



# SPORTSNL IN THE USA

## SPORTS IN THE USA | QUICK FACTS

US\$ 550 billion (1/3 of the global sports industry) and growing! With world events such as the 2023 World Baseball Classic, 2026 FIFA World Cup, and 2028 Olympics!

### OBJECTIVE

Support the Dutch sports sector in its ambition to collaborate in the United States and facilitate mutually beneficial partnerships that contribute to:

- Dutch-American knowledge exchange, trade and investment;
- top performance of athletes and teams;
- innovation;
- vitality;
- greening;
- and diversity and inclusion in sports.

# 60+

**Dutch companies and sports organizations we work with that wish to enter or expand in the United States and build partnerships.**

### PRIORITIES

A shared passion for sports, in particular:

- Innovative fan engagement
- Smart and green sports venues
- Sports tech and data analysis
- Urban sports planning
- Youth and talent development

### PUBLIC-PRIVATE COOPERATION

Multiannual platforms and programs: SportsNL, Partners in International Business, SportsNL@Soccerex, and cooperation with key partners such as the Royal Dutch Football Association (KNVB), Johan Crujff Arena, SportInnovator, Orange Sports Forum, and NOC\*NSF.

### SPORTY PARTNERS

Sports connect the Kingdom of the Netherlands and the United States as strong, innovative partners. We collaborate across the sporting industry at the international, national, state and local level.

### NL IN THE USA

The Consulate General of the Kingdom of the Netherlands in Miami coordinates the PIB Sports, Innovation & Vitality, and SportsNL@Soccerex.

The Consulate General of the Kingdom of the Netherlands in San Francisco is the point of contact for opportunities in the lead up to LA2028, together with the Netherlands Business Support Office in Los Angeles.

Miami and San Francisco closely liaise with the NBSOs in Texas and Los Angeles respectively, as well as with the other Consulates General and the Embassy of the Kingdom of the Netherlands in Washington D.C.

**LET'S SHAPE THE FUTURE OF SPORTS TOGETHER!**

**#SportsConnect**

#### CONNECT WITH US ON LINKEDIN:

- @CONSULATE GENERAL OF THE KINGDOM OF THE NETHERLANDS IN MIAMI
- @NETHERLANDS ECONSULATE SAN FRANCISCO
- @EMBASSY OF THE KINGDOM OF THE NETHERLANDS IN THE USA
- @NBSOLA | @NBSO-TEXAS

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