

ATHLETES AT THE HEART OF THE GAME



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CANDIDATE FOR ITTF EB

I began my table tennis journey in a country where access to facilities, coaching and training was limited. I trained in my parents' garage, while I was fortunate to have their support, they were filling a role the system could not provide. This experience shaped my commitment to ensuring that future athletes have the structured support they need to thrive, no matter their background.

Over time, ITTF programs provided opportunities that helped me improve and eventually represent my country at the Athens and Beijing Olympic Games. That experience now motivates me to give back to the sport that gave me so much.

From 2016 to 2021, I was the founding director of our National high-performance program at the Jordan Olympic Committee, working to address the very gaps I had experienced as an athlete.

During this period, Jordan achieved its best Olympic result to date at Tokyo 2020; a bronze medal in karate, and a silver medal in taekwondo. I have since continued to lead our Taekwondo Olympic Team, securing another silver medal at Paris 2024.

These leadership experiences, along with my ongoing contributions as a member of the ITTF Foundation, have helped shape my vision for the next chapter of our sport; one rooted in equity, opportunity and global growth



VISION

To empower athletes from grassroots to elite performance
and position table tennis as a global leader in health and
lifelong participation.

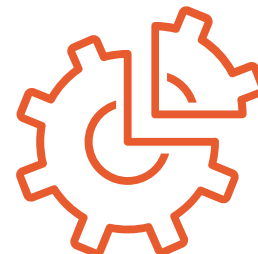


STRATEGIC PILLARS



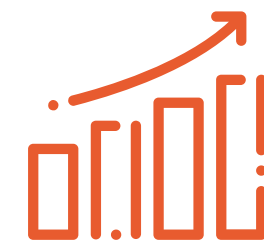
PERFORMANCE

Maximize athlete opportunities
from grassroots to elite
performance



INTEGRATION

Strengthen internal
systems across the ITTF
Group

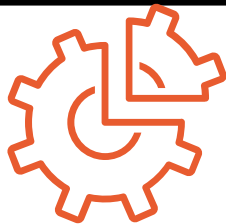
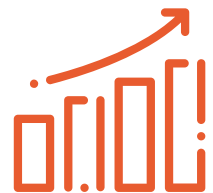


INNOVATION & GROWTH

Expand innovation and
growth initiatives

OBJECTIVES

Each pillar is supported by 2 objectives

Strategic Pillar		Key Objectives	
	PERFORMANCE	1. Enhance the Athlete Development Pathway 2. Support the Development of ITTF MA's	
	INTEGRATION	1. Enhance stakeholder Participation & Representation 2. Strengthen Alignment Across the ITTF Group	
	INNOVATION & GROWTH	1. Scale Health and lifelong Participation Programs 2. Expand Innovation and Growth Initiatives	

The following pages outline specific **goals** designed to achieve each objective

PERFORMANCE

Objective 1. Enhance the Global Athlete Development Pathway

GOAL 1	Progression framework 2025: Establish clear performance indicators and tracking tools to monitor athlete progress from grassroots competition to elite performance levels, ensuring a structured and transparent development journey.
GOAL 2	Regional Centers 2026-2027: Partner with leading high-performance centers across all regions to provide equitable access to world-class coaching, facilities, and support systems for emerging talent.
GOAL3	Sport Science & Education 2027: Launch the ITTF Learning Hub—a centralized platform delivering cutting-edge sports science education and continuous learning opportunities for athletes, coaches, and sports administrators.
GOAL4	Talent Pipeline Expansion & Representation 2027-2028: Support a minimum of 100 athletes from underrepresented and diverse regions through a sustained development pathway, significantly increasing global participation in WTT competitions and strengthening competitive depth worldwide.

Objective 2. Support the Development of ITTF Member Associations

GOAL 1

Development Framework 2025 : Design and implement a standardized development agreement model that sets clear four-year technical and strategic objectives. This framework will help identify critical gaps while ensuring that support to Member Associations is both locally driven and sustainable.

GOAL 2

Capacity Building 2026-2027: Strengthen governance and administrative capabilities within Member Associations through targeted education and training, delivered via the ITTF Learning Hub. This initiative will empower national bodies to effectively design, manage and deliver impactful programs at the local level.

GOAL3

Consultation Mechanism 2027: Introduce a structured, inclusive consultation framework to ensure ongoing dialogue with Member Associations. This mechanism will enable regular feedback, foster collaboration and align support services with the evolving needs and priorities of each association.



While **performance** focuses on maximizing opportunities for athletes at all stages development, **integration** enhances connections within and across the ITTF Group.

Strategic Pillar 2

INTEGRATION



Objective 1: Enhance Stakeholder Participation & Representation

GOAL 1

Athletes Commission Representation 2025-2026:

- Ensure the full integration of the Athletes' Commission into key technical and development committees to strengthen the athlete voice in decision-making processes.
- Advocate for dedicated administrative support to strengthen the Commission's operational capacity and enhance its ability to effectively represent and serve the athlete community.

GOAL 2

Legends Engagement 2026: Launch a Legends Ambassador Program, engaging 5+ retired champions annually in mentoring, advocacy, and development initiatives. Their experience and legacy will inspire the next generation and contribute to the global growth of table tennis.

GOAL3

MA Participation in Governance 2027: Enhance the role of Member Associations in ITTF governance by fostering inclusive and meaningful participation in decision-making forums including summits, committees and working groups, ensuring a more collaborative leadership structure.

Objective 2. Strengthen Alignment Across the ITTF Group

GOAL 1	Development Spending 2026: Advocate for an annual increase in investment in development programs, ensuring alignment between commercial growth and development funding.
GOAL 2	M&E Framework 2026: Advocate for the development of an integrated monitoring and evaluation (M&E) framework across the ITTF Group, focusing on impact-based evaluation to guide investment decisions.
GOAL3	Foundation/WTT 2026: Formalize ITTF Foundation activations within all major WTT events to strengthen the unified presence of the ITTF Group.
GOAL 4	Revenue Sharing 2027: Advocate for a sustainable revenue-sharing model between WTT, ITTF and ITTF Foundation, ensuring long-term funding for development and social impact initiatives.



Strengthening governance systems across the ITTF Group will enable us to invest in bold initiatives that grow our sport globally.

Strategic Pillar 3

INNOVATION & GROWTH



	Objective 1. Scale Health and lifelong Participation Programs
GOAL 1	Health Festival Growth 2026: Increase participation in the Parkinson’s World Championship and Health Congress by: ◦ WC: 20% increase in athlete participation ◦ Congress: 25% increase in online viewership, 200% in-person attendance from 2024 numbers.
GOAL 2	Health Education 2027: Introduce tailored educational modules for veterans and individuals with Parkinson’s on the ITTF Learning Hub, to integrate these communities and broaden access to our sport.
GOAL 3	Grass-root Expansion 2027: Support 10 new national activations of Parkinson’s and/or Veterans activities in underrepresented regions in collaboration with MA’s. This will increase grassroots access and raise awareness in underserved areas.

Objective 2. Expand Innovation and Growth Initiatives

- GOAL 1

Strategic Partnerships 2026: Forge partnerships with global health and research institutions and sports science universities, to drive innovation in athlete performance and health initiatives.
- GOAL 2

Investment in Health 2026: Increase investment in our flagship health-focused events such as the Parkinson’s and Veterans World Championships to elevate them into globally recognized platforms that celebrate inclusivity and resilience.
- GOAL3

Digital Transformation 2027: Modernize the ITTF Group’s digital infrastructure, to enhance global engagement, transform the fan experience and optimize competition management through smart, data-driven solutions.
- GOAL 4

IOC Representation 2026-2027: Advocate for increased representation in IOC Commissions such as the Medical and Scientific Commission and the Sport and Active Society Commission, to ensure our athletes and programs benefit directly from global best practices and policy influence.



As a former athlete, my perspective has always been shaped by the demands and aspirations of high-performance sport. However, my work with the ITTF Foundation has opened my eyes to the transformative power of table tennis beyond competition, particularly in enhancing the lives of individuals with neurodegenerative diseases.

These experiences have underscored the importance of creating a truly connected pathway, from grassroots and elite performance, to lifelong participation.

My manifesto outlines a comprehensive and inclusive vision that bridges these pillars, reinforcing our shared commitment to the ITTF's mission:

To make table tennis accessible to All, for Life.



**TALENT IS
EVERYWHERE.**

**OPPORTUNITY
SHOULD BE TOO.**