



OUR

DRIVE

An annual message from Maxwell Andrews, Chairman of the Sports Committee, to the members, partners, and associates of AmCham Saudi Arabia.



Year in Review

Dear AmCham Saudi Arabia Members,

The American Chamber of Commerce Saudi Arabia's Sports Committee has witnessed a remarkable and eventful year. Through a series of enticing events and activations, our committee has successfully created a platform for fruitful interactions and collaborations. Furthermore, we have had the privilege of hosting distinguished stakeholders from across the kingdom, as well as renowned international leaders within the sports industry.

From 5 meticulously planned events to 4 thrilling golf tournaments, our committee has been actively engaged across AmCham's three chapters in Jeddah, Riyadh, and the Eastern Province. These stimulating activations not only fostered networking opportunities but also provided a vibrant space for knowledge exchange and innovation to thrive. Equipped with a compelling mission to make a lasting positive impact on the Saudi sports industry, the AmCham Saudi Arabia Sports Committee carefully curated events and partnerships which created a dynamic platform that fosters collaborations, inspires transformation, and propels growth in this rapidly evolving industry.



AmCham Saudi Arabia and American Express Saudi Arabia Tournament Series

American Express Saudi Arabia and AmCham's sports committee have come together to host 3 extraordinary golf tournaments this year and aim to do so again in 2024. These full-day events were an excellent opportunity to participate in a memorable tournament, meet with the golf community network, as well as learn the basics of golf during our clinic supported by Golf Saudi.



- The Ladies and Juniors Golf Tournament at Safaa Golf Club (01/20/2023) was the first of its kind in the Kingdom and reflects the progress throughout the years. Read more [here](#) and watch the recap [here](#).
- Our 27th Annual Golf Tournament at Dirab (03/10/2023) was an anticipated tournament as it has been a tradition for years. Watch the recap [here](#).
- To conclude the events in 2023, we hosted a Golf Tournament at Royal Greens Golf & Country Club (11/10/2023). Watch the recap [here](#).

AmCham Saudi Arabia's Sports Committee Partnership with Hushood Entertainment Group

This year, the sports committee collaborated with Hushood Entertainment Group to plan, develop, and execute best-in-class AmCham Saudi Arabia's Sports Sub-committee Panel Events Series. By joining forces in this quality partnership, our teams cultivated growth and visibility within the industry. The panel discussions covered a wide range of topics and fostered fruitful conversations with stakeholders from various federations, international corporations, and ministries.

- With the increased excitement surrounding the growth and development of the eSports industry in KSA, the team hosted the **Evolution of eSports Panel Discussion** (06/15/2023) in Riyadh. Read more [here](#).
- In alignment with our goals for inclusion, the **Women in Sports: Breaking Barriers and Building Legacies Panel Discussion** (10/23/2023) brought together female leaders in the Kingdom to discuss recent changes and the expansion of sports. Read more [here](#).
- Shedding light on the expansion of facilities along the Red Sea, the **Navigating Excellence: The Red Sea's Rise as a Luxury Marine Destination Panel Discussion** (01/15/2024) brought together industry leaders who offered valuable insights. Read more [here](#).



Sports Committee Sponsored Events



The Sports Committee has played a key role in supporting events this past year as a sponsor for the EP Rugby Program which aims to increase sports participation and the Bahrain Golf Tournament which brought together golf enthusiasts and new players from across the GCC.

Eastern Province Rugby Program: The AmCham Sports Committee has sponsored the Khobar Junior Rugby Club to begin its inaugural season in the Eastern Province. The program welcomed over 30 kids to learn and grow in the sport, one of the fastest growing in the world. The sponsorship not only aligns with the aims to grow and support youth sports in the Kingdom but also aligns with the U.S. hosting Rugby World Cup 2031. AmCham is proud of this commitment to sports, youth, and philanthropy, and has also signed on to be the official sponsor in 2024.

AmCham Charity Golf Tournament & Awards Dinner Co-Hosted by AmCham Bahrain: We are proud to share the success of the AmCham Charity Golf Tournament & Awards Dinner co-hosted with AmCham Bahrain at the Royal Golf Club Bahrain and The Ritz Carlton Hotel Bahrain. The golf tournament welcomed 100 golfers from both Saudi Arabia and Bahrain for a Texas Scramble-style tournament followed by an evening reception attended by 200 AmCham members, business leaders and esteemed guests.



Highlights and Upcoming Events

Event Hosted at the Golf Men's International, Sponsored by PIF.

- We were honored to have organized **The Intersection of Sports and Tourism in Saudi Arabia Panel Discussion** (02/02/2023) during the Men's International Golf Tournament sponsored by PIF and IMG.



Hosting Americas Cup at the Jeddah Chapter Annual Holiday Reception.

- This year, marking the first time in the America's Cup's 172 year history, the world's top sailing teams raced on the Red Sea. The Jeddah Chapter had the privilege of hosting the America's Cup team and international stakeholders for a holiday reception that provided networking opportunities.

Upcoming Events

- 2nd Edition of the American Express Saudi Arabia Partnership Golf Tournaments
 - First Tournament of the Year: Riyadh (May 5th and 6th, 2024)
- Strategies for Success: Saudi Arabia aims to become a Powerhouse in Combat Sports
 - Jeddah (May)
- Investing in Excellence: Building a World-Class Football Ecosystem in Saudi Arabia Forum
 - Riyadh (TBC)
- 2nd Season of Sponsoring the EP Rugby Program.

Committee Sponsors



[Hushood Entertainment Group](#) is an event management company and crowd control company that provides leading innovative solutions in KSA.



[Althaus Yachts](#) are a leading figure in the international yachting industry who have proudly broadened our horizons to the Middle East by setting up presence in Jeddah, Saudi Arabia.

Committee Team



Maxwell R. Andrews
(Committee Chair)



Sage Park
(Champion)



Joel Huffman
(Founding Co-Chair)

We extend our gratitude to Joel Huffman, our founding co-chair, who played an instrumental role in kick-starting this committee. As he has chosen to step down from his position, we want to acknowledge his support and contributions to the team as well as wish him all the success in his future endeavors.



Zeina Alnouri
(Special Projects Manager)



Thomas Robison
(Riyadh Chapter Co-Chair)



Hanny Elmessiry
(Riyadh Chapter Strategic Partner)



Majed Sherbiny
KSA Strategic Partner



Shahbaz Khan
(Jeddah Program Director)



Rakan Alyusuf
Riyadh Program Director



Jennifer Maloney
(Golf Tournament Lead)



Carla Menendez
(U.S. Embassy Team Liaison)

Call for Sponsors

As we look ahead to 2024, we invite sponsors to join us in encouraging innovation and empowering the Saudi sports community through remarkable events and strategic priorities aimed at promoting investment, partnership opportunities, and knowledge-sharing. Please find the sponsorship packet [here](#).

In closing, the AmCham Saudi Arabia Sports Committee has had a noteworthy and eventful year, organizing enticing events and fostering fruitful collaborations. With a vision to invigorate innovation and empower corporations, federations, and individuals within the Saudi sports community, we hope to continue executing remarkable events in 2024.

We look forward to your continued support!

Best Regards,



Maxwell R. Andrews

CHAIRMAN OF SPORTS COMMITTEE AND
BOD AMCHAM SAUDI ARABIA

