German Delegation Trip I Sports, Entertainment, and Events Industry

14. – 15.09.2026

German Company Profiles

Shared Focus: Innovative solutions in the sports and entertainment industry, digital marketing, and event and facility management.

Aim of the Trip: Strengthening bilateral cooperation in the sports, entertainment, and event industry by facilitating direct dialogue between leading Saudi stakeholders and German companies specialized in sports management, marketing, and technology.

GSM Sella GmbH (supported by TecArena-Plus)

About the company:
GSM Sella is a manufacturer of stadium seats, office, school and residential furniture. In the sports sector, the company offers FIFA- and UEFA-certified stadium seating, VIP furniture, press positions and modular container solutions.

References:
Hamburger SV, FC Basel, Bayer 04 Leverkusen

www.gsm-sella.de

TecArena-Plus

About the company:
TecArena+ is the technical service provider for Bayer 04 Leverkusen and is responsible for key areas of operating and developing the BayArena and other club venues. Its services range from operational and strategic facility management to construction and project management, as well as greenkeeping.

References:
BayArena Leverkusen

https://www.bayer04.de/de-de/page/tecarena-plus

Sensape GmbH

About the company:
Sensape offers AI and AR solutions for immersive fan experiences and brand activations in stadiums and at events, increasing fan loyalty, merchandise revenue and sponsor visibility. The portfolio also includes smart guiding, such as visitor flow management across event areas.

References:
FC Bayern, Paris SG, Warner Brothers, Disney

https://www.sensape.com/de

Prime LED Technology GmbH

About the company:
Prime LED Technology GmbH is a full-service provider of professional LED boards, screens and digital media technology for event venues. The company supports sports clubs, arenas, marketers and event organisers from media technology planning through to live operations.

References:
Signal Iduna Park, VfB Stuttgart, UEFA Champions League

www.prime-led.de

Secure Games International GmbH

About the company:
SGI offers a broad range of consulting services for security management in sports and is a co-developer of the DFL/DFB certification framework for all Bundesliga clubs. Services include risk assessment, security concept development, implementation and certification, as well as training programs for mega-events.

References:
1. and 2. Bundesliga, DFB

https://www.secure-games.com/

Global MMK

About the company:
Global MMK specializes in Sports Media Intelligence, providing broadcast monitoring, sponsorship visibility evaluation, audience data and rights intelligence. Through its own global monitoring network, the company supports sports organizations, leagues, federations and rights holders in assessing media exposure, audience reach and the commercial value of sports and media rights.

References:
UEFA, Premier League, AFC, NBA, Roland Garros

https://www.global-mmk.com/

NewSense Engineering

About the Company:
NewSense Engineering is a Munich- and Berlin-based start-up, founded in 2024, offering AI-driven 3D real-time visualization for automated danger detection at high-footfall venues such as stadiums, airports and major events. Using sensor-based 3D environmental mapping rather than traditional flat camera footage, the system automatically identifies potential threats, such as overcrowding or unauthorized access, and triggers targeted security responses, without requiring additional personnel.

References:
UEFA Champions League, German Cup Final 2026, Munich Airport

https://newsense-engineering.de/

Webstrategy GmbH

About the Company:
Webstrategy GmbH is a web agency based in Kronberg im Taunus, in the Frankfurt Rhein-Main region, founded in 2004. Led by Managing Director Björn Köster, the company develops individual web applications and IT infrastructures, and supports clients in increasing the visibility of their products and brands in target markets. Its services span online strategy, tracking and reporting, data integration, and email marketing.

References:
Bundesliga, Bundesliga Media GmbH, Sportcast, DFB

https://webstrategy.de/

HFP GmbH

About the Company:
HFP is a consulting firm specialized in the sports and especially the football industry. HFP provides support on all questions concerning the planning and implementation of large-scale projects and investment decisions.

References:
DFL, DFB, FIFA, various host cities of the UEFA EURO 2024

https://www.hfp-projects.de/?lang=en