

THE GLASGOW



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# GLOBAL DIASPORA VILLAGE

23 JULY – 2 AUGUST, 2026

► an adjacent event to  
**The 2026 Commonwealth Games**

[www.globaldiasporavillage.co.uk](http://www.globaldiasporavillage.co.uk)



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**74 Nations, 10 days, and over 650,000 anticipated global participants** in a dynamic showcase of culture, faith environment, sports, trade, tourism, and partnerships from the coming together of global communities.

📍 The Global Diaspora Village  
Proximity - Gate International Centre  
1 manse Rd - Bargeddie's Glasgow  
G69 6UB.

[www.globaldiasporavillage.co.uk](http://www.globaldiasporavillage.co.uk)

HOSTED BY:



IN PARTNERSHIP WITH:



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## A proposal to businesses

We are delighted to connect with organisations, institutions, and businesses seeking to expand their reach within the global diaspora market. Through the Global Diaspora Village 2026 (GDV), we present a unique and highly strategic platform designed to unlock meaningful engagement, trade, and long-term partnerships across diaspora communities in the United Kingdom and beyond.

Heart for the City, is widely recognised for its proven ability to bridge diaspora opportunities with tangible economic and social impact. With a strong presence across Scotland, the North of England, Northern Ireland, and Wales, we are uniquely positioned to connect global partners with diverse and influential diaspora networks spanning Africa, the Caribbean, Asia, and the wider Commonwealth.

With over 23 years of community engagement and development in the UK, Heart for the City has built a trusted reputation rooted in deep local knowledge, strong institutional relationships, and a far-reaching international network. In 2014 Heart for The city pioneered the GlobalDiaspora Villages giving Glasgow a competitive edge in hosting this games and hence a second opportunity to host the games within a very short span. Our work has supported the growth of diaspora-led enterprises, facilitated cross-border investment, and enabled businesses and organisations to successfully enter and expand within emerging and established markets. Our network includes a wide range of stakeholders—from entrepreneurs, small and medium cooperates to government representatives, academic institutions, and faith-based organisations—creating a dynamic ecosystem for collaboration and growth. We have also become a common partner in structuring and delivering trade missions that add value to our existing influence.

Our longstanding relationships with key institutions, including the University of West of Scotland, Glasgow Caledonian University, Scottish African Business Alliance, Church of Scotland among many others further strengthen our ability to deliver impactful programmes at scale. For over a century, the Church of Scotland has played a significant role in international development, particularly across Africa and other Commonwealth nations, supporting major institutions in education, healthcare, and community development. These includes universities, mission hospitals, schools, and grassroots initiatives that have shaped generations and continue to foster sustainable development and social transformation.

Building on this strong foundation, Global Diaspora Village 2026 expands the conversation beyond a single country focus to embrace the full breadth of the Commonwealth and its global diaspora. The platform will bring together participating countries from across Africa, the Caribbean, Asia, Australia, Canada, India and Europe, creating opportunities to showcase investment prospects, promote tourism, exchange knowledge, and develop strategic partnerships across key sectors such as technology, energy, education, trade, and infrastructure.

As Scotland continues to play a leading role in industries such as energy, innovation, and sustainable

development, GDV provides a timely and strategic gateway for diaspora communities and international partners to engage with these opportunities. By connecting global expertise with local insight, we aim to transform diaspora potential into measurable impact—driving inclusive growth, strengthening international collaboration, and building a lasting legacy beyond 2026.

Heart for the City continues to extend its impact internationally through its investment and development arm, Proximity Point Group, which is actively delivering transformative projects across Africa and other emerging markets. A flagship initiative includes the development of a 40,000-acre integrated agri-business/ Agro processing and innovation complex in Malindi, Kenya, incorporating an agricultural university, sustainable farming systems, and value-chain infrastructure. Through this model, Proximity Point Group is also enabling diaspora participation by offering structured investment opportunities and access to micro-credit facilities, allowing individuals and families to engage directly in long-term, income-generating projects within high-growth sectors.

These initiatives reflect a broader commitment to creating scalable, sustainable pathways for diaspora communities to participate meaningfully in economic development—not only in Kenya, but across multiple Commonwealth countries. Through Global Diaspora Village 2026, similar opportunities will be showcased from across Africa, the Caribbean, South Asia, and other emerging regions, highlighting investment-ready projects in agriculture, infrastructure, technology, real estate, and education.

Looking ahead to Global Diaspora Village 2026, we anticipate welcoming over 25,000 diaspora visitors across the duration of the Commonwealth Games, with strong representation from African, Caribbean, and Asian communities, alongside participants from across Europe and the wider Commonwealth. While Kenyan diaspora participation remains significant, GDV 2026 has evolved into a truly global platform, attracting a diverse and influential audience of professionals, entrepreneurs, investors, policymakers, academics, and community leaders.

The calibre of attendees is expected to be exceptionally high, with the majority comprising professional individuals and families operating within mid-to-high income brackets. This audience represents a highly engaged and economically active demographic, typically earning between £40,000 and £150,000+ per annum, with strong interests in investment, business expansion, education, and international collaboration. For partners, sponsors, and exhibitors, this presents a unique opportunity to engage directly with a targeted, decision-making audience that is actively seeking opportunities across multiple sectors.

We therefore encourage organisations to engage early as sponsors and partners, enabling immediate access to this growing diaspora ecosystem. Participation in Global Diaspora Village is not limited to event visibility—it offers a strategic entry point into long-term diaspora engagement, market expansion, and cross-border collaboration.



## Scotland, a strategic host for global engagement

Situated at the heart of a dynamic and globally connected Europe, Scotland is recognised as a progressive nation defined by innovation, creativity, and the warmth of its people. As the host of the Commonwealth Games, Scotland offers an exceptional environment for international engagement, combining world-class infrastructure with a rich cultural heritage and a strong global reputation.

Tourism remains one of Scotland's most valuable sectors, attracting millions of visitors each year through its iconic landscapes, historic landmarks, cultural festivals, and globally renowned experiences such as golf, heritage tourism, and outdoor adventure. Beyond tourism, Scotland is a leader in key industries including renewable energy, life sciences, advanced manufacturing, digital technology, and financial services, making it an attractive destination for investment and innovation.

Scotland's export economy continues to demonstrate strong global reach, particularly in sectors such as food and drink, energy, and technology, with internationally recognised products including its world-famous whisky. Equally important is Scotland's highly skilled and educated workforce, known for its innovation, adaptability, and strong work ethic—key factors that continue to attract international businesses and investors.

The nation has consistently been recognised as a leading destination for investment, including being named among the “European Regions of the Future” by the Financial Times' fDi Magazine. This recognition reflects Scotland's supportive business environment, forward-thinking policies, and commitment to fostering entrepreneurship and sustainable growth.

While Scotland may be modest in size, it is global in ambition. Its ability to combine economic strength, cultural richness, and international connectivity makes it an ideal host for Global Diaspora Village 2026—providing a powerful platform for building partnerships, unlocking investment, and strengthening ties between diaspora communities and global markets.

CATEGORY	DETAILS
Capital	Edinburgh
Largest City	Glasgow
Area	78,772 km <sup>2</sup> (30,414 sq mi)
Population	Around 5.2 million
Currency	Pound sterling (GBP)
GVA	£102 Billion (2009)
GVA per head	£19,744 (2009)
Labour Force	2.6 million (2026)
Top Five Export Industries	Food and Drink, Chemicals, Business Services, Electrical and Instrument, Engineering, Mechanical Engineering

## Export and trade landscape: Scotland in a global economy.

Scotland continues to demonstrate strong performance as a globally competitive trading nation, with exports forming a central pillar of its economic growth strategy. In recent years, Scotland's international exports (excluding oil and gas) have consistently exceeded £30–35 billion annually, with total exports—including trade with the rest of the UK—reaching well over £80 billion, reflecting a resilient, diversified, and outward-looking economy.

Scotland’s export strength is driven by a combination of advanced manufacturing, high-value services, energy innovation, and globally recognised consumer products. Key exporting sectors include:



**Food & Drink –**

including world-renowned Scottish whisky and premium agricultural products



**Historic top world Universities**

Leading in Engineering, Technology and innovation in Modern Science , Biotechnology and Cybersecurity



**Energy –**

spanning oil & gas expertise alongside rapidly expanding renewable energy leadership



**Life Sciences & Pharmaceuticals**

a growing hub for global research and development



**Technology & Digital Services**

including fintech, cyber security, and software development



**Engineering & Advanced Manufacturing–**

supporting global infrastructure and industrial development

These sectors collectively position Scotland as a strategic partner for international trade and investment, offering both established expertise and future-focused innovation.

The United States, European Union, and Asia-Pacific markets remain key export destinations, with strong and growing trade relationships also evident across Commonwealth countries, including Canada, Australia, India, South Africa, and several Caribbean and African nations. This global reach reflects Scotland’s ability to engage across both mature and emerging markets, creating significant opportunities for cross-border collaboration.

Scotland’s proximity to the wider UK market—one of the largest economies globally—further enhances its attractiveness, providing access to a combined domestic and international trade ecosystem that supports business expansion at scale.

The Global Diaspora Village 2026 is uniquely positioned within this dynamic trade environment, creating a direct interface between diaspora communities, international investors, and Scottish industry leaders. By aligning with Scotland’s export strengths and global trade networks, GDV provides a platform where participants can:



Explore new market entry opportunities



Build cross-border trade partnerships



Connect with key industry stakeholders



Access investment-ready sectors and projects



Leverage diaspora networks to facilitate international business growth

For Institutions, entrepreneurs and corporate and public organisations, this represents a powerful opportunity to act as bridges between global markets, linking Scotland’s innovation and expertise with high-growth regions across the Commonwealth and beyond.

As the Commonwealth Games brings global attention to Scotland, the Global Diaspora Village will serve as a commercial and strategic gateway, enabling participants to engage with one of Europe’s most forward-looking economies at a pivotal moment of international visibility.

This convergence of global audiences, strong export capability, and diaspora connectivity creates a unique environment where trade, investment, and collaboration can thrive, positioning GDV 2026 not only as an event—but as a catalyst for long-term economic partnerships.

# The Global Diaspora Village experience

At the heart of Global Diaspora Village 2026, taking place alongside the Commonwealth Games, is a dynamic, multi-site experience designed to bring together culture, commerce, innovation, and community engagement in one unified platform.

The Village will be anchored by a flagship Amphitheatre venue in Bargeddie Estate at the intersection of all major highways and transport corridors, complemented by a network of seminar rooms and meeting spaces at Showcase Coatbridge with massive movie screens, creating a seamless environment for both large-scale gatherings and focused, high-value interactions.

The purpose-built Amphitheatre, with capacity for up to 1,000 attendees, will serve as the central hub of activity throughout the 10-day programme.

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## Daytime programme: Faith, Trade, Tourism & Engagement

During the day, the Amphitheatre will be transformed into a vibrant exhibition and engagement space featuring:

- **Country Pavilions** showcasing investment opportunities, tourism destinations, and cultural heritage from across Africa, the Caribbean, Asia, and the wider Commonwealth
- **Business and Trade Showcases** led by participating companies, government delegations, and diaspora entrepreneurs
- **Seminars and Panel Discussions** hosted by international organisations, industry experts, and academic institutions
- **Networking Lounges and Informal Meeting Spaces**, providing opportunities for delegates to connect, collaborate, and explore partnerships in a relaxed setting

Attendees will be able to engage in meaningful conversations, initiate trade discussions, and build relationships over curated networking sessions in a welcoming and culturally rich environment.

These facilities will provide a more focused, professional environment for in-depth discussions, training, and high-level engagement, ensuring that GDV delivers both breadth and depth across its programme offering.





The Global Diaspora Village will collaborate with the **Green Apple Environment Awards** to recognize, reward, and promote environmental best practices.

They will honor sustainable initiatives by companies, councils, communities, and Governments worldwide during the GDV event.



## GAMES VENUES

### **Emirates Arena (including Sir Chris Hoy Velodrome, athletics/velodrome)**

Emirates Arena and the adjoining Sir Chris Hoy Velodrome in the east end of Glasgow form one of the most versatile structures of its kind in Europe. These state-of-the-art facilities, are located alongside the Athletes' Village. With over 10,000 people passing through their doors on opening weekend.

### **SECC (Boxing and multiple sports)**

The Scottish Exhibition and Conference Centre (SECC) will form the largest venue of the Glasgow 2014 Commonwealth Games. A buzzing atmosphere is expected as it will host competitors for six sports: gymnastics, boxing, judo, netball, wrestling, and weightlifting/powerlifting.

The Glasgow 2026 venues range from those with a long and celebrated spotlight history to facilities that are cutting-edge, shiny, and new. All offer a superb platform for competition, providing spectators and athletes with a world-class Game Time experience and leaving a lasting legacy for local communities.

### **Scotstoun Sports Campus (Squash)**

The multi-faceted Scotstoun Sports Campus will form one of the precincts of the Games, hosting both the squash and table tennis competitions. Owned by Glasgow City Council and recently refurbished, the venue is already a popular sporting and community resource, which includes the National Badminton Academy, and an outdoor tennis centre.

### **Tollcross International Swimming Centre (Aquatics)**

The drama of the swimming competitions will be played out at Tollcross International Swimming Centre. The venue is owned by Glasgow City Council and has been extensively refurbished and extended. The existing 50-metre, 10-lane pool has been joined by a new 50-metre, six-lane warm-up and training pool, ensuring world-class facilities for the Games.

# Key event features of the village at a glance



**Country Pavilions:**  
National showcases for culture, tourism, and investment



**The Green Apple Environment Awards**  
Recognize, reward, and promote environmental best practices



**Commonwealth Games Tickets:**  
Watch your favorite sports live from the stadium



**Plenary hall**  
Suitable for customisable events in an adaptable space



**Networking Suites:**  
Business lounges and meeting rooms



**Amphitheater:**  
500-seat venue for music, comedy, theatre, and worship



**Faith Zone:**  
Led by Fire for Scotland, offering spiritual engagement and prayer spaces



**Themed Days:**  
Immerse yourself in exploration of heritage with shared global value.



**Media Centre:**  
Live coverage, interviews, and promotional content



**Golf tournaments**  
Compete with the world on a clean cut international golf course.



**Food Courts:**  
Authentic cuisine from across the Commonwealth



**Master classes:**  
Get cutting edge knowledge from leading Universities in Scotland



**Tour Scotland:**  
Visit scenic land marks and experience the culture of Scotland



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Glasgow 2026 Commonwealth Games

GLOBAL DIASPORA VILLAGE (GDV)

# Key standard sponsorship opportunities

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## Country Pavilion Sponsors | £100,000

Standard benefits package for Networking Sponsorships + A pavilion suitable for showcasing culture, tourism, investment and business opportunities for a country.

### Sponsorship benefits

- **Standard benefits package for Networking Sponsorships + A pavilion suitable for showcasing culture, tourism, investment and business opportunities for a country.**
- **Standard Benefits Package for networking**
- **Online visibility** - Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed on the official website for the village. License to use the
- **"Official Sponsor" Global Diaspora Village Logo in connection with the promotion of your sponsorship and participation.** GDV publicity
- **Materials** - Sponsor logo and name will appear on all GDV publicity materials.
- **On-site Signage and sponsor recognition,** promoting the village. Opportunity to provide branded items at receptions and welcome back
- **Full size country flag physical or Digital on top of the Pavilion.**
- **Booth facilities for various sectors of the country** activities to be provided by the Country Sponsor.
- **Support to resell spaces to businesses interested in our country pavilion locally and internationally.**

## County Pavilion /Corporate Package | £50,000

Standard benefits package for Networking Sponsorships + A pavilion suitable for showcasing culture, tourism, investment and business opportunities for a country.

### Sponsorship benefits

- **Standard benefits package for Networking Sponsorships** for showcasing culture, tourism, investment and business opportunities for a country.
- **Standard Benefits Package for networking**
- **Online visibility** - Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed on the official website for the village. License to use the
- **On-site Signage and sponsor recognition,** promoting the village. Opportunity to provide branded items at receptions and welcome back
- **Booth facilities for various sectors of the country** activities to be provided by the Country Sponsor.
- **Support to resell spaces to businesses interested in our country pavilion locally and internationally.**

## Diamond Sponsor | £20,000

(Standard)

### Sponsorship benefits

- **Online visibility** – acknowledgement of your company’s sponsorship, with your logo and link to your website prominently displayed on “The Village” official website – alongside selected social media posts.
- **Sectional branding** of either registration desk, entrance, or exit
- **Main stage Backdrop** – Your company logo will be featured on the main stage backdrop within our amphitheater
- **Exhibition booth space**
- **“Thank you” signage** – your company logo will be featured on the sponsor appreciation signage throughout the games, with all sponsoring companies’ logos listed.
- Use of the **'Official Sponsor'** Global Diaspora Village logo in connection with the promotion of your sponsorship and participation.
- **Registration bag inserts** – Get the attention of all attendees by placing up to three (3) of your company’s promotional materials in the official registration bag.
- **Logo and quarter-page advert** in GDV brochure & participant guide with
- **VVIP network access**
- Two tickets to the **“Green Apple Awards”** gala dinner

## Platinum Sponsor | £15,000

(Standard)

### Sponsorship benefits

- **Online visibility** – acknowledgement of your company’s sponsorship, with your logo and link to your website prominently displayed on “The Village” official website.
- **Main stage side banner** – Your company logo will be featured on the main stage side banner within our amphitheater.
- **Exhibition booth space**
- **“Thank you” signage** – your company logo will be featured on the sponsor appreciation signage throughout the games, with all sponsoring companies’ logos listed.
- Use of the **'Official Sponsor'** Global Diaspora Village logo in connection with the promotion of your sponsorship and participation.
- **Logo and strip advert** on inside pages in the GDV brochure & participant guide with
- **Registration bag inserts** – Get the attention of all attendees by placing up to three (3) of your company’s promotional materials in the official registration bag.
- **VIP network access**
- **One ticket** to the **“Green Apple Awards”** gala dinner

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## Gold Sponsor | £10,000

(Standard)

### Sponsorship benefits

- **Online visibility** – acknowledgement of your company’s sponsorship, with your logo and link to your website prominently displayed on “The Village” official website.
- **Exhibition booth space**
- **“Thank you” signage** – your company logo will be featured on the sponsor appreciation signage throughout the games, with all sponsoring companies’ logos listed.
- Use of the **‘Official Sponsor’** Global Diaspora Village logo in connection with the promotion of your sponsorship and participation.
- **Logo on sponsorship page** in the GDV brochure & participant guide
- **VIP network access**

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## Silver sponsor | £5,000

(Standard)

### Sponsorship benefits

**Online visibility** – acknowledgement of your company’s sponsorship, with your logo and link to your website prominently displayed on “The Village” official website.

**Shared exhibition booth space**

**“Thank you” signage** – your company logo will be featured on the sponsor appreciation signage throughout the games, with all sponsoring companies’ logos listed.

**Standard access to networking areas**

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## Bronze sponsor | £500

(small business product display area)

### Sponsorship benefits

**Exhibition and merchandising tables** will be made available for small businesses to display their products, with provision of space for one stand-up banner

**Uploading of the products** onto a pre-conference e-commerce platform for sales during the conference.

General area networking access.

**\*NB. A product representative may be hired for an agreed rate per day**

## GBV brochure and participants guide

(advertising guide)

<b>SIZE:</b>	<b>RATE</b>
Full page (inside cover)	£ 1,750
Full page (back page)	£ 2,000
Full page (inside pages)	£ 1,200
½ page	£ 600
¼ page	£ 300
1/8 page	£ 150
Strip advert	£ 120
Classified listing (10 ads per page)	£ 50
Full spread (advertorial and editorial sponsored content)	£ 1,500
Centre spread	£ 1,750
Directory listing (per sector)	£ 20



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## We look forward to collaborating

The Global Diaspora Village 2026 is more than an event - it is a movement. It is a celebration of identity, opportunity, and unity. Whether you are a global brand, a local business, or a cultural institution, GDV offers a unique platform to connect, inspire, and leave a lasting legacy. We invite you to be part of this journey.

Contact us to explore sponsorship, exhibition, or partnership opportunities.

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