



Real Madrid, Mobilab and wackitball

International congress on sports innovation in Turnhout, Belgium

What do Real Madrid, Mobilab, and wackitball have in common? Find out on the 8th of March on the Turnhout campus of the Thomas More College during the first international congress on sports innovation, organised by Thomas More College and Jakajima, Matchmaker for Innovators.

The sports industry is a gigantic economic sector. High technology is developing at great speed not only when it comes to top-level sports, but also to applications for leisure sports: super-scientific training methods, ultra-light bikes, fitness apps, wearables, sport drinks, and food supplements ... But sport is also a perfect medium for social innovation. Sport doesn't only push for the limits of the human body, but also for those of human reason. Sport acquires new economic and social dimensions thanks to the use of 'big data', social media, crowdfunding, etc., in sports marketing and related sectors, such as sports tourism.

The Thomas More campus in Turnhout is an excellent setting for this congress. This year, the college introduced Sports and Movement, an educational programme for exercise experts, which introduces an entirely new professional profile in Flanders. Healthy exercise is the new alpha and omega.

One of the main lecturers is Wim Lagae, professor of sports marketing at the KU Leuven, who can explain in detail the success of the Red Devils campaign. Steve Fox from Microsoft Services will talk about the hyper-sophisticated training centre of Real Madrid. And Alberto Bichi, the director of EPSI (European Platform for Sports Innovation), and Martin Hedal of the Danish Institute of Sports Studies are also among the main speakers.

In the afternoon, there is a choice of interesting workshops: about start-ups in sports, about Mobilab, the expertise centre of Thomas More, about sensor-based running solutions (SensoRun), video analysis of sports competitions (Videobserver), 3D-printed insoles (Phits Insoles), movement trackers (Johan Sports), wackitball, ... Someone from SAP will be talking about the use of big data in sports, there is a workshop about special LED lighting during sports competitions, the Flemish football federation will share its experiences in the area of social innovation with football for deprived neighbourhoods, etc.

The complete programme and more information are available at: <http://www.spinnoc.eu>.

International Sports Innovation Conference; Tuesday, 8 March 2016 (9:30 AM – 6 PM), Thomas More Turnhout, Campus Blairon, 800 – 2300 Turnhout Belgium





About Jakajima

Jakajima is the matchmaker for innovators in the high-tech industry, from 3D printing to the Internet of Things, from drones to health tech. Jakajima organises activities and conferences that bring together innovators from various value chains and professions, aiming for innovation and creating new partnerships, products and/or services. www.jakajima.eu

About Thomas More

Thomas More is a union of colleges within the KU Leuven Association. It offers students innovative and professional higher education in close cooperation with the professional field. It is a driver of regional development, thanks to its pioneering education, practice-oriented research, and service provision. www.thomasmore.be

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Arrangements for the media

The conference organizers welcome enquiries from electronic media and the press. Accredited journalists can attend this conference free of charge. We are happy to help arrange interviews with the speakers.

Please help us to help you. Press accreditation should be arranged in advance of the conference.

If you wish to attend the congress as press representative, please register under <http://www.spinnoc.eu/press/>

