



INTERNATIONAL
FOOTBALL
ARENA

Football's Global Players

Bidding Nations preparing for FIFA World Cup award showdown in Zurich

A total of nine national associations are applying to host the 2018 and 2022 FIFA World Cups. The candidates from Japan, Australia and Russia will travel to Zurich to present their bids to an international audience in what is going to be a dress rehearsal several weeks before the award procedure. Participants of IFA, the International Football Arena conference, will be given an opportunity to catch an early glimpse of the bidding nations' presentations.

On December 2nd 2010, FIFA's Executive Committee, a body of 24 delegates, is going to decide which nations are to host the FIFA World Cup™ in 2018 and 2022. In 2018, the tournament of global renown is very likely to take place in Europe. England, Russia as well as joint bidders Spain & Portugal and Belgium & the Netherlands are applying to host it. The competing bidders for the 2022 World Cup are the U.S., Australia, the emirate of Qatar, Japan and South Korea.

The International Football Arena IFA will offer the bidding nations of Australia, Japan and Russia an opportunity for a dress rehearsal as early as October 25th and 26th 2010. IFA Chairman Marcel Schmid says, "The IFA is a gathering of the most eminent decision-makers in international football. We are very pleased that the CEOs of some of the World Cup bidding organisations are going to use the opportunity to present themselves in Zurich. It will be an ideal platform for the representatives of Russia, Australia and Japan to add the final touches to their presentations and to obtain valuable feedback from the assembled group of experts."

The Future of Football

On **October 25th and 26th 2010**, the international football scene's 'who's who' are going to meet at Dolder Grand Hotel in Zurich, Switzerland. The meeting will bring together representatives from nine European countries and opinion leaders from the U.S., Mexico, Brazil, India, Japan and Australia.

These are the other themes the IFA is going to debate on:

- **The significance and role of football grounds in the 21st century** (featuring Angus Campell of Foster + Partners; John Barrow, Senior Principal of Populous; John Dixon, Executive Vice-President of Special Projects, Manhattan Construction Company; and Hubert Nienhoff, gmp Architekten von Gerkan, Marg und Partner).
- **The future of global football sponsoring** (featuring Jean-Claude Biver, CEO of Hublot; Andreas Ludwig Grass, Head of Brand Experience Management, Allianz SE; Patrick Nally, CEO of West Nally; and Ben Wells, Head of Marketing, Chelsea FC).



Clariden  Leu



SONY



INTERNATIONAL
FOOTBALL
ARENA

Football's Global Players

- **The future of players' agents** (featuring Laurence Baylocq, Head of Legal, IMG France; Giovanni Branchini, Vice-President of European Football Agents Associations (EFAA); Bernhard Heusler, Vice-President of FC Basel; Marco Villiger, Director of Legal Affairs Division, FIFA; and former Switzerland player Raphael Wicky).
- **The future of football communication using social media** (featuring Andreas Haderlein, Director of Zukunftsinstitut GmbH).

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 football, the world's number-one sport. The idea is to nurture high-level relations and launch debating items relevant to the future.

The 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 as well as generating sustainable economic and social progress.

Find the complete programme at:

www.internationalfootball.com

The IFA conference on October 25th and 26th 2010 will be held in English.

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

Contact: Janine Geigele, jg@internationalfootball.com

Mobile: +41 79 341 03 32



Clariden  Leu



SONY