Sports Mission to Los Angeles, USA

October 12 – 17, 2025

We warmly invite Dutch sports organizations, companies, and knowledge institutions to join the 2025 Sports Mission to Los Angeles. The trade mission will take place from **October 12–17, 2025** (tentative). The trade mission includes the LA Sports Innovation Conference on **Monday, October 13**. By participating, you will have the opportunity to explore partnerships, showcase your innovations, and tap into business opportunities in the lead-up to **FIFA World Cup 2026** and the **Olympic and Paralympic Games in 2028** (LA28).

- *This mission is organized by NBSO Los Angeles, the Consulate General in San Francisco, RVO, Orange Sports Forum (OSF), KNVB, the Ministry of Foreign Affairs, Ministry of Health Welfare and Sports and NL Expo // LA28.*

Mission Objectives

The Sports Mission aims to:

- Discover key trends and opportunities in the LA sports ecosystem.
- Establish direct connections with local stakeholders, from professional clubs to public agencies.
- Promote and position the Netherlands as a trusted partner in the run-up to **FIFA 2026** and **LA28**.

Why Los Angeles?

LA is the undisputed sports capital of the United States—home to iconic teams such as the LA Lakers, LA Rams, LAFC, LA Galaxy, and LA Dodgers, and a city with deep experience in hosting global sports events. With a $6.9 billion budget allocated to LA28, the city is preparing to host the most sustainable and inclusive Olympic Games in history.

What to Expect?

This mission will offer a unique opportunity to:

- Explore the LA sports industry and its innovation ecosystem.
- Meet with local sports organizations, elite training centers, and leading universities.
- Participate in networking events, site visits, and exclusive receptions.
- Engage with local experts, city officials, and commercial partners.
- Position your organization for strategic collaborations in the lead-up to 2026 and 2028.

The mission will take place in the week of the **Sports Innovation Conference (SIC)** 2025, organized by the LA Sports Council. Free tickets will be available for mission participants, and a dedicated Netherlands conference lounge will be organized as part of the event. The full mission program will be shared closer to the date and tailored to participant profiles.

Special Focus Sessions

In addition to the general program, special focus sessions and meetings will be organized around:

- Women in Sports
- Women Entrepreneurship
- Social Impact & Community Building

A digital **kick-off meeting** will be held ahead of the mission to prepare participants and share program logistics.

Who Should Join?

The mission is ideal for organizations looking to explore export opportunities, showcase innovations, or establish partnerships in the U.S. sports sector. It is especially relevant for Dutch companies and institutions active in:

- Sport Infrastructure
- Sports Tech & Fan Engagement
- Mobility
- Community Building & Social Impact
- Sports Media & Marketing
- Athlete Performance

We welcome participation from entrepreneurs of all backgrounds to ensure a diverse and dynamic delegation.

Note: *Focus tracks will be confirmed when at least* ***six relevant companies*** *have registered per theme. At least* ***20% of the mission*** *will be dedicated to these subsectors; the remaining program will have a broader focus on the 2026 World Cup and 2028 Olympics.*

Participation fee

The following fees apply:

- €750 per company (includes 1 participant)
- + €250 for a second participant from the same company

The participation fee includes:

- Full access to the mission program
- Local transportation
- Program meals
- Entry to conferences and networking events

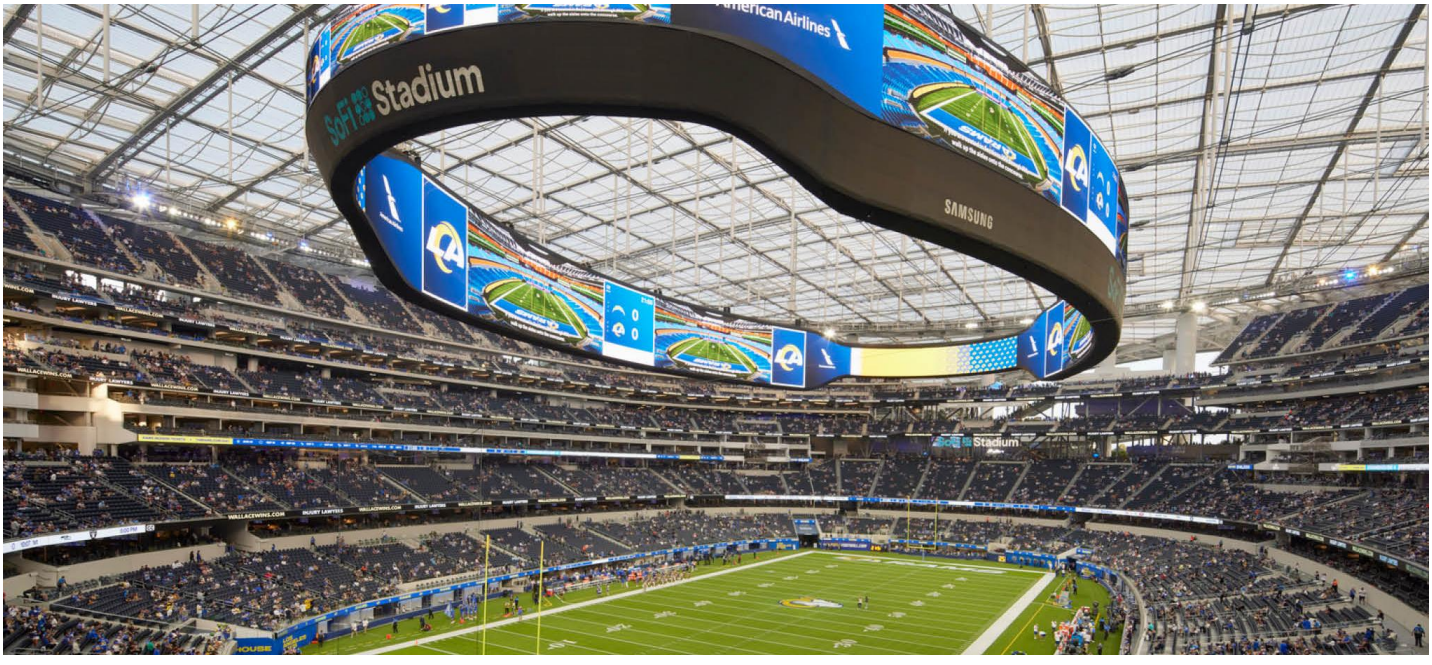
Note: Travel, lodging, and meals outside the official program are not included.

Registration & Deadlines

Due to expected high interest, participation is limited to **two representatives per organization**.

- Register by: **July 31, 2025**
- Confirmation within 14 working days after registration
- Invoices will be issued by Orange Sports Forum.

Spots are limited. To join the Dutch delegation, please register **here** before **July 31, 2025**.

Contact

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