



## **eVulpa hosts FIBA Asia officials to review FIBA WASL's preparations and assess readiness.**

Beirut, 31 August 2022 - eVulpa, the exclusive commercial partner for FIBA WASL (West Asia Super League), and The International Basketball Federation, FIBA, have met today to review and discuss the latest developments and eVulpa's upcoming plans for WASL, the elite clubs basketball competition in west Asia. During the meeting, eVulpa shared its roadmap and plans for launching the first season of WASL that was recently confirmed by FIBA with a tip off date on December 19, 2022. Discussions focused mainly on providing the best environment for a smooth start of the League enabling all stakeholders to outperform, thus, elevating basketball in west Asia to a new level.

Following the meeting, Mr. Hagop Khajirian, FIBA Executive Director – Asia, said, “We are delighted to see the work in-progress and effort done so far by eVulpa to place WASL at the forefront. West Asia Super League, in its new format, will be the source of motivation for clubs, players, and audience.”

Mr. Marwan Hayek, Chairman of eVulpa, commented, “We believe that West Asia Super League will mark the new era of club competition and will play a major role in the development of basketball in West Asia. Our amazingly talented and passionate team of sports enthusiasts will exceed FIBA's expectations in providing a unique basketball experience to the fans.”

Lately FIBA announced the launch of the West Asia Super League which will start on December 19, 2022, and last until May 2023. A total of eighteen top professional clubs from sixteen countries in West Asia, Gulf, India, and Kazakhstan will compete on a weekly basis during the WASL Sub-Zones Group Stage and Final Eight after which the best two clubs will qualify to compete in FIBA Asia Champions Cup 2023 all the way to the Intercontinental Cup. Final eight stage hosting city will be announced soon.

### **About eVulpa**

eVulpa, a sports marketing agency, believes in the power of digitalization of entertainment and sports activities as a need for a new approach in the digital sports industry. It engages all segments of a society by offering access to various sports activities with the aim of creating positive social and economic impact.

eVulpa has been recently appointed as the advisory agency to exploit all commercial rights and promote the FIBA West Asia Super League (WASL), a new league created by FIBA, the International Basketball Federation, for the elite professional clubs in West Asia, Gulf, India, and Kazakhstan.