

# It is very important that the UAE become successful at sports

Ebrahim Abdul Malik  
general secretary of the UAE National Olympic Committee

## > introduction

Sport and physical education play an important role at the individual, community, national and global levels.

On the Individual level, sport enhances one's personal abilities, general health, self-knowledge, wealth and fame.

On the National level, sport and physical education contribute to economic and social growth, improve public health, and bring different communities together.

On the International level, if used consistently, sport and physical education can have a long-lasting positive impact on development, peace and the environment.

## > sport commitment in the UAE

In the closing ceremony of the major sport event a 10'000'000 US dollar budget golf championship held in Abu Dhabi in January 2006, HH Sheik Sultan Bin Tahnoon Al Nahyan made it very clear that he wants the region to become a prime sport destination and field.

As the Asian Games held in neighbouring country Qatar, Ebrahim Abdul Malik, general secretary of the UAE National Olympic Committee boasts its biggest ever Asian Games delegation, with 129 competitors competing in 17 sports he quoted:

*"We tried to participate in as many sports as possible and we want to give our sports people a chance to prove what they can do."*

## > dynamic sport group

As a result of a these facts a joint venture of individuals founded "Dynamic Sport Group" (DSG) a UAE, Abu Dhabi based company started her activities in the 4th quarter of 2006.

DSG goal is to **develop the sport industry and business in the UAE**. Also, DSG objective is to provide a comprehensive tool of what good sport can bring:

- Achieving dreams for individuals.
- Bringing role models to the scene.
- Improving relationships within the community.
- Raising reputation of companies.
- Increasing the motivation of employees.

## (DSG) sports fields

Management  
Coaching  
Events  
Marketing  
Media  
Real Estate  
Trading  
Brands  
Promotion  
Finance  
Tourism  
Sponsorship  
Representation  
Public Relations  
Hospitality  
Consulting  
Entertainment  
Retail  
Corporate  
and more...