



# VARCIS acquires Asia rights to Sports Tech World Series

FOR IMMEDIATE RELEASE

**TUESDAY 26<sup>th</sup> NOVEMBER 2019 | HONG KONG** – VARCIS is pleased to announce it has acquired the franchise rights to become the Asia partner for the Sports Technology World Series owned by Vumero.

## **Expanding events in Sports Tech across Asia**

“VARCIS has ambitious plans for building a sustainable Asia Sports and Sports Innovation Ecosystem” said Phillip King, Managing Director for VARCIS. “Major Events are important to creating places for gathering, networking and knowledge. We believe the Sports Technology World Series has now become the premier international brand for Sports Digital, Sports Data and Sports Technology Conferences across the world since 2015. Acquiring the exclusive rights to Asia will enable us and our partners to invest in a major Asia conference annually and satellite events across Asia, as well as leveraging an open and collaborative ecosystem for Sports. The Sports Technology World Series will continue to include great existing events in India and Japan – VARCIS will drive all future events in the Asia region, including one ‘Grand Slam’ conference that brings together the best of Asia”.

## **Acceleration for Asia**

“We are pleased to partner with VARCIS to fast-track the Sports Technology World Series growth across Asia-Pacific. VARCIS is investing heavily in building the foundations for sustainable Sports innovation ecosystem across Asia” said Johann Odou, Director of Vumero. “Working with VARCIS to expand our brand to new growth regions -- China, Singapore, Hong Kong, Indonesia, Korea, Taiwan and more – makes sense, especially since 62% of the world’s population resides in Asia-Pacific. VARCIS and Vumero together can move faster, strategically and gain global coverage of the best people, companies and communities in sports innovation in Asia”.

For more information, visit the [www.varcis.com](http://www.varcis.com) and [www.sportstechworldseries.com](http://www.sportstechworldseries.com)

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## **About Sports Technology World Series**

The world’s leading conference program for everything at the intersection of Sports Digital, Sports Data, Artificial Intelligence and Sports Technology. Focused on real-world applications in Sports Performance, Media, Entertainment, OTT, Health, Stadiums and Venues, Sports Business and esports. 2020 will see major global conferences hosted across Asia (Australia, India, Japan, Hong Kong), Europe (UK, Netherlands, Germany) and Americas (USA, Canada) with 6,000+ attendees, with additional training, education and awards events.

## **About VARCIS**

VARCIS aims to become a world-leading partner and investor in the future of Asia Sports Technology. Varcis Capital is an Asia-focused Venture Capital and Advisory firm investing in early-stage and fast-growth companies at the Seed and Series A stage between \$500,000 to \$5 million USD focusing on Sports Digital and Sports Technology. The Varcis Community is focused on supporting events, youth and grassroots and philanthropic initiatives that help build the foundations for tomorrow’s world of sports digitization. VARCIS offices are based in Hong Kong, Beijing and Melbourne.