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FT/IFA BUSINESS OF FOOTBALL SUMMIT **STAYING COMPETITIVE**

Organised by The Financial Times and International Football Arena

17 June 2013

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GENERAL INFORMATION



Lunch and Refreshments

All refreshments will be served in the Palm room which is located opposite the Summit room.



Networking Drinks Reception

We invite you for drinks at our Networking Reception taking place in the Palm room from 17:30 onwards.



Feedback Questionnaire

Please fill out a feedback form to give us your thoughts on this year's Summit. Copies will be distributed during the event.



Mobile Phones

As a courtesy to other delegates, please ensure that your mobile phone is switched to silent whilst in the Summit Room.



Security

For security reasons it is important that you wear your Summit badge at all times.



Internet Access

There is unsecured wireless internet access available throughout the Summit area. Please ask a member of FT staff for access details.



Filming of Summit Sessions

Please note that the event will be filmed, and by entering the Summit premises, you give your consent to be videotaped. You also agree not to record or digitise any parts of the event.

If you attempt to use a recording device, you consent to your immediate removal from the premises and forfeiture of the device.



Post Event Media

Photographs and speaker presentations will be available after the Summit. Videos of a selection of Summit sessions will be available to view from Monday 1 July. An email including details of how to access these will be sent following the event.

Please note that only Summit sessions for which we have permission to publish will be available and that these are subject to FT copyright rules. These can be viewed at **www.ft.com**

Social Media



For live updates from the event and to participate on Twitter: **@FTLiveTweets @Football_IFA #FTFootball**



For more updates, please see our Facebook page: **www.facebook.com/FinancialTimesLive**



Financial Times Live group: **<http://on.ft.com/linkedin>**

Dear Guests,

On behalf of the Financial Times and the International Football Arena, it is our great pleasure to welcome you to the inaugural **FT/IFA Business of Football Summit – Staying Competitive**.

It's hard to imagine that just twenty years ago, there was no football 'business' to speak of - not really. Revenue came in from ticket sales alone, fans got cold on creaking terraces; there were no logos on players' shirts or mega-big corporate sponsors. Today, it's the world's most popular sport, and the world of business has been very steadily turning muddy pitches into fields of gold.

But the continued success of the international football business is not guaranteed. The economic landscape of football is changing faster than you can shift a goal post: new regulation to curb financial profligacy; the move away from Europe's traditional hegemony as the market there matures (and the old - and new - money seeks new territories); and the internet - both blessing and curse - which is radically transforming the way the business of football is done.

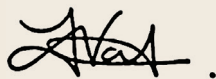
Given this fast-evolving landscape, the FT/IFA Business of Football Summit asks: What must the global football business do to stay competitive?

And what better place than Brazil to hold the FT/IFA's first summit? Securing the world's two biggest sporting events (World Cup 2014, Olympics 2016) in such a short time frame has put the country - considered the spiritual home of football - right in the spotlight of the global sports industry.

We'll be tackling some of the biggest issues facing the international football business community, through, in part, the prism of what is happening in the Brazilian game.

We do hope you make the most of the opportunities available to really quiz our expert panel of speakers, to contribute to the debate, exchange ideas - and network!

Yours faithfully,



Jayne Van Hoen
Managing Director
Financial Times Live Global Conferences & Events



Marcel Schmid
Chairman
International Football Arena

AGENDA

08:00 Registration & Networking

09:50 Chair's Opening Remarks

Roger Blitz

Sports Business Correspondent, *Financial Times*

09:55 Welcome Address

Marcel Schmid

Chairman, *International Football Arena*

10:00 Opening Address

Joseph S. Blatter

President, *FIFA*

Roger Blitz

Sports Business Correspondent, *Financial Times*

10:30 Is the Football Economy in a Bubble?

- Does prudence pay?
- What threatens the continued economic success of football?
- Quick wins, or in it for the long game?
- Will FFP threaten Europe's traditional hegemony?
- What impact will the FIFA World Cup have on Brazil's economy?

Ron Gourlay

CEO, *Chelsea Football Club*

Michael Payne

Former Head of the Marketing Division, *International Olympic Committee (IOC)*

Antônio Carlos Kfourir Aida

Director of Control, FGV Projetos, Technical Advisory Unit, *FGV Foundation*

Federal Deputy Luiz Argôlo

MODERATED BY

Roger Blitz

Sports Business Correspondent, *Financial Times*

11:15 Brazilian Football: Economic Goals

Brazil's sports ministry has forecast an economic boost worth more than \$70bn from the World Cup. Given that, at the time of writing, there is some concern that Rio will not be ready for 2014, the figure has raised eyebrows in some quarters. How then does the Brazilian government plan to achieve its economic goals for the FIFA World Cup?

Aldo Rebelo

Sports Minister, *Brazil*

INTERVIEWED BY

Joseph Leahy

Brazil Bureau Chief, *Financial Times*

11:45 Fields of Gold: Where is the New Growth in the Football Market?

The traditional home markets like the UK are mature, there's no growth there anymore, but worldwide ever more people are turning especially to Premier League, Champions League and world cups. So in which markets is the big growth going to come?

- Where – and what – are the key areas for growth?
- The Football BRICs (Brazil, Russia, India, China)
- What can be done to increase the value of media rights?
- The internet – opportunities and threats
- Overcoming the challenges facing rights holders
- Is the football industry ready for a 'Packer-style' revolution?

Ian Ayre

CEO, *Liverpool FC*

Edward Lange

CEO, *Allianz Brazil*

Marcelo De Campos Pinto

Executive Director, *Rede Globo*

MODERATED BY

Roger Blitz

Sports Business Correspondent, *Financial Times*

12:30 Networking Lunch

14:00 Mayor's Address

Eduardo Paes

Mayor, *Rio de Janeiro*

14:15 Spotlight on Brazil: The Future of Brazilian Football - at Home and Away

The Brazilian national team has won the FIFA World Cup a record 5 times, but is the Brazilian game beginning to buckle under the pressure of its increasingly technocratic leadership and all the advertising hype?

Our panelists will discuss what Brazil needs to do to build on, and future-proof, its reputation – at home, and away.

- Will Brazil become a world-top-5-league?
- Players' welfare: looking after Brazilian players in Europe
- Third party ownership of players in South America
- The World Cup legacy

Eduardo Paes

Mayor, *Rio de Janeiro*

Luiz Eduardo Baptista da Rocha

VP Marketing, *Flamengo*

Luis Paulo Rosenberg

VP, *Corinthians*

Marcos Motta

Founding Partner, *Bichara e Motta Advogados*

MODERATED BY

Joseph Leahy

Brazil Bureau Chief, *Financial Times*

15:00 What the Future Holds for World Football

Our panel of World Cup CEOs will share their thoughts on the future of the football business.

Alexey Sorokin

CEO, LOC, *Russia 2018*

Hassan Al Thawadi

Secretary General, *Qatar 2022 Supreme Committee*

Ricardo Trade

CEO, *Brazil 2014 World Cup*

MODERATED BY

Roger Blitz

Sports Business Correspondent, *Financial Times*

15:45 Networking Tea & Coffee Break

16:15 FREESTYLE!

Our panel of football pundits will share their thoughts on the future of the football business, address 'loose-ends' and tackle any 'hot-spot' issues that have arisen during the course of the day's discussion. And who'll win? Dealing with the pressure. What happens if Brazil doesn't win?

- How is technology changing the business of sport?
- Examples of business model innovation in football
- Will Brazil win the World Cup?
- What happens if Brazil doesn't win?

Sir Martin Broughton

Chairman, Sports Investment Partners, & Chairman, *British Airways*

Michel Davidovich

GM 2014 FWC Team, Brazil, *Coca-Cola*

Felipe Faro

CEO, *Santos FC*

Carlos Moreira

Founder, Chairman & CEO, *WISEKey*

MODERATED BY

Roger Blitz

Sports Business Correspondent, *Financial Times*

17:00 The State of Play in World Football & Hopes for Brazil 2014

- Win-win: Can football play fair and still remain competitive?
- Will Brazil be ready?
- What will the World Cup 2014 legacy be? And will it last?

Jérôme Valcke

General Secretary, *FIFA*

17:30 Chair's closing remarks and end of summit

Followed by networking drinks reception.

BIOGRAPHIES

SPEAKERS

Hassan Al Thawadi

Secretary General

Qatar 2022 Supreme Committee



Hassan Al Thawadi is Secretary General for the Qatar 2022 Supreme Committee, the organization responsible for coordinating public and private Qatari entities to ensure infrastructure and development projects are delivered in readiness for the FIFA World Cup in 2022.

His appointment in March 2011 as Secretary General follows on from his role as Chief Executive Officer in Qatar's 2022 Bid Committee, in which he worked closely with Bid Chairman, H.E. Sheikh Mohammed bin Hamad Al Thani, promoting Qatar's revolutionary and ultimately successful attempt to bring the FIFA World Cup to the Middle East for the first time. A graduate in Law from Sheffield University in England and fluent in four languages, Hassan is also General Counsel at Qatar Investment Authority (QIA) and Qatar Holding (QH) - entities founded by the State of Qatar in 2005 to diversify the country's economy and that have invested in Porsche, Volkswagen, Barclays Bank, the New York Stock Exchange and Harrods.

Professor Antônio Carlos Kfourir Aidar

Director of Control, FGV Projetos,
Technical Advisory Unit

FGV Foundation



Director of Control at FGV Projetos, the technical advisory unit of FGV Foundation, Mr. Aidar graduated in business administration from the FGV São Paulo School of Business Administration (EAESP/FGV) and has a master's in economics from Michigan State University. He is also professor of the undergraduate courses of the EAESP/FGV Department of Economics since 1977, and was the coordinator of the Special Program for Sports Management of GVPEC and member of the Mentoring Program. He is the author of a book on football management, and published several articles in Brazil and abroad.

Ian Ayre

CEO

Liverpool FC



Ian Ayre is the Managing Director and main board director of Liverpool Football Club. Originating from Kirkdale, Liverpool, and educated at Litherland High School, Ian has over 25 years of experience gained across the Technology, Sport and Media sectors.

Early positions in the Royal Navy, global satellite television and communications industry included a position as the regional director and subsequently the role of Chief Executive for Pace Micro Technology PLC in Asia. Responsible for their Asian manufacturing, sales and distribution, Ian established sales offices, dealer distribution networks and sub contract manufacturing across Asia and later formed part of a US\$ 500 million IPO. In a strategy to penetrate the emerging drive of football as a key subscription driver in digital television, Ian was later instrumental in the buyout of a UK professional football club, Huddersfield Town FC becoming CEO and Chairman. Ian also developed a business plan for the collective exploitation of football clubs new media rights in 2001, with over 80 of the 92 professional clubs in the UK agreeing to seed rights into the business, the plan was supported by investment from NTL Inc of over US\$ 500 million. He went on to build and launch the new media business Premium TV Ltd as its Managing Director. The business at the time was the world's largest provider of streaming football content with over 5 million users.

In August 2007 Ayre was recruited to spearhead the development of Liverpool Football Club's commercial operations. During March 2011, Ayre was offered the Managing Director position by the club's new owners, a position which he holds today.

Ian is also the non-executive Chairman of the Visitor Economy committee for Merseyside and Liverpool City Region.

Luiz Eduardo Baptista da Rocha

VP Marketing

Flamengo



Luiz Eduardo Baptista Pinto da Rocha (BAP) is the President of SKY Brasil. In this role he is responsible for all of the company's operations including its \$3.4 billion business, 1,800 employees and 10,000 sales and technical collaborators.

Since joining DIRECTV in 2003, BAP's accomplishments include leading the merger between DIRECTV and SKY. Under his leadership, SKY Brazil has won the Brazilian J.D. Power Award for the media category for nine years in a row. Additionally, SKY Brasil was awarded Company of the Year for

2009 by J.D. Power in Brazil. Prior to DIRECTV, BAP was president of Optiglobe Telecommunications, a start-up company with 14 partners, mostly private equity funds. He led the company to break-even in less than one year of operations. He later sold the company to Votorantim Ventures, and managed the company's sixth month transition of ownership.

BAP holds a bachelor's degree in Civil Engineering from the Federal University of Rio de Janeiro in Brazil and an MBA from the Coppead Graduate School of Business at the Federal University of Rio de Janeiro. He was awarded 2011 CEO of the Year by Consumidor Moderno magazine. BAP is based at SKY Brasil's São Paulo office.

Joseph S. Blatter

President

FIFA



On 8 June 1998 Joseph S. Blatter (Switzerland) was elected as the successor to Dr. João Havelange (Brazil) as the eighth FIFA President. This victory at the 51st FIFA Ordinary Congress in Paris (France) elevated Joseph S. Blatter, who had already served

FIFA in various positions for twenty-three years, onto the highest rang in international football.

Mr. Blatter began his professional career as Head of Public Relations of the Valaisan Tourist Board in his native Switzerland and then became General Secretary of the Swiss Ice Hockey Federation (1964). He then pursued journalistic and public relations activities in the fields of sport and private industry. As Director of Sports Timing and Public Relations of Longines S.A., he was involved in the organisation of the 1972 and 1976 Olympic Games.

In the summer of 1975, as Director of Technical Development Programmes at FIFA, Mr. Blatter began to set President João Havelange's projects into motion. It was the time when ideas for competition and educational programmes were germinating and the foundations being laid for competitions in the under-20 and under-17 categories as well as women's and indoor (futsal).

In 1981 the Executive Committee of the world governing body designated the multilingual Blatter as the new General Secretary and in 1990 promoted him to Chief Executive Officer (CEO).

At the end of March 1998 the direct support and the interest manifested by numerous national associations from all the confederations prompted him to stand at the 1998 FIFA Congress presidential election as their candidate. Joseph S. Blatter was re-elected for a second term on 29 May 2002 in Seoul. And on Thursday 31 May 2007, Joseph S. Blatter was confirmed, by acclamation, in the position for a third term of office.

Roger Blitz

Sports Business Correspondent

Financial Times



Roger Blitz is leisure industries correspondent at the Financial Times, a post which covers the business of sport. He was responsible for leading the FT's coverage of the 2012 London Olympics. He also oversaw the FT's coverage of the Fifa World Cup in 2010 and the Beijing Olympics in 2008.

Previously, he was a senior corporate reporter on the UK companies desk and before that, UK regional affairs editor. Joining the Financial Times in 2000, he has also been the weekend news editor, the assistant UK news editor, UK affairs editor, and security correspondent.

Between 1996 and 1999, Roger was the editor of the Highbury and Islington Express. Previously, he worked at the Hampstead and Highgate Express where he was the assistant editor from 1992 to 1995 and chief reporter from 1990 to 1992. Roger graduated from the University of Leicester in 1984 and is married with two children. Roger frequently appears on national and international TV and radio.

Sir Martin Broughton

Chairman, *Sports Investment Partners*

Chairman, *British Airways*



Former Chairman of Liverpool Football Club, Martin Broughton concurrently serves as Chairman of British Airways and Deputy Chairman of its parent company, International Airlines Group. Previously he was CEO and Executive

Chairman of British American Tobacco plc (BAT) for 11 years and was the President of the Confederation of British Industry (CBI) from 2007-09. Sir Martin has had significant involvement in sport for many years. With BAT, he oversaw the start-up of a Formula One team which was subsequently purchased by Honda.

He also served as an Independent Director of the British Horseracing Board (BHB) before becoming its Chairman and overseeing its transformation into a regulatory board. At the BHB, he was at the forefront of pushing a more coherent strategy for the horseracing industry and utilizing his political skills to pull together the diverse interests of the primary stakeholders (owners, trainers, and operators) together. Sir Martin originally trained as an accountant before joining BAT in 1971.

BIOGRAPHIES

Michel Davidovich

GM 2014 FWC Team, Brazil

Coca Cola



Michel Davidovich is VP and General Manager for the 2014 FIFA World Cup at Coca-Cola Brazil, being responsible for leveraging the event to develop business legacies and to lead key event-activation plans in the country. Mr. Davidovich joined Coca-Cola in 2005 as VP of Strategic Planning and Research for Brazil, and in 2008 was appointed as General Manager of Leão Junior, the Brazilian leader in tea that was acquired by Coca-Cola in 2007.

Before joining Coca-Cola, Mr. Davidovich was an engagement manager at McKinsey & Company in Brazil, Mexico and Europe. Mr. Davidovich holds a BS degree in Electrical Engineering from the Pontificia Universidade Catolica in Rio de Janeiro, Brazil, and an MBA in General Management from the Stanford Graduate School of Business in California, USA.

Marcelo De Campos Pinto

Executive Director

Rede Globo



Marcelo De Campos Pinto has been Executive Director of Globo Esportes – Rede Globo de Televisão (Globo TV Network) since 2000. In 2008 he became a member of the FIFA Midia Comission. From June 1994 to March 2000 Marcelo De Campos Pinto was the General Legal Counsel of Rede Globo de Televisão (Globo TV Network) and from 1984 to May 1994 he was the Vice-President of Banco Boavista S.A., responsible for the Legal, Human Resources and International Business Development Divisions. During 1983 to 1984 he was an associate at the law firm of Cleary, Gottlieb, Steen & Hamilton in New York City; and from 1978 to 1982 he held the position of attorney at Companhia Siderurgica Nacional (National Steel Company)

Felipe Faro

CEO

Santos FC



Graduated as a lawyer from Mackenzie University, worked for Pinheiro Neto – Advogados and Lobo & Ibeas – Advogados, leading firms in Latin America.

In 1999 he joined Traffic Sports Marketing, a leading sports marketing agency in Latin America. In 2002/2003 graduated for a master degree for Liverpool University MBA – Football Industry in England. Back to Traffic Sports Marketing as Sports Business Director, left the company on December 2011.

Since February 2012 has been Head of Sports of Santos FC, responsible for Professional Football, Grassroots Projects, Youth Academy and Olympics Sports.

Ron Gourlay

CEO

Chelsea Football Club



Ron Gourlay has been Chief Executive of Chelsea Football Club for three years. He joined the club in 2004 and before becoming Chief Executive he held a variety of director, level roles, including Chief Operating Officer.

In his first year as Chief Executive, Chelsea FC won an historic Double, claiming both the Premier League and FA Cup. Last season saw the club win the Champions League for the first time in its history as well as the FA Cup for the seventh time.

As well as success on the pitch, through his leadership the club has gone from strength to strength off it. Under Gourlay, commercial revenues have increased as has the club's charitable work through the award-winning Chelsea Foundation and global CSR projects in Asia Pacific and the USA.

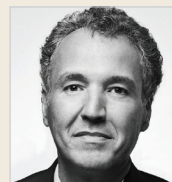
In October 2012, Gourlay was appointed to FIFA's Marketing Committee.

He has more than 30 years experience in football having previously undertaken senior roles at Manchester United, where he was Commercial Director, and 15 years at Umbro, latterly as Sales and Operations Director.

Nizan Guanaes

Chairman

Grupo ABC



Nizan Guanaes is Chairman and Founder of Grupo ABC, a Brazilian holding company that is comprised of 15 companies in advertising, specialized marketing services, content and entertainment sectors. In just ten years it has become the 18th largest marketing communications group in the world (Agency Report 2011 - Advertising Age).

Nizan was named one of the five most influential Brazilians by the Financial Times; is one of the 21 global influencers on media and marketing according to Advertising Age and Fast Company magazine describes him as one of "the 100 most creative people in business".

For more than 20 years Nizan has dedicated a great part of his time to social causes, primarily related to education, entrepreneurship and the preservation of Brazil's cultural heritage. He has been appointed a UNESCO Goodwill

Ambassador and is a member of UNAIDS High Level Commission on HIV Prevention. He is also an active member of the Clinton Global Initiative, World Economic Forum, Endeavor, Women in the World Foundation.

Edward Lange

CEO

Allianz Brazil



Edward Lange has been the CEO of Allianz Brazil since 2012. In addition to presiding over the company's insurance operations in Brazil, he has led all the negotiations for the naming rights of the New Arena of the Palmeiras soccer team, in São Paulo,

announced on April 29th. In Europe, the Group lends its name to three stadiums: Allianz Arena (Germany), Allianz Park (England) and Allianz Riviera (France).

Under Mr. Lange's management, the operations of Allianz Insurance and Allianz Health had a total turnover of BRL 3.6 billion in 2012, a 16.2% increase in relation to the previous year. The profit recorded in the period amounted to BRL 122 million. Mr. Edward Lange wants to achieve the goal of reaching a turnover of BRL 5.8 billion by 2015.

Edward Lange studied Business Administration in France and in the United States and continued his education in renowned institutions in Great Britain, Germany and Argentina.

Joseph Leahy

Brazil Bureau Chief

Financial Times



Joe Leahy is Brazil bureau chief for the Financial Times, based in São Paulo. Previously, he served as the FT's Mumbai bureau chief, as well as Asia companies editor and Hong Kong correspondent.

Before joining the Financial Times in 2000, Leahy was the Jakarta bureau chief for AFX and also worked for the South China Morning Post as a subeditor and then as Indonesia correspondent.

In 2009, he won the Journalist of the Year award, the most prestigious prize of the Society of Publishers in Asia, for excellence in his reporting of Indian business and politics. He also won the 2009 Indian Express award for Best Foreign Correspondent covering South Asia. While in Hong Kong in 2006, he jointly won the Sopa award for Excellence in Business Reporting for his coverage of Chinese Oil Company CNOOC's bid for Unocal of the US. In 2011, he jointly won an honourable mention in Sopa's multimedia category for a Facebook, video and print project on Mumbai's migrants, "Living the Dream".

Joe is a graduate of the Royal Melbourne Institute of Technology where he received a Bachelor of Arts degree (Journalism).

Carlos Moreira

Founder, Chairman & CEO

WiSeKey



Nominated by Bilan.CH among the 300 most influential persons in Switzerland in 2013. Former UN expert on IT, eSecurity and Trust Models. Since 1999 Founder, Chairman and CEO of WiSeKey SA. Founder and Secretary-General OISTE.org. Member of the UN Global

Compact, member of the World Economic Forum's Global Agenda Council. Founding Member of the World Economic Forum Global Growth Companies. World Economic Forum New Champion 2007 to 2013, Vice Chair World Economic Forum Global Agenda Council on Illicit Trade 2012/13; founder of the Geneva Security Forum SA, member of Clinton Global Initiative. Entrepreneur and investor in technology companies. Founder WiSeKey SA and WiSeTrust SA. Since 2012 developed WiSfans.com to reinforce digital social marketing strategies for football clubs working with leading sports franchises to capture the essence of supporters' interaction and to develop original ways to use social media to energize dynamics.

Marcos Motta

Founding Partner

Bichara e Motta Advogados



Marcos Motta is founder partner of Bichara e Motta Advogados (Brasil) and has been recognised repeatedly for his professional expertise in football business law as from 1997. Since then he has served as legal counsel in the largest transactions in the

field of football and in over three-hundred high stakes, cutting edge cases and arbitrations before the Fédération Internationale de Football Association - FIFA and the Court of Arbitration for Sport - CAS|TAS.

During his career Marcos has been advising several football clubs worldwide, governing bodies, national associations, investment funds, media and marketing agencies and global football starlets, artists and their agents on contracts with clubs and sponsors, including image rights agreements, endorsements and transfer deals. He has also participated to the Government Working Group for the revision of the Brazilian sports legal system in 2009 and is a regular contributor to various sports business conferences, seminars and publications worldwide.

BIOGRAPHIES

Eduardo Paes

Mayor

Rio de Janeiro



Mayor Eduardo Paes was born in the city of Rio de Janeiro on November 14, 1969. A Law School graduate from PUC-Rio, he began his public career at the early age of 23 when, in 1993, he was nominated as deputy mayor of the Jacarépaguá and Barra Sub-municipal Governments. In 1996, aged 27, he was elected alderman, with the highest number of votes in Brazil that year. He was elected to the Federal Chamber of Deputies twice. On the first election, in 1998, he was the most voted candidate in the State of Rio de Janeiro.

In 2000, he was nominated as Municipal Environment Secretary. In 2002, Paes returned to the Chamber of Deputies for his second term as Congressman. In 2007, the year of the Pan American Games, Paes was named Secretary of State for Tourism, Sport and Leisure. And on January 1st, 2009, Paes took office as Mayor of Rio.

Michael Payne

Former head of the marketing division of the International Olympic Committee (IOC)



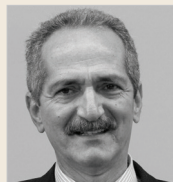
Michael Payne has been at the forefront of the sports marketing industry for nearly thirty years – having lead the global marketing effort for the Olympic Movement for more than two decades, from 1983 to 2004 as the IOC's first ever Marketing and Broadcast Rights Director. Nominated as one of the world's most influential marketers by Advertising Age, Michael oversaw the development and implementation of the marketing programmes for 15 Olympic Summer and Winter Games.

In September 2004, following the Athens Olympic Games, Michael resigned from the IOC to become an independent sports marketing consultant joining the management team of F1, as special advisor to the Chairman – CEO, Mr Bernie Ecclestone, in addition to taking on a number of other senior strategic advisory roles, including that of the successful London 2012 and Rio 2016 Olympic Bids. Michael also serves on a number of Boards, including Chairman of Crystal CG's International Division – the world's largest 3D Digital animation company.

Aldo Rebelo

Sports Minister

Brazil



José Aldo Rebelo Figueiredo was born in Viçosa (AL), in 1956. He is a writer and journalist by profession, and was elected congressman six times in São Paulo for the Communist Party of Brazil. With a political career spanning 30 years, Aldo Rebelo was president of the Chamber of Deputies during the Lula administration before being appointed to run the Ministry of Sport of Brazil in October 2011. Appointed by the DIAP – Inter-Parliamentary Advisory Department – as one of the most influential congressmen in Brazil, he has been responsible for numerous important pieces of legislation. The Biosecurity Law, for instance, took into account public opinion before being passed, and was amended to allow stem cell research, which had been prohibited in the original project. Today, millions of Brazilians are able to benefit from the provisions for the country's development and the wellbeing of its people that were included in the legislation.

Luis Paulo Rosenberg

VP

Corinthians



Luis Paulo Rosenberg is Director and Partner of Rosenberg Consultores Associados and of Rosenberg Partners Consultores Empresariais Ltda. He is also Marketing Vice President of Sport Club Corinthians Paulista. Rosenberg has a Bachelors Degree in Economics from the Universidade de São Paulo, with a Masters and PhD in Economics degrees from Vanderbilt University in Nashville, Tennessee. He was an advisor to Minister Delfim Netto during President João Figueiredo's term, responsible for the areas of Science and Technology and investments in Energy, and member of the IMF negotiation team. He was also an economic advisor to President of Brazil José Sarney.

Marcel Schmid

Chairman

International Football Irena



In his youth, Marcel Schmid was a passionate football player. He joined Grasshopper FC of Zurich, working his way up to the top of the junior leagues for nine years. Having earned a commercial diploma in Zurich, he set out to widen his horizon travelling to the U.K., Spain, the U.S. and the Middle East. On returning to Switzerland, he began a career in journalism, working in print media first, moving on to radio later, and ending up with the Swiss national television station. As an editor and presenter, he had the privilege of meeting with

exciting people from all walks of life. He conducted interviews with people as varied as cardiac surgeons, the governor of the Swiss National Bank, fashion models and writers. In addition, he produced programmes for Swiss TV.

At the beginning of the 1990s, he mustered the courage to become independent, setting up a communication agency that went on to specialise increasingly in the field of sports in general and later in football in particular. This resulted in an idea in 1999 to offer the football industry an opportunity to meet at a high-level platform, the International Football Arena. From 2007, the IFA expanded from Zurich to China, Malaysia, India, Japan and, most recently, Brazil. Marcel Schmid is also the Chairman of Onegoal Ltd, a players' management agency. Currently he is adding executive search in the world of international sports to his fields of activity.

Alexey Sorokin

CEO, LOC

Russia 2018



Alexey Sorokin represents a new generation of sports leaders in Russia. Alexey has a wide range of experience in international relations. He has led a number of key sports projects in Russia including the Moscow 2012 Summer Olympic Games bid, the Sochi 2014 Winter

Olympic Games bid, the 2013 IAAF Athletics World Championships bid, and the Moscow UEFA Champions League final of 2008.

Alexey was a Project Leader for the successful Moscow UEFA Champions League final and this led to his appointment as CEO of The Football Union of Russia in 2008. In 2009, Alexey became the leader of Russia's bid to host the 2018 FIFA World Cup. Russia was then awarded the right to host the 2018 FIFA World Cup in December 2010. In January 2011, the Russian government and the Football Union of Russia established the 2018 FIFA World Cup Russia Local Organising Committee. Alexey was appointed CEO of the Organising Committee.

In March 2012, Alexey was also appointed as a special adviser to the Organising Committee for the FIFA World Cup, the FIFA standing committee. Alexey is a graduate of the Moscow State Linguistic University and Diplomatic Academy. He is fluent in English and French. He is married and has one daughter.

Ricardo Trade

CEO

Brazil 2014 World Cup



Ricardo Trade, CEO of the Local Organising Committee (LOC) of the FIFA World Cup Brazil 2014, is 56 years old. Former goalkeeper of the Brazilian handball team, Trade has been involved with sports since he was 11. He graduated in Physical Education and began working as physical trainer and team supervisor for Brazil's top volleyball clubs and the Brazilian Volleyball

Federation, with participation in the 1988 Olympic Games in Seoul. Also graduated in Business Administration and post graduated in System Analysis, Trade became one of the managers of a big events promotion company, working with beach soccer, beach volleyball and tennis.

He opened his own company, which was responsible for managing the Futsal League. Trade was then invited to be the Services General Manager of the 2007 Rio de Janeiro Pan-American Games. Six months before the competition started, he became the Operations Director. He participated in the Rio 2016 Olympic Games' victorious candidature file. Today, he also takes part in the Organising Committee for the FIFA World Cup, which includes members of previous and future Local Organising Committees, and is the local coordinator of the FIFA/CIES (International Centre for Sports Studies) in Brazil.

Jérôme Valcke

General Secretary

FIFA



Frenchman Jérôme Valcke was appointed as Secretary General by the FIFA Executive Committee on 27 June 2007. Valcke joined FIFA in the summer of 2003 as the director of Marketing & TV.

Jérôme Valcke has enjoyed a brilliant career with several different companies. He began working for Canal + as a journalist in 1984 and became assistant director of its Sports Service in 1991. Canal + then put him in charge of its brand new Sport + channel in 1997, and he held that post until 2002, when Sport + became part of the merger that produced Sportfive. He worked as Chief Operating Officer at the new entity for a year, before joining FIFA as Director of Marketing & TV in June 2003.

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The International Football Arena has been hosting events, fostering debate and inspiring exchange between decision makers in the business of football for over a decade. It started in 1999, with the IFA conference in Zurich, which has taken place annually ever since.

Around 150 global decision makers in football congregate in Zurich for cutting-edge information, high-level networking and bilateral meetings. Since 2007, the IFA has also been present in Asia (2007/08 IFA conference Beijing, 2009 IFA conference Kuala Lumpur, 2010/11/12 IFA roundtable New Delhi and 2012 IFA roundtable Tokyo). Today, IFA enjoys a reputation of being the leading organiser of exclusive events for football's global players.

www.internationalfootball.com

PARTNER



Chelsea Football Club is one of the world's top football clubs, with 391 million estimated fans across the globe. UEFA Champions League winners in 2012, Chelsea FC followed that success by lifting the UEFA Europa League trophy in 2013. Formed in 1905, Chelsea is London's most central football club, based at the iconic 42,000-capacity Stamford Bridge stadium.

Nicknamed 'The Blues', Chelsea are three-time Premier League champions and have also lifted the FA Cup seven times, the Football League Cup four times, the UEFA Cup Winners' Cup twice, the UEFA Super Cup once and the Football League Championship once, in 1955.

As well as boasting some of the world's most recognisable players, Chelsea has also invested in its future with a state-of-the-art Academy and training centre in Cobham, Surrey. Since its opening in 2007, the club has reached four FA Youth Cup finals, lifting the trophy twice.

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WIS@key Liber - One Mobile App, One Ecosystem for Millions of Football Followers

The Swiss leading Information security specialist WIS@key, one of the World Economic Forum Global Growth Companies and its partner in Latam, WIS@key Liber, are at the forefront of social media initiatives in partnership with leading Football clubs to launch "WISFans Connect". WISFans is a unique mobile platform allowing football lovers, even those without a social account, to follow and interact socially with star players. It cuts through the noise and gives fans real-time interaction with their favourite players, and fun features such as comparing their resemblance to players with biometrics. WISFans is a partnership with leading Football clubs to harness the content that they and their players create via social media platforms, and further enrich this with exclusive content from current players and club legends, thus empowering their fans' mobile experience, and creating a rich Social CRM platform.

The first sport club in the world to launch WISFans was FC Barcelona, with the FCB Connect application, and its rapidly expanding with many other clubs as a revolutionary business strategy designed to engage brand supporters in collaborative conversations to provide mutually beneficial value in a trusted and transparent environment. WIS@key has also signed Real Madrid C.F. for the exclusive distribution and rights to the club's mobile content in China.

www.wisekeyliber.com

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In March 2005, Audi AG took over 100% of the business in Brazil and created Audi Brasil Distribuidora de Veículos, opening a new phase targeted at strengthening the success achieved by the brand since its arrival to Brazil. The initiative also represented renewed commitment from Audi with the country and the acknowledgement of the importance of the Brazilian market for the company's global business strategy.

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Insideworldfootball.com is a leading web-based magazine and daily email news service for the business and politics of football. Relaunched after a change of ownership, the magazine has rapidly developed to become a "must read" for football administrators, sports journalists, sponsors and football aficionados around the world who want to know more about what's going on behind the scenes in world football.

Sports writers from Russia (RT, Russia Today television network) and the Middle East (Al Jazeera television) have joined the ranks of our columnists, as has John Yan who heads the sports section of one of China's top three internet portals. Authors David Owen (formerly sports editor of the Financial Times) and Mihir Bose (formerly Sports Editor at the BBC) contribute weekly, while Andrew Warshaw (formerly sports editor of the European newspaper), is the magazine's Chief Correspondent. African football is covered by Osasu Obayiwana.

www.insideworldfootball.com **Twitter: @insideworldfootball**



SportsPro Media delivers the latest news and insights from the business of sport through SportsPro magazine, the SportsPro DailyDeal e-bulletin and the website – www.sportspromedia.com. Published eleven times a year, SportsPro magazine is targeted specifically at the senior decision-makers who determine the future development of the world's major sporting competitions, events, properties and sponsors.

The magazine is supported by the DailyDeal e-bulletin which broadcasts to 8,000 executives the latest deals within the sports industry, five days a week, every week. In addition, the website www.sportspromedia.com is one of the main online portals for the industry, receiving upwards of 120,000 visitors per month. As such, no media outlet has greater access to the industry's key players and properties, or greater knowledge as to what fuels and drives this lucrative industry.

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The online platform is complemented by the 'Directors' Club': exclusive, members only events consisting of director level sports business individuals where attendees can network face-to-face and discuss relevant topics with a panel of experts. In addition to this, we have recently launched the 'Masterclass': unique events to learn from and interact with some of the most knowledgeable executives in the sports business industry.

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It is a membership-based organisation, composed of three parts: the 'business' part - the EUBrasil Board - represented by the Members Companies, the 'political' part, that includes members of the European Parliament and finally, the 'academic' part - the Advisory Board - that gathers professors and specialists from all over the world.

Since the beginning of our activities we have focused our work on the promotion of the bilateral dialogue between these international actors, publishing papers, organizing working dinners and seminars on specific topics, following the activities of the Brazilian Government and those of the European Institutions.

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