

Hosted by



MUBADALA



**SPORT
INDUSTRY
FORUM
LIVE @**

**MUBADALA
ABU DHABI OPEN**

INTERNATIONAL TENNIS CENTRE, ZAYED SPORTS CITY



PRESENTED BY:



Abu Dhabi
Sports Council

WEDNESDAY 4 FEBRUARY 2026



11.30 ARRIVAL & NETWORKING LUNCH

12.30 WELCOME & OPENING REMARKS
WELCOME FROM A SENIOR REPRESENTATIVE FROM MUBADALA

Moderator: Chris McHardy, Head of Sport, Arabian Radio Network

12.35 INTERVIEW: ABU DHABI'S HEALTHY LIVING STRATEGY: STRENGTHENING COMMUNITY HEALTH & WELLBEING

This session looks at the "engine room" of Abu Dhabi's Healthy Living Strategy. As an aggregator of excellence, his unit coordinates efforts across government and industry to fast-track wellness. This interview moves from the broad strategy to their focus on physical activity, discussing how the private sector can partner with Government to deliver a more active, healthier emirate.

- Strategic oversight - the Healthy Living Unit's role in measuring and accelerating health projects owned by other government entities
- Driving participation - moving from high-level policy to on-the-ground physical activity and sport projects
- Public-private impact - building a sustainable framework for the sports industry to contribute to long-term economic and health goals

H.E. Dr Ahmed AlKhazraji, Executive Director, Healthy Living Abu Dhabi

WEDNESDAY 4 FEBRUARY 2026



13.00 HOW ABU DHABI IS ACTIVATING COMMUNITIES THROUGH HEALTH, SPORT AND MOVEMENT

This conversation explores how policy translates into real-world participation – in neighbourhoods, schools, public spaces and everyday life.

Dr Omniyat Al Hajeri brings a unique perspective at the intersection of public health, community activation and sport, sharing how Abu Dhabi is designing environments, programmes and platforms that make movement accessible, inclusive and sustainable for all.

The discussion will explore the realities of behaviour change, the role of sport in public health, and how innovation – digital and physical – is being used to engage communities at scale. The session also touches on the importance of women’s leadership and women’s sport in shaping healthier, more active societies.

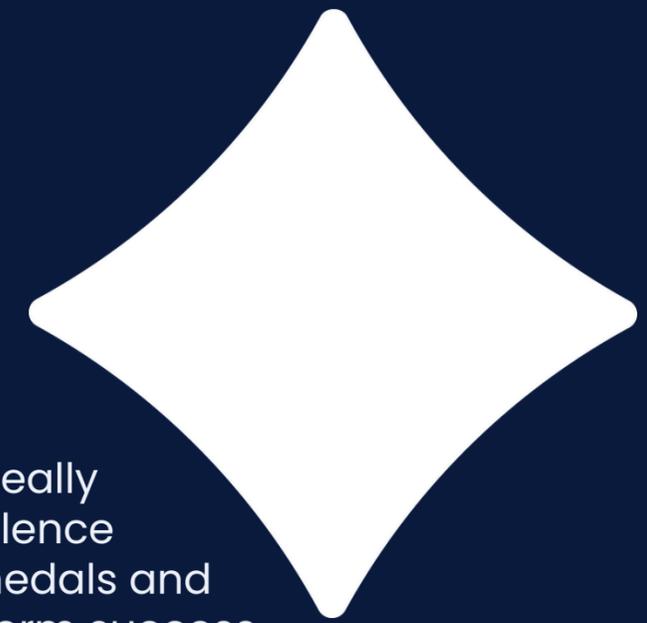
H.E. Dr Omniyat Al Hajeri, Executive Director, Abu Dhabi Public Health Centre

13.20 NETWORKING BREAK & REFRESHMENTS

13.35 THE SPORT INDUSTRY QUIZ – YOUR CHANCE TO WIN SIGNED MERCH!

Test your sport business knowledge in our interactive quiz and win signed merchandise from players at the Mubadala Abu Dhabi Open!

WEDNESDAY 4 FEBRUARY 2026



13.40 ON STAGE: THE ATHLETE PERSPECTIVE – RISING TALENT, REAL SUPPORT

This fast-paced on-stage conversation brings together incredible athletes from the region to share what it really takes to compete, progress and build a future at the highest level. This session unpacks the Mubadala Excellence Programme and what this support means for the athletes. The athletes discuss the moments behind the medals and milestones – from early ambition and sacrifice to the role that belief, backing and opportunity play in long-term success.

Hamda Al Qubaisi, Emirati Racing Driver
Alia Abdulsalam Fairouz, Formula 4 Powerboat Driver

14.05 PANEL SESSION: BUILDING GLOBAL BRAND VALUE THROUGH SPORT

How leading organisations are building brand equity and commercial impact through strategic sport partnerships.

As sport becomes more competitive, global and fragmented, the question for brands and investors is no longer whether to partner with sport, but how to do so in a way that delivers long-term value, relevance and return. Using the global Mercedes-Benz and WTA partnership as a live case study, the session examines how rights holders, brands and destination partners are rethinking partnership models to move beyond visibility to value.

The discussion will explore partnership design, global reach, fan connection, investment mindset and the role of sustained commitment in driving commercial success across sport.

Sarah Swanson, Chief Brand Officer, WTA Ventures
Brian Lott, Chief Communications Officer, Mubadala
Bonnie Al Fakhri, Head of Marketing & Communications, Mercedes-Benz

WEDNESDAY 4 FEBRUARY 2026



14.40 CLOSING REMARKS
Moderator: Chris McHardy, Head of Sport, Arabian Radio Network

14.50 NETWORKING & REFRESHMENTS
Continue networking in the hospitality Suite before watching the afternoon's matches

15.00 Guests are invited to Zayed Sports City Stadium to watch world-class tennis at the Mubadala Abu Dhabi Open

