

BEYOND THE FIELD:

EXPLORING THE POWER OF SPORT IN LIFE

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ERWIN RADER

**FROM THE ALPS TO THE ARABIAN DUNES:
THE BOLD WINTER SPORTS VISION**

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From the Alps to the Arabian Dunes: The Bold Winter Sports Vision of Erwin Rader

*My name is Erwin Rader, and I am the CEO and founder of
the ErRa SportSponsoringAgency in Vienna.*

What begins as a simple introduction unfolds into one of the most ambitious sports development visions of our time: transplanting the legacy of Alpine skiing to the heart of the Middle East**. From his base in Austria, a nation synonymous with snow-capped peaks and skiing legends - Rader is pioneering a groundbreaking endeavor: elevating the UAE and its neighbors in the Middle East into global winter sports hubs.



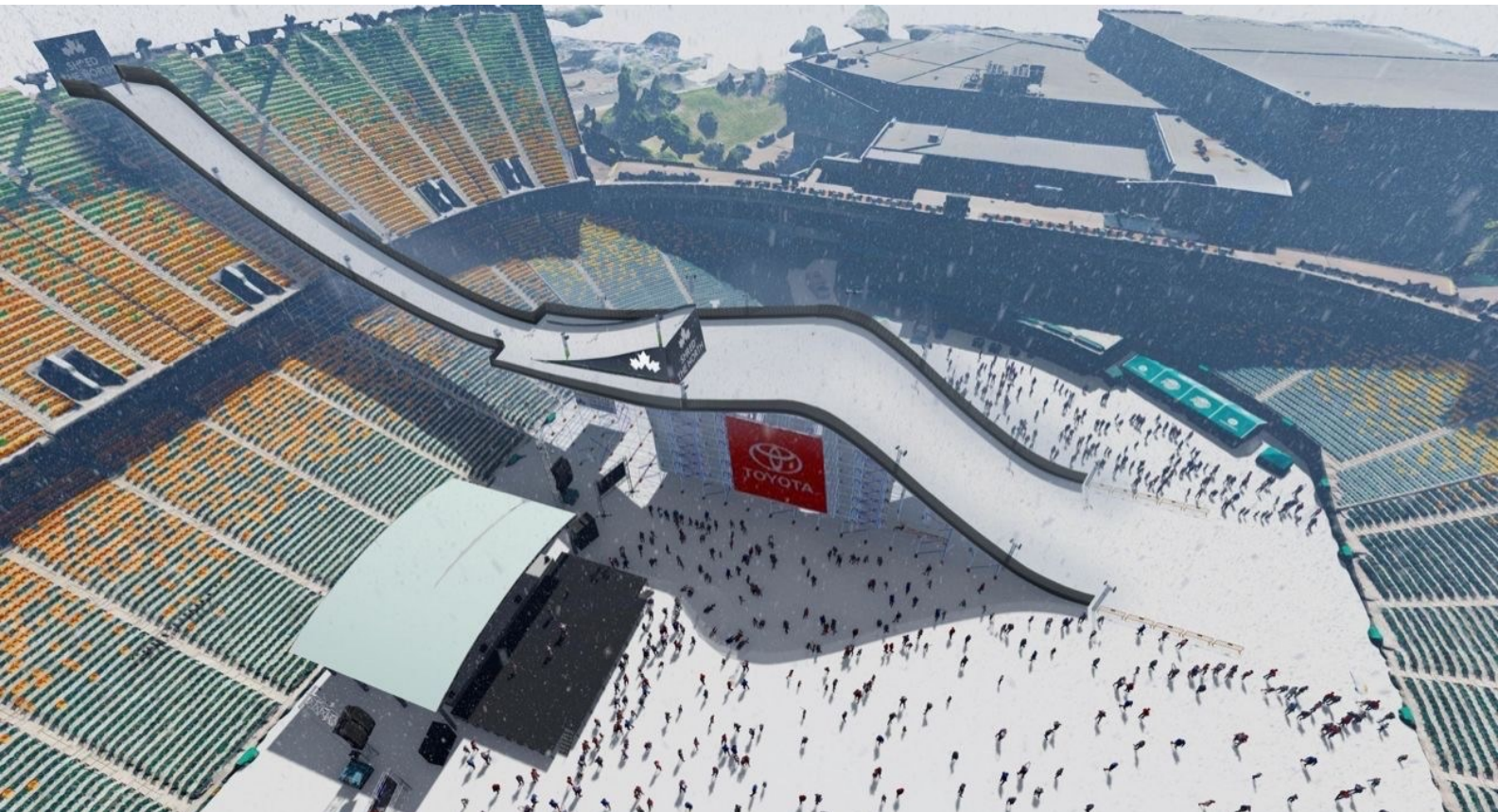
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A Vision Called 2029

At the core of Rader's strategy lies "Vision 2029", a bold roadmap to establish a professionally managed Ski Federation in the UAE, with Rader at the helm as its guiding authority. It's an audacious undertaking, yet one he deems not only possible but inevitable. ErRa Sport Sponsoring Agency bridges the gap between global brands and international sports associations, Rader explains.

"Our goal? To harness sponsorship and advertising as catalysts for worldwide recognition—and opportunity—through sport." But the agency's ambitions extend beyond commerce. By partnering with elite ski coaches, ErRa identifies and cultivates raw talent across Europe, propelling young athletes toward the pinnacle of competition: the World Cup and beyond..!



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From Greece to Greatness: A Case Study in Possibility

Rader's vision isn't built on speculation—it's backed by precedent. He points to the meteoric rise of Greek skier "AJ Ginnis", who defied expectations by clinching silver at the Alpine World Ski Championships. From the beaches of Greece to the podium, Rader declares, Ginnis proved that geography is no barrier when talent intersects with opportunity and unwavering support. This philosophy fuels his drive to bring winter sports to uncharted territories—like the sun-scorched dunes of the Middle East.



The 2026 Saudi Arabia Ski Event: The Spark of a Movement

A pivotal moment in Rader's plan is the 2026 Ski Event in Saudi Arabia. "This isn't just another competition," he emphasizes. It's the spark that will ignite a global revolution." Rader envisions a domino effect: Saudi Arabia's foray into winter sports will inspire the UAE and neighboring nations to embrace **indoor ski facilities**, laying the foundation for an "international indoor race circuit".

From the Middle East to China, the U.S.A, and Europe, the future of skiing may well unfold under "climate-controlled snow dome. To make it happen, Rader is having a strategic partnership with a long time close collaborator, Mr. Guy J.E. cloutier CEO of CTC Group , a Canadian ice and snow specialist that design and built ski domes and resorts , including the latest indoor snow park in the world , opened last year in Shanghai, also several projects for the 2022 Winter Olympic Games in Beijing , from China directly to the UAE and the Middle East.

Together, they aim to create cutting-edge and highly sustainable facilities that meet the highest international standards.

The Urgency of Now

“Time is not on our side,” Rader warns. * “Without immediate backing from the UAE government, this timeline collapses. We need decisive action—and I am prepared to serve as senior advisor, acting with full authority to steer this mission forward.” He doesn’t mince words about Austria’s supremacy in winter sports: Austria is snow. Austria is skiing. There is no better blueprint—and no agency better equipped to lead this charge than mine.”

Strategic Alliances & Marketing Power

Backing Rader is his agency’s vice president, a veteran with exclusive marketing rights to premier winter sports events. Together, they aim to secure the UAE’s position as the epicenter of indoor skiing’s commercial future. This transcends sport, Rader asserts. It’s about public health, youth empowerment, and elevating nations onto the global stage through a movement that marries innovation with tradition.





A Snowball Effect Waiting to Happen

Erwin Rader's dream is vast. To some, it may border on the impossible. Yet history reminds us that the most transformative ideas often begin as improbabilities. His conviction? Just one Middle Eastern nation needs to say 'yes'—and the world will follow. Once the first domino falls, he vows, "the momentum will then be unstoppable—an avalanche of progress." , like seen now in China , with fulgurant development of the winter sport industry in the last 20 years.

Sport connects and brings people together, but that's not all: Rader also wants to bring countries closer together through a shared exchange of art and culture. Not only that, I want to organize a camel race from the ME racing series in Vienna, and a winemaker in Austria wants to jump on the bandwagon and offer adventure rides with camels in his vineyards....And that moment? **It begins now !**

Web: <http://erra-sport.com/>

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