

**WEBINAR**

# **COVID-19 AND FOOTBALL HOW TO SHAPE A NEW FUTURE POWERED BY THE UAE FOOTBALL ASSOCIATION**

## **International Sports Convention and UAE Football Association to organize an International Webinar about COVID-19**

**London – Tuesday 16 June 2020:** The International Sports Convention (ISC) has partnered with the UAE Football Association, to hold the first Webinar of its kind on Wednesday, June 24<sup>th</sup> 2020, titled “**COVID-19 and Football – how to shape a new future**”, This Webinar will include some of the brightest sports personnel and football leaders from around the world, led by Sheikh Rashid bin Humaid Al Nuaimi, President of the UAE Football Association.

### **Nigel Fletcher – CEO, International Sports Convention**

*“We are pleased to announce this special webinar in close co-operation with the UAE Football Association. From grassroots, to player development, from commercial challenges and opportunities in football, to present and future legal challenges for the global football industry. The webinar will bring some of the brightest minds together shaping a new future for football. I would like to express my thanks and gratitude to the UAE Football Association for sharing the vision: to bring together the football industry and to share and debate some of the most pressing issues facing the global football industry in a generation.”*

### **Sheikh Rashid Al Nuaimi, President of the UAE Football Association commented on this occasion saying:**

*“UAE Football Association is thrilled to announce the **COVID-19 and Football – how to shape a new future** conference. We are excited by the possibility to help transform the game both on and off the field. We Welcome all the participants in this Webinar and look forward to discussing the latest industry drivers with the industry’s top leaders and working together to propel football to the next level.”*

### **Abdullah Naser Al Junaibi, Chairman of The UAE Pro League, also expressed his pride to participate in such a global event.**

*“We are delighted with this partnership between the UAE Football Association, the UAE Pro League and ISC to organize such a unique event which embodies the vision of the UAE’s wise leadership to place the nation at the heart of the global vision of the future in all fields including football.*

*The COVID-19 pandemic has posed an unprecedented challenge to the global football industry, and over the past few months, the Pro League and the UAE FA have worked closely with the relevant UAE authorities to address those challenges. We look forward to hosting some of the top decision makers in world football, with the belief that this conference will be an important turning point in painting the future of football in the region and the entire world post COVID-19”.*

**Salim Ali Al Shamsi, Head of the International Relations Committee, Board Member of the UAE Football Association is pleased and proud to be a part of this virtual webinar during these critical times.**

*“It’s a real privilege to be hosting this special event which comes under the vision of the president of the UAE FA and we’re looking forward to sharing our expertise as well as hearing from other stakeholders in the industry. We are proud to be at the forefront of shaping the industry by sharing knowledge as football comes back on the pitch.”*

*“We are happy to share our expertise and knowledge during the pandemic, and deploy all the possible technology to upgrade the scale of work. We are working continuously without saving any effort to support the Football industry in UAE, Especially by hosting such events which comes after the Medical Webinar that was hosted in partnership with the FIFA”.*

#### **Additional information: UAE Football Association**

*This Webinar is part of the electronic transformation process led by the UAE Football Association represented by the International Relations Committee headed by Salim Ali Al Shamsi, domestically in light of the Corona pandemic, in terms of benefiting from the conferences held virtually and the exploitation of sufficient resources to support football in the UAE in particular and the world in general, as this is the second international Webinar that the UAE Football Association holds after the Medical Webinar, which was held in partnership with the International Football Association (FIFA) last week.*

*It is Important to state that we will be investing the outputs of this Webinar in building the main topics of the UAE Football Retreat, which is expected to be held next July, that aims to develop and map the future of the Emirati football under the general vision of the Football Association, the specialists and participants in local and international football affairs.*

#### **International Sports Convention (ISC)**

Founded in Zurich, Switzerland in 2009. The International Sports Convention is an events, media and education business serving the sports industry.

The International Sports Convention is the meeting place for the Business of Sport. This includes our annual event in London with the next edition June 8-9, 2021 at Tottenham Hotspur Stadium.

<https://internationalsportsconvention.com/wp-content/uploads/2020/06/ISC-London-2021-Conference-Programme.pdf>

ISC is also the go to source for the Business of Sport Podcasts

<https://internationalsportsconvention.com/podcasts/>

For further information on ISC and how to access the live webinar: email:

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