



INTERNATIONAL
FOOTBALL
ARENA

Football's Global Players

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IFA 2010: The Future Of Football

International Football Arena Ltd (IFA) is an independent international organisation headquartered in Zurich, Switzerland. Its objective is to create a global network of all stakeholders operating at the top level of the world's number-one sport, facilitating contacts and an exchange of information designed to promote sustainable economic and social progress. Specifically, IFA pursues three goals: to be the ultimate platform for global decision-makers and international agenda-setting; to be the ultimate stage for presentation of global and regional marketing strategies; and to be the ultimate forum for a broadly-based exchange of opinions and experience among all initiatives geared towards advancing and improving the social relevance of football.

On October 25th and 26th 2010, the international football scene's 'who's who' are going to meet in Zurich yet again, as the 12th edition of the International Football Arena is going the debate about the future of football at Dolder Grand Hotel, primarily focusing on the four themes below:

- **A presentation by the countries bidding for the 2018/2022 FIFA World Cups.**
- **A debate about the significance and role of football stadiums in the 21st century.**
- **The future of global football sponsoring placed under scrutiny.**
- **Growing unrest among players' agents: should they be allowed to work unlicensed?**

In an attempt to satisfy the major interest from international participants, to provide room for appropriate depth of debate, and to offer sufficient networking opportunity, the 2010 IFA will be the first to last two days rather than one. "Every year, we manage to be appealing enough to prompt the opinion leaders in the world of football to attend the IFA conference. In doing so, we not only create a sound basis for interesting debates and solution-finding. This year, we will also offer the committees bidding for the 2018 and 2022 FIFA World Cups a platform to present their case. Furthermore, it is our ambition to promote a dialogue with the media in the run-up to the final decisions to be taken by FIFA", says IFA Chairman Marcel Schmid.



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Who will host the 2018 and 2022 FIFA World Cups?

FIFA's Executive Committee is scheduled to appoint the hosting countries in early December 2010. The IFA conference will be an opportunity for the bidders to present themselves with only weeks to go before the final decisions. (It is yet to be confirmed which bidding committees are actually going to participate in the IFA conference.)

A debate about the future of football comes with a variety of facets. For example, Marcel succeeded in winning architects of world renown to speak about "the future of football stadiums" at the 2010 IFA. In the 21st century, football arenas are built for various consumer groups. As human needs change, football grounds are transformed into modern "cathedrals" and landmarks impossible to miss in cities and social life.

These are the participants to debate about "visions for stadiums":

- Hubert Nienhoff of Gerkan, Marg & Partner Architects (three new or refurbished stadiums each for World Cups 2006 to 2014),
- Angus Campbell of Forster + Partners (Camp Nou stadium project in Barcelona, Spain),
- John Barrow of Populous (construction of Soccer City Stadium in Johannesburg, South Africa); and
- John Dixon of the Manhattan Construction Company (Dallas Cowboys Stadium in Arlington, U.S.).

Business leaders Biver, Nally and Wells on sponsoring

The future of sponsoring will be debated by three eminent personalities:

Jean-Claude Biver, a man of virtually unlimited talent, is among those who have shaped the art of Swiss watchmaking. The 61-year-old is one of the first luxury-brand entrepreneurs to invest in football. The award-winning entrepreneur with a propensity for raising the profile of his luxury watches through brand ambassadors inspired the Hublot company with new life in 2003. Hublot's involvement in football has included sponsoring the 2010 FIFA World Cup, signing on extrovert Maradona, and supporting the Mexican national squad and English flagship club Manchester United.

Patrick Nally is rightly referred to as the "founding father" of sports marketing. Born and bred in Britain, he founded the General Association of International Sports Federations, was a consultant to many international sports organisers, and greatly contributed to the World Cup's high current standing through the Coca-Cola sponsoring endorsement in 1978.

Ben Wells, Chelsea FC's marketing manager, will be the third man on the Zurich panel. Only recently, the Briton took part in the first IFA conference in India. He was delighted with the participant mix and a culture of open communication with Indian companies, football associations and media representatives. He triggered a "media bomb" encouraging the movers and shakers of Indian football to bid for hosting the 2030 FIFA World Cup.



Growing unrest among players' agents: should they be allowed to work unlicensed?

FIFA has never been fond of players' agents. It now intends to define new rules to govern their activity. This causes considerable unrest among licensed agents, creating a need for (political) debate. Up to now, the only persons officially allowed to represent the business interests of professional football players have been lawyers, family members, or players' agents holding a licence from the national football association (and having passed an exam). It has turned out to be an extremely difficult matter setting up rules to govern this global agency business. Solutions are being sought, and many a question is yet to be answered.

At the IFA conference on October 25th, this hot topic will be debated by Giovanni Branchini (Vice-President of European Football Agents Associations), Marco Villiger (Director of FIFA's Legal Division), and Bernhard Heusler, Vice-President of FC Basel.

Find the complete programme at www.internationalfootball.com

The IFA conference on October 25th and 26th will be held in English.

In case of questions, don't hesitate to get back to us at any time:

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