

THE DIAMOND LEAGUE JAMAICA

CONCEPTION TO REALITY



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JAMAICA STOCK EXCHANGE ANNUAL CONFERENCE 2013

EVOLUTION OF THE SAMSUNG DIAMOND LEAGUE

- SAMSUNG DIAMOND LEAGUE HAS REPLACED THE IAAF GOLDEN LEAGUE THAT EXISTED FROM 1998 UNTIL 2009.
- ONLY EUROPEAN COUNTRIES HOSTED THESE
- 2010 THREE NON-EUROPEAN COUNTRIES ADDED IN QATAR, USA AND CHINA
- INHERENT THEN IS NOTION OF EXPANSIONISM

SAMSUNG GOLDEN LEAGUE SCHEDULE 2013

MAY	JUNE	JULY	AUGUST	SEPTEMBER
DOHA	EUGENE	LAUSANNE	STOCKHOLM	BRUSSELS
SHANGHAI	ROME	PARIS	ZURICH	
NEW YORK	OSLO	MONACO		
	BIRMINGHAM	LONDON		

SAMSUNG GOLDEN LEAGUE WINNERS BY COUNTRY (TOP 10)

COUNTRY	2010	2011	2012	TOTOA
UNITED STATES	11	7	6	24
KENYA	7	5	6	18
JAMAICA	1	2	4	7
CUBA	2	2	0	4
ETHIOPIA	1	1	2	4
FRANCE	2	1	1	4
GREAT BRITAIN	0	3	1	4
GERMANY	0	3	1	4
CROATIA	1	1	1	3
CZECH REPUBLIC	1	0	2	3

JAMAICAN ATHLETES ARE BIG CROWD PULLERS

- ONE OF THE BIGGEST ATTRACTIONS AT THESE MEETS IS THE JAMAICAN PERFORMERS.
- THE CROWDS MULTIPLY WITH THE PRESENCE OF THE JAMAICAN WORLD BEATERS.
- SEVERAL OF THE COUNTRIES WHERE THESE MEETS ARE CURRENTLY HELD HAVE HAD NO EVENT WINNERS.
- LAST YEAR JAMAICA HAD 4 TO RANK SECOND BEHIND THE USA AND KENYA WHO HAD 6.

TRACK RECORD OF HOSTING SIMILAR EVENTS

- 2002 WORLD JUNIOR GAMES FROM WHICH ONE USAIN BOLT EMERGED
- 2003 WORLD NETBALL TOURNAMENT
- 2007 WORLD CUP CRICKET
- MAY INVITATIONAL TRACK AND FIELD MEET
- GIBSON RELAYS
- BOYS AND GIRLS ATHLETIC CHAMPIONSHIP OVER THE YEARS

ORGANISATIONAL CAPABILITY



THE FACILITIES



NATIONAL STADIUM - KINGSTON

THE FACILITIES



CATHERINE HALL – MONTEGO BAY

TWO AIRPORTS



NORMAN MANLEY INTERNATIONAL

TWO AIRPORTS



DONALD SANGSTER INTERNATIONAL

HOTELS...



KINGSTON

HOTELS...



MOBAY

ATTRACTIONS...



- BEACHES
- RICH CULTURE
- MUSIC AND ENTERTAINMENT
- HISTORICAL SITES
- SUMMER ALL YEAR ROUND

THE WILL

- GOVERNMENT COMMITMENT
- **REAL** PRIVATE SECTOR INTEREST
- STRONG PUBLIC DESIRE
- EXPERIENCED AND READY ASSOCIATIONS (JAAA, SDF, IPL)
- FERVENT SPIRIT OF VOLUNTEERISM IN SPORT

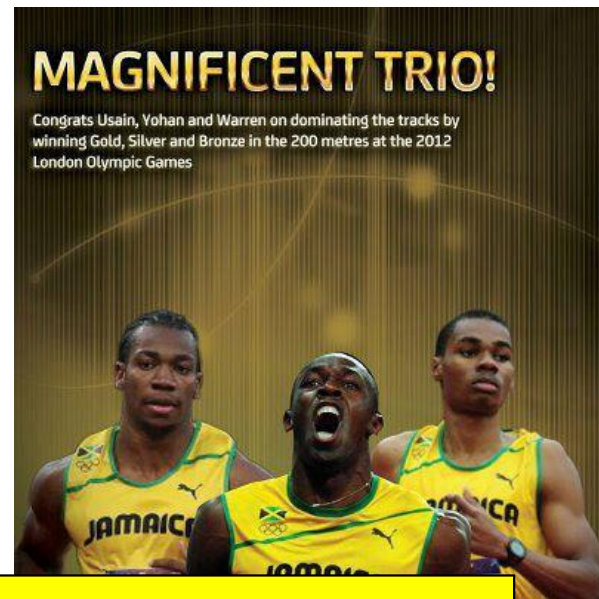
THE PASSION



SPECTATOR INTEREST



WORLD-LEADING ATHLETES AND ...



MAGNIFICENT TRIO!

Congrats Usain, Yohan and Warren on dominating the tracks by winning Gold, Silver and Bronze in the 200 metres at the 2012 London Olympic Games

DIAMOND LEAGUE WINNERS

SPONSORSHIP



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DOHA	EUGENE	LAUSANNE	STOCKHOLM	BRUSSELS
SHANGHAI	ROME	PARIS	ZURICH	
NEW YORK	OSLO	MONACO	JAMAICA	
	BIRMINGHAM	LONDON		

YES...WE CAN!

