



فاطمة بنت مبارك  
FATIMA BINT MUBARAK  
أكاديمية الرياضة النسائية  
LADIES SPORTS ACADEMY

Abu Dhabi, 19 Oct, 2017

Greetings from Fatima Bint Mubarak Ladies Sports Academy, FBMA

**Subject: Invitation to attend the 2017 International Conference of Sports for Women (ICSW), Abu Dhabi, 6-7 November 2017**

The Fatima Bint Mubarak Ladies Sports Academy (FBMA) has the honor to invite you to attend the *4<sup>th</sup> International Conference of Sports for Women (ICSW)* that will be held on **6-7 November 2017** at the Abu Dhabi National Exhibition Centre (ADNEC); under the patronage of H.H. Sheikha Fatima Bint Mubarak, “Mother of the Nation”, Chairwoman of the General Women's Union, Supreme Chairwoman of the Family Development Foundation, and President of the Supreme Council for Motherhood and Childhood.

The Fatima Bint Mubarak Ladies Sports Academy is a non-profit government entity, mandated to promote and develop women sports in the UAE from its capital, Abu Dhabi. In keeping with this ambitious vision, the Academy hosts ICSW on a biennial basis, creating a platform to support the development of female athletes from an early age. This internationally acclaimed event brings together international and local organizations of both the private and the public sector, as well as policy makers, ministers, global sporting figures, academic notables and IOC members to engage in discussions with the movers and shakers of the sports industry in the UAE.

Shaping a vision for our Nation's youth is at the heart of FBMA's mission. We move forward with the goal of changing behaviors and motivating future generations to be active, inspired and passionate about sports. Rising up to this duty, we break barriers and change stereotypes; enable progress and create role models. As we urge our youth to make this commitment, we make a commitment of our own: to always keep **Inspiring Generations** - which comes to represent our core theme for ICSW in 2017.

Supporting this theme, a stellar line up of speakers will gather at the ICSW to engage in discussions and debates that open doorways for our community; offering a wide spectrum of cross-generational experiences and insights extending from the youngest Arab, and only Saudi woman to climb Mount Everest to the oldest record holder in Ironman triathlons' history, and opening with a keynote speech by H.R.H. Princess Haya Bint Al Hussein, wife of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

In addition, we would like to extend an invitation to your community and stakeholders to register as delegates of the Conference. We would, therefore, be grateful if you would offer your support by communicating the attached invitation to your community to attend ICSW and register for free via the event website [www.fbma.ae/icsw](http://www.fbma.ae/icsw).

It would be our honor and privilege to welcome you and your network to the *2017 International Conference of Sports for Women*, and we look forward to your joining us in effectively *Inspiring Generations*.

Sincerely,

The “Fatima Bint Mubarak Ladies Sports Academy” Team



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