

COMMISSION FOR COMMERCIAL PARTNERSHIPS AND PROMOTION



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Executive Summary

Led by the IJF's main partners, the Commission for Commercial Partnerships and Promotion has been exploring opportunities to foster collaborations beyond its core activities, within the judo community. As a first initiative, the MET Group partnered with Swiss athlete Nils Stump to support his journey to the Olympic Games, while Harvest Group played a key role in establishing and opening the newest club in Kazakhstan, Jenys Club.

Commission Activities (May 2023 – January 2025)

The MET Group and Nils Stump

MET Group reinforced its commitment to judo by investing further in the sport, supporting 26-year-old world champion Nils Stump (SUI) as he competed at key events, including Grand Slams, the 2024 European Championships in Zagreb, the Abu Dhabi World Championships and the pinnacle of the season, the Olympic Games in Paris.

This partnership underscored the MET Group's dedication to promoting judo as a whole and supporting exceptional talent.

As part of the agreement, the MET Group collaborated with the IJF to focus on talent and youth development, areas central to the energy company's philosophy. This approach reflected the MET Group's remarkable growth over the previous 17 years, built on identifying promising talent, empowering them with responsibility from the outset, and achieving shared success.

The alignment between Nils Stump and the MET Group was fitting, as Stump who, in 2023, became the first Swiss judoka to win a world title, shared equally ambitious goals. His determination mirrored the drive of the MET Group, one of the fastest-growing energy companies in the international market, to continually push boundaries and excel in its field.

Harvest Group and Jenys Club

The Jenys Club, a premier judo institution in Kazakhstan, was established under the leadership of Almaz Alsenov, the club's president and CEO of Harvest Group, an IJF main partner.

The collaboration between the Harvest Group and the Jenys Club has been instrumental in fostering the growth and development of judo in Kazakhstan. This partnership supported the club's foundation and opening, creating new opportunities for young athletes to train and excel. By investing in local talent and infrastructure, the Harvest Group showcased its commitment to promoting judo at the grassroots level while contributing to the broader development of the sport in the region. This collaboration embodies a shared vision of nurturing future champions and strengthening the judo community.



The Jenys Club was founded with the mission of cultivating talent and advancing the sport of judo across Kazakhstan. Envisioned as a world-class training hub, the club combines cutting-edge facilities with expert coaching to support athletes at all levels, from novices to elite competitors. The club has quickly become a central figure in the judo community, fostering a culture of discipline, camaraderie and excellence.

A significant milestone in the club's journey was the launch of the Jenys Cup, a prestigious event that brings together judoka from across the region and beyond to compete, connect and celebrate the sport.

The Jenys Cup not only showcases the talent nurtured within the club but also reinforces its role as a cornerstone for judo's development in Kazakhstan.

The opening of the Jenys Club and its flagship event marks a pivotal moment for judo in the region, symbolising a commitment to the sport's growth and the creation of a platform for future champions to thrive on.

Future Initiatives

Building on this philosophy of fostering growth and collaboration, the IJF Commission for Commercial Partnerships and Promotion aims to further expand its reach within the judo community by identifying new opportunities for innovation and impact. Future goals include deepening partnerships with key stakeholders and supporting initiatives that align with the values of judo, such as talent development, youth engagement and grassroots growth.

A notable focus will be on sustainability activities, particularly through collaborations with the MET Group, to integrate environmental responsibility into the sport's ecosystem.

By promoting sustainable practices and innovative programmes, the commission seeks to enhance the sport's global presence while ensuring long-term benefits for athletes, communities and partners. These efforts reflect a commitment to creating meaningful and impactful partnerships that not only advance judo but also contribute to broader social and environmental goals.