



## DMCC and Clarence Seedorf Kick Off SK Performance Club to Drive Innovative Youth Football Programme in JLT

- *DMCC and football legend Clarence Seedorf have launched the SK Performance Club in JLT to drive youth football infused with martial arts elements in the district*
- *SK Performance Club (SKPC) is a unique and pioneering programme developed by Seedorf*
- *The SK Performance Club JLT Dubai is the latest in a number of global openings made by SK Sports Holding, including in Canada and Brazil, offering training methodologies for young athletes that combine football and martial arts with innovative coaching*
- *SK Sports Holding DMCC in partnership with Koora Sports LLC will be managing and operating the JLT Park Sports Hub, under the brand SK Performance Club Services by Koora Sports, elevating its sporting offerings and community engagement.*

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DMCC, strategic partner of SK Sports Holding, along with global football icon Clarence Seedorf, has launched the SK Performance Club in JLT to drive martial arts elements-infused youth football and training methodologies for young athletes within the district. The JLT programme becomes the latest in a global network of SKPC programmes following similar openings in Brazil and Canada.

Football Icon **Clarence Seedorf**, **CEO of SK Sports Holding**, and martial-arts legend **Khabib Nurmagomedov** are bringing their training philosophies, values and inspiring healthy lifestyles to Dubai's youth, delivering a science based methodology that combines world-class football training with martial-arts elements that foster discipline, resilience, and mental strength.

### Designed to Elevate

Situated at the **Jumeirah Lake Towers Park Sports Hub**, the SK Performance Club welcomes boys and girls aged **7–14**, offering a cutting-edge curriculum that blends:

- **Professional grassroots development**, honed under Seedorf's proven science based youth development methodology
- **Martial-arts inspired drills**, infused with Khabib's perseverance and discipline to develop the mind-body connection
- **Advanced Fitlight technology**, sharpening speed, reflexes, and cognitive ability to train sharper athletes and stronger individuals with a personalised program aimed at individual improvement.

This initiative reflects DMCC's drive to enrich JLT's sports, lifestyle, and community landscape - making it one of Dubai's most active and engaging urban districts.



**Ahmed Bin Sulayem, Executive Chairman and CEO of DMCC**, commented: *"JLT has become one of Dubai's premier business and lifestyle destinations, home to a thriving community of nearly 100,000 residents and an increasing number of state-of-the-art sports and health facilities. We are delighted to partner with global sports icons Clarence Seedorf and Khabib Nurmagomedov to launch the SK Performance Club, a pioneering programme fusing football with martial arts elements that will offer young athletes in our district another opportunity to stay focused, healthy and active. This is more than just a football club - it's the start of a movement to inspire Dubai's next generation with some of the world's most recognised former sports professionals right from the heart of JLT."*

**Clarence Seedorf, SK Performance Club**, added: *"Our mission at SK Performance Club is to use Sport to promote high-quality grassroots programmes globally, aspiring for excellence and proper character development. This partnership allows us to deliver a science-based football methodology to Dubai's youth. Together, we're building future champions, on and off the pitch, while elevating JLT Park Sports Hub as a world-class community sports destination."*

**Mohammed Albow, Founder of Koora Sports**, says: *"At Koora Sports, we believe that sports bring people together, inspire healthier lifestyles and strengthen communities. We are proud to work alongside SK Sports Holding and DMCC to create a space where residents and families can come together to enjoy sports and recreation at the heart of JLT"*

### **A Hub of Innovation and Opportunity**

As part of the agreement, SK Performance Club Services by Koora Sports will also manage the **JLT Park Sports Hub**, reinforcing JLT as Dubai's premier destination for community sport. Already a home to leading international academies, football and basketball pitches, the addition of this management will increase the community engagement amplifying the district's spectrum of sport activities.

### **Join the Movement**

**Registrations are now open** for the SK Performance Club JLT Dubai. Boys and girls aged 7–14 are invited to experience one of the most dynamic youth training experiences in Dubai: <https://skperformanceclub.com/uae>

### **About DMCC**

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Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

[www.dmcc.ae](http://www.dmcc.ae)