

# AHMED NASSER

## Biography



### Personal information :

**Name :** Ahmed Nasser Mustafa Kamal Mohamed

**Professional Name (Nick name):** Ahmed Nasser

**Date and Place of Birth:** October 18, 1953, Cairo, Egypt

**Nationality:** Egyptian

**Social Status:** Married and has one daughter

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**Mr. Ahmed Nasser enjoys a long history of sports as a player/administrator/coach local, regional, continental and international sports leader. Currently he is responsible for sports in Africa and is one of the world's sports leaders. He is referred to in the sports management as he combines skills, expertise and abilities to manage sports with all it's different levels as an industry of its own. This is reinforced by his own history as a world champion, African and Arab champion and 1984 Olympian .**

**Some of the posts that he held include but are not limited to the following:**

### **Current Sports' Positions:**

- 1- President of Association of African Sports Confederations (AASC), October 2015 - Present
- 2- Vice-president of Arab Sports Confederations since 2017 - Present.
- 3- Member of the Supreme Advisory Committee for Sports in the Arab Republic of Egypt, June 2018 - Present
- 4- Founder and head Egyptian Triathlon Federation, 2009-Present
- 5- President of the African Triathlon Union (ATU)- 2012-Present
- 6- President of the Arab Triathlon Confederation (ATC) - 2012-Present

- 7- Member of the executive committee, and the world's development official for the International Triathlon Union (ITU), 2011-present
- 8- President of Arab Modern Pentathlon confederation President, 2005-present
- 9- International Triathlon Union (ITU) Adviser for the Middle East and African development, 2010-2011.
- 10- The only administrator in the world that combined two positions in an international union by election, ATU resident by election, and ITU Executive board member by election.
- 11- Adviser American Olympic Committee, and the Olympia Chicago dossier, USA NOC 2016 in Africa and the Middle East April 2009-2011
- 12- Member of the committee of the Chicago 2016 Bidding file of the USA under the leadership of President Barack Obama, USA President, and America's first lady Michelle Obama in Copenhagen, Denmark October 2009.
- 13- Adviser for Russia in Africa and the Middle East for the FIFA World Cup final bidding Russia 2018 for three years
- 14- Adviser to the President of the Republic of Tatarstan, Russia for sports in the Middle East and Africa
- 15- President of the Egyptian Modern Pentathlon Federation from 2004 to 2008.
- 16- Member of the Board of Directors of the Egyptian Modern Pentathlon Federation, 1989 - 1992.
- 17- First member from Africa and Arabs in the Technical Committee of the International Union of Modern Pentathlon (UIPM) 1984-1988
- 18- Member of the Board of Directors of the Egyptian Fencing Federation, 1980-1984
- 19- Chairman of the Marketing and Advertising Committee, for the Draw, opening and Final ceremonies, for the U17 FIFA world championships Egypt 1997.
- 20- Member of the external Relations Committee of the Egyptian Football Federation, 1990-1994.
- 21- Member of the Marketing Committee of the Association of National Olympic Committees of Africa (ANOCA) 2009 -2011
- 22- Member of the Board of Directors of the African Triathlon Union (ATU) 2010-2012

## **Certificates and Honors:**

**Not only has Mr. Nasser received academic excellence in his education but also continued his advancement in the field of sports, both in coaching and sports management, as well as media in all disciplines at a world class level. The list below includes some of his certificates and honors, but it is not exhaustive:**

- 1- Bachelors in Military Science, June 1975, Egyptian Military College.
- 2 – Masters of Business Administration, UCLA University. California, USA

### **In the field of sports and business management:**

- 3- Postgraduate Diploma in training for Modern Pentathlon from the American Sports Academy, 1979
- 4- Certified Coach for the five sports of Modern Pentathlon (shooting; swimming ;fencing ; Equestrian and running) from the American Sports Academy, 1981
- 5-Certificate of General Coach in Modern Pentathlon (shooting; swimming ;fencing ; Equestrian and running) Cairo, April 1983 Polish expert Bogdan Bolwswaf.
- 6-Clinical swimming Coach in September 1987 Egyptian police Union.
- 7-Certificate of Television education from the USA in 1991.
- 8 – As an athlete; and since he was the Egyptian ;Arab and African champion and the Arabic record holder for many years; he was invited to joint training camps with the USA, Hungary, Germany and Poland and other countries that were advanced in the field due to his expertise and talent in Modern Pentathlon, in which he scored the world record of 199/200, 1983 Modern Pentathlon World Championships ;Germany
- 9- In 1980 He was Awarded a pistol (Firearm)from the Egyptian minister of Youth and Sport of Egypt as a winner of the first international championship title ever for Egypt in Modern Pentathlon.
- 10 – Awarded as one of the top 10 athletes of Egypt in 1983.
- 11-Awarded a certificate of English Language, Excellent, from the Egyptian Armed Forces Language Institute, 1989.
- 12- Certificate of gratitude awarded by the (CISM) International military Sports Council for organizing the World Boxing Championship, 1988.

13- Certificate of technical expertise and public relations committee expert , and technical committee member from the Arab Modern Pentathlon and Duathlon 1984-1988

14 – Was a Coach and a trainee at the Management and Administration Course, Sixth session, organized by Union of Arab National Olympic Committees Sports games in Rabat ;Morocco 1989.

15-Certified by the Egyptian Swimming Federation as a representative for swimming of Gezira Sporting Club for the 1969 season

16 - Member of the Egyptian National water polo team, 1976 - 1981

17- First Egyptian, Arab, and African International referee in Modern Pentathlon certified by the International Federation of Modern Pentathlon,1988.

18-Certificate of appreciation from the American Modern Pentathlon, and the United States Armed Forces as a supporter for both the Egyptian and American Modern Pentathlon federations. The certificate was issued by the USA to the Minister of Defense and the Minister of Youth in Egypt in 1987

19 – Commander of the Egyptian Armed Forces Equestrian School from 1/1/1984 till 31/12/1984.

20 - The only Egyptian ;Arab and African athlete was able to be at four national Egyptian teams at the same time representing Egypt between 1982 and 1984 and was named “the Master of the National teams” at:

- (1) National team for Modern Pentathlon.
- (2) National water polo team.
- (3) National team for fencing.
- (4) National equestrian team.

21 - First Egyptian Arab and African to sign a joint agreement in 2004 between the United States of America Olympic Center in Colorado Springs (USAOC)to train the Modern Pentathlon between the United States of American and the Arab Republic of Egypt. The agreement is currently in effect.

22. The first to sign cooperation and development agreement between the African Triathlon Union and the USA Triathlon and the United States Olympic Committee to support the African Triathlon community.

## **Sports history:**

**Mr. Ahmed Nasser through his sports achievements in different kind of sports was a world; African; Pan Arab and National champion and also Olympian added to his experience a big image; repetition and big value combined with his Media achievements and experience which made him one of the unique professional Sports and Media top management personalities**

**His achievements were not limited to the following:**

### **As an athlete:**

- \* Egyptian; African and Arab champion of modern Pentathlon 1977-1987**
- \* First Modern Pentathlon Olympic Team Captain of the first Olympic participation ever to represent Egypt; Africa at the 1984 Los Angeles Olympic Games 1984**
- \* Modern Pentathlon Egyptian National team captain from 1978 to 1988**
- \* Military Pentathlon Egyptian team captain from 1977 to 1979**
- \* Water polo Egyptian National team member 1969 to 1978**
- \* Equestrian (Show Jumping) Military team member from 1976 to 19782**
- \* Egyptian Epee Fencing National team member from 1976 to 1979**
- \* Swimming Egyptian National champion at 1500 m Free still 1976 to 1989**
- \* Member of Water Polo National team of Egypt and Gezira Sporting Club at the same time 1968 to 1977**
- \* Founder and athlete member of Zamalek Sporting Club water polo team**
- \* First ever Modern Pentathlete Egyptian; African and Pan Arab to be qualified to Olympic Games in Moscow 1980**
- \* First ever Modern Pentathlete Egyptian; African and Pan Arab Olympic team representative and captain at 1984 Olympic Games in Los Angeles**
- \* Participated as Pentathlete and team captain of Egypt at three world champion ships 1979;1981 and 1983**
- \* First ever Modern Pentathlete Egyptian; African and Pan Arab to participate at the Council International Sports Military (CISM) at the year of 1978 and then yearly from 1980 to 1983**
- \* In the year 1983 He win the Modern Pentathlon World Championship title in Wendorff – Germany and scored the Shooting world record 199/200**

- \* He represented Egypt in 85 International competitions ;4 world Championships; 2 Olympic Games as athlete; 3 Olympics as Sports Leader**
- \* first ever general Jury for the 5 Sports discipline of Modern Pentathlon Egypt; Africa and Pan Arab World.**
- \* First ever Egyptian; Africa and Pan Arab to be board member of the Technical Committee of the International Modern Pentathlon Federation from 1988 to 1992**
- \* Founder and president of the fastest Olympic Federation in the history of sports: the Egyptian Triathlon federation, which he still currently heads by election, since August 2009-present.**

- During his history in the field of sports, Mr. Nasser was able to achieve one of the best results in the sports industry. His success was perfected in founding several Olympic Federations such as Triathlon in Egypt (August 2009) leading to the organization of continental, regional and international championships and even having its athletes medal at all levels for many international, continental and regional championships, placing Egypt as a frontrunner to the greatest and most successful championships during his presidency.**
- He has also founded another compounded sport which is the Olympic Modern Pentathlon in Egypt in the 1970s with a group of colleagues, and several victories were achieved during his presidency, such as winning the World Championship and Egypt receiving the first place in the International Women's classification and competing in the Olympics 2008 Beijing to earning the sixth and eighth place in women and setting the MP Olympic swimming record in men .**
- During his presidency, the Association of African Sports Confederations (AASC) has reached the highest ranks and the African Championships were glorified in coordination with the African National Olympic Committees Association(ANOCA) and the African Union commission, so that the AASC acquired sixty Olympic and non-Olympic sports federations and AASC is the Technical responsible body of the Sport in Africa whether competitive or life style. This elevation in the sports industry made him one of the best world sports leaders, and an owner of a unique thumbprint in the sports world so far.**

### **Sports Management Achievements in the Sports Field:**

1 – Founder of the sport of modern pentathlon with a group of athletes in 1975 as an athlete of the sport himself.

2 – The first to sign a cooperation agreement with the US Modern Pentathlon Association through the US Olympic Committee to benefit Egypt by having an annual one month camp at the largest World Olympic Training Center, Colorado Springs from 2005-2008. The agreement is currently still in effect.

3 – The first to sign a cooperation protocol with the Syrian Federation of Modern Pentathlon to assist the Egyptian Federation financially 2006-2007.

4 – Founder and current president of the Modern Pentathlon Arab Confederation that started by two Arab countries and grew to include 13 Arab countries, and now it includes 19 Arab countries. He was able to sustain this union and expand it through self-financing.

5 – President of the Egyptian Modern Pentathlon Federation (2004 to 2008). During this period, Egypt has achieved several International and Olympic victories. Additionally, the federation organized several World Championships in Egypt for the first time. During his presidency, the federation was one of the best in the world and an award was received from the International Pentathlon Union for his accomplishments. He also has self-funded the federation with quadruple the budget assigned by the Ministry of Youth.

6 – The establishment of the Egyptian Triathlon Federation which he self-funded has led Egypt to International and African ranking in the game within a year of the being founded. This clearly illustrates his efforts which were appreciated by the international and global sporting community and resulted in his appointment as adviser to the International Triathlon Federation in less than a year of the establishment of the Egyptian Union. He was also appointed as a member of the board of the African federation.

7 – He has been the most constructive contributor to the introduction and establishment of community federations for the Triathlon game since he assumed the presidency of the Arab Union in 26/1/2012 until present, resulting in increasing the number of members from 4 to 19 countries:

Tunisia – Morocco – Sultanate of Oman – Iraq – Libya – Jordan – Syria – Egypt – Qatar – Lebanon – UAE – Palestine – Libya – Sudan – Kuwait – Bahrain – Somalia – South Sudan – Mauritania – Djibouti.

8 - He contributed significantly to the development of triathlon in Africa as the development adviser for the sport as evidenced by his efforts to promote the sport. This development increased especially after he assumed the presidency of the union. The number of effective members has increased from 10 to 44 producing 51 African and Arab/ Asian countries in coordination and cooperation with the



president of the International Federation Marisol Casado of Spain. This huge development alone makes him an overachiever in the sports management world.

9 - Association of African Sports Confederations (AASC) President, and technical officer for Sport in Africa, by election in October 2015 in Cairo. Since then he has been able to attain major successes, such as establishing another headquarter in Egypt to be the African Sports House. He also had a number of visits and conferences with Mr. Thomas Bach, President of the International Olympic Committee, and Mr. Major General Lassana Palenvo, President of the ANOCA, and his first vice-president, Mr. Mustafa Berraf of Algeria with the goal to unite African Sports.

10 - In September and as he chaired the AASC, an agreement was signed between the African Olympic Committee, the African Union and the AASC decreeing that the AASC and the African Olympic Committee are to organize the All African games for the next three sessions starting with the 2019 session.

- **It is noteworthy that the experiences of Mr. Ahmed Nasser in the media are built not only on his studies and his acquired experiences from being a producer and a professional in the media, but also his network communications skills at all levels and disciplines of media have contributed to many sporting events such as U17 FIFA World Championship Egypt 97 for which he was responsible for the the Drawing, opening, closing and marketing committees. He also contributed to the International Triathlon Union by opening up new marketing areas through the introduction of the sport in a number of Arab countries that has increased from 2 to 19, and the promotion of the sport in Africa to expand the number of countries from 8 to 44 countries during his presidency.**
- **Mr. Ahmed Nasser is one of the experts and celebrities of the media who started in Egypt with the introduction of programs, then in Texas, United States of America in 1979, on Channel 12. He then returned to Cairo to be extremely famous and successful in delivering sports programs which he has produced himself and were produced by the Egyptian television. His programs were viewed by different and distinctive classes of viewers in Egypt and the Arab world.**



## **Experience in the Media Field:**

He started working in the media since 1979 in the United States of America and has received many degrees in this area from the United States. His experience in the field is as follows:

- Holds a Master's Degree in Media from the United States of America, UCLA, California.
- He started as a presenter of a program on Channel 12, television station in San Antonio, Texas, USA in 1979.
- He worked as a presenter on Egyptian television and other stations and has offered many programs since 1980, as he returned from the United States and worked with the Egyptian television. Since then he has continued as a TV presenter.

Some of the most famous programs he has presented are:

- (1) His current program: "Sports with Ahmed Nasser" on the Egyptian TV Channel 2, an hour program that airs every Saturday
- (2) His participation in the program: "Sports Week" 1980 - 2000
- (3) Prepare and present "Sport for All" program.
- (4) Prepare and present "Sports in the Balance" program.
- (5) Prepare and present a "A Star and a Game" program.
- (6) Prepare and present the "Half-time" program.
- (7) Prepare and present the "Sports Files" program.
- (8) Prepare and present "Sports with Ahmed Nasser" program.

These programs were broadcasted on Channel 2 of the Egyptian television and Nile News channel.

All sports programs have contributed to the promotion of sports, the sports culture and the timely resolution of sporting problems in the field and have hosted officials and prominent sports personalities in Egypt, the Arab world and the world.

- He conducted sports media coverage for 18 years during the news, and the events of the 24 hours program on Egyptian television.
- He was and continues to be a TV commentator, for several Olympic, International and National competitions in various sports such as swimming, equestrian, Shooting, Fencing, modern pentathlon, athletics and pistol shooting. He participated in the commentary at the Olympic Games in the years 1984/1988/1996/2000/2004/2008 /2012/2016
- Preparation and presentation of his program on Nile Sport channel under the name "Sports with Ahmed Nasser" which is still current

- Preparing and presenting “Sports Pictures” program which is weekly broadcasted on Channel 2 of the Egyptian television, which is still current

**His latest achievements in the field of sports:**

He is leading the idea of the national project "Triathlon: a way of life and championship" to foster a culture sports in schools in Egypt. He has signed with the Egyptian Minister of Education a project which serves all public, state and technical schools for the dissemination and teaching of sport in general through the sport of Triathlon.

General Ahmed Nasser does not believe in any geographical limits in the sports industry, hence he thrived and continues to excel in uniting African countries in several sports in the continent. His achievements were not only limited to sports but also to link sports as an industry and a tournament to media. He brought them together to a great extent to reach the best fulfilments, and through trade association with the business world and global corporations, which is not limited only to the Middle East and Africa.