



## SPORTEL ANNOUNCES HONG KONG AS VENUE FOR SPORTELAsia 2011!

MONACO, 2 September 2010 – David Tomatis, Chief Executive Officer of SPORTEL, announced today that **SPORTEL’s next spring market would be held in Hong Kong in March 2011.**

**SPORTELAsia 2011 will take place Wednesday, March 16 to Friday, March 18, 2011 at the world-famous, 5-star InterContinental Hotel, in Hong Kong.**

In making this announcement, Mr. Tomatis said, “the Asian continent and especially Hong Kong has been favored by our participants through a survey as the venue for the 2011 Spring Market”.

SPORTEL is THE place to network with the industry’s highest level executives, learn about the latest trends and innovations, conclude deals, forge new alliances and generally further your business objectives.

Our participants will find direct flights from major cities around the world and we are sure that everyone will enjoy the world-class luxuries and amenities offered by the InterContinental, Hong Kong. Internationally acclaimed as one of the world's top hotels for business and leisure, InterContinental Hong Kong, with its unique and convenient Kowloon waterfront location, offers unrivalled views of Victoria Harbour and Hong Kong Island, and unparalleled service and facilities.

SPORTEL markets continue to be the only events offering business opportunities to such a wide diversity of companies involved with international sports content. From traditional broadcasters, program distributors, sports marketing agencies, satellite services, sports federations, leagues and teams to new technologies focusing on Internet and mobile distribution platforms, SPORTEL offers opportunities for everyone.

Next SPORTEL event : **SPORTELMonaco 2010, October 11-14, 2010** will be held at the **Grimaldi Forum in Monaco**. Last year, SPORTELMonaco 2009 had a record total **2,247 participants, representing 938 companies from 68 countries.**

Press information

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