

## Globalization of Sports

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### Abstract

*Globalization has a lot of definitions. It depends, what path it is discussed. In economic questions, there are especially trade of goods in ancient times. In modern time, that is not only goods are running around the world but the production branches are globalized long ago. Since there is work with a world wide web, many services are going globally – in reality and virtually. Sports have their own paths of going globalization. One important step has shown the re-activation of the new Olympic Games, which started 1896 in Athens/Greece. However, there are a lot of other sports, which not have been integrated into the Olympic Games and it is in the beginning, they went their own ways. Sailors, soldiers, students, merchants, and others (not to forget the aristocracy) brought their knowledge and habits to other countries and continents, so some special sports (mostly from Great Britain) spread out, where the British people went to, for examples: Rugby and Cricket. Moreover, the actual sports have established in most nations but they are not in the same intensity. Football of the European understanding is the most popular sports in the world today but it still plays a fifth wheel under the five major sports in the USA. American Football is number one there but it is never number one in another country of the world. Although the term “Americanization” indicates that a lot of trend sports coming from the USA even it is also the techniques to manage and to develop new markets internationally come from North America. As the result, after the fall of the “iron curtain” 1989 there are no barriers for the global free flow of goods, money, and individuals and the actual globalization of sports had experienced important changes and challenges.*

**Keywords:** *globalization, Olympic Games, Americanization, free flow, new sports markets, new sports strategies, Sports Business, Sports Management.*

## **Dimensions for Globalization of Sports**

The term of “globalization” itself has different roots. Some go back to the 20<sup>th</sup> century, some fix it on 1989, because it was the year of the fallen “iron curtain” between the Western and Eastern parts of the world. Some say the term was used first 1944 by World Trade Organization (WTO). 1961 found “Globalization” is an English written encyclopaedia. Naisbitt (1982) wrote about the globalization of the car industry in his “Mega Trends”. So, it is often said, that he was the founder of the term. The “Globalization of Markets” was published by Theodore Levitt in the Harvard Business Review in 1983.

Globalization means more than internationalization, it is the state of net-working in a multi-lateral way: liberalization of markets and increasing of media mark a deeper participation of all – nations, institutions, and individuals of our “one world”. We can describe it as “global free flow” of goods, of money, and of individuals –while after 1989 as overall.

To be first impressions for sports globalization, we can identify in sports “global Mega-Events” (Olympic Games and World Cups), “global players” (Michael Schumacher or David Beckham), “global symbols” (3 stripes by Adidas), and “global communication” (media-marketing-management by ESPN).

## **Different interpretations for Globalization of Sports**

Play and games have long traditional cultural roots. Every Nation could count them. After 1896, the new starting of Olympic Games that a lot of games came not into this participation. Different sports spread out from the motherland of modern sports which was from Great Britain, and involved also: Football, Rowing, Cycling, Cricket, Golf and others came into other continents and countries either by sailors, business people, soldiers, students, and/or by royalties.

## **The Flow of Globalization into the Sports World**

The chronological flow of data of Globalization into Sports

1851 – first America’s Cup

1896 - Olympic Games started in Athen

1904 - FIFA founded.

1910 - National Federation of the German Sports Industry (BSI) founded.

1924 - Olympic Winter Games started in Chamonix

1950 - Formula One started in Europe

1954 - UEFA founded.

1977- Ironmen came to Hawaii.

1978 - World Federation of Sporting Goods Industry (WFSGI) founded.

1981 - Abolishing of the term “Amateur” by decision of IOC in Baden-Baden

1980's - Aerobic/Fitness is conquering the world

## **Lines of globalization in sports**

Ways for the Globalization of Sports

In order to discuss the sports at that time, it has to follow at least two lines/scopes:

- the sports spread out via the Olympic Games (formal way)
- other way about special groups (informal way).

## **How does globalization support sports strategies?**

Today, special sports are known all over the world even if football is not a favourite sport in the single country, it is present at least by the country's television. That is perhaps a third explanation of globalization of sports: The media give all of us knowledge, which sports are popular in other continents and countries. Media give us the chance to know and understand cultural games from all of the countries as well.

As far as game is concerned, Takraw was played in Europe too, and somebody play this in the clubs. It is a fact that Takraw considered as a sport because the process of globalization in term of changes liked: changing rules, competition, materials, services, and so on.

In this overview, they have to point out that European sports, first, had a chance to globalize (Olympism and Great Britain). Then, it has to view of forms of “Americanization” as trend and action sports ( surf-sports, board-sports, and others).

Beside IOC, there are some important world sports’ governing bodies, which are responsible for the popularization of mainly traditional games, for example TAFISA, the international sports for all organization, in the first row for popularization traditional games.

The Association for International Sport for All (TAFISA)

- It was founded in 1991
- It was fast growing Sport for All organization
- It has more than 180 member organizations
- It is popular in 120 countries from all continents
- It is a regional structure inclusive ASFAA for Asia ; Oceania and ESFAN for Europe
- It has network of experts worldwide
- It programs involved millions of participants
- It is closed relationships with science, health promotion, world culture and the Olympic movement as well.

However, there are also sports governing bodies for other special target groups liked:

#### *International Masters Games Association*

Administration part of IMGA, its daily operations are managed by the Chief Executive Officer, stated office in Lausanne, Switzerland. The main assignments of its administration include: preparation, implementation and follow-up of decisions taken by the Board of Governors and the President, permanent liaison with the member federations, coordination of the preparation for all Games, organization and preparation of other events, circulation of information within the Masters Movement, advice to candidate cities, relations with international governmental and non-governmental organizations dealing with Masters and Senior sport and the implementation of many other tasks of an ongoing or ad hoc nature assigned to it as establishment of this organization.

Moreover, no matter what heritage of the sports have and when its arise internationally, globalization leads in all ways inclusively:

- Professionalization
- Mediatisation and

- Commercialization
- 

### **How does globalization lead to sports structures?**

Sports in international level competitions are often based on a national heritage (examples: OG or WC) but sports managers in responsible roles for sports developments therefore need the competences to work with these insights.

### **What does it means in economic impact for sports?**

Hereby to point out that more and more people practising sports, they need sports clothes and sports facilities; and more and more people joined watching these sports either involving in the sports grounds or via sports media. More and more money streams open the opportunity to build sports branches with workers and owners.

The next three sections are examples for the values of sports' clubs and their basics (members or owners), sports' events, and the economic relevance on their national level such as in Germany and Malaysia.

### **Section 1: Most Valuable Football's Clubs**

1 Manchester United	(\$2.23 billion)	Owner: Glazer family
2 Real Madrid	(\$1.88 billion)	Owner: Club members
3 New York Yankees	(\$1.85 billion)	Owner: Steinbrenner family
3 Dallas Cowboys	(\$1.85 billion)	Owner: Business
5 Washington Redskins	(\$1.56 billion)	Owner: Business
6 Los Angeles Dodgers	(\$1.4 billion)	Owner: Business
6 New England Patriots	(\$1.4 billion)	Owner: Business
8 Barcelona	(\$1.31 billion)	<i>Owner: Club members</i>
9 New York Giants	(\$1.3 billion)	Owner: Business
10 Arsenal	(\$1.29 billion)	Owner: Business
11 Bayern Munich	(\$1.23 billion)	<i>Owner: Club members</i>

*(Source: Forbes, 2012)*

**Solidarity of Business of Sports' Club**

Manchester United (\$2.23 billion) Owner: Glazer family

The Red Devils are the world's most valuable sports' team and they have a long tradition of great play on the pitch. Manchester United has captured a record 19 English Premiership titles and claims to have 659 million fans worldwide.

In 2005, the Glazers bought ManU for 940 Million Euro (acquisition). ManU at that time was on the stock exchange. The Glazers Family took ManU in a private corporation. 2012, the Glazers bring ManU on the stock exchange again IPO: an initial public offering of Manchester United publicity to reduce debt from the purchase 2005 ... and overall income around 233 Mio. Dollar.

Real Madrid (\$1.88 billion) Owner: Club members

Real Madrid had the highest revenues of any soccer teams during the 2010 - 2011 season and it was the most profitable team in all of sports during 2011, which, with operating income of \$214 million. Club members have owned and operated the team since it was founded in 1902. Real won with its record 32nd La Liga title in 2012, led by its star winger Cristiano Ronaldo .

New York Yankees (\$1.85 billion) Owner: Steinbrenner family

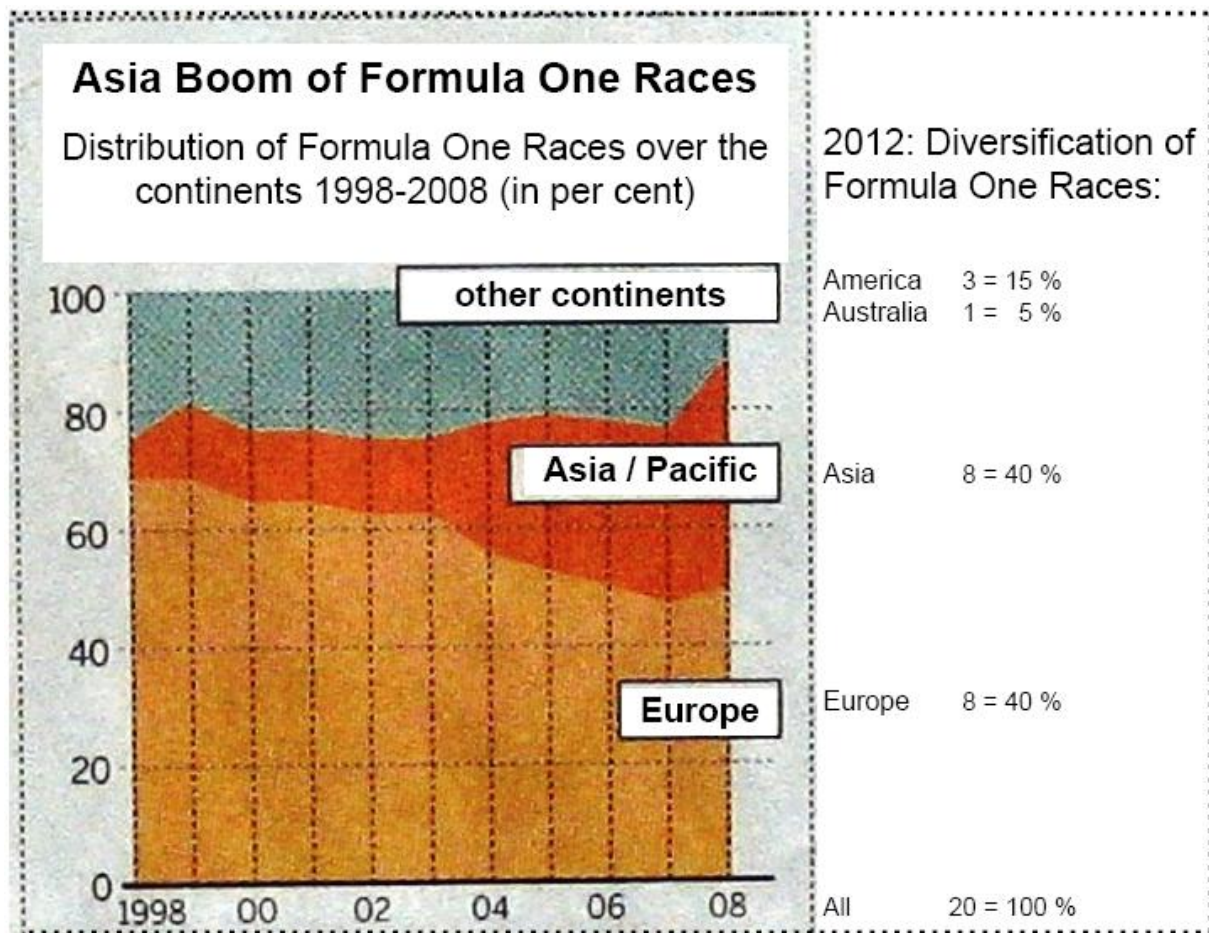
The Yankees are just part of a money making machine that also includes the YES Network and Legends Hospitality. YES, the team's 34% owned regional sports channel, is the most profitable RSN in the country with operating income of more than \$200 million. Legends, the stadium management and concessions company owned by the Yankees, Dallas Cowboys and Goldman Sachs, signed a deal last year to sell season tickets at the San Francisco's 49ers new stadium. The enterprise value for the Yankees, YES and Legends are estimated to be \$5.5 billion.

**Section 2: Economic Impact for Sport Events**

Prize in form of Money given for 2010 FIFA World Cup (Men) as Football's 2010 World Cup had seen a total of \$420 million in prize handed out, a total of 61percent increased from the last tournament in 2006 in Germany comparatively. According to Bloomberg reported that the 2010 World Cup winner got \$30 million. The runner-up \$24 million and all teams participated had \$1 million (source: sportbusiness.com).

World Formula One

The Formula One from the economics' aspect, it contributed more than 3 billion €. While the traditional importance of European Markets, it could considered the increasing importance of Asian Markets (refer next chart).

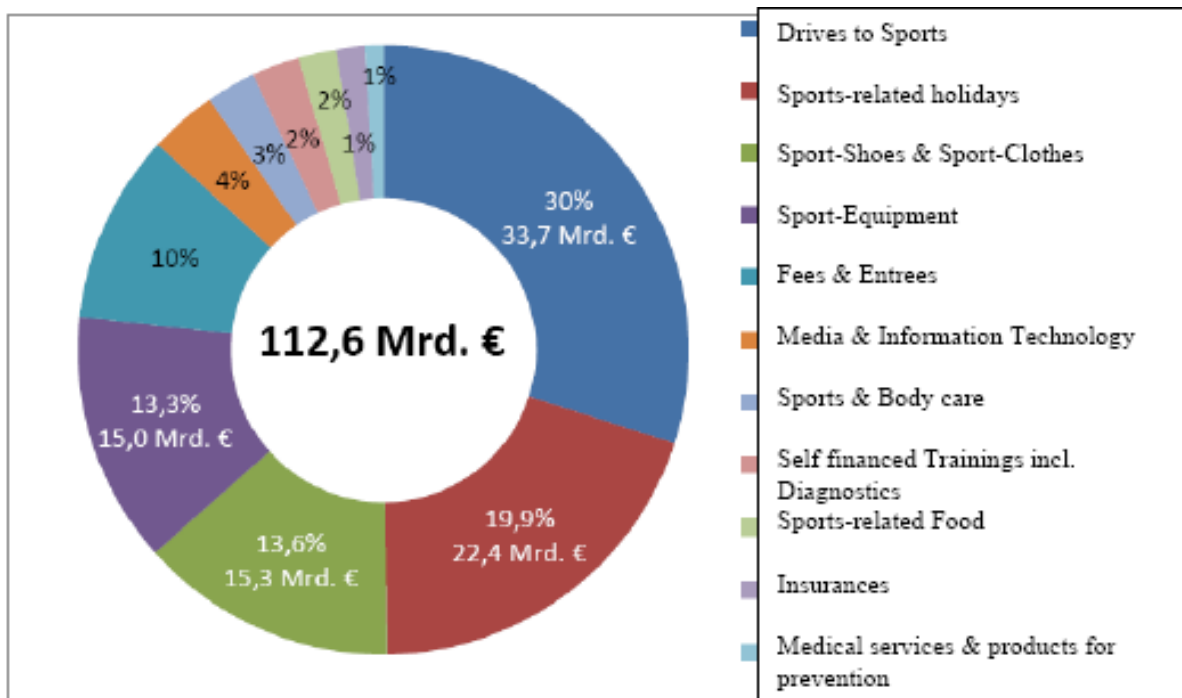


Source: Handelsblatt, FIA; researcher's investigation

**3. Economic Impact on National Level**

Countries like Germany and Malaysia, they tense to have different turnovers depending on the quantity of population, traditions of sports, and time as well as income ways of spending for sports, as well as different methods for measurement:

Germany, it is said had 2010 a sport consuming of more than 110 billion € (see the following chart with more detailed specifications).



For Malaysia “IIB president and chief executive officer Datuk Syed Mohamed Syed Ibrahim said ... The sports industry ... generated RM 30.2 billion towards the country’s for 2010 national gross income and JCIM is expected to contribute to Malaysia’s transformation as a high-income nation by 2020” (NewStraitsTimes, 2012). In 2009, Sports industry generated RM 30.2 billion towards country’s GDP - Youth and Sports Minister Datuk Seri Ahmad Shabery Cheek said “from the total, export amounted to RM 836.1 million while import accounted for 812.2 million for the same period” (April 28, 2011).

When comprise the discussed examples, it is clear, that sports economic output is taken place on all levels: By individuals, for clubs, for events, and for nations.

### Sports Sectors of a Sports Branch

The sports branch is a complex system. In many countries, it is a combination of three sectors: The non-profit sport sector, the public-sports sector, and the for profit-sports sector. This is seen in the following graph. However, the sports branch and the sports sectors have three geographic levels (local, regional, and national level). As far as an international perspective is concerned, it needed to add extra one as fourth level which is All sports sectors that they have their international connections too because they work together in a vertical style – from local to global sports responsibilities. But, there is another kind of



cooperation, this type is concerning horizontal, because these are the nearest partners, the sports organizations that could find. This could be clearer understanding with the matrix below.

Matrix of a Sports Branch in system, strategy, and structure.

Supranational Working Institutions Responsible for public Sport Policies	<b>International Sport Confederations</b>	International Confederations of Sport Business
Sport Support of Federal Government	<b>National Sport Federations</b>	National Confederations of Sport Business (Industry-Trade-Service)
Sport Support of Governments of Federal States or Provinces	<b>State Sport Federations</b>	Corporations for Sports Assistance On State Level (in Germany: f.e. Public Gambling Companies)
Sport Support of Municipalities	<b>Local Sport Associations</b>	Sport Business: Firms, Shops, Companies, Corporations, Enterprises, Agencies, Studios

Source: Gerhard Trosien (2012, p 98)













From a national perspective, we can put together all organizations, which are built for sport or sport-related reasons. In Germany, as I worked for more than 20 years with the term “sports branch” (refer table). This way we can understand not only the competition between all, but also the many types of cooperation. So, the term “co-opetition” could explain both.

Beside this explanation, we have to take into consideration the first line, how sports organizations are working. This is from the vertical line: Sports Clubs found their Federations for a better coordination, and so we come to a national level which is connected with the international (global) level. We find a second line like: The horizontal line, which can explain, why and how the sports organizations work with none sports-related partners. Most

important cooperation for sports associations is the contact and the cooperation with their municipalities, then they find support for sports facilities and other helps as well. The cooperations with the local markets are open to some sports clubs are even better than others. The sports-markets are for sports equipments and sporting goods; the none sports-related markets are for sponsoring and/or further funding.

To understand this matrix from a global perspective, I copy the same scheme with the special examples from the national to the international governing bodies so that we can compare this model with its' theoretical implications to the contemporary practice of sports.

Matrix of Sports Branches from the national level of Malaysia and Germany with their connections to (inter)national governing (sports) bodies.

	<b>Global</b>			
<b>International level</b>				
<b>Continental</b>				
<b>Malaysia</b>				
<b>National level</b>				
<b>Germany</b>				

Own graph by researcher

In most countries, the sports organizations (clubs, associations, federations) are autonomous. This mean that these are not-for-profit-sports-organizations have their own rules and regulations – within a state-given frame. But, of course, this autonomy is relative. In some states, there are more liberal conditions than in others; in some countries there are more centralised forms than in others, where more de-centralised agreements existed. Even in Germany, I know best, there are eminent state-financed and state-controlled sports matters, and without, the sports system and many sports strategies would not happen. So, we see that many countries have a national ministry for or (at least) with sports (like Malaysia); on the

other side, some countries have no national ministry for sports (like Germany), because the constitution here says, that the federal states are responsible for sports. Nevertheless the Federal Ministry for Internal Affairs in Germany are working and coordinating sports politics for the federal government within an special department for sports. That is necessary to be partner for the national sports governing bodies (like the German Olympic Sports Confederation – refer the graph above) and for the sports relations in international politics.

To fend this national to international sports relations, we should look at the sports business side. Sports business – divided into the terms sports industry, sports trades, sports services – are in the similar way organized liked: On the local level there are all sports business organizations with their offerings, and join on national level to voluntary collective organizations. In Germany, we see special national sports business federations for sports industry (refer example in figure), for the sports retailers, and for sports services, they work together for a better situation of their businesses and they want to be representatives for these special sports' businesses.

In Malaysia it is interesting to remind that the ministry of youth and sports is introduced “SID” – Sports Industry Division” and the Year of Sports Industry 2011/12. It is further interesting to read the article “Ministry of Sports may not be needed in the future – Ahmad Shabery”. It continued “... when the sports industry fully blooms in the country and National Sports Associations (NSA) become self-sufficient ... Ahmad Shabery said NSAs should work like a corporate body that would enable them to make good and fast decisions to attract major sponsors, this will reduce the government’s role and give a huge impact to sports in the country,’ he said and citing clubs in the US and England as examples of successful clubs that have made it big without government support” (all from the same article, 2011). I agree with these statements but, of course, a national state sport governing body is necessary in the future too as far as for many reasons.

### **Global Sports Events - Leagues by Sports NGO's & NPO's**

In the traditional way of international sports governing bodies had the responsibility alone for international championships either on continental or global level. This aspect, we could follow the IOC and for the many different sports confederations similar as well as the FIFA, the FIBA, IBF, the Rugby- and Cricket-Federation and many other single sports federations

as well sports federations like TAFISA, or others, which are responsible for international multi sports' events.

The logical part is for this system, allowed the national level that there are many national sports governing bodies – mostly built as non-governmental and non-profit sports-organizations – mainly for running the leagues to national championships. In this logical of the internationalization in national sports was to integrate sports with people from abroad (first players, then coaches, then managers). This way of internationalization could found in all sports systems. For example: even in USA, NBA, NHL, and MLB are filled more and more with players that reside outside of the United States. Another example liked the arrival of Yao Ming had added thirty million Houston Rockets fans from China to a team that only had one million viewers in the US at that upon of time. Hence, the associations of the five major leagues are roofs for franchises, that are sports corporations or sports profit enterprises. In other states of the umbrella sports federations and the participant sports clubs have been non-profit sports organizations (until this moment).

For international sports events, the national sports federations have to bid for by the international sports confederations. Moreover, today respectively since years there are other situations: regular season games of one state take place in other states. Or, globalizations in its best look, one national top sports league wants to spread out internationally. As one example for this recent development is the National Football Association Europe (NFLE) – a branch of NFL in the USA. This attempt started 1991 – and ended 2007. American Football was still on the top level that could not ground because of the national leagues in Europe without a connection between their members. Franchises after the American thinking had success in Frankfurt/Germany only and with other reasons: The players were the second best of the NFL and the NFLE really missed TV channel's Income.

After these experiences, the NFL played its first regular season game outside the USA in London. The NBA announced a joint venture to build and run sports arenas in China. Leagues and teams are taking different approaches to reach the global market.

### **Cooperation of Sports Federations with Public Authorities**

Here, I only want to mention that even the United Nations has its' own office for sports – in this way “for Development and Peace”, there are still communication and cooperation

between the International Olympic Committee and the United Nations as an mutual recognition.

2001, I was been appointed the 1<sup>st</sup> special adviser to the UN secretary-general on sport for development and peace. Sport is seen to be used as a “means to promote education, health, development and peace”. 2005 there was an “International Year of Sport and Physical Education (IYSPE 2005)”, with 125 UN Member States involved, 20 international and over 18 regional conferences organized (including the 2nd ‘Next Step’ Conference in Livingstone, Zambia), connecting “the role of sport with the issues of development, health, culture, environment, peace, gender and education”. In 2010, took place the 1st UN-IOC Forum organized in Lausanne, Switzerland, jointly by the UN Office on Sport for Development and Peace (UNOSDP) and the International Olympic Committee (IOC) and in the same year, UN Office on Sport for Development and Peace receives the Charity Award of € 1 million by the Union des Associations Européennes de Football (UEFA) because of the contribution to five Sports for Development and Peace projects worldwide (all information see [www.unosdp.org](http://www.unosdp.org), 2012).

### **Cooperation of Sports Federations with Profit Companies**

From a global point of view, there are of course many forms of cooperation between the international sports governing bodies (IOC, FIFA ...) and global acting corporations. The partnerships of sports-related companies like Adidas, Nike, Puma, and many others sport enterprises are in the sense and logical of mutual developments. More sports participation needed more sports equipments and sports facilities. Upon it, that there are a lot of sponsorships of non-sports-related corporations like Coca-Cola, Mercedes, and many other corporations from all sports branches. Thu, do not forget about the important role media corporations play in increasing these cooperation.

How contemporary designs for top level sports are created, could be seen in India. There is at the end of 2012, the building of a professional hockey league (HIL), this league is completely artificial, because the created franchise-based clubs are new, the owners are new and all players should come together by an auction.

Better estimating, what are the new strategies and structures to be when we take the example of cricket in India. They started some years earlier – 2008. The IPL – the Indian Premier League started with biddings for eight franchises. The franchise owners are

corporations of different branches outside sports and they held annual auctions for the players from all over the world. After five tournaments it is said that some of the franchises work with profit, because of the great success within and outside of India. Perhaps the Board of Control for Cricket in India is the main governing body ([www.BCCI.in](http://www.BCCI.in)).

## **Chances and Challenges for Sports Managers**

Sports Organization globalises by functionaries and staff (refer the IOC and FIFA). Not only unpaid honorary positions are seated by persons from all over the world, but also staffs in the head quarters of the International Sports Federations come from all parts of the world.

Similar are the chances for entrepreneurs and managers in sports business organizations. The revolution of snowboard and introduction of a global snowboard market is a newer example but the sports leaders come from all continents, where the most important sports markets are.

Before this, Adidas, Puma and Nike are good examples for establishing global sporting goods activities until the displacement of the sports production side to Far East States. Today, the sports production countries are in the same way sports consuming countries also. For examples look at China, Indonesia, Malaysia, and others, the masses are interested in practising sports, in watching sports, and, as natural demand, in buying sports (equipments, tickets, merchandising, and so on). The need for excellent educated sports entrepreneurs and sports managers are increasing today and even for the future.

### **A) Core Competencies**

- Knowledge (to be a sports athlete is not enough)
- Communication (sharing information)
- Organisation (planning to control)
- Leading (decision, delegation, co-operation, strategies ... )
- Inter-cultural Experiences (in languages, in mentalities, in exchange ...)
- Responsibility (in ethical, social, sustainable questions, compliance ...)



Different Sports have their special rituals. The victory ceremonies of Formula One take place everywhere with shower procedures of champagne. Even in Arabic countries the habits of formula One are valid: it normally starting in evening for the tv-watchers all over the world and accepting the victory ceremony (here for religious reasons with rose water) (Refer pictures of Sebastian Vettel in Abu Dhabi, left, and of Jenson Button in Sao Paulo, right, 2012).

## B) Developments

Globalization of Sports is more intensely as internationalization, because of varies reasons: The Consumer Marketing in Sport globalises. All over the world, we can find the same brands and can buy the same products.

The Supply Marketing in Sport globalises. The look for Sports Talents, for example, is a global task for a lot of clubs and leagues. When foreign talents are settled, then the demand from the country the talents come from will increases (Refer Messi, the Argentine, playing with Barcelona/Spain; Yao Ming 2002-2011 Chinese player in the American NBA, and many more).

The Marketing Management globalises. This means that people with different local, regional, and national backgrounds specializes in sports marketing and join international agencies and enterprises, and work together.

Global Sport Marketing uses value chain. Some athletes get status of global sport players (David Beckham), the possibilities of the sports (here football), of advertisements (here Gillette), on merchandising, licensing and so on increasing.

A global Sport-Ethics has to be discussed. When people go for gold on same rules but on different ways, to get medals, then it is necessary to bring the same ethical behaviour to the sports people all over the world at the latest. But the sport ethics are valid for non- and for for-profit-sports practitioners, for sports managers, and for sports entrepreneurs (see the case of sport cyclist Lance Armstrong).

### **C) Scientific Communities**

These developments lead to international cooperation in scientific sport management research. We are on the way to establish our own confederation on sport management matters. The continental associations are built so far but of course, it is not easy for all to have the manpower and to finance important studies for better solutions in sports. It is the path we have to go to improve planning questions and to transfer best practice in sports. A world governing body for sport management could help in better effectiveness through cooperation among:

- Asian Association for Sport Management (AASM)
- Association of Latin America for Sport Management (ALGEDE)
- African Sport Management Association (ASMA)
- European Association for Sport Management (EASM)
- North American Association for Sport Management (NAASM)
- Sport Management Association of Australia, and New Zealand (SMAANZ)
- World Association for Sport Management (WASM)

This lies directly in the logical points that described earlier in the Matrix of a Sports Branch in system, strategy, and structure from the individual sport management scientist over his or her membership in local, regional, and national associations the scientist can be part of and contribute to continental as well as global sport management federations.



## Conclusion

No matter what heritage the sports have and when it arises internationally, globalization leads successful football teams' state or more markets. At least one question arises. Is the result of globalization are: More people of the world are practice sports, because they have learned their lessons, that sports brings joy, better condition, sometimes a better health, or follow people a kind of "Info-Edu-Entertainment" by watching TV, participating social media as well.

More and more sports associations go itself or at least with offers to sports markets example liked ManU is a Football Company (until 2005 on stock exchange, than was the acquisition by the American family Glazer, and again, 2012, they went second time on stock exchange). Bayern München is a "NPO-Mother" with a football corporation, which belongs to this "mother". Sport Managers have to know, how to manage non- and for-profit-sports organizations. Members and customers have different commitments and expectations.

"Although Europe and the US have been the traditional revenue contributors in the global sporting goods industry, developing regions such as Asia-Pacific and Latin America would drive future gains, thanks to growing awareness about international brands, coupled with rising standards of living to complement inspirational purchases. With demand reaching saturation in developed markets, much of the industry focus is now shifting to Asia-Pacific, Central & Eastern Europe, and Middle East countries. Asia-Pacific especially is fast emerging as a major sporting hub in the world with growing participation in sports in the region. The region is already the fastest growing market for sporting goods worldwide, thanks to growing consumption in emerging markets such as China and India. Hosting several international sporting events and domestic tournaments, China especially is the most prominent regional market for sporting goods in Asia. Other developing economies in the region such as Singapore, Malaysia, Vietnam, Korea, and Indonesia, are also contributing significantly to the growth in demand for sporting goods in the region.

The research report titled 'Sporting Goods: A Global Outlook' announced by Global Industry Analysts, Inc., provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings. The report offers a rudimentary overview of the industry, highlights latest trends in the sporting goods market, and demand drivers, in addition to providing statistical insights. Regional markets briefly abstracted and covered include United States, Canada, Japan, Europe (France, Germany, Italy, the United Kingdom and Russia among others) Asia-Pacific (China, Hong Kong, India, Indonesia, Taiwan,

Australia and New Zealand and others) and Latin America. The report offers a compilation of recent mergers, acquisitions, and strategic corporate developments. This is included in an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of companies worldwide. The Global Market for Sporting Goods to reach US \$ 303 Billion by 2015, according to this Report by Global Industry Analysts, Inc.” (PRWEB, 2012, February 2).

### **For Globalization in our sense is important, that Sports could:**

- Sports have the chance to be known and used all over the world
- Persons are most important transponder for distribution (some nations take sports talented people for naturalization)
- From grassroots sports to top level sports, from mass sports to high sports talents – more and more sports businesses are possible
- Media are very important transponder, too; they have to pay a lot of money for televising popular sports/Media take a lot of money from viewers for different channels
- Spectators, Nations, States are and feel proud, when athletes from their own countries win medals. There are a lot of problems, which disunite individuals, institutions, and nations; sports can be one important facet to connect individuals, institutions, and nations – globally. Perhaps it is advertisement or by all meant, this message: “To bring inspiration and innovation to every athlete\* in the world. \*if you have a body, you are an athlete” (source: [www.nike.com](http://www.nike.com), 2005).

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**About the Author**

Prof. em. Dr. phil. Gerhard Trosien was 2001 be the founder and study dean of SRH University until 2011. He attached to department sport management in the faculty business administration of the SRH University of Applied Sciences in Heidelberg/Germany. In this period, he visited NYC with students yearly and participated to the congresses of the European Association for Sport Management (EASM). One congress (2008) was organised even in Heidelberg/Germany.

He published a lot of books from 1987. He presented many lectures in Germany and abroad. Some of these are in English or have English written content at least. In Germany he is the founder of the Analysis of the Sports Branch. Books and articles are written about this theory. For example 1991, 1994, and 2000 as books and as essays until today. 2012 he edited three collections: “The Economics of Sports Games” (in German, with one English written article) and “Sports in the Competition of Metropolitan Regions” (in English) and a textbook with others colleagues about Sport Management (in German).

In Malaysia he was visiting professor for the first time in 2012, September and worked together with colleagues from the UiTM, Faculty of Sports Science and Recreation, Shah Alam/Selangor.