



**NEWGIZA SPORTS CLUB**



## EGYPT TO HOST PREMIER PADEL EVENT FOR THE VERY FIRST TIME

**THE P1 TOURNAMENT WILL BE THE FIRST PREMIER PADEL EVENT TO TAKE PLACE IN AFRICA AND WILL TAKE PLACE IN NEWGIZA FROM 24TH TO 30TH OCTOBER IN A MULTI-YEAR DEAL**

**ROME, LONDON, DOHA, NEW GIZA – 20 SEPTEMBER 2022** – Premier Padel will host an event in Egypt for the first time as the world's fastest-growing sport comes to NEWGIZA for a P1 event. The competition will also be the first from Premier Padel to be played in Africa, making it a landmark moment for the growth of padel.

The **NEWGIZA Premier Padel P1** will take place from **October 24th to 30th 2022** as part of a multi-year deal with Khaled El-Shawarby CEO of the NEWGIZA Sports Club partnering up with CA Sports Marketing in collaboration with the Egyptian Padel Federation. Premier Padel is the official global padel tour, governed by the International Padel Federation (FIP) and backed by the Professional Padel Association (PPA) and Qatar Sports Investments (QSI)."

The NEWGIZA Premier Padel P1 will take place at the **NEWGIZA Sports Club**. The Qualifiers will take place on 22<sup>nd</sup> and 23<sup>rd</sup> October, with the main draw starting at their conclusion.

The tournament becomes the latest P1 competition on the Premier Padel calendar with previous events in Madrid and Mendoza taking place last month. Prize money for the tournament will be €250,000 – in line with other P1 events with 48 pairs qualifying for the main draw from the 24<sup>th</sup> October.

Premier Padel is the only tour to offer official ranking points to players and P1 tournaments will earn the winners 1000 points.

**Luigi Carraro, President of the International Padel Federation** said: "When, together with PPA and QSI, we decided to create the new global Tour – Premier Padel – we had the goal to make our sport more professional and more global every day. Seven months after the launch, after having organised tournaments in some of the most prestigious places in the world, we finally arrive in Egypt, on the African continent.

We are writing another page in the history of our sport and I am sure that players and fans from all over the world will enjoy the magic experience of the NEWGIZA Premier Padel P1. I would like to thank the New Giza Sports Club who, together with our affiliate member, the Egyptian Padel Federation, will organise this magnificent event. See you in Egypt!"



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**Ziad Hammoud, Premier Padel Board Member** said: *“This is an incredibly exciting and special moment for padel in not just Egypt but the whole Africa region. We are delighted to bring Premier Padel to NEWGIZA. The P1 tournament will help grow the profile of Padel and fans of the fastest growing sport in the world will see the best players in action. The fans at the NEWGIZA Sports Club and the millions watching Premier Padel across the globe will be treated to some world-class action next month.”*

**Cinto Ajram, CEO of CA Sports Marketing** said: *“This event marks a huge milestone for CA Sports Marketing highlighting the company's growth and reach around the world and potential for the future, we are very excited and looking forward to working jointly with all the parties involved to deliver a stunning Premier Padel P1 event in NEWGIZA.”*

**Khaled El-Shawarby, CEO of the NEWGIZA Sports Club** said: *“NGSC has been driving and leading the spread of padel in Egypt since 2017 when we had less than 10 courts. Now with more than 350 courts across Egypt and with the support of the Egyptian Padel Federation, NGSC is partnering up with CA Sports Marketing to set a new milestone in the region by bringing the P1 to a magical location overlooking the magnificent Pyramids of Giza, positioning Egypt as part of the global professional padel calendar.”*

**Ahmed Ghatwary, President of the Egyptian Padel Federation** said: *“We are very excited that we will be having a Premier Padel P1 in Egypt starting this year, we have seen a huge development of the sport in Egypt over the last year and a couple of weeks ago Egypt qualified for the first time to the World Cup. We thank the NEWGIZA Sports Club along with CA Sports Marketing for the huge effort they have made to make this happen and we are sure it will be another huge milestone for the growth of the sport in our beloved country.”*

**The Board of Directors of the Professional Padel Association (PPA)** said: *“The players are delighted to bring the fantastic new Premier Padel tour to Africa for the very first time. The NEWGIZA Premier Padel P1 tournament will be a historic moment for the sport in the region and the players are delighted to see our sport growing in profile, prestige and professionalism across the world under the Premier Padel tour.”*

Launched earlier this year, Premier Padel has so far hosted five tournaments in 2022 – including three category one “Major” events, with the **Mexico Premier Padel Major** at the Club Sonoma en Monterrey, México to come on 28<sup>th</sup> November to 4<sup>th</sup> December. Previous Majors this season took the brand new Tour to the **Ooredoo Qatar Major 2022** in March, the **Italy Premier Padel Major** in May, and the **Paris Premier Padel Major at Stade Roland Garros** in July.

The ‘NEWGIZA Premier Padel P1’ will be broadcast live around the world in more than 180 territories on the likes of **ESPN** (South America, Central America, Mexico and Caribbean), **Sky Sports** (Italy, UK, Ireland, Germany, Austria, Switzerland), **beIN SPORTS** (MENA, South East Asia, Australia, New Zealand, Turkey), **Viaplay** (Sweden, Denmark, Norway, Finland, Iceland, Estonia, Latvia, Lithuania, Poland and the Netherlands), **Charlton TV** (Israel), **SuperSport** (Sub-Saharan Africa), **Canal+** (France & other global territories) and many more.

Further details on the NEWGIZA Premier Padel P1 will be announced soon.

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### **Premier Padel media enquiries**

For more information please email [info@premierpadel.com](mailto:info@premierpadel.com)

### **About Premier Padel**

Premier Padel is the official professional padel tour governed by the International Padel Federation (FIP) and backed by the Professional Padel Association (PPA). Launched in February 2022, Premier Padel will stage up to 10 tournaments globally in 2022 and 2023, including four “Majors” in Doha (March), Rome (May), Paris (July) and Monterrey (December) this year. From 2024, Premier Padel will host up to 30 tournaments annually as the tour continues to grow the sport in new territories and in every dimension. As a global brand, Premier Padel also captures the dynamic essence and exciting spirit of padel, with the sport embarking on an exciting new dawn on a global scale driven by the new tour.