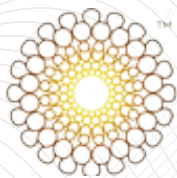


# 2050<sup>SPORT</sup> .com



EXPO  
2020  
DUBAI  
UAE



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*In line with our Leadership Vision 2050 & based on our experience in sport events management, we have decided to continue our challenges by creating the (2050 Sports Marketing) to support all individuals and private institutions with many creative ideas distinguished projects that will contribute in Abu Dhabi and the United Arab Emirates.*

**2050 Sports Marketing is a full-service event management company based in Abu Dhabi-UAE**

*With 20 years of local & international experience. We focus on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and teams. We also offer our expertise in providing full-service event knowledge and expertise that draw on the vision of our clients with creativity and strategic vision and guidance whenever needed. We can help you create, design, develop and manage all or part of your event, from simply offering ideas and guidance, to comprehensive event planning and management.*

*We fully understand the Region heritage, values and its new cultures diversity era along with the ability of managing any project with innovative ideas, strong creative concepts and professional management services.*



***Life expectancy has taught us to take some advantage from our experience and grow further, our leadership has inspired us through the variety of advanced infrastructure and helped us enable national talents to move into various challenges,***

*whether economic or community. Creating a challenging work atmosphere that greatly assisted in achieving these aspirations and moving with the direction of our government towards the oriental future, starting from vision 2020 and preparing for vision 2050, where UAE will show it's full potential.*

*Despite all the challenges, we chose this year to be the year of innovation and creation of the company (TwentyFifty ), and we wish to transfer all our previous experience, that we gathered in the past twenty years, to become a real support to UAE community, especially in the field of Event management and sports marketing, where we aspire through the upcoming events to be creative, excellent and innovative in all of our business ideas, including to benefit all UAE nationals or residents and spread the spirit of tolerance among all segments of our beloved United Arab Emirates.*

**Abdul Salam Fairouz - *Chef Executive Officer***

Scan to watch Video



## Extra Ordinary Achievements



*Success starts with planning and goals. Individuals that seek success in life must focus on their self confidence and strengths before achieving anything. Discovering what is important to you and where you want to go will take you down the path of managing the necessary steps you must follow to succeed. Commitment is the last primary focus as no success can be found without a commitment to make it happen.*



### (1994-1999) Racing Career

- 1994-1995 Second place in the overall standings of the F4 UAE Championship
- 1995-1996 First place in the overall standings of the F4 UAE Championship
- 1996-1997 First place in the overall ranking of the Middle East Championship
- 1997-1998 First place in the overall standings of the F4 & F2 UAE Championship
- 1998-1999 Fourth place in the Scandinavian Championship in Christian Sand Norway
- 1998-1999 Thirteenth place in the World Championships in Budapest, Hungary

### (2000-2009) Promoter Career

- 2000-2001 Managed to organize three events (Abu Dhabi, Sharjah, Abu Dhabi)
- 2001-2002 Four events (Fujairah-Abu Dhabi-Sharjah-RAK)
- 2002-2003 Five events (Fujairah-Qatar-Ajman-Oman-Abu Dhabi)
- 2003-2004 Five events (Qatar-Abu Dhabi-Fujairah-RAK-Abu Dhabi)
- 2004-2005 Five events (Qatar-Fujairah-Abu Dhabi-Sharjah-RAK)
- 2005-2006 Five events (Qatar-Fujairah-Oman-Sharjah-RAK)
- 2006-2007 Five events (Fujairah-Qatar-Saudi-Egypt-Malaysia)
- 2007-2008 Five events (Fujairah-Egypt-Saudi-Bahrain-Malaysia)
- 2008-2009 Five events (Saudi Arabia-Egypt-Malaysia-Fujairah)



### (2009-2020) Sports Marketing

- Managed to secure the deal between Dubai Sports Club & Belhouf Group
- Managed to secure the deal between Dubai International Marine Club & Nakheel
- Managed to secure the deal between Abu Dhabi International Marine Club & Dubai Holdings
- Managing and marketing H. H. Shaikh Rashid Bin Mohammed Ramadan Tournament 2004-2005
- Managed to secure the deal between Al Wahda Sports Club & DP World 2006
- Managed to secure the deal between Al Jazira Sports Club & DP World 2007
- Managed to secure the deal between Emirates Aluminium & Al Wahda Club 2008-2009
- Managed to secure the deal between Emirates Aluminium & Al Jazira Club 2009-2011
- Managed to secure the deal between Al Tayer Motors & Al-Jazira Club from 2011-2019
- Became the official marketing agency for Abu Dhabi International Marine Sports Club 2018-2020
- Became the official marketing agency for Abu Dhabi Sailing and Rowing Club 2018-2020

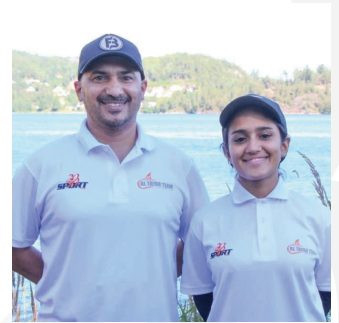


### ALIA ABDULSALAM FAIROOZ THE FIRST EMIRATI FEMALE IN THE MIDDLE EAST RACING IN J15 & F4 POWERBOAT CHAMPIONSHIP

*She was born in the UAE Dubai on August 3rd 2001 to a famous Emirati powerboating driver Abdulsalam Fairouz, who started his professional sports career in 1991 and as of 1994 he joined F4 racing class and became the UAE champion. Apart from Alia's father professionally competing in powerboating, this sport is deeply rooted in Alia's family, apart from her father her male cousin Ahmed Salem Almuhairbi was also competing as a powerboating driver.*

*Despite Alia's young age, she has a clear vision of her career goals and future, she is passionate about sports in general and looking forward to represent her country on global powerboating scene, which is in compliance with UAE leaders' vision of empowering Emirati women to take leadership in various fields. By following HH Sheikha Fatima Bint Mubarak's vision, Alia is not only planning to be successful in powerboating, but she is also pursuing her career as a professional psychologist in Dubai.*

*Currently she is a student of Bachelor studies at Zayed University in Dubai. She is particularly proud of her multitasking skills, which she is looking forward to demonstrate by being equally successful at her professional sports career and her studies. Her dream is to set a role model for young Emirati women and encourage them to dream big because nothing is impossible if they put their heart and effort into it. Alia's biggest motivation is following her father's footsteps and merging it with UAE's vision for women's empowerment. Hopefully one day many other Emirati women will take her as an example and help expand and empower GCC powerboating community.*



## THE 1ST EMIRATI FEMALE RACER IN F4

*Despite Alia's young age, she has a clear vision of her career goals and future, she is passionate about sports in general and looking forward to represent her country on global powerboating scene, which is in compliance with UAE leaders' vision of empowering Emirati women to take leadership in various fields.*

*By following HH Sheikha Fatima Bint Mubarak's vision, Alia is not only planning to be successful in powerboating, but she is also pursuing her career as a professional psychologist in Dubai.*



## GT 15 & F4 INTRODUCTION

*GT 15 is the first step into powerboat racing. A great class, where you learn to "fly" a racing boat. Alia has already learned how to master this category while training in Norway during the summer of 2022. Her norwegian coach, Mr Frode Sundsdal was very impressed.*

*Formula-4 is the next step. There is organized local racing in many countries around the world, including the middle east. The F4 class has also a World Championship serie. This international inshore powerboat racing competition for powerboats is organised by the Union Internationale Motonautique (UIM)*



Scan Instagram page

نادي أبوظبي للرياضات الشراعية واليخوت  
Abu Dhabi Sailing & Yacht Club



## Abu Dhabi Sailing Club

Through cooperation with the Abu Dhabi Sailing Club, we were able to achieve many distinguished successes in terms of attracting companies sponsoring the festival, as well as media and advertising promotion for the championship, which contributed to achieving the vision of the festival management and the endeavor to provide an appropriate environment for the other national institutions wishing to sponsor the championship for the coming seasons.



سباق دلما للمسافات الطويلة فئة ٦٠ قدم  
60ft dhow Dalma Race

Mr. Ahmed Al Rumeithi & Mr. Hazza Al Muhairi  
signing a contract for Delma Water Festival Sponsored by Al Rubaya Group

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## Establishing the first Pakistani team

The idea of establishing the first Pakistani team for Formula boats was an idea that came to my mind for a long time in order to develop relations between the two countries as well as seek to attract their national locals to practice in this new activities as well as support them towards the optimal promotion of the Pakistani tourism, which helped us achieve this through Cooperation with Mr. / Mohamed Ali - the owner of Star Contracting Company, where he supported the project and built a distinguished team that achieved many tournaments, especially by participating in the local Norwegian championship in cooperation with the Norwegian champion Frody Sundsdal, founder of the Sundsdal Marine Racing Team and the local organizer of the World Championship of Formula 2 boats for the city of Tonsberg



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## AL TAYAR TEAM ABU DHABI - UAE

### Wooden Powerboat

In cooperation with the founder of the Al Tayar team, Mr. Hazza bin Mohammed Al-Rubaya Al-Mu-hairi, we were able to promote many local traditional events, especially the establishment of the Al Tayar team for the wooden boats, as well as sponsoring the fishing championship, which met with great success thanks to the fruitful cooperation with the Abu Dhabi International Marine Sports Club, where the idea contributed to highlighting on these sports and attracting various national local towards the practice of these heritage activities, which are considered one of the most important events that we must support including the media campaign through the various local and international media companies, as well as this idea contributed to a very large percentage of participants, thanks to the incredible support from The Al Tayar Team for the championship in general



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## AL TAYAR TEAM ABU DHABI - UAE

### Fishing Competiton

*In cooperation with the Abu Dhabi International Marine Sports Club, we were able to contribute to the promotion of the traditional activities, especially the Emirates Fishing Championship, which was generously sponsored by the SI TayarTeam, under the guidance of the sponsor and founder of the team, Mr. Hazza bin Mohammed Al Muhairi, where the championship become one of the most important heritage championships In the Middle East, as well as the richest tournament in the world in terms of the allocated financial prizes money, thanks to the continuous cooperation between the various participating parties, especially the Al Tayar team, the Abu Dhabi international marin sport Club , and the 2050 sports events marketing company*



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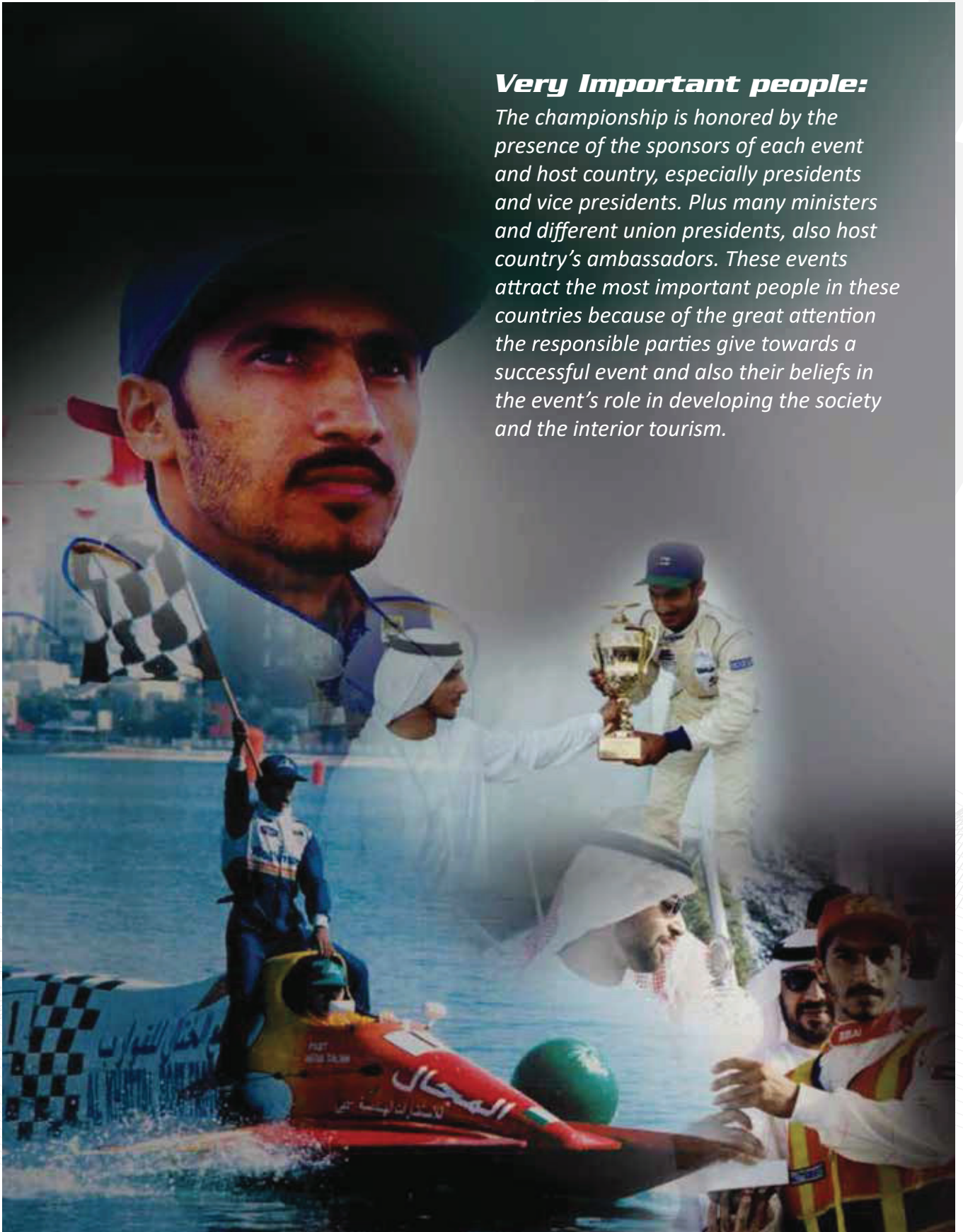
## Al Jazira Club

We manage to support and promote the activities of Al-Jazira Sports Club from 2010 to 2017 in varyprofessionalway , we have contributeds many achievements, spicaly attracting Emirates Aluminum Company to sponsor the first football team for two consecutive seasons, as well as attracting the Premier Motor Group to sponsorth club activities. We have also contributed to the management and marketing of the final match of the President's Cup ,and the team won the cup, as we contributed to the management and organization of the UAE Super Final In the Republic of Egypt for the year 2017 and by that we have achieved many achievements and aspirations, which contributed to its continuation for a long period of realtionsip with the club.



***Very Important people:***

*The championship is honored by the presence of the sponsors of each event and host country, especially presidents and vice presidents. Plus many ministers and different union presidents, also host country's ambassadors. These events attract the most important people in these countries because of the great attention the responsible parties give towards a successful event and also their beliefs in the event's role in developing the society and the interior tourism.*





*H.H. Mohammad Bin Hamad Al Sharqi  
Crown Prince of Fujeirah*



*H.H. Shihab Bin Tariq  
Oman Race 2003*



*H.H. Khalifa Bin Abdullah Al Khalifa  
Chairman - Bahrain Water Sport Federation*



*H.E. Bader Bin Nasser Al Kharafi  
Al Kharafi Group*



*H.H. Abdullah Bin Salem Al Qasime  
Deputy Ruler of Sharjah*



*H.H. Fahad Bin Jaber Al Sabah  
Previous Sport Minister of Kuwait*



HH Shaikh Mohammed bin hamad Al sharqi the crown price of Fujairah during the 25 unversary of the FIMC



Keep the left picture no need to have the right one ( HE Aref Al Awani the general secretary of the ADSC ) during the partners gathering



*HE Yusuff Ali M.A..  
Chairman & Managing Director of LuLu Group*



*HE DR SULTAN BIN AHMAD AL JABER  
THE COP28 PRESIDENT DURING THE CLOSING CEREMONY*



*Khaldoon Al Mubarak the chief executive officer and  
managing director of Mubadala Investment  
Company during cop28 event*



*Malaysia - pahange crown prince Tengku Hassanal  
Ibrahim Alam Shah Al-Sultan Abdullah Ri'ayatuddin  
during cop28 event*



*H.E DR. MOHAMED AL KUWAITI  
Head of Cyber Security*



*H.E. Dr.Khalifa Saif Juma Saif Al Mehairbi  
Founder and Chairman of Arabian Gulf  
Investment Group*



*Ahmed Abou Hashima  
Egyptian entrepreneur during the Abu Dhabi F1 Gp*



*Nasser Mohammed Al Nowais, Rotana Hotel  
Management Corp*



*HH Tengku Sulaiman Shah Al-Haj ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Al-Haj  
During our business to Malaysia*







H.E. Aref Hamad Al Awani is General Secretary of Abu Dhabi Sports Council & Abdul Salam Fairouz During the F2000 UIM Powerboat Championship 2019.



Ali Nasser Bin Habala, vice-chairman and board of members Dubai International Marin Sport Club & H.E. Hazza Mohammed Bin Rubaya'a Al Muhairi the owner of Al Tayar Team.



H.E. Hazza Mohammed Bin Rubaya'a Al Muhairi the owner of Al Tayar Team during the TV interview



Spirit of Pakistan Powerboat Team



Sailing  
Dubai Wooden Powerboat Championship



HE Ali Salim Al Midfa, Chairman of Sharjah Airport Authority & Abdul Salam Fairouz During the UIM F2000 World Championship Abu Dhabi GP 2019 .

# Sponsorship Gallery



H.H. Shaikh Sultan Bin Khalifa Bin Zayed, H.E. Mohammad Al Gergawi, Mr. Abdul Salam Fairouz



Signing Contract with Mr. Faisal Belhoul (Chairman of Belhoul Group) & Mr. Khalifa Bin Humaidan (Representing Dubai Sports Club)



Award from Mr. Faisal Belhoul to H.H. Shaikh Hamdan Bin Mohammad Bin Rashid Al Maktoum



Sponsorship Deal with Nakheel Real Estate Co. for Class1 World Championship, Dubai Round



Mr. Ahmed Al Rumeithi & Mr. Hazza Al Muhairi signing a contract for Delma Water Festival Sponsored by Al Rubaya Group

The sponsorship agreement was signed by HE Ahmed Thani Murshid Al Rumaithi, Chairman of Abu Dhabi Sailing & Yacht Club, HE Hazza Mohammed bin Rabea Al Muhairi, Chairman of Al Rubaya Group on Wednesday.



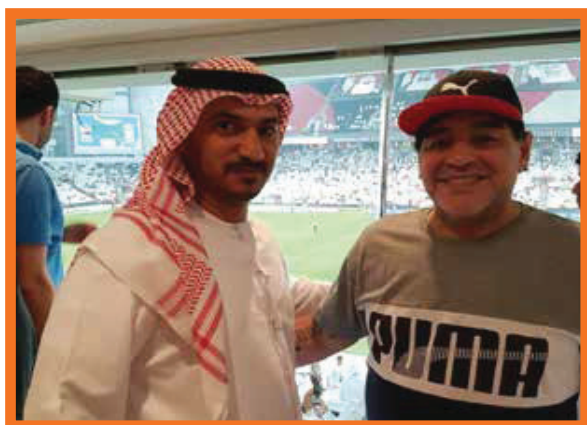
Mr. Abdulsalam Fairouz & Mr. Frode Sundsdal Establishment Spirit of Pakistan Team



*Tamer Hosny - Egyptian singer, director and songwriter & Abdul Salam Fairouz During the Emirates Supper cup in Egypt 2017.*



*Jasem Yaqoub the former Kuwait national team pleyer with Abdul Salam Fairouz during the GCC cup 22 Dec 2017 – 2018 in Kuwait.*



*Diego Armando Maradona an Argentine football manager and retired professional footballer & Abdul Salam Fairouz During the emirates league game 2017.*



*H.E. Aref Hamad Al Awani is General Secretary of Abu Dhabi Sports Council & Abdul Salam Fairouz During the Egyptian Supper Cup 2019 at Mohammed Bin Zayed Stadium.*



*Ahmed Ibrahim Mohammed, Executive Director of the Fujairah Club & HE Hazza Mohammed bin Rabea Al Muhairi, Chairman of Al Rubaya, during the visit to Fujairah marine sports club Academy's.*



*HE. Juma Mubarak al-Junaibi, UAE ambassador to Egypt and Permanent Representative to the Arab League & Abdul Salam Fairouz, During the gala dinner of the Emirates Supper Cup in Egypt 2017.*



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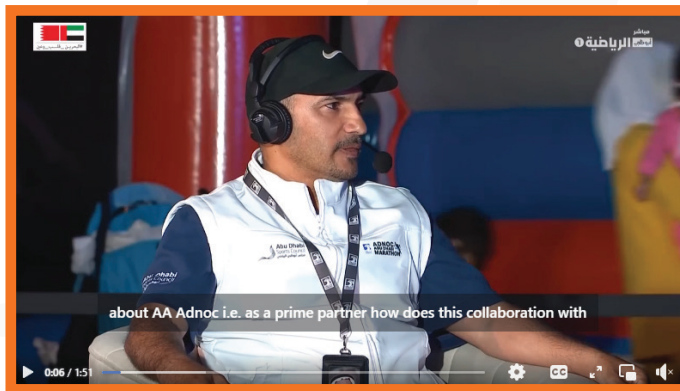


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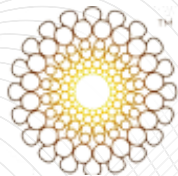


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