



INTERNATIONAL  
FOOTBALL  
ARENA

Football's Global Players



## ABOUT US



Marcel Schmid, Founder and Chairman IFA

International Football Arena (IFA) has been hosting events, fostering debate and inspiring exchange between decision-makers in the business of football since 1999.

It started out with the IFA Conference in Zurich, and has continued with an annual conference ever since. Beginning in 2007, IFA has also been present in Beijing (2007 and 2008), Kuala Lumpur (2009), New Delhi (2010 to 2012), Tokyo (2012), Rio de Janeiro (2013) and Berlin (2014).

Around 250 global decision-makers in football congregate at IFA Conferences for cutting-edge information exchange, high-level networking and bilateral meetings.

In contrast to one- or two-day conferences, high-level round-tables offer an alternative format, at which 30 to 40 hand-picked stakeholders can participate. IFA enjoys a reputation as the leading producer of exclusive events for football's global players.





## MORE THAN A GAME

# Obviously football is a very popular game, and quite naturally world-class footballers are its superheroes.

Only a few dozen footballers are capable of attaining Champions League quality, which they do by practicing the game at an international level for years

and by possessing talent, perseverance and physical and mental strength. In recent decades, a rapidly growing industry has formed around these players.

It's become a business of deals in the billions. It's an industry that never rests; it evolves hand in hand with global development.

IFA Conferences address current affairs in the football industry; they bring together influential decision-makers from ministries, associations, leagues, clubs, sponsors, media, law firms, rights agencies, stadium architects, players' agents and official equipment suppliers; they attract billionaire investors from all around the world; and they are about Silicon Valley, where technology is developed that will raise football's emotional platform to unheard-of levels of popularity.







## GLOBAL PRESENCE

# Switzerland has a long-standing tradition of hosting international gatherings.

As the home base of FIFA, UEFA and the IOC, as well as many international sports federations and marketing businesses, Switzerland is a particularly suitable place to meet when it comes to sports and football.

IFA Conferences were always designed to be international gatherings. Beginning in 2007, they have often moved to places where seminal things were happening, such as China, India, Malaysia, Japan, Brazil and Germany.

IFA intends to build bridges between different worlds by facilitating exchange of know-how and presenting networking opportunities.





Joseph S. Blatter, President FIFA

## OUTSIDE THE BOX

“To think outside the box” is a maxim IFA is fundamentally guided by.

While football is surely the most successful team sport worldwide, mesmerizing hundreds of thousands of supporters on a regular basis, there are still lessons to be learnt from other sports and their business leaders. American Football or Formula One racing are success stories of their own.

As one aspect of football is show business, why should one not try and learn a few things from the film or music industries?

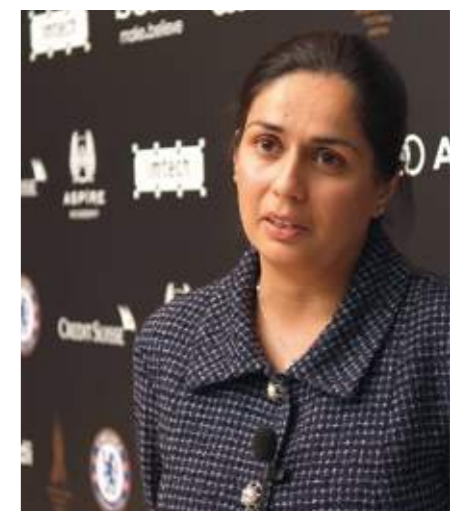
And maybe new and innovative approaches are required to get football really off the ground in China or India.



Riki Bleu, Artist Agent Tim & Danny Music



Alistair Kirkwood, Managing Director NFL UK



Monisha Kaltenborn, Team Principal and CEO Sauber Motorsport AG

## NAME DROPPING

Since 1999, more than 200 speakers have appeared at IFA Conferences. Here's a small selection:

**AGNELLI ANDREA**  
President of Juventus Turin FC

**AL THAWADI HASSAN**  
Secretary General of the Supreme Committee for the 2022 FIFA World Cup, Qatar

**BECKENBAUER FRANZ**  
Member of the FIFA Executive Committee

**BIERHOFF OLIVER**  
National Team Manager of the German Football Association

**BIN HAMMAM MOHAMED**  
President of the Asian Football Confederation

**BLATTER JOSEPH S.**  
President of FIFA

**BRAVO IVAN**  
Director General of Aspire Academy for Sports Excellence

**SIR BROUGHTON MARTIN**  
Chairman of British Airways

**DE CAMPOS PINTO MARCELO**  
Executive Director of Rede Globo

**DE GREGORIO WALTER**  
Director of FIFA

**ERIKSSON SVEN-GÖRAN**  
National Team Coach of England

**FARO FELIPE**  
CEO of Santos FC

**GOURLAY RON**  
CEO of Chelsea FC

**SCUDAMORE RICHARD**  
CEO of F.A. Premier League

**HAINER HERBERT**  
CEO of Adidas

**HOENESS ULI**  
General Manager of FC Bayern Munich

**KALLEN MARTIN**  
Operations Director of UEFA

**KALTENBORN MONISHA**  
CEO of Sauber Motorsport AG

**KENYON PETER**  
CEO of Chelsea FC

**LEIWEKE TIM**  
CEO of AEG

**LEONARDO**  
Team Manager of AC Milan

**OGI ADOLF**  
Special Advisor to the United Nations Secretary-General

**PAES EDUARDO**  
Mayor of Rio de Janeiro

**PATEL PRAFUL**  
President of AIFF and Indian Minister

**POZZO GINO**  
President of Watford FC

**RANGNICK RALF**  
Sporting Director of Red Bull Salzburg and RB Leipzig

**REBELO ALDO**  
Sports Minister of Brazil

**ROSELL SANDRO**  
President of FC Barcelona

**ROSENBERG LUIZ PAULO**  
Vice-President of Corinthians Sao Paulo

**RUMMENIGGE KARL-HEINZ**  
Vice-President of FC Bayern Munich

**SEIFERT CHRISTIAN**  
CEO of German Bundesliga

**SORIANO FERRAN**  
Vice-President of FC Barcelona

**SOROKIN ALEXEY**  
CEO of LOC Russia 2018

**TRADE RICARDO**  
CEO of Brazil 2014 World Cup

**VALCKE JÉRÔME**  
Secretary-General of FIFA

**i** Positions listed are those the speakers held at the time of their IFA appearances.





## NETWORKING



Time and again, IFA manages to bring together people wishing to have an exchange and learn from each other.

These conferences often provide a platform for first-time encounters leading to new personal and business relations. Breaks at IFA Conferences are not real breaks; meal times are not there for eating only; and there is more to IFA parties than just dancing.



There's nothing to replace personal contacts. Personal exchanges, eye contact and a handshake continue to be the moments that define the future of an acquaintance.

An initial personal encounter at an IFA Conference results in a string of e-mails, phone calls and meetings.







Home of FIFA, Zurich

## LUXURY VENUES

Only the best is good enough.

When high-level speakers and delegates from around the world gather for many hours, hoping to make the best out of their stay, venues have to be chosen carefully by the IFA team.

Five-star quality has always been a must in partnering with hotels or conference facilities. And many times, the FIFA management have generously opened their doors at the “Home of FIFA” in Zurich to welcome our community.



Grand Hyatt, Beijing



Copacabana Palace, Rio de Janeiro



The Oberoi, New Delhi





## DIGITAL WORLD



On 30 October 2014, IFA organized a conference devoted to “Football’s Digital Transformation” at Deutsche Telekom AG in Berlin.

At the same time, PricewaterhouseCoopers and Exozet engaged to work on a report about growth opportunities for football clubs in the digital age. The report is entitled “The Revolution Is Here” and states, “It is fair to say that we are not entering a digital era. Rather we have run headlong, in some cases unsuspectingly, into the digital forever. In this new normal, everything we ever thought we knew about success will be challenged, tested and in many cases forced to change. To a large degree, football is not an exception.”

IFA is dedicated to bringing together the players of the digital world with those from global football. It combines fast technical developments with strong emotional content.





## DIGITAL WORLD



In a world where a football star like Cristiano Ronaldo has over 150 million people following his every move through social media, players, agents, clubs, leagues, associations, sponsors and TV managers better sit down and do some homework.

**CRISTIANO RONALDO**

Over **115,000,000** total followers

**f** Together, Ronaldo's Facebook fans could:

- Create more than **9 million** line-ups
- Encircle the world **4x** if they all joined hands
- Fill Portugal **10x over**
- Face each other in over **4.5 million** football matches
- Fill **1,170** Bernabéu Stadiums

From left to right: Paul Keuter (Twitter), Glenn Miller (Facebook), Christoph Heimes (Google/YouTube), Simon Kuper (author), Darren Tulett, (beIN Sports)





## CIRCLE OF EXCELLENCE

Yes, it feels a bit like a private club. IFA has never had the intention of attracting the masses and selling lots of tickets or even booths to stage an exhibition.

The IFA Conference Zurich has become an event “by invitation only”. In other cities, such as Berlin or Rio de Janeiro, only a few members of the public have been able to participate, and they had to apply to purchase tickets.

In future, we want to stay exclusive and form a circle of excellence with our global community.

It is our ambition to create a unique setting for delegates to meet one another on a regular basis in order to address relevant topics. However, we intend in future to distribute more content to social media, thereby giving the fans a chance to follow the discussions and presentations of the leaders in our world of football.



A unique setting for high-level delegates at IFA Conference Zurich





## MEDIA RELATIONS

# At IFA Conferences, no goals are scored, but statements are made, blueprints outlined and processes debated.

As this is done by current decision-makers, public interest is a given. IFA is a forward-looking institution, driven by the future. It intends to spot trends and identify conflicts or opportunities early on.

An initial personal encounter at an IFA Conference results in a string of e-mails, phone calls and meetings. IFA provides access to its conferences and their prestigious participants to many international media representatives. It will uphold its tradition of bringing

together conference attendees and journalists. And yet, it will make increasing use of its own channels of communication and skills to reach out to interested target groups. Quick and large-scale communication will be ensured using Twitter and Facebook,

as well as IFA newsletters, while solid products with a long-term focus are to cater to other needs for information - the glossy magazine *The Global Player*, for example, or the specialist report drawn up in co-operation with Pricewaterhouse-Coopers and Exozet. *The Financial Times* has covered IFA Conferences on several occasions, such as the Berlin Conference in 2014. And there has been an event-partnership for the Rio Conference in 2013.



The *Financial Times* reviews the IFA Conference Berlin and runs a story on social media and football by Simon Kuper.



IFA's jubilee magazine 2013/14



Digital Report by PwC, Exozet, IFA



Alexey Sorokin, CEO LOC Russia 2018



Oliver Bierhoff, Team-Manager German National Team, interviewed by Jennifer Ann Gerber





## CORPORATE PARTNERS

Since 1999 we have received support from corporate partners who understand the concept behind the IFA events.

We clearly provide a B2B platform and create networking opportunities for companies involved in the world of sports one way or the other.

And of course, luxury brands feel at home and find potential customers in such an exclusive environment. In the course of 16 years we have formed partnerships with these companies.



VIP hostesses playing their part at IFA Conference Zurich in 2012



Luis Correia, Director Gestifute, and Walter de Gregorio, Director Communications and Public Affairs FIFA







International Football Arena  
internationalfootball.com

## CONTACT

---

# International Football Arena Ltd.

Lavaterstrasse 81  
8027 Zurich | Switzerland  
Phone: +41 (0)44 283 90 10  
Fax: +41 (0)44 283 90 11  
[office@internationalfootball.com](mailto:office@internationalfootball.com)  
[internationalfootball.com](http://internationalfootball.com)