe from the tournament were positive.





I felt satisfied with my performance; the break didn't hinder me much, and the experience was enjoyable. Muscle memory played a crucial role in adapting to my opponents. The enthusiasm was great from the community, and the support was overwhelming." He continues by saying, "Notably, this tournament stood out as more robust, with a substantial increase in attendance than previous years and increasing its significance." A triumph with poetic resonance, the tournament unfolded in Greece, where he clinched his inaugural gold medal, evoking a sense of rebirth and symbolic renewal.

The win has led him to set his sights on a much larger tournament, The African Championships, in March. When asked regarding the upcoming competition, "I am actively preparing for this tournament and, optimistically, aiming to secure a visa." When asked about his training, Gaber mentioned, "I train at the Olympic Gym in Cairo under the guidance of Dr. Ashraf Hafez and Mohamed II Gaman, both well-versed in athletics."

Gaber envisions a path back to the Olympics, fueled by the unwavering support of his family. With a steadfast goal of securing a medal, Gaber stated, "I aspire to return to the Olympics and secure a medal for Egypt. Thankfully, technological advancements

have presented opportunities to enhance fitness levels, providing ample time to prepare for Olympic qualification, despite the absence of a defined timeframe." He continued, "I extend my sincere gratitude to individuals such as Hisham Hatab, Dr. Demerdash, President of Nady Zohoor, and Captain Hisham Sabah of Olympic Judo, who got together to speak to the Olympic Ministry for its support." According to Gaber, the Ministry mentioned any required funding, sponsorship, or assistance will be provided is crucial to Gaber's journey, as he stands as a representative for all Egyptians and Egypt. Gaber further clarifies, "My sole focus is on achieving a medal, and I hope this endeavor is blessed, driven by pure intentions."

Married with four children, Karam Gaber's journey is not just a personal pursuit but a representation of the collective spirit of Egyptians. A story of evolution, resilience, and a deep-rooted commitment to sportsmanship. Triumphant against adversity, securing gold at the Veteran World Championship. His victory stands as a testament that it's never too late to rise, showcasing resilience after enduring numerous setbacks in a world that can be pretty unfair. As he navigates the path back to the Olympics, Egyptians rally behind him, hopeful that his pure intentions will be blessed, paving the way for another chapter in the remarkable tale of an Egyptian wrestling legend.

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# TRANSFORMING THE FACE OF SPORTS MARKETING IN EGYPT

## “A BOLD INTERVIEW WITH SHERIF MONSEF EL-MAANAWY, ONE OF THE PIONEERS BEHIND CHANGING THE FACE OF SPORTS MARKETING IN EGYPT”

With clear footprints during the past years in the field of marketing, serving not only top athletes and clubs, but also prominent brands among other institutions in Egypt and the Arab world, with a determined vision, to add value to and transform the sports marketing industry, we have interviewed Sherif Monsef El-Maanawy, Founder & CEO of Connection Marketing Ventures and Connection Sports, who answered our bold questions in this eye-opening interview...

### Tell us about your journey with sports Marketing.

Connection Sports was found as part of Connection Marketing Ventures, with a mission to serve Egyptian sports and create a better echo-system for athletes, federations, and sports happenings.

### Why did you choose the field?

Sports come with a purpose, and doing business in sports is not only a blue ocean where many developments are needed, but it avails a platform where you can serve your country through contributing to scouting, nurturing, and elevating promising talents, growing sports, and contributing to the economy's GDP.



The launch of Future Tennis Stars - MENA with H.E. Dr. Ashraf Sobhy, Minister of Sports

### What do you consider as your career key milestones and successes?

We have helped many athletes and federations to compete at a higher level and introduced some success stories, including some prominent tennis and swimming players, among others, to the local, regional, and international sports landscape.

On the corporate front, we have succeeded in introducing key brands to be key players and contributors to sports through their valuable sponsorships and prominent support to key talents, federations, and championships.

### What are the next projects and career goals?

It is not a secret that we have recently launched a major project, "Future Tennis Stars - MENA", considered the first of a kind pioneering platform to scout further stars and talents and manage their commercial presence. The project aims to generate the next stars in the local and regional world of tennis. Following this, we have similar initiatives in two other prominent sports currently under development, supported by major organizations in Egypt.

### What are the key challenges you are facing?

In recent months, economic and current political unrest have shed light on challenges supporting the projects we are undertaking, causing some delays. However, we are exerting maximum efforts to overcome these obstacles.

### Are there any plans to penetrate new sports markets?

We have recently succeeded, for the first time, in forming one of the prominent teams in football and are currently planning to launch our first project, in which we are very optimistic. On the geographical expansion front, Connection Sports is scaling its presence regionally and will soon launch our first venture outside of Egyptian lands.

### What brands supported you the most?

We can comfortably say that National Bank of Egypt, Allianz, Peugeot, Vodafone, and ZED were early-stage supporters that created momentum for our projects, with others to come in the pipeline.



Young Tennis Star Nour Fathallah awarded by Mr. Ismail ElShafie, president, ETF



Sponsorship discussions with ORA with the renowned Eng. Naguib Sawiras



Vodafone Campaign shooting with the Egyptian Star Mo Salah



During Roland Garros competitions with tennis legend Rafael Nadal



Eng. Ahmed Ghatwary, President, Egyptian Padel Federation centering Egyptian National Teams as part of Egyptian Padel projects



Contract signature: Zaher x Allianz in the presence of Ayman Hegazy, CEO, Allianz

**We know that shooting club was an important milestone in your career. Can you tell us more about it?**

As a matter of fact, the shooting club was and will always remain a home to me. One of my firsthand experiences in sports marketing was establishing and chairing the marketing committee in the club for 6 years. Throughout this journey, I managed, with the successive boards, to contribute to numerous sports events, championships, sponsorships, and commercial projects that shaped our first steps in the sports marketing field.

**We know you have a sports family. Can you tell us about it?**

My younger son is one of Egypt's champions in junior tennis, consistently topping his event over the years. My daughter is a former tennis player in the shooting club team, currently focusing on her college studies. My wife is a passionate amateur tennis player, and as for myself, I love table tennis and regularly practice it at home. Not quite a professional, but a serious enthusiast.

**Tell us about the federations that you work with.**

I have a strong inclination to work with tennis, padel, and swimming federations, having successfully collaborated with the shooting federation. I also have aspirations and plans for the Squash federation.

**This is our last one. Can you share with us your major learnings and an advice to our audience?**

My major learning is to lower your expectations, challenge the status quo, build your dream, work for it, and you can definitely reach the top of the industry you passionately work for.

My major advice: sports marketing is an emerging market that needs to follow "scientific practices," not just "trial and error." I strongly advise young professionals to take the sports industry seriously as an opportunity for growth, responsible business, and added value to our nation.



With Olympic shooting stars left to right, Zaher "managed", Kamar and Magy



Management of the Olympic swimming Star Marwan Elkamash

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# EGYPTIAN GOLF STAR RECLAIMS ARAB CHAMPIONSHIP CROWN AFTER FOUR-YEAR ABSENCE



Egyptian national golf team star, Issa Abu El Ela, achieved a remarkable comeback by reclaiming the title of Arab Individual Champion after a four-year absence. His exceptional performance at the Arab Championship held in Morocco in July last year resulted in a gold medal win in the individual competition. The victory not only solidifies Abu El-Ela's status as a golfing sensation but also highlights Egypt's prowess in the sport.

The Path to Victory Issa Abu El Ela's journey to becoming the Arab Individual Champion was a testament to his unwavering determination and exceptional skills. Overcoming tough competition from 13 Arab countries, Abu El Ela's strategic gameplay and unwavering focus propelled him to the top of the leaderboard. This article delves into the thrilling moments and key highlights of his triumphant performance at the Arab Championship.

Abou El Ela finished the competition with a score of 211, just one stroke ahead of the Moroccan trio, who ranked second to fourth, consisting of Hugo Mazen, El Mahdi Fikoury, and Adam Briseno, each with a score of 212. The Moroccan Sofian Dahmani came in fifth with a score of 214, while our player, Dean Naeem, ranked sixth with a score of 217. Adam El Shamy, another Egyptian player, ranked eighth with a score of 221, and our youngest player, Mohamed Abou El Ela, who is 18 years old, ranked thirteenth with a score of 225.

Issa's victory marks his first Arab individual title, adding his name to the list of championship-winning stars. Egypt maintains its position at the top of the countries with the most individual titles in the Arab Championship, having won it 13 times so far. This accomplishment was previously achieved by Egyptian golfers Mohamed El-Sayed, Ramy Tahir, Amr Abou El Ela, and Dean Naeem.

Egyptian Golf's Bright Future In the team competitions, the Moroccan national team won the title and the gold medal, while the Egyptian team secured the silver medal and second place. However, the performance of the Egyptian national team players, Issa, Dean, Adam, and Mohamed, was highly promising. The defending champion, the



Tunisian team, finished in third place, followed by the United Arab Emirates in fourth place, and Qatar in fifth place. The remaining positions from sixth to twelfth were occupied by Bahrain, Libya, Kuwait, Lebanon, Palestine, the Saudi Arabia, the reigning champions of the 2021 edition, and Oman.

The Golf Federation's board of directors congratulated the national team players, praising their remarkable achievement, which is not surprising given the outstanding competition they faced against the exceptional Moroccan players in golf in the Arab and African regions.

On his part, the Vice President of the Union and Head of the delegation in Morocco, Taymour Abou El Kheir, praised the players' performance, assuring them that this is just the beginning of Egypt's full control over Arab golf. The Pharaohs remain the most successful team in terms of Arab titles, both in team and individual competitions.

The success of Issa Abou El Ela and the Egyptian national golf team at the Arab Championship signifies a promising future for Egyptian golf. With an average age of 22, the talented generation of



young players showcased their exceptional skills and determination. This article explores the efforts of the Golf Federation in nurturing and developing young talents, paving the way for Egypt's continued dominance in Arab golf.

The jubilant celebrations of the Egyptian delegation in Morocco reverberated through the golfing world as they basked in the glory of Issa Abu El Ela's gold medal win and the team's overall success.



# EGYPT HOSTS THE 102<sup>ND</sup> EDITION OF THE INTERNATIONAL MEN'S GOLF CHAMPIONSHIP

The city of El Gouna recently played host to the 102nd edition of the Egypt International Men's Golf Championship, solidifying its position as a premier destination for golf tournaments. This prestigious event, organized in collaboration with the Egyptian Golf Federation, showcased the city's commitment to developing the sport and promoting golf tourism in Egypt. With participants from a total of 13 countries and a thrilling competition that took the span of three days from the 10th of September till the 12th of September of this year achieving the desired success both in sports and tourism. The championship proved to be a resounding success and as a result highlighted the talent and dedication of the players involved.

Setting the Stage El Gouna, nestled along the captivating Red Sea coast, has been steadily establishing itself as a prominent golfing destination. Last year, the city successfully hosted the Egypt International Ladies' Championship and the Africa Championship for Men, receiving high praise from participants and cementing its reputation as a golfing hub. Building on this success, the Egyptian Golf Federation sought to expand its collaboration with local golf entities, with a focus on enhancing technical proficiency and providing robust competition opportunities for Egyptian players. The 102nd edition of the Egypt International Men's Golf Championship showcased the growing popularity of the sport in the region. Thirteen countries, including Switzerland, Italy, Morocco, and South Africa, Saudi Arabia, Kenya, Malawi, Lebanon, Jordan, Libya,

Sudan and Iraq sent their finest golfers to compete in this highly anticipated tournament. Egypt, the host country, fielded a talented team consisting of Issa Abou El Ela, Majed Abdel Tawab, Abd El Monem El Shafie, Sherif Rizk, Amr Nagy, Ahmed Naeem, and Ahmed Afifi. Additionally, a group of emerging players, including Mohamed El-Deeb, Rani El-Taweel, Ali Salama, Adam Rizk, and Salim Taher were given the opportunity to gain valuable experience and test their skills against elite competitors.

The Championship Unfolds The tournament kicked off with a grand reception ceremony attended by notable figures from the Golf Federation, including the Vice President, a member of the Olympic Committee, and board members. The participants were warmly welcomed, and they were encouraged to relish both the sporting and tourism experiences El Gouna had to offer. Over three exciting days, the golfers battled it out on the pristine fairways of the El Gouna Golf Courses. The final round witnessed intense competition and showcased the skill and determination of the players. Ultimately, Swiss golfer Mark Steinhauser emerged as the new champion, posting a score of 212, four shots above par, securing his name on the prestigious list of Egypt International Championship winners.

Moroccan player, Sennan Mahli managed to secure second place, finishing two shots under par, closely followed by South African golfers Kegan Korjusby and Johnny Ludick, as well as Swiss player Jean Leon. Following the conclusion of the tournament, an



awards ceremony was held to honor the outstanding performances. Taymour Abou El Kheir, Mohamed Ashour, and Mohamed Atallah presented the prizes to the winners. Expressing their congratulations, they commended the players for their exceptional play and the excitement they brought to the championship. The officials also extended their heartfelt gratitude to all participating delegations, expressing their anticipation for their return in the upcoming year.

The 102nd Egypt International Men's Golf Championship in El Gouna proved to be a remarkable success, further elevating the city's status as a premier golfing destination. The collaboration between the Egyptian Golf Federation and local golf entities has been instrumental in fostering the growth of the sport in Egypt and attracting international talent. With its stunning courses, warm hospitality, and unwavering passion for the sport, El Gouna is poised to become a beacon for golfing enthusiasts worldwide.

# A TRIO OF GOLF TOURNAMENTS NORTH AFRICA LADIES, NEFERTITI CUP, AND THE EGYPTIAN INTERNATIONAL OPEN FOR JUNIORS



The mesmerizing Soma Bay Golf Course in Egypt recently played host to a trio of exhilarating international tournaments, captivating golfers from across the globe. Spanning three consecutive days from the 22nd of June till the 25th of June of the previous year, these tournaments included the highly anticipated North Africa Ladies Championship, the prestigious Egyptian International Open for ladies (also known as the Nefertiti Cup), and the thrilling Egyptian International Open for junior players. The events aimed to promote the sport of golf and showcase Egypt's burgeoning golf tourism industry, utilizing the pristine Soma Bay golf courses that boast breathtaking views of the Red Sea.

## A Global Gathering of Golfing Nations

The tournaments witnessed the enthusiastic participation of ten countries, representing a diverse range of golfing talent. Alongside the host

nation Egypt, teams from the United Arab Emirates, Qatar, Jordan, Lebanon, Morocco, Tunisia, Saudi Arabia, Ghana, and Oman converged at Soma Bay to showcase their skills on the picturesque fairways. This international gathering fostered a spirit of camaraderie and healthy competition while promoting cultural exchange among the participating nations. Taymour Abou El Kheir, the Deputy Chairman of the Egyptian Golf Federation and a member of the Olympic Committee, expressed his immense pride in partnering with Soma Bay and The Cascades Soma Bay to organize these tournaments. Recognizing the vast potential of golf tourism in Egypt, Abou El Kheir highlighted Soma Bay's exceptional golf courses, luxurious hotels, and top-notch facilities that rival renowned golfing destinations worldwide. He envisioned the events as a catalyst for revitalizing golf tourism in Egypt, enticing travelers to explore the country's rich history and cultural heritage while indulging in the sport they love.



## Sustainability and Stewardship: Soma Bay's Commitment

Engineer Ibrahim El Masiri, representing Soma Bay and The Cascades Hotel, expressed sheer delight in hosting these tournaments. Emphasizing their continuous dedication to sustainability, the resort invested in developing the golf courses with the utmost care, integrating best practices to minimize environmental impact. By utilizing local plant species and implementing strategic water management systems, Soma Bay created an eco-friendly haven for golfers. These efforts not only preserve the natural beauty of the surroundings but also ensure a harmonious coexistence between the sport and the environment. The tournaments unfolded on the world-class golf course designed by legendary player Gary Player at The Cascades Soma Bay. This meticulously crafted course offered a unique and awe-inspiring experience, featuring stunning natural landscapes and challenging holes that put players' skills to the test at every turn. With its undulating fairways, strategically placed hazards, and breathtaking views of the Red Sea, the course provided an unforgettable backdrop for the tournaments, leaving a lasting impression on both participants and spectators alike.

## Triumphs and Celebrations

The grand closing ceremony marked the culmination of the Egyptian International Junior and Ladies tournaments, filled with excitement and anticipation. Distinguished figures such as Nadia Ziyawar, the President of the Ladies' Golf North Africa Region, and members of the Egyptian Golf Federation's board, Maher Wahib and Mohamed Atallah, graced the occasion. Mohamed Fawzy, the General Manager of The Cascades Hotel, also joined the festivities.

The award ceremonies were the highlight of the evening, celebrating the remarkable achievements





of the participants. The Moroccan team, Atlas Lions, emerged victorious in the fiercely contested North Africa Ladies Championship, clinching both the team and individual titles. Reem Emni, Sonia Yehia, and Abeer Tayebi claimed the top three spots, showcasing their exceptional skills and determination.

In the Egyptian International Junior Championship, player Mohamed Abu El Ela won the gold medal in the under-18 category, surpassing Jordanian player Hamza Salman in second place, and Tunisian player Ryan El-Jouli in third place.

Abdulrahman Dafrawy was crowned the champion in the under-13 category, securing the victory on the third and final day. Our player also took second place, followed by Jordanian player Salem Elabd Ellat in third place.

Moroccan player Sonia Behaia won the gold medal in the under-18 girls' category, followed by her compatriot Abeer Tayebi and Saudi player Logain Khalil in third place.

In the under-13 girls' category, Lara Bakhour from Lebanon won the gold medal, followed by the youngest participants in the championship, Egyptian player Sahar Murad in second place, and the silver medal.

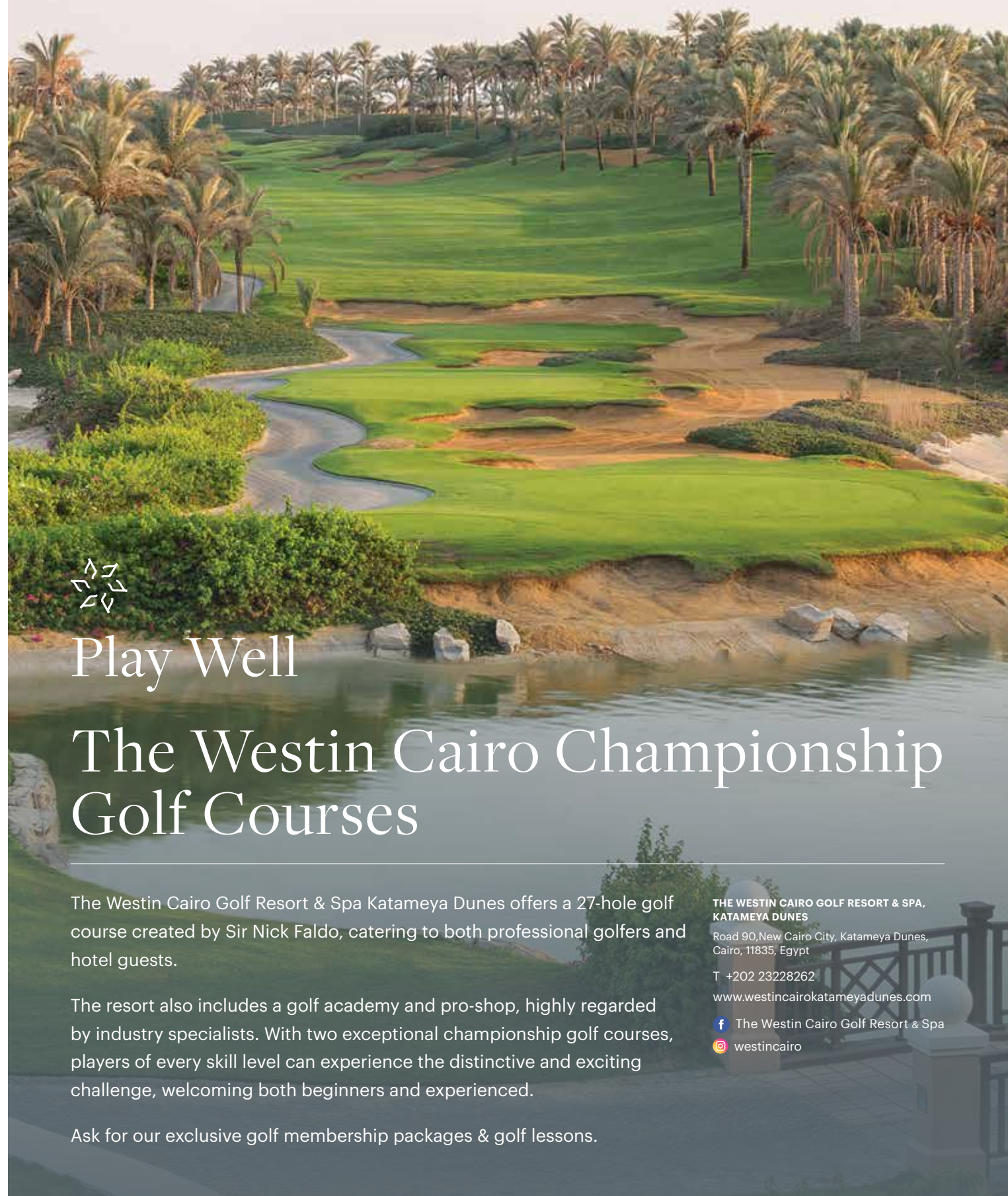
In the U11 category, Murad Al-Ruwishda claimed first place, followed by Egyptian player Youssef Khalil in second place. Shatha Yasser won the gold medal for girls in the same category.

In the under-9 category, Jordanian player Youssef Al-Ramih took first place, while Jasmine Al-Husseiny won the gold medal for girls.



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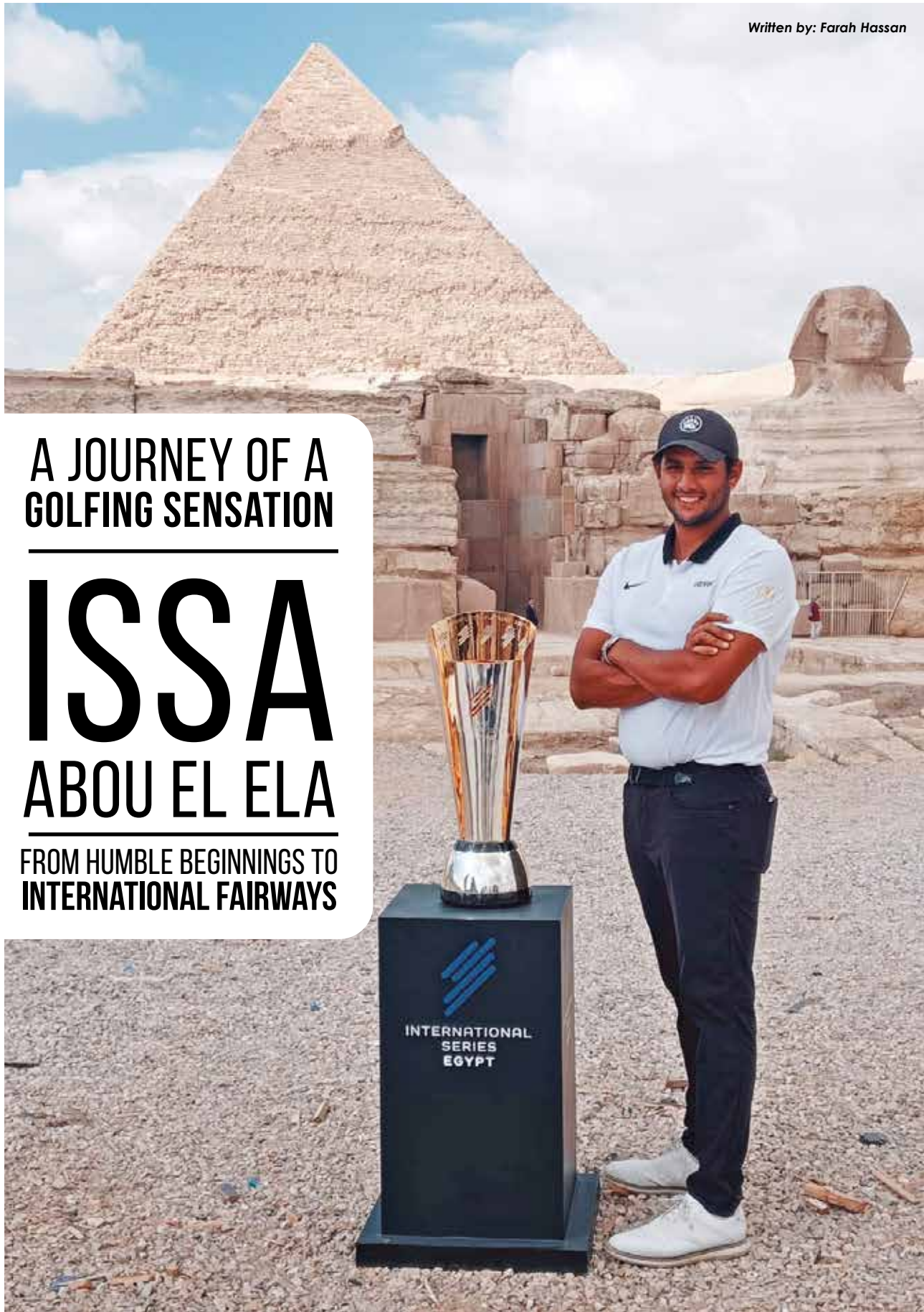
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Written by: Farah Hassan



## A JOURNEY OF A GOLFING SENSATION

# ISSA ABOU EL ELA

FROM HUMBLE BEGINNINGS TO INTERNATIONAL FAIRWAYS

With a perfect blend of precision and elegance, few individuals have captured the hearts of golf fans and left an indelible mark on the sport quite like Issa Abou El Ela, a professional Egyptian golfer whose journey has been nothing short of awe-inspiring. From humble beginnings to soaring success, Abou El Ela's relentless pursuit of excellence has propelled him to the forefront of the golfing world.

### The Genesis of a Golfing Dream

Born and raised in Egypt, Issa Abou El Ela discovered his passion for golf at a young age, introduced to the sport by his father, the Egyptian golf legend Amr Abou El Ela who recognized his son's innate talent. Abou El Ela quickly became enthralled by the game's intricacies. "When I went to study in the USA it was where I found my passion for golf and learnt everything about the sport. After that I came back home, and I now play tournaments on a global scale, and I try to represent Egypt the best I can."

With unwavering focus and an unquenchable thirst for improvement, with the guidance of his father Abou El Ela set his sights on conquering the world of golf. "My father loves what I have done throughout my career and what I have achieved so far. He expects more out of me because he knows my potential, we both have high hopes for myself and my little brother who also plays on our national team."

"The best way to put it is that golfing is a series of moments, we enjoy our highs and lows together, we learn from them, and it is ultimately how we grow. At the end of the day there is no pressure, we just enjoy what we do, and it is always a nice way for us to bond together."

Abou El Ela honed his skills under the guidance of esteemed coaches and mentors who recognized his raw talent and dedication. With each swing, Abou El Ela's skillset flourished, as did his reputation within the golfing community. His natural flair for the game, coupled with relentless practice and a strategic mindset, allowed him to conquer numerous national and regional championships, earning him widespread recognition and acclaim. "This year I won the Abu Dhabi amateur, and I got to play in the Rolex series in Dubai and I got to play in Saudi, and I did a very good job at it and then it just kept going from there."

### Nurturing Talent and Rising Ranks

The athlete embarked on a journey to compete on the international stage, facing formidable opponents from around the world. Undeterred by the challenges that lay ahead, he showcased his unwavering resolve and exceptional skill set in prestigious tournaments across the globe. With each tournament, Abou El Ela's star



continued to ascend, leaving spectators and fellow golfers in awe of his talent and composure under pressure. He confesses that it has also been stressful throughout the years, from expectations from peers to pressures of carrying the weight of an entire country, "when it comes to making sure I stay consistent in my performance and at a right mental head space, it has everything with surrounding yourself the right people. If I start my day with golf, I will just continue thinking about it and I'll keep overthinking possible techniques or scenarios and it will only get worse."

Abou El Ela admits that in the past he would stress himself over everything, wanting to perfect every detail, "working with my coaches and finding the right balance of what suits me, we figured out that the best-case scenario is to go there and do my best and relax and to enjoy most importantly what I'm doing. I surround myself with the right people and try to limit the golf talk while I'm in tournaments."

"Patience is key; people think golf is about hitting the ball further when it is not, I know because I was one of those people. It is more about chipping and putting, and to be able to do that well you need to work on patience and that is what will set you apart from others."

### More than an individual game

With each triumph, Abou El Ela has not only etched his name into the annals of Egyptian golfing history but has also inspired a new generation of aspiring golfers to dream big and pursue their goals relentlessly. His unwavering work ethic, humility, and sportsmanship have earned him the admiration and respect of fans and fellow competitors alike. "As for anything else I enjoy my tournaments, I'm not there forcefully, I constantly remind myself not to take anything for granted. If I'm given a good opportunity, I take it and like anyone else I appreciate it."



Since the young age of ten, Issa Abou El Ela has been representing his country with honor, "now nineteen years later I am still representing my country whenever I wear my t-shirt with the Egyptian flag or hear the national anthem I am overcome with joy. I wear my pride just as blatantly as my t-shirt."

He explains that he wishes to one day be able to win the trophy as a team, something that to the athlete means more than individual wins, "we had two good chances in the last three years, but we fell short which was disappointing. But our federation is working in the right direction, the young players on the team are in my opinion the future of the team."

"We have now a bunch of young golfers under the age of 20 who are exceptionally good, I am very happy with the path our National team is taking and the players and even the potential players we come upon and I am sure Egypt is going to start winning tournaments again very soon. Considering how well we are doing and the caliber we have on our team I don't see why or what would stop us from achieving anything we set our minds to."

As of right now, according to Issa Abou El Ela within the federation, he is given the role of an anchor, the seasoned player that the rest of the team goes to for advice if any pressure situations arise. "I just want to be at a point where I can get all these young people to start getting more comfortable and if they ever need guidance or advice I would like to be the guy they ask or come to for advice."

#### Shedding light on a communal narrative

Beyond his accomplishments on the golf course, Issa Abou El Ela has become a beacon of inspiration

for aspiring athletes and dispelling the myths centering the sport. When asked what the biggest misconceptions people have on the sport, he fervently replied by saying, "many people think that you must be rich or be willing to spend large sums of money for the game, while that could not be farther than the truth. Golf is a sport that everyone should try at least once in their life, there is no gender, ethnicity or age boundaries to this game making it an all-inclusive game."

As a result, the athlete explains the necessary roles and actions the Egyptian Golf Federation has been taking in spending money trying to get new golfers and nurturing their talent as well as immensely growing interest for the game to all age groups.

"I would one day like for the rising stars of golf to look up to me just as I did, I looked up to my dad, Ramy Taher, Taymour Abou Elkheir and others. The great achievements they have done have forever inspired me and I constantly try to learn from them and one day I hope to be that kind of role model for the young generation."

Abou El Ela has used his platform to champion the importance of perseverance, self-belief, and determination, inspiring countless individuals to chase their dreams and overcome obstacles. The professional golfer concludes, "I just want to start seeing more people enjoy golf because now we have such a big junior squad, we look a lot like a community which is what we want ultimately, and this is all because of the federation. Enjoy what you do because at the end of the day golf is like freedom, it isn't supposed to be stressful or hectic or anything like that and if it is then you're doing it wrong."

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Written by: Farah Hassan



# TALYA SAMEH

FROM JUNIOR LEAGUE PHENOMENON TO INSPIRING GOLFING PRODIGY

In the realm of golf, a sport that demands meticulous precision and a delicate balance of physical and mental finesse, an outstanding talent has emerged from the junior ranks, captivating the hearts of devoted golf enthusiasts while simultaneously challenging established preconceptions. Introducing Talya Sameh, a rising star in the realm of women's golf in Egypt, whose remarkable skills and unyielding determination have propelled her to the apex of the leaderboard. Join us as we embark on an in-depth exploration of the captivating narrative surrounding this budding golf prodigy, delving into the intricacies of her journey, and illuminating the profound impact she is effectuating in reshaping the landscape of women's golf. Through the lens of Talya Sameh's journey, we witness not only the embodiment of unwavering dedication and relentless commitment in the realm of golf but also an inspiration that transcends cultural boundaries, igniting a fervent passion for the sport among aspiring golfers throughout her home country.

### A Swing of Destiny

From the moment Talya Sameh first gripped a golf club, it was clear that she possessed a natural flair for the sport. Introduced to golf at a tender age, she quickly showcased her innate talent, leaving coaches and seasoned players astounded. "I have been playing the sport for around 6 years, what got me interested in it was that my twin sister played golf. Her interest in the sport made me want to try it out and thanks to her I have been addicted to the game ever since." With her unwavering focus and a determination that belied her years, Sameh embarked on a journey to become Egypt's best female golfer, breaking barriers and defying expectations along the way. "Looking at how hard I had to work to get to this position that I am right now being the best female player in Egypt is a huge accomplishment of which I am profoundly proud of. In my case being the best player in Egypt at such a young age, in my opinion, also speaks strongly of my future in golf."

### Mastering the Game

Sameh's ascent through the ranks of women's golf has been nothing short of meteoric. Her dedication to mastering every facet of the game, from the perfect swing to the delicate art of putting, has set her apart from her peers. With each tournament, Sameh's skills have flourished, and her name has become synonymous with excellence and grace on the fairways. The young golfer's ability to navigate challenging courses with poise and precision has cemented her reputation as a formidable force in women's golf. She recalls, "the fact that I tied for first place in the 'Pan Arab U15 Championship' last year made me realize that I can compete internationally with a chance to win. It was definitely a defining



moment in my career that made me believe that I had what it takes to compete at the highest level." But it has not always been a walk in the park for the young Alexandria golfer, while it is easy to look at the good days but there were many challenges along the way. "The biggest challenges I face are mostly injuries. I had a severe lower back injury at the start of the year, which forced me to miss the R&A U16 Junior Open in the UK and the All Africa Championship in Uganda." Sameh explains that putting effort to improve her physical and mental strength is just as important to be able to excel in such a sport. "No matter how weak my physical condition was, the Egyptian Golf Federation never failed to encourage and support me, knowing that I would always bounce back stronger than before." As Talya Sameh puts it, when it comes to golf patience is quintessential, and that rarely do some things go as planned in life and more specifically in this sport but the ability to persevere through those obstacles is absolutely significant. That is essentially what golfers and even aspiring golfers should cultivate in order to succeed in the sport.

### Raising the Bar

As a trailblazer in a traditionally male-dominated sport, Sameh is breaking down barriers and paving the way for future generations of female golfers in Egypt. Her remarkable achievements on the course inspire young girls across the country to dream big and pursue their passion for golf. Sameh's success is a testament to the power of perseverance, talent, and unwavering determination, proving that gender is no barrier to achieving greatness. Sameh's journey challenges conventional notions about golf and defies stereotypes that have long plagued the sport. "Working closely with my coach Ezzat Abou Elkassem, gives me that sense of security that I need; with his guidance and clarity, he leads me down the



right path." The sixteen-year-old golfer's unwavering dedication and passion for the game have shattered preconceived notions, proving that golf knows no gender boundaries, but only sheer determination and drive. "I normally play the course every day in order to become more familiar with the different playing varieties of shots using different techniques. This, in my opinion, prepares me to be ready to play anywhere in the world. When the time comes for tournaments or championships, I like to play competitively with my teammates, sharpening up my mind and anticipating anyone's next move." Sameh discloses, "to ensure that I am in a good headspace before any game, I like to regularly attend sessions with my own mental coach. I make it a commitment to try to maintain a balance between my studies and golf. Typically, on a normal day, I go to school, play golf, and afterward, I either study back at home or take private lessons."

#### Off the Field

Sameh actively engages with aspiring young golfers, conducting clinics and sharing her experiences to inspire the next generation. Sameh's commitment to giving back to her community and promoting inclusivity within the sport has earned her admiration and respect from fans and fellow athletes alike. She divulges by saying, "I've always wanted to be a role model and an inspiration to the younger generations.

Given that I was once in their shoes, hoping to become the player I am today, I will always support and encourage them to follow their ambition. The Egyptian Golf Federation is also a major factor in nurturing young talents who are eager to pick up the game and keep playing."

"It is a huge responsibility and a difficult task to represent Egypt internationally. I'm representing not just myself but also the entire country, the federation, and the whole team that works tirelessly every day to support me in achieving my goals."

Talya Sameh's rise to prominence as Egypt's best female golfer is a testament to her exceptional talent, unwavering dedication, and unyielding spirit. As she continues to make strides and inspire others with her passion and prowess, Sameh's journey serves as a powerful reminder that talent knows no age or gender. "My hunger to win motivates me to go out and give it my all, especially when I'm wearing the Egyptian flag on my t-shirt; getting to represent my country makes it all the more special." When asked what her words of wisdom were for young golfers wishing to follow in the same footsteps as her, the young athlete concluded by saying, "Even when everything seems to be against you, never give up on your goals. Go out of your comfort zone, be patient, and soon things will fall into place the way you want them to."



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Dream Bangkok Kitchen

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Written by: Farah Hassan

# THE VISIONARY VICE PRESIDENT OF EGYPT'S GOLF FEDERATION

## TEYMOUR ABOU ELKHEIR

In the land of ancient wonders and cultural treasures, a new passion has taken hold, stirring the hearts of Egyptians and igniting a golfing renaissance. At the forefront of this organization stands Teymour Abou El Kheir, Vice President of the Egyptian Golf Federation.

Abou El Kheir, having graduated from Alexandria University with a degree in finance and business administration, has been instrumental in growing the country's golf federation and representing Egypt at both national and international levels.

Egypt's golfing landscape has undergone a remarkable metamorphosis. With a deep-rooted love for the sport and a keen eye for opportunity, Abou El Kheir recognized the immense potential of golf in Egypt, both as a catalyst for tourism and as a means of nurturing homegrown talent. Embracing this vision, he embarked on a mission to revolutionize the sport and pave the way for a new era of golfing excellence.

The Vice President recollects his early days playing the sport, noting that his family's deep-rooted history in sports, particularly his father Sherif Abou El Kheir, who was a national team player and coach for basketball and golf, sparked his interest. "My journey in golf began almost before I could walk, and I have represented Egypt in various teams from 1987 until 2010. Representing my country at World Cups, African, and Arab Competitions has been my proudest moments in my career and the reason I have kept pursuing



this career path with the Egyptian Golf Federation. I have a deep passion for the sport and want to see the game growing in popularity across Egypt."

### Egypt on the Golfing Map

Driven by a passion to showcase Egypt's hidden golfing gems to the world, Abou El Kheir has worked alongside the Egyptian Golf Federation to attract international attention and investment to the country's golfing infrastructure. His efforts have resulted in the establishment of world-class golf courses and facilities, drawing golf enthusiasts from far and wide to experience Egypt's landscapes and impeccable fairways.

Egypt already has a rich history in hosting international tournaments dating back to the 1950s, with the Egyptian Open and Egyptian Amateur Open being significant fixtures in the International Golf Calendar.

"Golf should not only be seen as a sport but as an opportunity for employment and development in an industry such as ours. The key to true popularity is the resources to affect change and the critical mass being touched in some way by the sport."

Nowadays, the Egyptian Golf Federation has regained stature for its Amateur events with The Egyptian Men's Amateur Open, Egyptian Ladies Amateur Open (Nefertiti Cup), and Egyptian Junior Championships

once again becoming international tournaments, offering ranking points and playing opportunities at high-profile global events to the winners.

In 2022, Egypt hosted the Asian Tour International Series at Madinaty Golf Club, proving to be a success. With support from all stakeholders to continue hosting these highly televised competitions, Egypt aims to showcase itself as a premier golfing destination.

According to Teymour Abou El Kheir, the country currently boasts 25 golf courses, each with unique styles designed by some of the world's most famous golf course architects. He explains that even naming some of those individuals would be a disservice to all the amazing golf courses and that Egypt is "truly blessed with some noteworthy golf facilities."

### Cultivating Local Talent

The federation's commitment to nurturing homegrown talent has fueled a surge of interest in golf among Egyptians. Recognizing the need for a robust junior development program and implemented initiatives that provide aspiring young golfers with access to quality coaching, training, and competitive opportunities.

"We have created a series of Try Golf Sessions around the country, which has brought many people, young and old into the game. With clear strategies in place



through our close relationship with clubs in Egypt, we are facilitating the opportunity for more and more people to access and begin their journey in this game."

Currently, the federation offers great access to golf for any athlete under the age of 15 identified with talent through our try golf programs who want to continue learning the game to play golf at their nearest facility.

"Golf is a game for life where generations like grandparents, parents, and grandchildren can bond and compete in a healthy environment. The one true merit is that it offers a level playing field for all competitors of all ages."

### Misguided Golf Narratives

Abou Elkheir admits that many people are plagued with misguided misconceptions involving the golfing industry and the sport itself, "people think that golf is not a real sport, but contrary to their beliefs golf is, in fact, an Olympic sport, whereby an average golfer walks approximately 10km per day while playing the game. A match is normally played over 3 or 4 days consecutively, evidently proving that the physical fitness of the athlete is important. Not to mention the strategic concentration and the effort needed to swing the club and guide the ball accurately to its target."

If we were to ask the general public, many would claim the sport targets the "older" generation as many were led to believe that seeing people commuting on golf carts in real life, movies, or television shows meant that it is an "old and retired people" sport.

Abou El Kheir explains that golf carts on the field are purposed for convenience and have nothing to do

with player demographics, "if you look at tournament golf the average age of a professional is getting younger and younger. This can be seen in Egypt where our national teams for both men and women have reduced their average age significantly over the past decade."

"The main misconception associated is that it is expensive and is only catered for a certain part of society. I feel like this needs to be addressed: all sports if pursued as a consistent hobby tend to be expensive. Golf over the span of many years works out to be just as expensive as court rental and racket purchasing during a person's squash career. Even the popularity of padel in recent years comes with a price. So, in that context golf is no more expensive than the majority of sports played as hobbies."

To that, the Vice President confesses, "the initial investment in the sport (equipment, etc.) can be seen as an expensive initial sum, and as part of the Egyptian Golf Federation's passion to promote the sport within the country, where we will be rolling out in early 2024 an initial program for those that have enjoyed trying golf, where they can have access to golf courses and equipment for a monthly fee. We are also currently discussing with clubs the future of benefits of membership and access to club facilities in the long run."

### A Rising Tide of Interest

The growing interest in golf among Egyptians is palpable. According to Abou El Kheir, the federation's efforts to make the sport more accessible and inclusive have led to a surge in participation, with golf clubs and academies witnessing an influx of eager enthusiasts of all ages and backgrounds.



As Abou El Kheir puts it, "interest in the game has been steadily increasing from people in all walks of life. Golf offers so much more than a competitive environment; it is a journey of self-improvement and self-discovery. The work at the Egyptian Golf Federation, with the vital support of clubs around the country, is aiding us in promoting the sport."

The Egyptian Golf Federation has many ambitions to grow the game, but at its core is nurturing the junior talent. "We have a national junior high-performance development program in association with the R&A, (the governing body for the sport in Egypt) and run by our national coach and his team of professionals and volunteers. Over the last year, we have seen improvement in the development of our young talent, especially in the age groups of 10-15 in both boys and girls."

Abou El Elkheir explains they have been busy with their Junior Masters Competitions locally, with tournaments being played once a month, in addition to club Junior competitions that are now being run and supported by the Egyptian Golf Federation. "We also have an international calendar for juniors, and at the end of November, we have 4 National Junior Teams and our Ladies' team represented at the Pan Arab Ladies and Junior Championships at Riyadh Golf Club, Saudi Arabia."

### Investment for Success

Abou El Kheir's determination to elevate Egypt's golfing scene goes hand in hand with attracting significant investments into the sport. By forging strategic partnerships with local and international stakeholders, he has secured funding for infrastructure development, training programs, and hosting prestigious tournaments. These investments not only

enhance the golfing experience for players but also contribute to the economic growth and tourism potential of Egypt.

"We are developing strategies on all levels of the game, be it mass participation, elite pathways, tourism strategies, and golf education. All of these initiatives would not be possible without the support of our corporate partnerships with Mercedes-Benz Egypt, McDonalds, Dreem, and Concrete. Having the support of the R&A and The Ministry of Sport and Ministry of Tourism advocating our strategies has gone a long way in us being able to deliver on a lot of the goals we have in place."

In the year 2021, the Egyptian Golf Federation managed to re-establish a new version of the Egyptian Golf League, which now has 10 clubs vying it out for the honor of being the League Champions of Egypt. "The league has become a real form of camaraderie bringing in passion, friendship, and competitive spirit amongst clubs in Egypt. With the introduction of the EGF Club Cup this year, this friendly rivalry and social interactions between clubs develop friendships for life."

From bustling Cairo to the serene shores of the Red Sea, golf is capturing the nation's imagination, fostering a sense of community and camaraderie among players and fans alike. With the federation's strategic vision and efforts have placed Egypt firmly on the global golfing map, enticing enthusiasts and investors alike. As the rising interest in golf continues to sweep through the country, Teymour Abou El Kheir's commitment to cultivating local talent ensures that Egypt's golfing future shines brighter than ever before. With each swing of a club, Egypt's golfing renaissance unfolds and forever transforming the country's sporting landscape.

## DRIVING EXCELLENCE:

# SASCHA VAN RYSSEN'S

## PASSION FOR EGYPTIAN GOLF

The lush green fields of Egypt's golf courses are where Mercedes-Benz delves into its storied relationship with the sport. In an exclusive interview with Sascha van Ryssen, Director of Marketing & Sales at Mercedes-Benz Egypt, Sports & Fitness discovers the profound relationship Mercedes-Benz has with the sport, its local impact, and the deep commitment to fostering talent, community, and social responsibility within the golfing sphere.

Having represented Mercedes-Benz for numerous years in Egypt, Ryssen is an avid golf enthusiast, informing Sports & Fitness, "Golf has been a part of my life for more than 15 years." When asked regarding the appeal of golf compared to other sports, Ryssen said, "Golf offers a unique blend of strategy and precision. Unlike other sports, it provides a serene environment for focus and strategic thinking." He continues by mentioning his preferred areas to golf here, "Egypt boasts exceptional golf destinations, complimented with perfect year-round clear weather. Notable courses in Cairo include Madinaty Golf Club, Westin Dunes, and Palm Hills on 6th October. Red Sea destinations such as El Gouna, Makadi, and the breathtaking Somabay feature the jewels of golf courses, offering diverse challenges, stunning landscapes, and professional on-ground teams, providing golf enthusiasts with a memorable experience. Many of these clubs hosted Mercedes-Benz's Golf initiatives, including the MercedesMasters." In regards to the link Mercedes-Benz had to his passion for the sport, Ryssen reflects, "Mercedes-Benz's long-standing association with golf further fueled my passion, as the brand's commitment to precision and excellence resonates with the essence of the sport." The resonance between the brand's identity and the values embedded within golf, such as strategy, precision, and a pursuit of perfection, highlights a most welcome integration between Mercedes-Benz's philosophy and the spirit of the sport.

Delving further into Mercedes's relationship with Golf, Ryssen informs, "For more than 30 years, Mercedes-Benz has supported golf around the world, from partnering

with the most prestigious majors, tournaments such as the masters and the open, engaging with players in the professional game to hosting amateurs in the largest global invitational series, the MercedesTrophy." The company's three-decade-long support in golf, spanning from elite tournaments to inclusive global events, reaffirms its comprehensive commitment to all levels of sports. When asked how hosting Golf events meshes with the Mercedes-Benz brand, Ryssen says, "By hosting golf events, we seamlessly intertwine the Mercedes-Benz brand with the values inherent in golf—precision, elegance, and a pursuit of perfection. These events serve as a dynamic platform to showcase our commitment to excellence, aligning the brand with luxury, sophistication, and innovation synonymous with both Mercedes-Benz and the sport of golf." Mercedes-Benz stands as an automotive hallmark synonymous with a deeply rooted heritage in luxury, innovation, and excellence. Therefore, it's logical to expect any expansion to adhere to these foundational principles, ensuring alignment with its rich and esteemed legacy.

As high-profile as they are, the event typically draws extensive attendance, comprising a diverse array of high-profile individuals. Ryssen explains, "Our highly desirable events attract a diverse audience, including avid golf enthusiasts, seasoned professionals, socialites & guests who are passionate about the luxurious lifestyle associated with our brand. He continues by mentioning, "In addition to our valued customers, our notable audience emphasizes the far-reaching allure of golf and the sense of community it fosters. Together, we contribute to a dynamic & enriching setup, augmenting the overall experience for all participants and boasting sportsmanship and love for iconic luxury." These gatherings exude inclusivity, emphasizing a profound sense of community. With valued customers mingling among a notable audience, a diverse spectrum of participants is showcased, adding depth to the event's overall appeal. This shared passion for golf assists Mercedes-Benz in fostering a dynamic and enriching experience that resonates with all involved. The MercedesMasters in Egypt is a prestigious golf tournament hosted by Mercedes-Benz Egypt, first conceptualized and launched in 2020. Mercedes-Benz's connection with golf in Egypt represents a strategic and enduring partnership that intertwines automotive sophistication with the sport's allure. The tournament is held at some of Egypt's renowned golf courses, attracting top talent and golf enthusiasts by the hundreds each year. Ryssen informs, "In addition to gathering friends of the brand & luxury seekers in a friendly atmosphere, this biannual event showcases the skill of Egyptian golfers and reinforces our dedication to promoting the sport's growth in the region." The tournament's prize holds considerable value and significance to those participating. Ryssen explains that the winners "get the chance to participate on a





professional level at world-renowned tournaments, in addition to receiving memorable trophies & valuable Mercedes-Benz Collection gifts. The MercedesMasters is a testament to our commitment to the golfing community in Egypt, providing a platform for amateur and professional players to compete at the highest level." This achievement serves as remarkable motivation for those engaged in the sport, highlighting not only Mercedes-Benz's support in nurturing talent within the Egyptian community but also providing a pathway for their entry into the global competitive arena.

Regarding the talent pool, we were intrigued to hear. Ryssen's perspective, given his deep involvement in the local scene. He said, "Egypt boasts a burgeoning golf talent pool; watching them hone their skills is inspiring. The local golfing community continues to evolve, with skilled players emerging on both amateur and professional fronts." Considering the country's strong culture of promoting sports across the board, the statement shouldn't astonish Egyptians, consistently yielding a rich array of talent in various athletic pursuits. However, when delving into Mercedes-Benz's contributions to this culture, Ryssen reaffirms, "Our commitment to supporting local talent is evident in events like the MercedesMasters, providing a platform for players to showcase their skills on a highly competitive level. We actively contribute to nurturing the next generation of golf champions in Egypt by partnering with organizations like the Egyptian Golf Federation (EGF)." Mercedes-Benz's collaboration with the EGF is commendable, showcasing the brand's deepening integration within the Egyptian community through continued partnerships with local foundations and individuals.

Golf is often a powerful tool for charitable causes, hosting tournaments and events with proceeds for various philanthropic organizations. Celebrities, athletes, and corporations participate in charity golf tournaments, leveraging their influence to raise funds for specific causes. These events provide a platform to enhance philanthropic endeavors, uniting

communities for a common charitable goal. When asked about Mercedes-Benz's affiliation in supporting anything particular with these events, Ryssen mentions, "Our commitment to the green sport goes beyond hosting exclusive events. Mercedes-Benz is dedicated to the #PerfectDrive in everything we do, including driving the game of golf forward internationally and locally." The Mercedes #PerfectDrive initiative signifies the brand's commitment to excellence in its vehicles and supporting and advancing the sport of golf. It essentially encompasses various aspects, from sponsoring major golf tournaments to hosting exclusive events like the MercedesMasters to promote talent, community engagement, and philanthropy within the golfing sphere. Ryssen further says, "We are extremely proud of our support for the Egyptian Golf Federation through exclusive automotive partnerships for their golfing calendar, grassroots initiatives, the National Junior Development, and Elite Amateur Programs. Supporting future golf champions is a shared goal of both Mercedes-Benz Egypt and the Egyptian Golf Federation." Partnerships are a cornerstone of the Mercedes-Benz #PerfectDrive initiative, crucially enhancing grassroots initiatives and programs within the golfing community. At Mercedes-Benz events in Egypt, the brand actively directs a portion of proceeds towards impactful charitable initiatives, supporting causes that hold significant value and impact within the community. During the previous event hosted at Madinaty Golf Club, golfers showed support for the Baheya Foundation for breast cancer awareness. Ryssen explains, "Golfers came in to participate, wielding their drivers for a greater cause, where a percentage of the ticket fees was donated to Baheya." he further reflected, "This falls in line with our long-term partnership with Baheya Foundation to support their ambitious humanitarian projects including continuing the establishment of the new breast cancer hospital in Sheikh Zayed." It's a commendable endeavor, and given Mercedes-Benz's ongoing commitment to sports and its lasting presence in Egypt, such impactful contributions to the community and the sport are likely to persist and expand in the foreseeable future.

# EXPERIENCE THE WEST LIKE NEVER BEFORE AT ALEX WEST CLUB



Alex West Club is more than just a club. It is a destination that offers more than 30 courts on 33 acres with exclusive and premium facilities and services that exceed the expectations of its members and guests. With our top-notch, high-standard facilities, we provide a variety of activities and experiences that cater to different interests and preferences. Whether you are looking for a relaxing getaway, a thrilling adventure, or a memorable event, Alex West Club has something for everyone.

One of the most prominent features of Alex West is its golf course. Built on 80 acres of land, with 18 exciting holes, Alex West is the number one golf course destination in the West. The golf course is designed to challenge and delight golfers of all skill levels, with scenic views and impeccable greens. Whether you are a beginner or a pro, you will find the golf course at Alex West to be a rewarding and enjoyable experience.

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Westival is a festival that celebrates the spirit of the West, with everything from megastars to games and

entertainment activities. Westival is a fun-filled event that attracts thousands of visitors every year, who come to enjoy the music, the food, the culture, and the atmosphere of the West. Westival is an event that you don't want to miss, as it showcases the best of what Alex West Club has to offer.

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Written by: Farah Hassan

# WORLD'S TOP 5 MALE GOLFERS AS OF OCTOBER 2023

Embark on a journey through the illustrious careers of five top-tier professional golfers, each leaving an indelible mark on the sport's landscape. From major championship victories to historic achievements, these athletes have ascended to the pinnacle of the golfing world, shaping the narrative of the game with their prowess and dedication.



**SCOTTIE SCHEFFLER**  
COUNTRY: UNITED STATES OF AMERICA  
AVERAGE POINTS: 10.910

Scott Alexander Scheffler, born on June 21, 1996, is an accomplished American professional golfer competing on the PGA Tour. Currently ranked as the world number one, he achieved this position in March 2022 and has held it for over 50 weeks. Scheffler's impressive career includes a major championship win at the 2022 Masters Tournament and a victorious performance at the 2023 Players Championship.



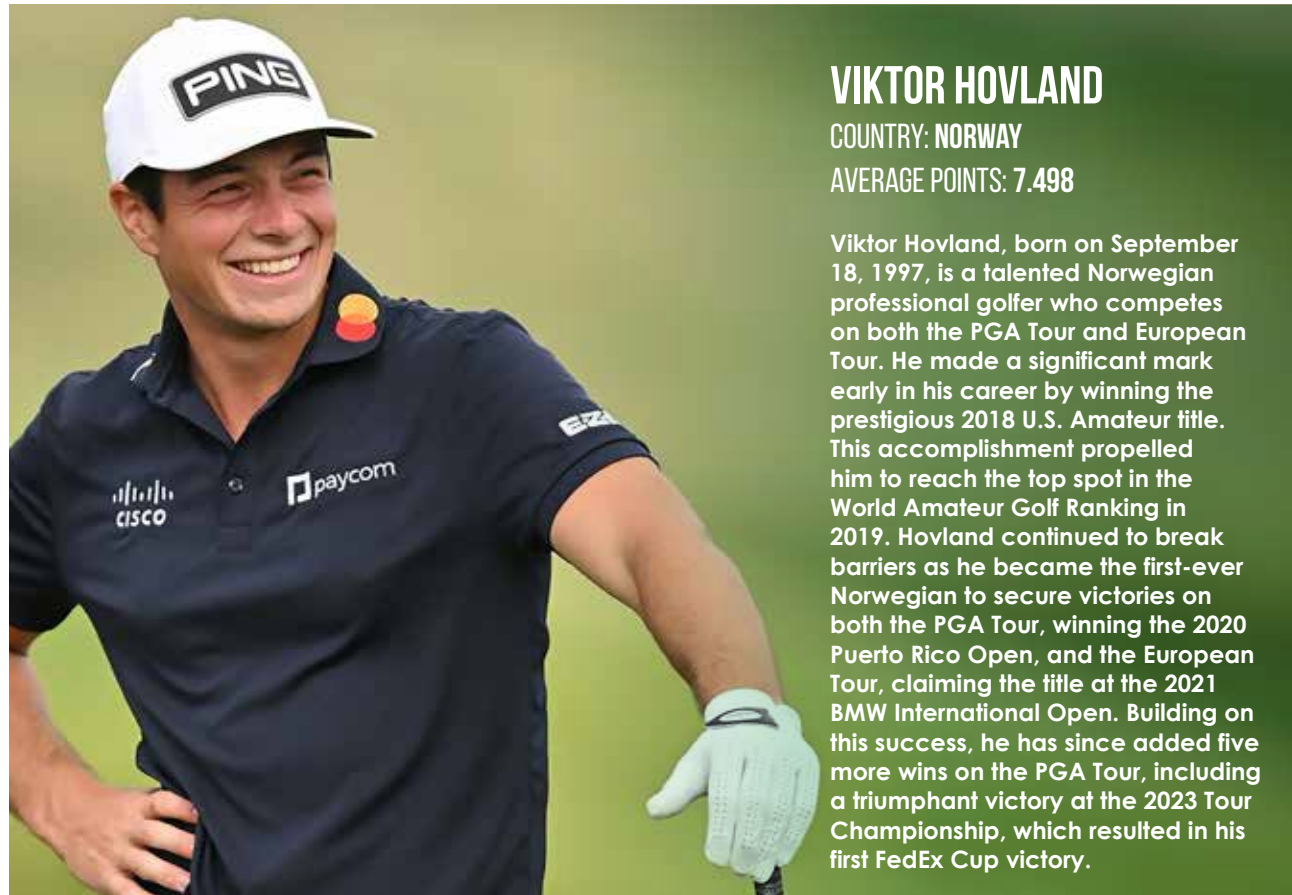
**RORY MCILROY**  
COUNTRY: EUROPEAN TOUR  
AVERAGE POINTS: 10.114

Rory Daniel McIlroy MBE, born 4 May 1989, is a Northern Irish professional golfer who competes on both the European and PGA Tours. He is a former world number one in the Official World Golf Ranking, having held that position for more than 100 weeks during his career. He has four major titles, including the 2011 U.S. Open, the 2012 PGA Championship, the 2014 Open Championship, and the 2014 PGA Championship. He is one of three players, along with Jack Nicklaus and Tiger Woods, to have won four majors by the age of 25.



**JON RAHM**  
COUNTRY: SPAIN  
AVERAGE POINTS: 9.297

Jon Rahm Rodríguez, born on November 10, 1994, hails from the Basque Country and is a highly skilled Spanish professional golfer. He made waves in the golfing world by holding the number one position in the World Amateur Golf Ranking for an impressive 60 weeks, setting a then-record. Rahm's remarkable journey continued as he ascended to the coveted rank of world number one in the Official World Golf Ranking. He achieved this milestone after his victorious performance at the Memorial Tournament in July 2020. Rahm's accomplishments continued to shine bright as he became the first Spanish golfer to claim victory at the U.S. Open in June 2021. Adding to his list of achievements, in 2023, he secured his second major championship title by winning the prestigious Masters Tournament.



## VIKTOR HOVLAND

COUNTRY: NORWAY

AVERAGE POINTS: 7.498

Viktor Hovland, born on September 18, 1997, is a talented Norwegian professional golfer who competes on both the PGA Tour and European Tour. He made a significant mark early in his career by winning the prestigious 2018 U.S. Amateur title. This accomplishment propelled him to reach the top spot in the World Amateur Golf Ranking in 2019. Hovland continued to break barriers as he became the first-ever Norwegian to secure victories on both the PGA Tour, winning the 2020 Puerto Rico Open, and the European Tour, claiming the title at the 2021 BMW International Open. Building on this success, he has since added five more wins on the PGA Tour, including a triumphant victory at the 2023 Tour Championship, which resulted in his first FedEx Cup victory.



## PATRICK CANTLAY

COUNTRY: UNITED STATES OF AMERICA

AVERAGE POINTS: 6.667

Patrick Cantlay, an American professional golfer, was born on March 17, 1992. He enjoyed a prosperous amateur career and held the top spot for 55 weeks in the World Amateur Golf Ranking. He has won the 2021 FedEx Cup as well as eight times on the PGA Tour. He is also a member of the 2022 class of the UCLA Athletics Hall of Fame.



# SOMABAY GOLF UNVEILS PAR 3 CHALLENGE COURSE

Somabay Golf proudly unveils its revamped Par 3 Challenge Course, signaling a departure from tradition in 2019. With a total length extending to 1239 yards, this innovative course is not merely a golfing experience; it's a manifestation of Somabay's commitment to sustainability. The visionary minds behind its design are Tim Lobb and James Edwards, built under Somabay's sustainability vision.

The Par 3, centered in the heart of the Somabay Academy, allows novice golfers to practice and improve their game. With expert tuition from our academy team, the Par 3 course provides a safe and challenging environment for those new to the game.

Nestled within the Golf complex, the Par 3 offers something for everyone day and night and all year round.

What makes it different? Well, you can create every approach shot imaginable with a succession of tees that are measured only in yards, so the astute and student golfer can home in on their approach game.

The area is also floodlit and provides day-night activity to all levels of golfers, from those who want to dial in their wedges to a casual nine holes under the stars.

What sets this course apart is its revolutionary approach. The succession of tees, measured in yards, empowers golfers—novice and seasoned alike—to craft every conceivable approach shot, making it an ideal ground for refining the art of approach play.

Adding to its allure, the area is brilliantly floodlit, transforming it into a day-to-night haven for golf enthusiasts. This feature extends the joy of the game to all levels of players—whether you're meticulously perfecting your wedge shots or leisurely enjoying a casual nine holes under the enchanting starlit sky. Somabay's New Par 3 Challenge Course not only challenges conventional norms but invites golfers to elevate their game in a sustainably designed and brilliantly illuminated setting.

### Somabay Golf

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Written by: Farah Hassan

# WORLD'S TOP 5 FEMALE GOLFERS AS OF OCTOBER 2023

Explore the remarkable journeys of five accomplished professional golfers who have left an indelible mark on the global golfing stage. From national victories to major championships, each athlete's unique achievements and skills have propelled them to the forefront of the sport.



## LILIA VU

COUNTRY: UNITED STATES OF AMERICA

AVERAGE POINTS: 8.00

Lilia Kha-Tu Du Vu, born on October 14, 1997, is an accomplished American professional golfer. She has made remarkable contributions to the U.S. national team, securing victory in the 2018 Curtis Cup with an impressive four points. Additionally, Vu showcased her exceptional skills by winning the 2018 Espirito Santo Trophy in Ireland. Notably, in 2021, she achieved three triumphs on the Symetra Tour. Building on her success, Vu clinched her first major title at the 2023 Chevron Championship, followed by a second major win at the 2023 Women's British Open in August of the same year.

## RUONING YIN

COUNTRY: CHINA

AVERAGE POINTS: 7.80

Yin Ruoning, born on September 28, 2002, is a talented Chinese professional golfer currently competing on the LPGA Tour in the United States. At the young age of 16, she proudly represented the Chinese women's national team at the 2018 Asian Games held in Jakarta, where she secured a bronze medal in the women's team event. Demonstrating her exceptional skills, Yin achieved a significant milestone at the age of 20 by winning the prestigious 2023 Women's PGA Championship, becoming the second Chinese woman to claim victory in a major championship. Her remarkable achievements propelled her to the top spot in the Women's World Golf Rankings in September 2023.



## KO JIN-YOUNG

COUNTRY: SOUTH KOREA

AVERAGE POINTS: 7.37

South Korean professional golfer born on July 7, 1995 consistently competing on the LPGA Tour. She had placed second in the 2015 Ricoh Women's British Open at the age of 22, won the 2017 LPGA KEB Hana Bank Championship, and had won 10 times on the LPGA of Korea Tour by that time. She joined the LPGA Tour for the 2018 season and won her inaugural competition, the ISPS Handa Women's Australian Open, in February and is deemed to be only the second player in LPGA history to accomplish this feat. In 2021, Ko again won the official money title and the LPGA Player of the Year.





## MINJEE LEE

COUNTRY: AUSTRALIA  
AVERAGE POINTS: 7.10

Minjee Lee, an Australian professional golfer from Perth, was born on May 27, 1996. After winning the Oates Victorian Open in February 2014, she rose to the top of the rankings among amateur golfers, holding that position until she turned pro in September of the same year. Lee won the Amundi Evian Championship, her first major title, on July 25, 2021. She won the U.S. Women's Open, her second major title, on June 5, 2022.



## CELINE BOUTIER

COUNTRY: FRANCE  
AVERAGE POINTS: 7.01

Céline Boutier, born on November 10, 1993, is a talented French professional golfer who showcases her skills on both the Ladies European Tour and the LPGA Tour. In 2017, Boutier displayed her prowess by securing two victories on the Symetra Tour and achieving an impressive eight top-10 finishes. Notably, she became the third member of the 2017 graduating class to exceed \$100,000 in earnings within a single season. Additionally, Boutier made history as the first player from France since 2013 to earn her LPGA Tour card through the Symetra Tour. With multiple wins on both tours, her accomplishments include a major victory at the 2023 Evian Championship.

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# AI IN SPORTS

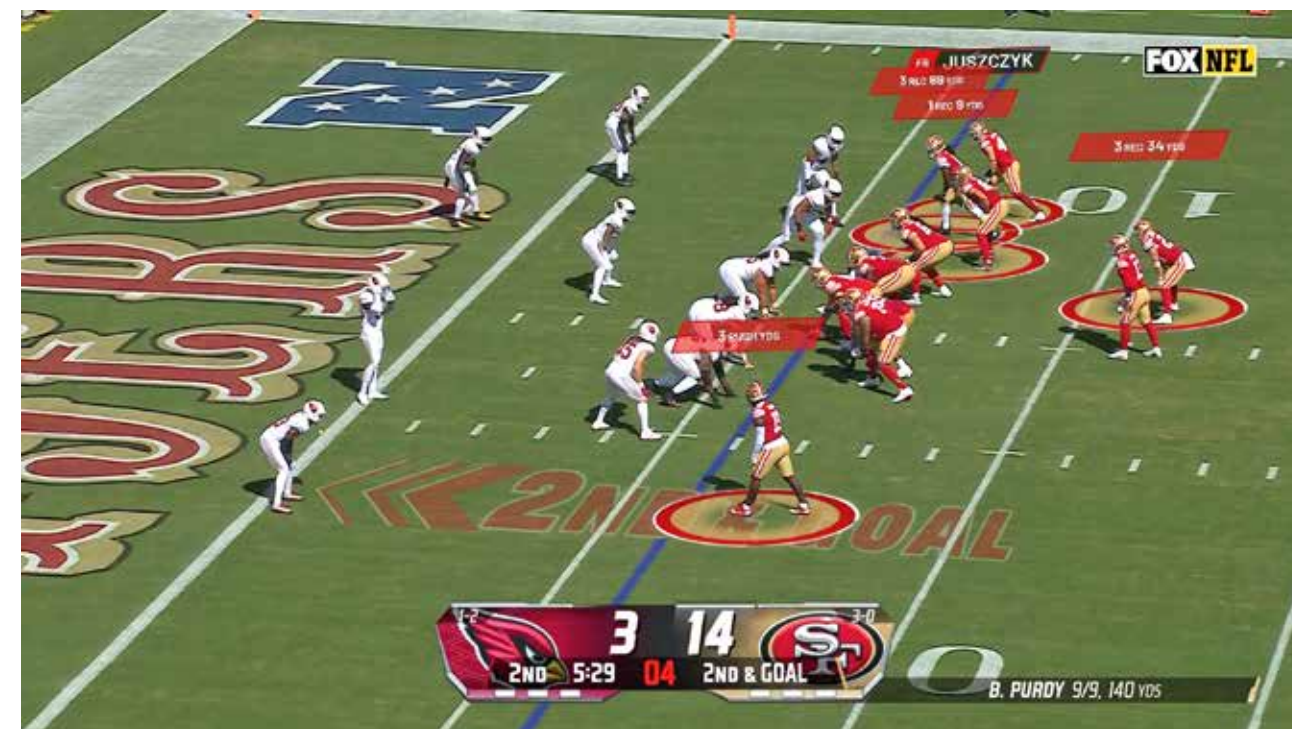
Written by: Mahmoud Demerdash

company acts as an official data, technology, and commercial partner within the sports industry. Its primary services include collecting, managing, and distributing live sports data, video content, and analytics. This data is utilized across various sectors, including sports leagues, federations, and media outlets companies. This encompasses multiple sports, such as soccer, basketball, American football, and more. Genius Sports has established partnerships with over 400 sports organizations worldwide, working closely with significant leagues and federations like the NFL, English Premier League (EPL), NCAA, NASCAR, and others. These collaborations allow them to be the official data provider for these organizations, supplying crucial statistics and information for various purposes.

Genius Sports' acquisition of Second Spectrum marks a pivotal move in the sports data and technology landscape, uniting two innovative entities to create a comprehensive offering within the sports and media ecosystem. Second Spectrum, renowned for its cutting-edge AI-driven data tracking and visualization solutions, brings advanced player-tracking technology from prestigious leagues such as the EPL, NBA, and MLS. This strategic merger aims to revolutionize the fan experience by combining real-time data insights with augmented video content, fostering richer engagement and empowering sports organizations, teams, and broadcasters with faster, more accurate

Artificial intelligence has quickly become a game-changer in sports, revolutionizing how athletes train, perform, and engage with fans. AI's impact on sports is undeniable, from data-driven insights that enhance player performance to predictive analytics that shape fan experiences. Many large corporations have made significant investments in the past year to integrate AI into all aspects of sports, from acquisitions to practical applications.

Genius Sports is a critical player in the sports data, technology, and commercialization sphere. The



analytics. The acquisition further amplifies Genius Sports' global reach, enhances its technological capabilities, and promises a seamless integration to drive future growth and innovation in the sports data domain. According to the government acquisition document, the company states its intent by declaring, "Genius is committed to capturing and distributing the fastest, most accurate, and secure official sports data. This acquisition supports our long-term strategic vision of utilizing AI tracking, enhanced data insights, and transformative technology to revolutionize the sports data landscape for the fans, our customers, and sports and media partners."

Powered by AI, Performance analysis in sports has revolutionized how coaches, teams, and athletes assess and enhance their capabilities. It involves meticulously examining various data points collected during training sessions and competitive games to glean insights that can directly influence strategic decisions and improve overall performance. AI algorithms process extensive data, including player movements, physiological metrics, tactical patterns, and game statistics. By analyzing this data, coaches gain a deeper understanding of individual and team performance, identifying strengths, weaknesses, and areas for improvement. Performance analysis further provides coaches valuable insights to refine strategies and game plans. For instance, analyzing opponent formations, movement patterns, and previous match data assists in devising strategies that exploit weaknesses and optimize strengths. Wearable devices integrated with AI technology have transformed how athletes monitor and manage their physical well-being. These devices, often smartwatches, fitness bands, or specialized sensors, gather much biometric



data in real-time. Utilizing AI algorithms, they process this data to provide comprehensive insights into an athlete's health and performance.

These wearables can precisely assess an athlete's physical condition by continuously tracking various metrics such as heart rate variability, oxygen levels, sleep patterns, and more. Additionally, they employ sophisticated analytics to detect subtle changes in movement patterns, identifying potential signs of fatigue, stress, or strain on specific muscle groups.

The NFL-AWS collaboration introduces an immensely innovative concept called the "Digital Athlete." This groundbreaking model redefines possibilities by utilizing AWS's AI, machine learning, and computer vision capabilities to simulate an infinite array of scenarios within the game environment. By integrating diverse data encompassing player position, play



type, equipment, environmental conditions, and anonymized injury insights, this simulation aims to revolutionize injury treatment and rehabilitation in the short run. Furthermore, it aspires to forecast and preempt injuries, ultimately reshaping the game of football and potentially setting a precedent for injury prevention across various sports.

Notably, data analytics have played a pivotal role in reshaping the traditional hierarchy within the Premier League. Clubs like Brighton and Brentford have leveraged these analytics to identify exceptional talent, enabling them to make shrewd signings that resulted in substantial profits upon selling these players and drawing the envy of more entrenched clubs.

AI algorithms have reshaped the landscape of talent recruitment and scouting in sports by efficiently analyzing copious amounts of player data and statistics. Leveraging machine learning and data analytics, these algorithms ingest diverse sets of information, including player performance metrics, historical data, video footage, and even social media activity. By processing this extensive data pool, AI swiftly identifies patterns, trends, and critical indicators of talent that might not be immediately evident to human observers.

This technological capability aids coaches, scouts, and recruitment teams streamline their search for prospective talents by pinpointing individuals whose performance metrics align with the specific requirements and criteria sought by teams or clubs. Moreover, AI-driven recruitment tools offer insights into an athlete's potential growth, adaptability to different playing styles, or suitability for specific team strategies.

By facilitating a more data-driven and nuanced approach to talent identification, AI algorithms revolutionize the scouting process, potentially uncovering hidden talents and contributing to more informed decisions in building competitive sports teams.

AI technology serves as a game-changing tool in providing referee assistance by enhancing the accuracy and efficiency of decision-making during sports events. It is already being utilized in football with the use of VAR and goalline technology. Through the utilization of sophisticated algorithms and computer vision capabilities, AI systems analyze vast amounts of game footage in real time.

These systems are designed to recognize and track various game events, player movements, and specific actions, allowing for quick and precise analysis of contentious situations. By comparing the observed events against predefined rules and regulations, AI-powered systems can highlight potential rule infringements, offside calls, fouls, or other crucial moments that require the referee's attention.

This instantaneous analysis offers referees additional insights and angles, aiding them in making more informed judgments during high-pressure scenarios. With current controversies surrounding refereeing within football in particular, AI-based referee assistance can support accuracy in decision-making and contribute to sports competitions' overall fairness and integrity, reducing the potential for human error and contentious disputes that could impact game outcomes.

## MERCEDES-BENZ OFFICIALLY LAUNCHES ITS FULLY ELECTRIC VEHICLE RANGE IN EGYPT



In a remarkable leap into the electric vehicle landscape, marking a significant step forward in the Egyptian automotive market, Mercedes-Benz proudly introduces its fully electric vehicle range in Egypt. The new all electric lineup entails six exceptional models with eight captivating variants, including the EQS, EQE, EQS SUV, EQE SUV, EQB, and EQA, as well as the AMG EQS 53 4MATIC+ and AMG EQE 43 4MATIC from Mercedes-AMG. This full range of tech-packed electric vehicles encompass various segments, ensuring that there's an electric Mercedes-Benz for every preference and lifestyle. Mercedes-Benz is not only introducing luxurious sustainable mobility in Egypt, but also offering a comprehensive package including an unmatched electric driving experience, and a superior service & ownership package.

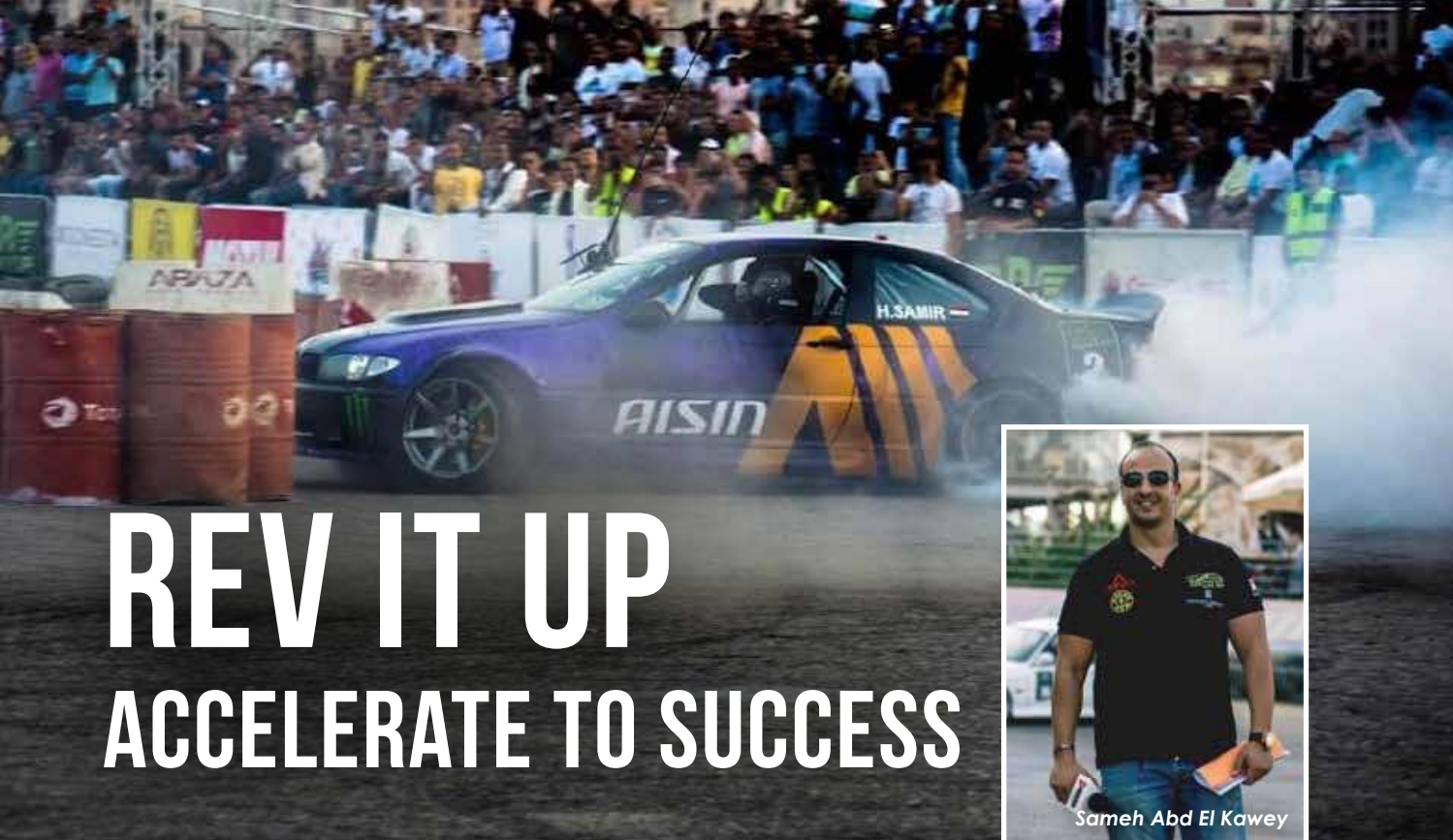
Spearheading the fully electric vehicles scene in Egypt, the new electric lineup starts with the EQA 350 4MATIC and EQB 350 4MATIC offering ample space and versatility, in a compact form factor. Also offered is the EQE 350+ setting new standards for business sophistication and efficiency. The EQS luxury flagship is available as EQS 450+. Further expanding the range, Mercedes-Benz is offering two Full-size electric SUVs combining power and elegance, the EQE 500 4MATIC and EQS 500 4MATIC SUV. Finally, for the thrill seekers, the AMG EQE 43 4MATIC and AMG EQS 53

4MATIC+ high performance variants are offered from Mercedes-AMG.

The heart of the fully electric Mercedes-Benz vehicles is an advanced electric motor powered by a new generation of batteries with significantly higher energy and efficiency, generating from 295 Hp up to 660 Hp. Blessed by unparalleled aerodynamics, on a single charge, under real driving & traffic conditions, the Mercedes-Benz electric vehicles have a class leading driving range starting from 400 Km in case of the compact models such as the EQA or EQB, up to over 700 Km in case of the flagship model EQS.

To ensure the Mercedes-Benz experience in every situation, the new vehicles come with a flexible charger kit, allowing customers to simply charge the vehicle at home or at public charging stations at their own convenience. Of course, they can also be charged at fast charging stations with direct current, powering up more than half the battery in a brief amount of time.

In addition to the charger kit, the entire electric vehicle line-up comes with an integrated service package valid for 6 years and unlimited mileage ensuring a seamless ownership. For the customers peace of mind, the EQA & EQB feature an 8 Year Battery Guarantee or 160K kms. The EQE, EQS range including SUVs feature a 10 Year Battery Guarantee or 250K kms.



# REV IT UP ACCELERATE TO SUCCESS



Sameh Abd El Kawey



Since 2015, Egypt & Middle East Motorsport Championship-REV IT UP has had a strong imprint, achieving a series of continuous successes not only in Egypt but throughout the Arab world and the Middle East to bring together racers and fans from many countries here in Egypt to present and represent their countries as racers or jury members or even spectators. During 9 successful sports seasons, REV IT UP presented more than 100 rounds varied between drift, speed and, in addition, creating new forms of racing like REV IT UP The Gate that's full of excitement and enthusiasm.

REV IT UP supported the community with new generations of motorsport competitors in various categories like ladies, special needs people, and juniors that recently attracted attention presenting young racers from 7 years old. Sameh Abde El Kawey - REV IT UP owner & General Organizer explains, "The

goal of children's participation with private insured cars is not the aim of winning but rather to create a new racers generation who have grown up on the rules of motorsport which makes us expect a professional generation avoiding any reckless that don't belong to the motorsports community."

A few days ago, Egypt & Middle East Motorsport Championship-REV IT UP announced the holding of the final rounds in Family Park El Rehab 15th December drift and twin drift 16th December speed For his part, Abdel Kawey added, "It will be unforgettable races, especially Twin drift that's famous for its popularity, we prepared for the event 2 months ago, racers from all over Egypt and the Arab world are ready to participate also our fans are very excited to witness the end of the sports season which will be the strongest throughout the year."



**05:00 PM - 10:00 PM**  
**15 & 16<sup>th</sup> Dec. 2023**  
**Family Park**

**Egypt & Middle East  
Motorsport Championship (EMMC)**  
**Organized by REV IT UP**

**Drift**  
**Twin Drift**  
**Speed Test**  
**The Gate**





































# HOW TO LOSE WEIGHT WITHOUT DIET



By: Dr. Sabry Ibrahim  
PhD Sports Science

THESE INSTRUCTIONS WILL MAKE YOU  
**LOSE 5 TO 10 KILOGRAMS**  
PER MONTH WITHOUT FOLLOWING  
A SPECIFIC DIET



## DIVIDE

your meals into 5 meals (small portions), 3 main meals and 2 including snacks.

## DO NOT

delay breakfast for more than 3 hours.

## EAT

your last meal 3 hours before bedtime.

## AIM

for adequate sleep, 6 to 8 hours a day at night.

## AVOID

staying up late; it can harm your diet, leading to excessive eating throughout the day. It affects hormone secretions and disrupts the body.

## AVOID

sugars and their derivatives, opting for substitutes.



## CONSUME

plenty of fruits and vegetables to supply the body with essential minerals and vitamins.

## CONSUME

at least 8 cups of water throughout the day to avoid dehydration, though excessive drinking can cause discomfort, especially when consumed on an empty stomach.

## CONSUME

starches such as rice and pasta as needed, without completely eliminating them.

## EAT SLOWLY

it takes around 10 to 30 minutes for the stomach to signal the brain that it's full, potentially preventing overeating.

## EATING

bananas before exercising and drinking coffee can aid in weight loss due to their diuretic properties and other beneficial elements.

## BE MINDFUL

not to follow a strict diet all day and then consume a large amount of food at night.

## REFRAIN

from taking tranquilizers as they can contribute to obesity.

## ENGAGE

in daily physical activity, even if it's just walking for at least half an hour. For quicker weight loss, consider walking for two hours.

## INCORPORATE

plenty of fiber-rich foods like apples, cucumbers, and various vegetables to aid in feeling full.



## DISTINGUISH

between genuine and false hunger by drinking water or engaging in an activity. False hunger often subsides after a drink of water.

## A FREE

meal doesn't imply eating excessively all day. Consider having it during breakfast or spreading it over two meals and ensuring adequate hydration.

## PERIODICALLY

alter your eating patterns to rekindle fat burning, especially if your weight plateaus.

## RELYING

solely on cardio exercises is insufficient for changing body measurements and shape. Incorporate both cardio (such as running) and resistance exercises (body weight exercises on sports equipment).

## INCLUDE

a lot of salads in your diet.



## INDIVIDUALS

with flabby bodies should focus on foods containing vitamin E, slightly increase protein intake, reduce carbohydrates, and include healthy fats like nuts.

## SUSTAINING

a healthy body involves a balanced diet, aerobic exercises, as well as stretching and resistance exercises.

## PERIODICALLY

change your exercise schedule, eating habits, and lifestyle every 4 weeks to prevent your body from getting accustomed to a specific routine.

## FOR YOUNG

people aiming to reduce stomach size, address diet quality, sleep patterns, stomach issues, and include both cardio and abdominal exercises in workouts.

## A LIFESTYLE

approach to eating habits is more effective than strict diets. Adopting this as a lifelong practice is beneficial for overall health and well-being.

## TRY

herbal recipes before meals, like ginger, cinnamon, cumin in boiling water with lemon, or star anise with lemon (unsweetened or sweetened with a spoonful of honey) to aid in digestion and fat burning. Caution is advised for those with stomach, colon, or blood pressure issues.

## IF AIMING

to lose weight, consider minimizing exposure to tempting foods, such as those offered by family members, to maintain dietary consistency.



## TRANSFORM

your body into a fat-burning machine by following a healthy diet that doesn't deprive the body of necessary nutrients. Combine different types of carbohydrates, proteins, fruits, and maintain hydration while incorporating both cardio and exercise routines.

## TO OVERCOME

weight stability, reduce carbohydrate intake, avoid salts and sugars completely, and increase daily exercise by at least an hour.

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