

ISC INTERNATIONAL SPORTS CONVENTION SHOWGUIDE

GENEVA **2016**

18 SPORTS CONFERENCES AND SEMINARS

1 COMBINED EXHIBITION

MANY NETWORKING OPPORTUNITIES

DECEMBER 7-8, 2016

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- EUROPEAN CLUBS ASSOCIATION
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 #iscgeneva

Dear Sports Colleague,

It is my pleasure to welcome you to the **INTERNATIONAL SPORTS CONVENTION (ISC) – GENEVA 2016**. 18 sports conferences and seminars over two days, a 5,000 sqm Exhibition Hall, 150 Speakers, 2,000 Delegates and participants from 68 countries.

Our goal has always been to have the entire international sports industry under one roof and we are moving much closer towards this, with exciting plans to further extend the next **ISC** in Geneva in 2018.

We strongly believe that having everyone connected to the business world of sport under one roof is the key driver to providing value to all attendees. Hosting a variety of sport sectors, industries, supply chains, sports and company presidents right through to recent sport management graduates makes our event inclusive not exclusive, as we strongly believe this is essential to creating an open business market and learning environment for **EVERYONE** to do **BUSINESS**, **NETWORK** and **LEARN**.

Our ongoing research and analysis with many clients tells us that time is their most precious commodity in today's business, as well as a desire to reach new contacts and markets. Through the extensive and action packed two days we want to ensure that your goals are achieved. Whether generating direct business or forging new relationships for the future, the networking opportunities, socialising with business colleagues and/or learning from the extensive Conference Programme will facilitate this.

The Conferences and seminars will deliver excellent content through the course of the two days, aimed at inspiring you and encouraging discussion and debate surrounding the key issues in sport. The live social media engagement will also be an important platform for you to have your say – get involved using **#ISCGENEVA**.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving and has extended in size, diversity and quality. Most importantly, it's your feedback that will drive how we develop the **ISC 2018** agenda and programming and for every event we embark on a two year planning cycle of meticulous detail to deliver the requirements of our audience. Some exciting new developments have already commenced.

I would like to thank all of our Media Partners, Conference Supporters, Institutional Partners, Event Partners and all the Staff at Palexpo for their continuous support and expertise in delivering the event with us. I would also like thank our Conference Speakers, who have committed their valuable time and expertise to discuss and debate some of the key developments and challenges in the world of sport. Thank you also to YOU – All Exhibitors, Delegates and Visitors in the continued faith you show in **ISC**.

I look forward to hopefully meeting you all in the course of the next two days and hope that you enjoy the networking and learning experience here in Geneva for the **INTERNATIONAL SPORTS CONVENTION 2016**.

Yours in Sport,

Nigel Fletcher
Chief Executive

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KEY INFORMATION

EXHIBITION

December 7, 2016: 9:00 am – 9:00 pm
December 8, 2016: 9:00 am – 4:00 pm

All **Speakers, Conference Delegates** and **Exhibition Visitors** with accreditation have access to the **Exhibition Hall** on both days.

CATERING

For all **Conference Delegates** and **Exhibition Visitors** there are paid catering and beverage outlets on the **Exhibition Hall**.

MOBILE NETWORKING APPLICATION

For 4 weeks prior to the event, we have been live with the **Mobile Networking Application**.

If you pre-registered your participation online (as an **Exhibitor, Conference Delegate, Exhibition Visitor** or **Speaker**) – login instructions and password were sent to you via e-mail.

Should you still need assistance with the **Mobile Networking Application** please go to the **Mobile Networking Application** Desk in the **Registration Area**.

Our exclusive **Mobile Networking Application** supplier is plazz AG (stand 105).

SOCIAL AND DIGITAL MEDIA

Engage with the **#ISCGENEVA**. Be involved in the conversation, discussion, debate.

DRINKS RECEPTION

A few of our Exhibitors will be having **Drinks receptions** especially on Day 1 between 5:00 pm and 8:00 pm. This will be communicated through the **Mobile Networking Application**.



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SPEAKERS' BIOGRAPHIES



Phil Abbott **Co-Founder, Academy Soccer Coach**

A former Derivatives Trader & Risk Management Consultant with more than 25 years financial markets experience spanning a wide range of disciplines and roles, Phil is also a UEFA qualified football coach and has worked with players across multiple ages and abilities across both the professional and grassroots game.

In 2006 Phil co-founded Academy Soccer Coach.com (ASC) with his close friend Michael Beale and over the last decade has helped ASC to grow into one of the most forward thinking and respected providers of sports education technology and digital coaching resources around. Phil, his partner Katie and 4 children are all keen skiers and live in the UK, just outside London.



Barbara Albisetti

Barbara Albisetti has been Swiss Golf Association (ASG) General Secretary since 2014 after commencing in the ASG as Head of Communication and Support in 2008. She has extensive knowledge of the Swiss golf scene and understands club golf intimately having managed Golf Gerre Losone in Ticino for seven years from 2001.

Barbara Albisetti work experience encompasses many aspects of the golfing environment and in addition to a commercial degree, she also has a degree in "Golf Complex Operations and Management Associate" of the San Diego Golf Academy in USA.

Barbara speaks five languages fluently and is an R&A-qualified golf referee.

Barbara currently maintains a 3 handicap, and was a member of the Swiss National Team for 14 years. In 1997, she became Ladies' Swiss Champion and represented Switzerland in many international tournaments, as well as the European & World Championships. Barbara has also served as Captain of the Swiss National Girls' Team.



Torbjørn Almlid **Chairman, European Lotteries Sport Committee**

Torbjørn Almlid has been from 2009- September 2016 the CEO of Norsk Tipping and, since 2011, Member of the EL Executive Committee.

From 2011 to 2013 he was Chair of the EL Knowledge Management, Congresses, Seminars & Intelligence Services Committee and since 2013, the Chair of the EL Sport Committee. Since October 2015 he is member of the GLMS Executive Committee (Global Lottery Monitoring System). A great achievement of Torbjørn Almlid's time as the CEO of Norsk Tipping is the increase of the Lottery's revenue. Furthermore, responsible gaming has been always a top priority for him. Responsible operations have been, in fact, for years an important component of the company's success, and the Lottery is continuously putting efforts in strengthening its activities within this field.

Modernizing the company through developing digital concepts to fulfill the customers' demand and to compete against the illegal betting companies is also an area that Torbjørn attaches great importance to.



Actua Films SA provides first class audiovisual services.



Actua Geneva

Founded in 1952, Actua is specialized in the supply of television broadcasting and production solutions. Pioneer in satellite transmission, Actua was one of the very first private companies in Europe to develop SNG's antennas following the liberalization of the transmission market.

Over the years Actua has become the undisputed leader in news, thanks to their ability to offer all services required for television and broadcasters worldwide.

Actua has achieved significant growth by offering many services to TV channels around the world becoming a major player. Strengthened by this experience, Actua expanded its range of activities in the 2000s by offering innovative solutions in the sport sector.

Actua Paris

This structure provides an office for permanent correspondents of large television channels as well as all the services necessary for covering current affairs. Actua Paris has an exceptional view of the Eiffel Tower and the Arc de Triomphe, offering astonishing live positions.

Actua PR

To help its clients get their message out, Actua has a solution to help your brand communicate on television via news channels. Actua PR produces and distributes video content for brands seeking to announce their news to a global audience.

Point Prod

In order to meet new demands, Actua joined forces with Point Prod, Swiss production company, to widen their range of services by supplying turn-key content to television and companies involved in their audiovisual communication.

Latest solutions

Digital Solutions

From the live production of your content to the community management of your social medias platforms, to the live distribution of your events, Actua offers a tailor-made «Digital Solution».

360°

Actua is now at the forefront of the Virtual Reality revolution, providing its clients with the latest in 360 video technology. Our VR solutions help you tell your stories in this new and exciting medium, engaging people like never before.

Patrick Siegenthaler | Managing Director | patrick@actuafilms.com | info@actuafilms.com | +41 22 809 15 15 | www.actuafilms.com

**Francesca Ash**
Co-Publisher and Editor in Chief, Total Licensing

Francesca Ash became involved in the licensing industry in 1978 when she co-organised the first-ever character merchandising conference and exhibition. In the 1980s she became the first non-American officer of LIMA - the industry's trade association - a position she held for two years. Acknowledged as an expert in licensing on a worldwide basis, she is responsible for editorial in Total Licensing, Total Art Licensing and The Total Licensing Report, a weekly co-published newsletter. Francesca has regularly addressed seminars and conferences including Licensing Expo, Surtex, The Frankfurt Book Fair, The Bologna Licensing Fair, various shows in Russia and Korea and Latin America amongst others.

Total Licensing magazine is the leading trade magazine for the industry on a worldwide basis. The magazine is published in print and digital formats and now has subscribers and readers in 104 countries. In addition, Total Licensing also publishes Total Brand Licensing, the only magazine that specialises in corporates brands and trademarks as well as some territory-specific magazines including Total Licensing UK and Total Licensing Australia.

**Patrick Baemans**
Policy Advisor for Facilities, KNVB

Patrick works as a policy advisor for facilities at the KNVB, especially for the amateur league. In the professional league his role is to get high quality pitches. Patrick has been working for more than 5 years for the KNVB. Previously, Patrick worked during 9 years at a consultancy agency as an advisor for sport facilities.

Things that Patrick has implemented at the KNVB:

- Creating standards for the amount of pitches needed for clubs in the amateur league
- Creating standards for the amount and size of dressing rooms for clubs in the amateur league
- Creating an application to visualize all clubs in the Netherlands with specific data for facilities
- Creating uniform warranties for Football Turf
- Creating an end of life cycle standard for Football Turf
- Research to the demographical movements and the effects on clubs
- Creating an application to visualize where members of the club are living (travelling distance to the club specified on gender and age)
- Creating a model for exploitation costs of pitches and facilities.

At the moment Patrick is working on creating standards for natural turf in the Netherlands, sustainability and multifunctional usage of facilities.

**Olivier Banuls**
Deputy Director, Cycling Anti-Doping Foundation (CADF)

Olivier is Deputy Director of the Cycling Anti-Doping Foundation (CADF), a non-profit, ISO certified and independent organization under Swiss Law, mandated by Union Cycliste Internationale (UCI) to manage anti-doping activities in cycling. The CADF is currently running one of the most comprehensive anti-doping testing program, including strategy and test planning, intelligence and investigations, athlete biological passport, TUE Administration, and preliminary results management.

He is Passionate about sport and the fight against anti-doping since the 1998 Festina case, Olivier decided to reorient his career and obtained the FIFA master's degree in sport management in 2006. Holding also a master's degree in computer science obtained in 1999, and previously worked 6 years in the banking area as an IT consultant.

He joined the UCI anti-doping services in 2007 where he was given the responsibility to implement technical and operational aspects of the biological passport program and integrate ADAMS to support the main activities of the department.

**Terry Barton**
The Coaching Manual, CEO

A passionate advocate of technology in all walks of life, Terry has worked in sports technology businesses for nearly 16 years. During this time he has worked closely with many professional football clubs in the UK and further afield to help design and implement player performance monitoring and analysis systems, creating seamless workflows with complementary hardware and software. In his spare time, he coaches his son's U8 football team and he is constantly looking for ways to make improve the learning experience in football. At The Coaching Manual he has been part of a team who have created the world's biggest independent football coaching resource.

**Pietro Basciano**
Chairman, Virtus Bologna Basketball Foundation

He graduated in Italy and then he also studied in the United States and in England. He is Chairman and CEO of Lighthouse Group and Quay Group, based in Bologna, Italy, formed by several companies with there own business, while the core business are offshore marine services. He is involved in basketball since September 2011 as Chairman and then also owner of Trapani Basketball, the Second Division club. He is also Chairman, since December 2014, of the Italian National Basketball League, and the members are all the teams of Division II, III, and IV. He was also elected in October of 2015 as Chairman of the Virtus Bologna Basketball Foundation.

**Rolf Bachmann**
COO, SCB Eishockey AG

Since 2004 Rolf is the Chief Operations Officer at SCB Eishockey AG. He is in charge of the reorganisation of SCB after having lead the Marketing and Events Departments previously.

Between 2003 and 2004 Rolf has been the CEO of BSC Young Boys Betriebs AG, having previously gained experiences as CEO of HC Davos, the Spengler Cup Davos and the SC Bern.

Between 1999 and 2003 Rolf has also been highly involved in the Swiss Ice Hockey Federation.

Rolf is married and enjoys spending time with his two kids.

**Martin Baumann**
Chief Executive, Champions Hockey League (CHL)

Martin brings a wealth of business and start-up experience to the Champions Hockey League, primarily from the international private banking sector where he was responsible for executing start-up operations in Germany, Italy, Spain, Dubai and Hong Kong, with earlier banking management roles in London and New York. Baumann earned his Executive MBA with the Business University of Lucerne, Switzerland. In his spare time Baumann is an active endurance athlete. He joined the Champions Hockey League in March 2014.

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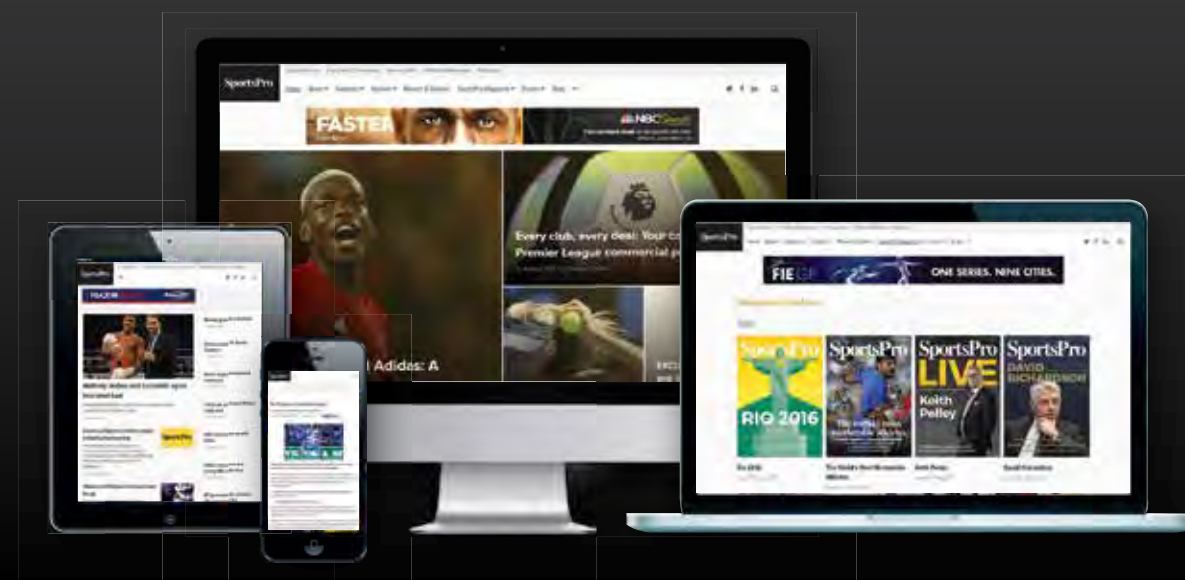
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Joachim Baur Senior Manager of Stadium and Infrastructure, DFL

Joachim Baur has over 30 years of experience in different fields of national and international football and football business. His core area is stadium and infrastructure. Since the DFL was found in 2001, he has been working in the Department Match Operations and Licensing responsible for the organization of Bundesliga and 2. Bundesliga and Coordination of recommendations to improve the operational delivery of match operations in professional football. Within DFL's new structure of the Department of Football Matters and Fans, he is the Senior Manager of Stadium and Infrastructure. His experiences and tasks include cross cultural relationship management, contribution to workshops and meetings, project and knowledge management and actively collaborating with internal and external partners and counterparts.



Dr Paolo Bedin General Manager, Lega Serie B

Dr Paolo was in charge of communications for Vicenza Calcio, from 1994 to 2000, he then, transferred to AC Venezia to pursue the New Tesserà Stadium project, in his capacity of Marketing Manager of the company, Marco Polo. Subsequently, he returned to Vicenza Calcio in 2004 to cover the position of Marketing and Communications Manager to later on become the Managing Director.

In December 2009, he left Vicenza Calcio to transfer to the Lega Calcio to pursue the separation process concerning the leagues and the birth of the Lega Nazionale Professionisti Serie B, in which, during August 2010, he undertook the office of General Manager. He is also a member of the "Competition Committee" and the "Marketing Committee" of the EPFL, the European Professional Football Leagues Association.

He is the author of two publications, "Il marketing delle società sportive" (Calleidos Edizioni) in 2010 and "Strategie per il business dello sport" (Libreria dello Sport) in 2011.



Kimmo Bellmann Owner, Events 44. CEO, Red Ice Hockey Club

Swiss citizen, 37-year old Kimmo Bellmann graduated as a Communication's Engineer from the University of Applied Sciences of Western Switzerland in Lausanne. His passion for sports and his extensive experience as a sports journalist led him to UEFA in 2008, where he has acted as a Spokesperson and as a Media Officer and set up interviews for the President and General Secretary. He also took responsibility of wide scale operations at major sport events such as City Operations and Fan Entertainment at UEFA Europa League Finals and overall coordination at UEFA Under-21 European Championship.

Kimmo launched the sport events management company Events 44 in 2015 and is holder of a FIFA Match Agent license since February 2016. He has been organizing training camps, matches and trips for all levels of ice hockey and football teams and acted as a Venue Manager during the 2015/16 of the Champions Hockey League.

With more than 10 years of experience in the sport industry, he joined Red Ice Hockey Club in May 2016. His current responsibilities as a CEO include managing the club in line with the strategies defined together with the Board and to professionalize the existing structure to guarantee a sustainable growth.

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**Camillo De Beni**
Agronomist, Mixto

Enrolled in Agronomists registration board of Milan. Degree in Agricultural Science in 1987 at Università Cattolica del Sacro Cuore di Piacenza. Specialist in agronomic management of natural and hybrid turf for sport use and golf courses. More than 20 years' experience in the use of natural and biological products for landscaping green care (public and private). Since 2014 consultant for the agronomic management of Mixto srl for their hybrid turf technology MIXTO SYSTEM.

**Ofir Benovici**
Senior Director of Broadcast Products, Avid

As Senior Director of Broadcast products at Avid, Ofir Benovici is responsible for shaping and managing the Broadcast portfolio of the company.

Mr. Benovici has more than 20 years of experience working in international high tech companies with a particular focus in the media industry. Benovici joined Avid during 2015 as part of the acquisition of Orad by Avid. At Orad, Benovici served as Vice President of Marketing and Products development where he oversaw the overall Marketing strategy, Commercialization and the different aspects of Product Management. Prior to Orad Benovici served in different leadership roles in different startup companies.

Mr. Benovici holds a Master in Business Administration with honors from the Hebrew University in Jerusalem.

**Epcó Berger**
CEO, DashTag

Epcó Berger is the founder and CEO of DashTag. When he was a child he dreamt of being as good as Dutch football hero Marco van Basten, but realized soon he'd never reach his level. Epcó never lost the love for football, which still thrives him today to boost the motivation of young players to play incredible! Combining his vision with the newest technology and insights he leads DashTag in a passionate way.

Epcó has 12 years experience leading teams in manufacturing, engineering and marketing at multinationals like Boeing, Airbus, Philips focussing on launching innovations.

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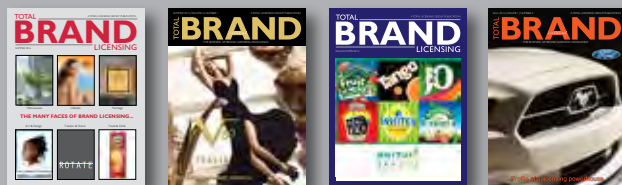
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Jean-Michel Berly Manager for Infrastructure and Stadium Department, French Football Federation

Jean-Michel is a civil engineer by training and have been the manager for infrastructure in the FFF stadium department for 8 years.

He is responsible for the classification of all stadiums in France. This involves supervising 700 volunteers who inspect Frances 27.000 stadiums to ensure that they meet FFF requirements.

The FFF infrastructure department is in contact with the Professional French League, UEFA and FIFA for technical questions and for updating national regulations.

Prior to joining the FFF, Jean-Michel worked as an international sales executive for 30 years in European companies specialized in indoor and outdoor playing surfaces.



Sébastien Besson Partner, Lévy Kaufmann-Kohler

Sébastien Besson is a partner at Lévy Kaufmann-Kohler, a leading arbitration and litigation firm. He represents companies before arbitral tribunals and state courts in commercial and sport disputes.

He has acted as counsel or legal expert in several Court of Arbitration for Sport's procedures, including high profile and complex cases (e.g. Juventus v. Chelsea, Adamu v. FIFA, Karpov Inc. v. FIDE, FIFA v. Platini).

Sébastien Besson has published extensively on arbitration and resolution of sport disputes. Notably he has co-authored (with Professor Jean-François Poudret) the well-known treatise Comparative Law of International Arbitration (Sweet & Maxwell, London, 2007).

Sébastien Besson is a part-time professor at the University of Neuchâtel, teaching notably resolution of sport disputes and sport contracts.

Sébastien Besson was educated at Lausanne University, where he received his doctorate in Law, and at Columbia University (New York), from where he holds an LL.M.



Rolf Beyer CEO, Brose Bamberg

Rolf Beyer studied business administration at the Otto-Friedrich-University in Bamberg. After graduation, he began his career in December 1997 in the logistics of Brose in Hallstadt. He took over the technical management of the disposition in Hallstadt (1998-2000). Then he switched to the job as supervisor of the mounting portion (2005). In August 2005, he moved into the commercial management and took the lead of all commercial functions for Hallstadt and six other companies within the Brose Group. In November 2013 Rolf Beyer was appointed to the Supervisory Board of the Bamberger Basketball GmbH and took over the management of Brose Baskets (July 2014). Beyer was born 1971 on November 26th. He is married and has two children.



Andreas Biffiger
Director, Champions Hockey League at Infront Ringier

Andreas is a senior marketing and sales executive with more than ten years of international experience working on major sports properties with leading brands across Europe, Asia and North America

Strong expertise in sponsorship consulting, account management, marketing planning and project management with a high motivation to lead cross-cultural teams to achieve excellence in every delivery.



Dr. Pascal Boniface
Founding Director, French Institute for International and Strategic Affairs – IRIS

Dr. Pascal Boniface is the founding Director of the French Institute for International and Strategic Affairs – IRIS, based in Paris. He is professor of International Affairs at the Institute for European Studies at the University of Paris-8. He has been the Director of the quarterly journal “La Revue internationale et stratégique” (International and strategic review) since 1991, and the Editor of “L’Année stratégique” (Strategic Yearbook) since 1985 and is a columnist for La Croix (France), La Vanguardia (Spain) and Al Ittihad (United Arab Emirates).

Pascal Boniface is a member of the National Ethics Commission at the French Football Federation.

He has been made a Chevalier of the French Award for distinguished services in public and private capacity and Officer of the Legion of honour.

Pascal is a consultant for the Olympic Museum and Peace & Sport for geopolitical issues



Paolo Bertaccini Bonoli
Professor/Researcher, Catholic University of Milan

Paolo is a Social scientist with a degree in Contemporary History at the University of Pavia. Founder of the Research Center Territoria specialized in local development and PPP (Private Public Partnership) studies and projects, associated to Advanced Center ASAG of Catholic University in Milan.

Advisor and consultant to private companies and public institutions.

Senior partner of Transparency International Italy, he has specialized in sport integrity issues with special reference to anti-match-fixing policies. In this field he has published academic essays, developed a research on Italian Football Second League, conceived and implemented a Code of Conduct for Sports for the Municipality of Milan, led workshops in international conferences like IACC in Brasilia 2012, contributed to the UNODC Resource Guide for Investigations in match-fixing, coordinated in Italy the UE project “Stop Match-Fixing” in 2013, organized the 2014 Milan EU Seminar “Match-fixing: a key issue for sports integrity” under the Italian Presidency of the European Council.

He is currently managing the pan-European projects “Anti-match-Fixing Formula” (funded by DG HOME and coordinated by Italian Government Office for Sport) and “Anti Match-Fixing Top Training” (funded by EU Erasmus+ and coordinated by Transparency Portugal with Italian NOC as partner).



Thierry Borra
Global Director, Olympic Games Management, The Coca-Cola Company

Thierry Borra leads The Coca-Cola Company's global partnership with the Olympic Movement, including the Company's association with the Olympic Games, Youth Olympic Games and the Paralympic Games.

In his role, he manages the overall relationship with the International Olympic Committee and the other stakeholders of the Olympic Movement, and build event management capabilities in the respective host countries by providing coaching, subject matter expertise, leadership through a disciplined global event process and transfer of key learnings from event to event. In addition, Thierry provides stewardship for the successful system-wide activation of global events to extract maximum value and ensure contract fulfillment. As part of his global responsibilities, he also led the Coca-Cola's involvement with the international leg of the Beijing 2008 Olympic Torch relay.

Prior to this role, Thierry was the Company's lead for the Torino 2006 Olympic Torch Relay. In his twenty years with the Coca-Cola system, Thierry has held various marketing positions at both Coca-Cola France and bottling partner Coca-Cola Enterprises and has a wealth of experience with global sporting events - including 12 Olympic Games, FIFA World Cup, Tour de France, IAAF World Championships - and sport partnerships such as Special Olympics, football clubs, stadiums & venues.

A native from Beaune, France, Thierry graduated in marketing, communication and business international from M.C.A. School in Lyon, and is fluent in French, English, and Italian. Married and father of two children, Thierry resides in Atlanta, USA and is passionate about sport in general, skiing in particular, as well as wine and gastronomy.



Mark Botterill
Owner and COO, Bownet Sports Group

Mark is currently Owner and Chief Operations Officer of Bownet Sports Group in Southern California. In this role, Mark manages Bownet's 6 Industry-leading Sporting Brands, heads up the Marketing Department, spearheads the Mergers and Acquisitions side of the Company, and is driving new international business for Bownet.

Mark lives in Orange County, California with his wife, Toni. In his spare time, he enjoys outdoor activities and traveling with his wife and two grown daughters.

Mark hails from the UK where he grew up playing cricket and English football, at both the youth and apprentice professional levels.

He was involved in coaching in the U.S. for twenty years: from initiating youth soccer programs, to Head Coach at the university level (where he was also inducted into the school's Hall of Fame), to coaching in the Olympic Development Program.

He has held diverse Executive positions inside the Northern American Sports Market, including: Executive Director of the Milwaukee Kickers Soccer Club, the largest youth soccer organization in the country and Chief Operating Officer of Score Sports, the country's leading youth sports apparel manufacturer.



Andrew Bowers
Head of Business Development, Platinum Group

Andrew is the current Head of Business Development at Platinum Group in Monaco where he responsible for relations and business with key strategic clients and partners including Formula One, the ATP World Tennis tour as well as the events that form a part of them. With a background in technology and significant experience within the sports industry, Andrew combines his passion for sport with major developments in the world of ticketing technology to help clients deliver an optimum ticketing solution.



Pierre-Yves Bovigny
Member of the Commission for Sports Fields, Swiss FA

Pierre has an agronomic engineering educational background, specialised in horticulture (Bachelor of science in horticultural agronomy) obtained at the University of Applied Sciences Western Switzerland technology, architecture and landscape. He started his career in 1990 as a research engineer in horticulture at the canton of Geneva agronomy laboratory.

Since 2003 head of teaching at the University of Applied Sciences of technology, architecture and landscape in Geneva.

Since 2009 he is a member of the commission for sports fields at the Swiss Football Association (Federation), which is responsible for quality control and approval of football pitches for the cantons of Geneva, Vaud and Valais.



Tom Byer
Head Technical Advisor, Chinese School Football Program

Tom has a remarkable background as the leading Football Developer in Asia. He has created multi-media platforms for the delivery of specific programs for youth development across the entire Asian region including Japan, Indonesia and Australia. In August 2012, the Chinese FA appointed Tom as the Head Technical Advisor for the Chinese School Football Program and Official CFA Grassroots Ambassador. Tom will share his experiences of football development in Asia and how he is opening up the Chinese market for football development. Tom is the leading Football Developer in China and in the Spring of 2016 Tom embarks on a Tour of 64 Cities in China in conjunction with Local and National TV Broadcasters

Tom's new book 'Football Starts at Home' is now available.

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Lotteries have a long standing commitment to the development of sport and its benefit for society. Their profits are redistributed to public causes. In the field of sport, both elite and grassroots sports is benefited through support to national delegations engaged in international competitions, NOCs, and through financing of sporting equipment favouring sport practices for all.

- The **World Lottery Association (WLA)** is an international, member-based organization of state-authorized lotteries and suppliers to the global lottery industry. Its mission is to advance the collective interests of its members and to facilitate their development through the provision of a range of lottery-related services, such as internationally recognized lottery sector standards.
- The **European Lotteries (EL)** is the European umbrella organisation of national lotteries operating games for the public benefit. EL has been pro-actively addressing responsible gaming and security through high level certification procedures and educational programmes. EL members are the primary partners of European sport and redistribute every year 2 billion euros to grassroots sports and the creation of accessible sport facilities all over Europe. This sustainable financing of sport leads to the creation of more than 40,000 direct and indirect jobs. EL is also a sustainable partner of the European Week of Sport.

EL already in 1999 created an information exchange system seeking to detect betting irregularities. This exchange system led to the official creation of the **European Lotteries Monitoring System (ELMS)** in 2009. Due to the global scale of the problem, EL and WLA worked together to lift the ELMS onto a global level and in 2015 the **Global Lottery Monitoring System (GLMS)** was created. It aims at detecting and analysing suspicious betting activities that could question the integrity of a sport competition.

WLA and EL have partnered with the ISC to deliver the Sport Integrity Conference on December 7th 2016.

**Kevin Carpenter**
Principal, Captivate Legal & Sports Solutions

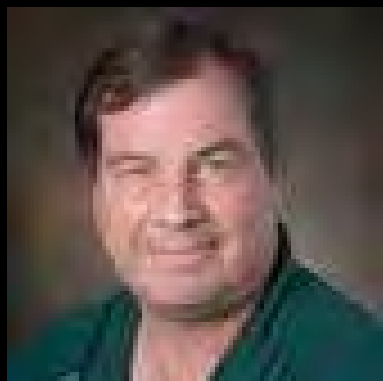
Kevin Carpenter is the Principal for his own consultancy business Captivate Legal & Sports Solutions.

Kevin has an international reputation in relation to legal, regulatory and governance issues across a diverse range of sports including volleyball, football, boxing, swimming, weightlifting and ice hockey. He has advised international federations, national governing bodies, players' unions, inter-governmental organisations and other public bodies on a variety of integrity matters.

Kevin's notable work includes: analysing evidence regarding allegations of match manipulation and drafting case reports for an international federation's judicial bodies leading to disciplinary charges against three senior officials; advising a national governing body and their integrity officer regarding allegations of match manipulation in their highest league which has now led to 12 arrests; delivering training (alongside INTERPOL) to the IOC's Olympic federations on how to conduct Fact-Finding inquiries into alleged breaches of sports integrity; co-authoring the United Nations Office on Drugs and Crime's Resource Guide on Investigating Match-Fixing; advising the Council of Europe on the promotion and implementation of their Convention on the Manipulation of Sports Competitions.

Most recently he has been appointed the first Chair of the Disciplinary Panel for a new sports integrity body, the Esport Integrity Coalition (ESIC).

Kevin's expertise and knowledge has led him to be make regular appearances internationally delivering presentations and commenting in the media on integrity in sport issues. In addition, his research and papers are published across a variety of forums.

**Dr David Carr**
Associate Professor and Coordinator of Coaching Education, Ohio University

Dave devised the first online Masters Degree course in Soccer coaching in 2013. Since then over 200 students have enrolled on this course. Dave is a National staff coach for the United States Youth Soccer Association (USYSA). Dave will outline the possibilities and potential of post graduate online degree courses in soccer coaching.

**Francis Casado**
Director of Global Business Development, Mobile Media Content

Francis is one of the founders of Mobile Media Content and is currently serving as The Director of Global Business Development.

Francis has a diversely rich education background. He pursued his degree in Computer Science from Universitat Pompeu Fabra and also procured an International MBA as well as an MBA in Economics from Universitat Ramon Llull and Manhattan College respectively.

Prior to founding Mobile Media Content, the revolutionizer of virtual reality in sports and stadiums sector, Francis made his career around the application of 3D Technology and Virtual Reality for various sectors. His time at Barcelona Media was primarily focused as a product manager responsible for developing professional 3D solutions for use by Barcelona Smart City Council.

A true entrepreneur, skilled in the domains of visualizing and pursuing new innovative business opportunities, creating, coaching and leading teams; Francis has lead Mobile Media Content from the front bringing in multiple accolades and awards in fields of innovation and growth from all around the world.

Apart from the successes in his academic and professional field, Francis has been having a favorable run as an Associate Professor of Marketing and Entrepreneurship with Universitat Pompeu Fabra.

**Jean-Loup Chappelet**
Professor of Public Management, IDHEAP

Jean-Loup is a full professor of public management at the Swiss Graduate School of Public Administration (IDHEAP) of the University of Lausanne. He was IDHEAP Dean from 2003 to 2011.

He previously held management positions at the International Olympic Committee and in one of the "big-four" international accounting-firm.

In 1995, at IDHEAP, he launched the first sport management course in Switzerland which is still held every autumn. For 12 years (1999-2011) he was the director of the MEMOS programme, a master programme run by 11 universities for Olympic Solidarity.

In 2000, Prof. Chappelet founded the Académie internationale des sciences et techniques du sport (AiSTS) with colleagues from the Universities of Lausanne and Geneva, and the Swiss Federal Institute of Technology (EPFL). He is the General Secretary of the International Coubertin Committee and a member of the World Anti-Doping Agency (WADA)'s social science working group and a former member of its Education Committee.

He authored many scientific articles and several books in several languages (in English, French, Japanese, Korean and Russian) on sport management and the Olympic phenomenon, as well as on public management and information systems organization. His latest book (2016) was published under the title: The Olympic Games, rekindling the flame, in French and English (soon in Korean). He has attended most Olympic (Summer) Games and Olympic Winter Games since 1972, as well as the first Youth Olympic Games.

Prof. Chappelet currently coordinates the Certificate in Football Management, a blended learning programme for UEFA (Union of European Football Associations).

**Sebastian Chiappero**
Managing Director, Sponsorize

Sebastian Chiappero holds an Executive Master of Business Administration (HES) and an IMD Marketing Certificate.

He has worked for major firms and organizations such as Procter&Gamble, Hewlett-Packard and the Geneva council. He founded the agency Sponsorize in 2007 to fulfill the needs of sponsors in terms of monitoring and measurement. He defines sponsoring as being a platform where interests merge : "Sponsorize is the answer to fundamental needs : strategical vision, global information, benchmarking, monitoring and measurement for marketing decision-makers !"

Since 2008, Sebastian took the Presidency of the Swiss Sponsorship Think Tank (SSTT) that defends sponsors' interests and promote sponsorship throughout Switzerland and abroad. The SSTT organizes every year conferences, workshops and the Swiss Sponsorship Awards Ceremony.

**Eoin Connolly**
Editor, SportsPro

Eoin is the editor of SportsPro, the leading media company for the sports industry across print, digital and events. He has interviewed some of the leading global figures in sport and the business of sport, has reported widely from major events – most recently the Rio 2016 Olympic Games – and has extensive experience of moderating at major industry events, including SportsPro Live, The Brand Conference and the SoccereX Global Convention. He presents and produces the SportsPro Podcast, and has appeared as a guest on CNN World Sport and TSN, as well as several other television and radio programmes.

**Pierre Cornu**
Legal Expert, Magistrate

Born in 1960 and master of law in 1983 (University of Neuchâtel / Switzerland), Pierre Cornu passed the bar exam two years later, after a time of practice in a law office. He then worked as an attorney, and became investigating judge in 1987. Elected as the general prosecutor of the canton of Neuchâtel in 1997, he presided over the Swiss Association of Prosecutors and also worked as an expert in Council of Europe projects, in particular about judges' and prosecutors' ethics and deontology. In 2011, Pierre joined UEFA as chief counsel, integrity and regulatory affairs. Within this frame, he managed UEFA's disciplinary bodies and set up a network of integrity officers from the national associations and programs for fighting the manipulation of competitions. In August 2012, he returned to Neuchâtel to join the CIES, where he dealt in particular with governance and integrity issues. In 2015, he returned to the justice system and is now a judge at the Court of appeals, still in Neuchâtel.

Pierre has chaired the Swiss Football Association's disciplinary and control committee from 1993 to 2009, and then the same association's appeals body from 2009 to 2011. Since 1988, he chairs the appeals body of the Neuchâtel region's football association. He also chaired the International Boxing Association's (AIBA) disciplinary committee from 2008 to 2011 and is a member of this committee again since 2013. Since 2016, he is the chairman of the CIES Board.

Pierre is married and the proud father of two daughters. He lives in Neuchâtel.

**Professor François H. Courvoisier**
Dean, Institute of Watch Marketing, University of Applied Sciences
Western Switzerland, Haute Ecole de Gestion Arc

François H. Courvoisier has a PhD in economics, graduated from the University of Neuchâtel (Switzerland). Currently professor at the University of Applied Sciences Western Switzerland, he teaches marketing and business intelligence in the Management School of Neuchâtel (Haute Ecole de Gestion Arc).

In 2010, he has co-founded the Institute of Watch Marketing in which he manages research projects, events, publications and consultancy for the watch brands and their partners and suppliers.

He has published several books and articles on watch marketing in scientific journals and in the specialised watch press.

**Alastair Cox**
Facilities Manager, FIH

Alastair Cox is the FIH's Facilities and Equipment Manager. With over 36 years' experience of testing and setting standards for the performance and durability of synthetic sports surfaces, Alastair has participated in the development of numerous leading UK and international standards for synthetic turf surfaces. Now working with the FIH, Alastair has responsibly for the FIH's Quality Programme for Hockey Turf. The programme provides consistent and dependable industry standards and ensures the appropriate quality of performance for the intended level of play - whether it is community development, international competition, or anything in between. It protects the investment made by facility owners by ensuring the hockey field meets the expectations of those who will be using it.

**Barbara Desmarest**
Vice President Business Development & Sales Europe, VOGO

Graduated from Solvay Business School and an MBA at INSEAD, Barbara started her career as a consultant at The Boston Consulting Group, before focusing her talents on developing brands in fashion, luxury and retail markets. She joined VOGO in early 2016 to bring her expertise in sales, marketing, communication and brand management.

**Chris D'Orso**
Vice President of Sales and Operations, Orlando Magic

Since 2012 Chris has been Vice President of Sales and Operations of the Orlando Magic of the NBA, and he enters his 28th season with this team. His responsibilities include overseeing the day-to-day operations of sales for the Amway Center including season, partial, group and tourism sales as well as Junior Magic, camps, retail, and ticket operations for both the Orlando Magic and Amway Center. D'Orso joined the Magic in 1989 as the promotions/publicity coordinator. He then moved into the sponsorship sales department as a corporate account manager. In 1994, D'Orso was promoted to the assistant director of marketing position, and in 1998 director of marketing. He was promoted to vice president of marketing and sales in 2002. In 2009, he was named Vice President of Sales and Ticket Operations and promoted to senior vice president of sales and operations in 2012. He is considered one of the most innovative people in the NBA teams.

**Madalina Diaconu**
Attorney-in-Law / Associated Professor, University of Neuchâtel

A barrister and an academic, Prof. Dr. Madalina Diaconu is specialized in European and International Economic Law, with an emphasis on Sports Law & Gambling law, after having worked for several international and Swiss organizations active in these areas.

Prof. Dr. Madalina Diaconu is a Managing Partner at the SPLC Law Office in Neuchâtel, Switzerland. In parallel to her activity at the bar, she is an Associate Professor at the University of Neuchâtel where she teaches courses in Economic Law and Sport and the Integrity of Sports Organizations.

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Chris Eaton **Independent Advisor on Sports Integrity**

Chris Eaton is a law enforcement veteran with over 45 years professional police service, much of which he has served internationally. In 1999, following almost 30 years service with both the state and federal police in his native Australia, Chris went to work for INTERPOL at its headquarters in Lyon, France.

During his 11 years with INTERPOL Chris was in charge of international corruption investigations and coordinated international operations. His last five years at INTERPOL saw him as manager of operations.

Chris left INTERPOL in early 2010 to join FIFA as its security adviser and was later appointed FIFA's head of security in January 2011. While with FIFA, he took a high profile stand against match fixing, which he saw as both endemic and creating a dangerous opportunity for criminal infiltration into the sport.

Following a FIFA's rejection of a much-needed institutional reform in the fight against corruption and match fixing, Chris left FIFA in early 2012 to join the nascent, not-for-profit International Centre for Sport Security (ICSS), as its inaugural Executive Director of Sport Integrity. Bringing his team of FIFA investigators with him to the ICSS, Chris managed the creation of the first neutral, independently non-aligned public-interest oversight body specifically designed to protect the integrity of sports from institutionalized criminal and unethical behavior. Chris has been a staunch advocate for reform in sports governance and in proposing academically researched, sustainable, institutional solutions, he has maintained a strong public profile.

Since 2011, Chris has maintained a consistent position that, as sports and sports betting are so inescapably globally interrelated, international solutions to the vulnerabilities unique to that relationship are crucial and increasingly urgent. In March this year Chris retired from his position as Executive Director for Sports Integrity at the ICSS, but has been retained as an expert adviser on integrity to its President.



Shiny Fang **Secretary General, UIPM**

Ms. Shiny Fang, a former athlete in synchronized swimming and gymnastics aerobics, head coach, international judge, bachelor of Sports Medicine and master of Sports Management & Industry began her career in sports administration and international relations in 2004. As now Secretary General of the UIPM, the world governing body of one of the oldest Olympic sports, Shiny started working for UIPM International Affairs in 2008, served as Vice Competition Manager for the 2008 Olympic Games (2007-2008), and Competition Manager for 2010 Asian Games (2009-2010). She has been awarded such distinctions as "Excellence of the Year", "Organizing Proficiency" and "Young Expert in Administration". She was elected as Vice President of the International Cheer Union (2010-2018), and served as supervisor of Sports Presentation in different multi-sport Games and is currently an ASOIF Sports Development and Education Consultative Group Member.

Shiny, whose selection as Secretary General of the UIPM in 2013, defied the conventional male-dominated field of the sport administration, has undertaken a strategic and administrative remodeling of the organization leading her sport and the UIPM to the forefront of Olympic events.

In the past 4 years, Shiny has overseen the sustained growth of the sport and the UIPM through a fully focused strategic approach to both the sport and its administration, professionalizing communication tools while transforming business processes into more transparent and efficient ones, bringing the UIPM and the sport firmly into the 21st century.



Cassandra Fernandes **Senior Project Officer, Council of Europe**

Cassandra Fernandes is the Senior Project Officer in charge of the Joint EU and Council of Europe project, Keep Crime out of Sport. The Project is the operational aspect of the promotion of the International convention on the manipulation of sports competitions, of the Council of Europe. Project KCOOS provides countries with practical and technical assistance for implementing measures to combat sports manipulations. Cassandra is a jurist, with Masters in European law and in Sports law and an LLB in Law and French from Cardiff University. Her professional career in sports law and consultancy includes law firms in Paris, Lisbon and the European Commission. She has advised football clubs and agents on transfers and contracts and represented players' interests within the FIFA Dispute Resolution Chamber. In her spare time, she is a football player and a coach.



Rob France **Senior Product Marketing Manager, Dolby**

As Product Marketing Manager for Dolby, Rob is responsible for working with Dolby's customers to develop the market requirements to deliver new audio experiences. His current focus is the development of next generation audio experiences for sports.

Prior to his current position at Dolby, Rob worked for Sony as a Product Marketing Manager. He was responsible for developing the market for camcorder products for the broadcast and semi-professional markets. Before his time at Sony, Rob had previously worked for Dolby in various roles covering product management and broadcast systems.

Rob worked alongside many broadcasters across Europe and beyond on the introduction and rollout of 5.1 surround sound with their launch of HD services.

He holds an MBA from Cranfield University, UK, and an MEng degree in electronic engineering with music technology, from the University of York, UK.



Dr. Julia Franke **Officer at the Department of High Performance Sports, German Olympic Sports Confederation (DOSB)**

Since September 2012 Dr. Julia Franke has been working at the German Olympic Sports Confederation (DOSB) in Frankfurt within the Department of High Performance Sports. Her role involves coordination, organization and implementation of Sports Medicine, Sports Physiotherapy and Olympic Support Centers of the DOSB.

Previously between 2011-12 Julia was at Saarland University, Saarbrücken as Research assistant at the Institute of Sports and Preventive Medicine.

**Pascal Fua**
Professor, EPFL (Swiss Federal Institute of Technology)

Pascal Fua received an engineering degree from Ecole Polytechnique, Paris, in 1984 and the Ph.D. degree in Computer Science from the University of Orsay in 1989. He joined EPFL (Swiss Federal Institute of Technology) in 1996 where he is now a Professor in the School of Computer and Communication Science. Before that, he worked at SRI International and at INRIA Sophia-Antipolis as a Computer Scientist. His research interests include shape modelling and motion recovery from images, analysis of microscopy images, and Augmented Reality. He has (co)authored over 300 publications in refereed journals and conferences. He is an IEEE Fellow and has been an Associate Editor of IEEE Journal Transactions for Pattern Analysis and Machine Intelligence. He often serves as program committee member, area chair, and program chair of major vision conferences and has cofounded two spinoff companies.

**Emilio Garcia**
Head of Disciplinary and Integrity, UEFA

Emilio has a Doctor in Law at Rey Juan Carlos University in Madrid in which he served as Associate Professor on Labour and Sports Law since 2004 until 2012. Master in Sports Law (2003, Lleida University, Spain) and Master in European Sports Governance (Science Po, Paris).

In the field of football, Emilio was responsible for all legal matters as Legal Director of the Spanish Football Federation for more than eight years (2004-2012). At the same time, he was appointed as member of the UEFA Control and Disciplinary Body for the period 2006-2012.

In March 2012, he was also appointed CAS Arbitrator by the International Council for Arbitration of Sport.

In September 2012, Emilio joined UEFA as Head of Disciplinary and Integrity. He is currently responsible for Disciplinary and Integrity matters within the Legal Department of UEFA.

Over the last four years, Emilio acted as UEFA's main legal counsel at the most relevant proceedings relating to disciplinary (Fenerbahce, Serbia & Albania, Legia), financial fair play (Malaga, Galatasaray) and match-fixing proceedings (Fenerbahce, Besiktas, Eskiserhirspor, Skenderbeu) in European football before CAS.

**Giorgio Gandolfi**
Founder and Principal

He is Founder and Principal of the agency Giorgio Gandolfi, Sport Marketing, Events and Communication and for the second time organizer and partner with ISC regarding the International Basketball Conference. Involved on basketball worldwide for almost 40 years, he worked and collaborated with Federations, Leagues, as well as with NBA, FIBA and, presently also with Euroleague Basketball. He has organized and organizes top level camps, international coaches clinics, the last three at the Euroleague Final Four in Milan, Madrid and Berlin, and in September the first Euroleague China Tour 2016 International Coaches in Chengdu. He is also deeply involved on sport marketing, organizing international sport marketing seminars with the University of Bologna Business School, in Italy. He wrote four books on basketball, published in the United States, the first European ever, three with the NBA Players and NBA Coaches Associations, with editions in Japanese and Spanish.

**Vince Ganzberg**
Education Content Coordinator, NSCAA

Vince was the Project Director for the development of US Soccer's Online 'F' Course which attracted over 20,000 in the first six months of its launch in February 2015. He has since moved to a new position at Learning. Vince will outline developments in online coach education in the USA.

**Rodrigo Garza**
Global Marketing & Sponsorships, Adecco Group

8 years Marketing and Project Management experience at top world class multinationals within the Staffing, Consumer Goods, Banking and Sports sectors. International Executive MBA 2012 at IE Business School. Trilingual in English, Dutch and Spanish. French beginner.

Professional hockey player from 1998 until 2011; participated in 3 Olympic Games.

In 2008 Silver Hockey Olympic medalist.

**Elisa A. Gaudet**
Founder, Women's Golf Day and Executive Golf International

Elisa A. Gaudet has 16 years of golf industry experience in the U.S., Europe and Latin America including executing the 2002 EMC World Cup for the PGA TOUR. She also headed up sponsorship, marketing and PR for the Tour de las Americas (Latin PGA Tour). Experienced in TV rights negotiations, sponsorship procurement and activation, marketing, player relations benchmarking studies and large scale destination marketing. Founded Executive Golf International, a strategy driven golf marketing firm that was responsible for creating Women's Golf Day among many other notable projects and clients. She is the author of the Two Good Rounds book series.

Prior to golf, Elisa worked in the entertainment industry for over ten years as a model and SAG and AFTRA actress. She has appeared on numerous radio and TV programs and has been a guest speaker on a variety of golf topics as well as hosting golf programming and segments on lifestyle, travel and the 19th hole. She is an award winning writer and her syndicated monthly column has been running since 2003 and appears in Huffington Post, Cybergolf, New England Golf Monthly, Florida Golf Central, Visit Miami Book, Alaska Inflight magazine, Golfers Guide, Stratosphere private jet magazine. In 2011 the first book in the Two Good Rounds series was published (Skyhorse Publishing): Two Good Rounds - 19th Hole Stories from the World's Greatest Golfers based on interviews with 36 of the top golfers in the world discussing fun, feel good memories on and off the golf course. In Two Good Rounds SUPERSTARS- Golf Stories from the World's Greatest Athletes 54 of the top athletes in the world share their stories and passion for golf. Two Good Rounds TITANS- Leaders in Industry & Golf contains interviews from 33 CEO's from around the world who own their own golf course and shares the importance of golf, business and how golf has impacted their lives.



Professor Emeritus Dr Keith Gilbert
University of East London / Professor University of Rome ‘Foro Italico’

Dr Keith Gilbert is now at the University of Rome ‘Foro Italico’ and was a Professor in Sport Management in the School of Health & Bioscience at the University of East London and Director of the Centre for Disability, Sport & Health for many years. He researches in the area of sport management, sport sociology and disability of sport and has a strong interest in qualitative, interpretive and narrative research methodologies. He has numerous publications and has edited several books in the broad areas of sport, sociology, cultural studies, sustainability, environment and disability.

Along with the above, Dr Gilbert has written many published research articles. He has been an Executive Board Member of the International Council of Sports Science and Physical Education (ICSSPE) and is currently on the publications Board of (ICSSPE). Dr Gilbert has had several PhD students working across different areas of sport management and society. His own current research interests include the exploration of the sociological dimensions of sport management, corporate social responsibility, sport and sustainability and the environment, sport, peace and development, legacy and Paralympic research. Professor Gilbert is chief editor of the International Journal of Sport in Society and he has two book series one in the area of Disability and Sport and the other in the broad area of Sport in Society.



Daniela Giuffrè
Head of the Integrity in Sport Unit, Interpol

Daniela Giuffrè is an Italian Senior Police Officer experienced in anti-corruption investigations. Before joining the Italian State Police, she was a lawyer. After earning a master's degree in Law, she also received a degree in Political Science and International Relations.

Since early 2012, she has worked at INTERPOL in the Integrity in Sport Unit, and currently serves as its head. Furthermore, Ms. Giuffrè is a member of the Match-fixing Expert Group of the European Commission and a member of the Working Group for the Implementation of the Convention on the Manipulation of Sport Competition overseen by the Council of Europe.

In December 2015, she published a book in Italy – Game Over edited by Minerva – related to match-fixing in football.



Gregory Gorman
FansXP

Gregory has more than 25 years of experience where he worked across a variety of verticals establishing his skill set in business consulting, digital technologies, advertising and data analytics and its relationship with new business opportunities in multi-tiered ecosystem surrounding sports and entertainment world. With FansXP, Gregory enables Sports App Developers to capitalize on their Fans by connecting them with the leading Sports Clubs, Leagues, Brands and Sponsors. A number of Sports App Developers have been generating revenue from innovative new mobile channels and acquiring new high quality targeted users via the FansXP platform and Gregory's experience with international business development and sharp strategic advices.



Jean-Sébastien Gosuin
CEO, Seaters

Jean-Sébastien Gosuin is a Belgian entrepreneur in the sports industry. He started his career at Unilever and Emakina (biggest web agency of Europe) and then had the chance to become the exclusive ticketing agent for the Olympic Games, the FIFA world cup and the French Open for several European Countries. He is the founder and CEO of Seaters, the marketing-technology startup used by sponsors and organizers to maximize ticketing assets.



Dr Andrea Gotzmann
Chairwoman of the Executive Board, National Anti-Doping Agency Germany

Dr Andrea Gotzmann, Chairwoman of the Executive Board of the National Anti-Doping Agency Germany, is a biochemist and worked for 25 years in the field of doping analysis at the laboratory in Cologne accredited by the World Anti-Doping Agency (WADA). Beside scientific research and development, she organized as Scientific Director i.a. the annual Manfred Donike Workshop on Dope Analysis.

She is Board Member and Vice Chair of the Institute of National Anti-Doping Organisations (INADO) and member of several national and international organisations: Association of Official Racing Chemists (AORC); World Anti-Doping Scientists (WADS); Head of the Expert Group “Equal Chances for Athletes”, Chair of the Advisory Group on Science, both Monitoring Group of the Council of Europe”; Scientific Advisory Council “Doping in Germany”; Member of the Scientific Commission of the Federal Institute of Sport Science, Germany (BISp); Member of the Anti-Doping Panel Union of European Football Associations (UEFA).

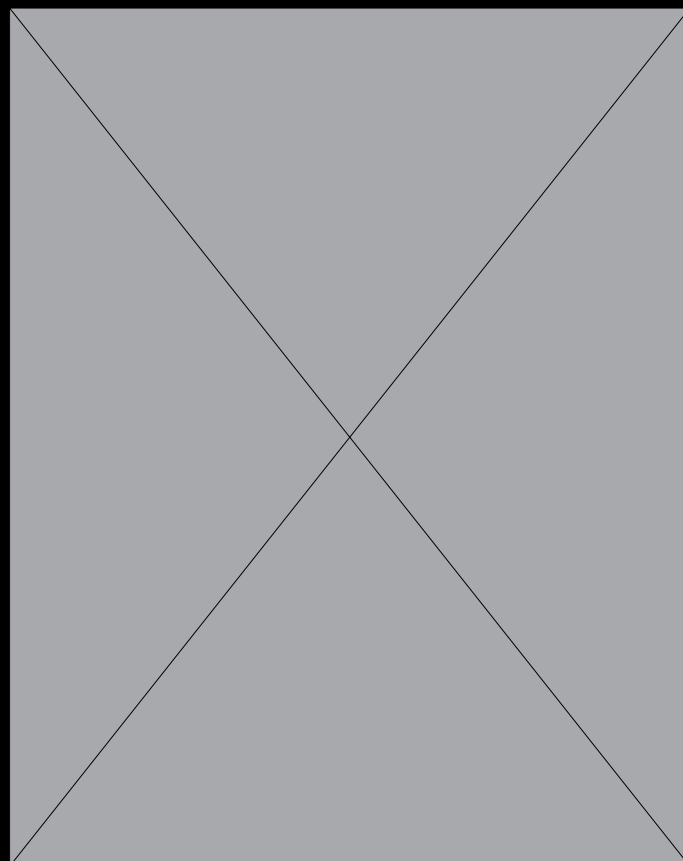
She was a former top athlete in basketball and played 103 games for the German national team.



Tomos Grace
Head of UK Sport, YouTube / Google

Tom manages the team responsible for YouTube's partnerships with the largest sports organisations in the UK.

Before joining YouTube Tomos was based in Paris where he was Head of Business Development at the Eurosport Group and worked in the Corporate Strategy team at Canal+.




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Richard Grootscholten Head of Feyenoord Academy, Netherlands

A Dutch football coach with over 30 years of experience in Youth Player Development. Richard ran the academy of Sparta Rotterdam, one of the most important youth development centres in the Netherlands and the first Academy in the country that integrated online tools into the Player Development process, an innovation that helped it win the most prestigious Youth Academy Award in the country – the Rinus Michels Award for Best Dutch Academy. Richard went on to guide and/or manage the youth development process at Academies in developing football countries; Vancouver Whitecaps in the MLS, KGHM Zagłębie Lubin in Poland and Kuban Krasnodar in Russia. Richard has also worked closely with the KNVB (Dutch Football Association) in creating nationwide youth development and management systems.



Kris Van Der Haegen Director of Coach Education, Belgian FA. Head Coach of Women U19 National Team. UEFA JIRA Panel Member

Kris will outline the progress made in Belgium in coach and player development which has seen Belgium rise to Number 1 in the FIFA rankings. As coach education is the best tool to develop the football, the RBFA has developed a vision about learning in football. One of the main questions the RBFA asked was: “ How can we increase efficiency in the daily work of coaches? ” To have more efficiency in the coaching process , we need more consistency in the daily work and on the longer term. These principles have been translated in the Belgian Vision of Development, a common approach for all the Belgian coaches. Kris will also outline how coach education students in Belgium are using self shot videos of their coaching to assist them . This is linked with the important role of motivation and self-regulation in the learning process.



Dr Lee Hancock Educational Adviser, LA Galaxy Academy

Lee is a former college and semi-professional player now a coach. He is also an Education and Sport Psychology Consultant to various professional organizations and Professor at California State University and is the Educational Adviser for the LA Galaxy. He will outline the newly opened ‘LA Galaxy Blended Learning Environment’ a unique online/blended learning program which incorporates an innovative web support system for technical, academic, personal and social aspects of the academy players development at the LA Galaxy.



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**Dr. Munehiko Harada**
Chairman, Japan Sport Tourism Alliance (JSTA)

Dr Harada was educated in Japan (Kyoto University of Education), achieved his Ph.D. at the Pennsylvania State University and was a Fulbright Senior Researcher at Texas A&M University. He has held positions with the National Institute of Fitness and Sport and Osaka University of Health and Sport Sciences prior to taking up his current position as professor on the faculty of sport sciences at Waseda University, Tokyo. He has also held positions as the past president of the Asian Association for Sports Management and the president of the Japanese Association for Sport Management, and is a director of the Japan Professional Soccer League (J League) and the chairman of the Japan Sport Tourism Alliance (JSTA). He is a well-published author on sport management, sport marketing, sport tourism and leisure studies.

**Richard Heath**
Director, IIHF World Championship – Infront Sports and Media AG

Richard Heath is a formally qualified Sports Manager with a Master of Advanced Studies in Sports Administration and Technology from the International Academy of Sports Science and Technology (AISTS) in Switzerland. He has also attained a Bachelor of Science with Honours and a Bachelor of Applied Science and is a former university medallist and scholarship holder. For the last nine years, he has been an AISTS invited lecturer in Sports Management at the École Polytechnique Fédérale de Lausanne (EPFL).

Richard's work experience encompasses many aspects of the golfing environment, from range-boy at 12 years of age, to greens staff, pro-shop staff and operations manager.

In 2005, Richard worked on a European combined golf and tertiary education study for the European Golf Association (EGA). He then moved into the new EGA Championship Manager role and was responsible for the efficient running of all EGA Championships, the European Amateur Golf Rankings and the selection and management of European and Continental European representative teams.

Since November 2011, Richard has been EGA General Secretary and has since worked to engage the organisation's first strategic plan, with the initial five-year phase nearing completion one year early. He also sits as advisor on the R&A/USGA World Amateur Golf Ranking Committee.

Richard, 44, is an accomplished amateur golfer with 30 years of representative golf experience and a myriad of amateur tournament titles. He currently plays at the Lausanne Golf Club in Switzerland, where he holds a +4 handicap. Richard is the current European Mid-Amateur Champion.

**Anna Hellman**
Director, ThinkSport

Anna Hellman has been an integral part of the international sports movement for much of her professional career. She served as COO for The World Sports Forum for four years, organizing the annual event in St Moritz, Lausanne and Doha/Qatar, and overseeing all areas of the process, including logistics, budgets, sponsorship, marketing, communications, program development and speaker acquisition.

From 2004-2012, Anna served as Executive Director for SportAccord Convention, the annual 6-day gathering involving all of the International Sports Federations, the IOC Executive Board, and up to 2 000 representatives from within global sport. The event is held in a different country each year and involves up to 2 years of planning for each edition.

In 2012, Anna joined Além International, an experienced marketing and event management agency specializing in sport and corporate events, with offices in Europe, Latin America, the Middle East and the US.

Since 2014 Anna has launched, managed, and now serves as Director for ThinkSport, founded by the City of Lausanne, Canton de Vaud, Swiss Confederation and the International Olympic Committee.

Her professional background, multi-experience leadership skills, entrepreneurial mentality, organizing ability and large network of colleagues throughout the sports industry and elsewhere have enabled her to create links between Sport, Academia, the Corporate and Public sectors, and International Organisations, helping them work together to make sport a catalyst for social, educational, economic and physical regeneration.

**Professor Michael Herzog**
Brain Mind Institute

Michael studied Mathematics, Biology, and Philosophy at the Universities of Erlangen, Tübingen (both Germany), and the Massachusetts Institute of Technology (USA). As a post-doctoral student, he spent one year at the laboratory of Prof. Koch at Caltech (USA). He held a professorship for neurobiopsychology at the University of Osnabrueck (Germany). Since 2004, he is professor for Psychophysics at the Brain Mind Institute.

(BMI) at the EPFL in Lausanne (Switzerland). The main research interest of the laboratory is about the wide field of visual perception including clinical and sports applications.

**Piet Hubers**
Technical Director for Grassroots Football, Hero Indian Super League

Former Technical Manager of the KNVB (Dutch FA) Piet will outline how he has established the largest Grassroots Program in India & created Indian Super League Youth Academy for elite players in Mumbai and the overall opportunities for development in India.



Martin Hunter
Technical Director, Southampton FC.

Research in 2015 by the CIES Football Observatory well respected rated Southampton's Youth Academy Number 1 in Europe ahead of Barcelona and Real Madrid. Martin will outline how Southampton FC have been able to 'Bridge the Gap' between Youth and 1st team football to develop so many players for Southampton FC and England.



Shahadat Hussain
MATCH Hospitality, Senior Information & Communication Applications Manager

Shahadat is currently responsible for managing Information & Communication Applications at MATCH Hospitality AG. Sha's domain of expertise spans Project Management and Implementation of MS Dynamics CRM, Email Marketing, Microsoft AX and bespoke in-house systems. Shahadat is continuously focused on building and maintaining global relationships with clients and associated partners, suppliers and colleagues. Shahadat combines his determination of Service Improvement and Service Management to ensure delivery of highest quality services to the clients.



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**Peter Hutton**
CEO, Eurosport

Peter Hutton is CEO of Eurosport, the leading sports entertainment destination reaching 243 million cumulative subscribers across 99 countries in Europe, Asia-Pacific, Middle East and Africa.

Part of Discovery Communications, Eurosport has a TV portfolio incorporating Eurosport 1, telling the greatest sports stories in 151 million homes in 54 countries, Eurosport 2, reaching 72 million homes in 51 countries, and Eurosportnews.

Based in Paris, Peter joined Eurosport in 2015, charged with strengthening and localising the brand worldwide. Peter is delivering a strategy which will see large scale development of Eurosport to create more locally relevant content with homegrown talent and dedicated feeds in key markets encouraging a number of strong, local channels for future growth. Peter's goal is to push hard to maintain stability within the network's strong pillar sports in the coming years: cycling, motorsport, football, tennis and Olympic sports.

Peter is also responsible for growing Eurosport Player, the premium live and on demand OTT service for the greatest events on the calendar, anytime and on any device. Peter is currently overseeing the expansion of this flagship product to improve the viewer experience further.

Building on the digital capabilities of Eurosport, Peter also oversees Eurosport.com, Europe's most visited online sports destination available in 10 languages worldwide. With up to 33 million unique users per month worldwide (23 million in Europe), it provides over 60,000 stories per year (one every 90 seconds).

Prior to joining Eurosport in 2015, Peter worked in the sports industry for over 30 years in a variety of roles all over the world. Most recently, he was CEO at the MP and Silva sports rights agency, and previously he was part of Fox International Channels, driving the launch of their sports business outside the Americas, including the acquisition of Setanta Sports in Africa and ESPN/Star Sports in Asia. He became CEO of ESPN/Star Sports based out of Singapore and oversaw its change into Fox Sports in Asia and Star Sports in India.

Peter's career began at the grassroots of sport; at 16 years old he was commentating on cricket, football and rugby for local radio stations in West Yorkshire whilst still at school. Graduating from Cambridge University, he became sports editor of Radio Aire in Leeds, then with BBC TV, where he covered the Hillsborough football disaster and subsequent inquiry, before joining the launch team at BSB's sports channel in 1990 and going on to present and commentate on a variety of sporting events for Sky Sports.

**Jamie Houchen**
Project Manager for the Asian Football Confederation
& Former Head of FA Learning

Jamie is currently working on joint UEFA/AFC Football Development Programs in the Gulf States and will share his experiences of using the web to support coach and player development in Europe and Asia.

**Steve Isaac**
Director - Golf Course Management, The R&A

With an Honours Degree in Applied Biology, Steve joined STRI, Europe's leading turfgrass research and agronomic consultancy, in 1985, visiting 100 golf courses a year before moving to The R&A in 2003.

The R&A is the organiser of The Open, golf's oldest and most international major championship. Steve is responsible for The R&A's advocacy of sustainability and for the formation of GreenLinks, The Open's sustainability programme, working closely with ISEAL Member, the Golf Environment Organization (GEO).

Steve's work has taken him to most European countries and to Africa, Asia, Australia, New Zealand, South America and the USA.

**Andrew James**
Sports Broadcaster

Andrew has been hosting sports Conferences and awards ceremonies for over twenty years, working with the FA, Sport England, ISPAL, Loughborough University and numerous local authorities. He is also a distinguished sports broadcaster and presenter with the BBC and UEFA. Over a career spanning more than thirty years, Andrew has commentated on Match of the Day, reported on more than 500 games for flagship BBC Sport programmes like Grandstand and Final Score, reported from the Commonwealth Games of 1998 in Malaysia and for the last six years, he has been engaged by UEFA.com to provide match commentaries on matches in both the Champions League and Europa League. Andrew has developed an interest in Disability Sport producing films for Paralympic Swimmers, CP footballers at a tournament in the Ukraine (2008) and the World Cup of powered wheelchair football in Japan (2007).

His business Bridgfordian Ltd delivered the three most successful FA Women's Cup Finals in terms of attendance figures, with crowds of over 20,000 at venues in Nottingham and Derby between 2007 and 2009.

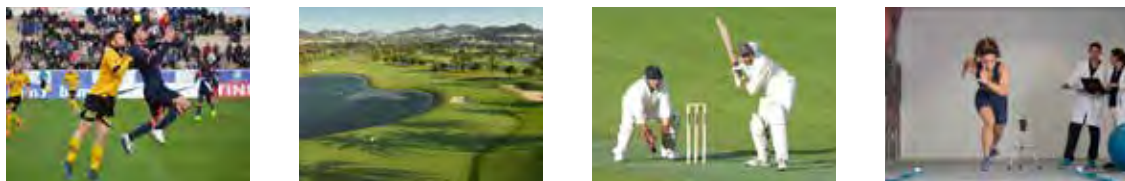
He also lectures in Broadcasting and Journalism at Nottingham Trent University. Andrew has three children and lives with his partner Pamela in Derbyshire.

**Alexander Jaeger**
Sport Manager, Champions Hockey League

Alexander Jaeger joined the Champions Hockey League with a background of both Sports and Business Administration. He focused in his studies on International Business and has experience at the highest club level in both sports and financial executive positions. As a former player he has also earned an A-License coaching degree and gained experience in coaching both youth and professional team level. He has been an instrumental initiator in founding the DEL II as League CEO.



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Richard Johnson
Director of Corporate Communications, Federation Equestre Internationale (FEI)

With over twenty years communications management, Richard has blended his unusual background in photographic, events, entertainment and VIP PR within the sports industry.

Since 2009 he has been Director of Corporate Communications for the Federation Equestre Internationale (FEI) the governing body of Equestrian Sport, based in Lausanne Switzerland.

In 2015 Richard's department was the winner of the prestigious 'Sports Business Awards 2015' for best Marketing and Communications Department. During his time within the FEI, Richard has overhauled corporate publications, web platforms and corporate events, whilst introducing innovative social media campaigns and concepts. Richard has been the global director of a blended communication awareness campaign for the FEI, focusing on the Rio 2016 Olympics introducing the sport to new audiences in new territories in local languages. Alongside this Richard has also created a number of high profile innovative exhibition trade and fan experiences around the world. In 2010 Richard created the FEI Awards a global awards scheme harnessing and profiling athletes and volunteers from the global equestrian community.



Gary Johnston
Partner, Mathys & Squire

With over 25 years' experience as a trade mark attorney advising clients in relation to the adoption, protection and exploitation of brand names and designs both here in the UK and globally, Gary has been a Partner of Mathys & Squire LLP since 2008. Prior to that he spent 18 years at a well-known Manchester based firm of trade mark attorneys, where he was also MD for 11 years.

Gary has an honours degree in law from the University of Central Lancashire and entered the trade marks profession in 1990. He is a qualified trade mark attorney.

Gary works closely with IP specialists and other professionals, both in the UK and overseas, in order to provide his clients with a global IP solution. Gary has a wealth of experience, having acted for regional, national and multi-national trade mark owners in relation to the protection, management, maintenance and exploitation of their national and global trade mark portfolios and associated intellectual property rights.



Ivan Khodabakhsh
Chief Executive Officer, Ladies European Tour

As chief executive of Ladies European Tour, Ivan Khodabakhsh has been at the forefront of the growth of professional women's golf and is a passionate advocate of sport's ability to challenge perceptions and create societal change.

Under Ivan's guidance, the LET has extended its reach in to new territories and broadened its strategic vision beyond the professional game, to take responsibility to grow women's golf with a dedicated development programme. Having worked for major Olympic sports organisations, Ivan has helped the LET position itself ahead of the Rio 2016 Olympic Games, a transformational moment for the women's game.

Ivan came to LET in January 2013 after two decades in sport. As an Event Director for the European Athletics Association, Ivan was responsible for more than 20 European athletic events, especially the European Athletics Championships which attracts around 320,000 spectators, 400 Million TV viewers and is broadcasted over 1,400 hours worldwide.

As Chief Operating Officer and later as Chief Executive Officer for World Series Boxing (WSB), Ivan created a global league of boxing and the formation of its headquarters. Owned by AIBA and recognised by the IOC, it sold franchise licenses worth over \$46 million and central commercial and TV rights worldwide.



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**Sami Kanaan**
Executive Council Member for Sport and Culture, City of Geneva

Born in 1964 from a Lebanese father and a Swiss mother, Sami Kanaan is multilingual (French, Swiss German, German, Arabic and English). His life course is divided between Lebanon, Greece and Switzerland (Bern, Zurich and Geneva). He graduated in physics (Swiss Federal Institute of Technology in Zurich) and in political science (University of Geneva).

Sami Kanaan has been a member of the social-democratic party since 1988, elected to the parliament of the City of Geneva (Conseil municipal – City Council), between 1997 and 2001, and to the parliament of the Canton of Geneva (Grand Conseil) between 2001 and 2005. In the spring of 2011, he is elected to Geneva's City Hall, in charge of the Department of culture and sports. As of June 2014 to 2015, he is the Mayor of the City of Geneva.

**Niklas Kaskeala**
President, Protect Our Winters Finland

Niklas is an environmental campaigner with a mission to get more people engaged in solving our environmental problems. A strong background in different environmental and development NGO's, working especially on policy level advocacy and campaigning.

He is the founder of Protect Our Winters Finland, the Finnish affiliate of the international Protect Our Winters movement. The mission is to engage and mobilize the snowsports community to lead the fight against climate change. They focus on educational initiatives, advocacy, community-based activism and working together with the snowports industry.

He believes we can only be successful in tackling our current environmental problems, most importantly climate change, if we engage people and businesses to demand systemic changes in our societies. A strong believer in multi-stakeholder campaigns and advocacy that inspire people to become more active. His expertise is in different types of advocacy, campaigning, fundraising as well as bringing NGO's, social movements and businesses together to work towards common goals.

He also works as the Executive Director of the Finnish Foundation for Media and Development VIKES. VIKES is a journalists' solidarity organisation devoted to supporting freedom of expression around the world.

**Sarah LaCarrière**
Secretary General, GLMS

Sarah joined the Lotteries in September 2015 as GLMS Secretary General and WLA Security Certification Manager. She is responsible for the development of the association GLMS (Global Lottery Monitoring System), funded in January 2015. This cooperation platform aims at sharing information on sports betting fraud concerns among its lottery members and liaise with all interested parties in the fight against the manipulation of sports competitions.

Sarah is a native of France. She moved to Switzerland in 2012 to work at SportAccord as Integrity, Membership and Public Affairs Officer.

Formerly she worked three years in Paris at the IRIS research institute to develop activities on issues related to the internationalisation of sport.

**Guillaume Lairloup**
Chief Information Officer, AccorHotels Arena

Guillaume has 20+ years of experience (as IT Manager or CIO) in museums, libraries, higher education, medias (TV and Print) and now Sports & Entertainment Venues.

In the mid-90s, he built the information system of several libraries and museums, first in Morocco (Institut Français de Rabat) and then at "Les Arts décoratifs" in the Louvre Palace in Paris. His responsibilities went from cabling to the design of searchable databases, VOD systems and 3d virtual exhibitions, innovative at that time of the early years of the Internet. He then moved to TV5Monde, the worldwide french-speaking media group where he was involved in the relocation of its facilities to a new building and its transition to the digital, while building DAM solutions for the newsroom staff. After a quick jump into the publishing industry and another relocation project, he went back to the digital media industry as consultant manager at Mediatvcom. He worked on several projects at The Senate, France Télévisions, and other DTT channels. Hired by the Bolloré Média company he worked on the acquisition of its DTT channels by Canal+/Vivendi.

He joined the AccorHotels Arena in september 2012 as CIO in order to design its complete transformation (building, business model, technologies). Ticketing systems, high-end networks, broadcast, Digital Signage, wifi-hd and other technologies were involved in order to deliver a new digital experience to our audience, promoters, sports federations and medias.

**Neil Land**
Chief Advisor, BBC Sport

Neil is Chief Adviser to the Director of BBC Sport, supporting all aspects of the management of the business including rights acquisition, major event planning and stakeholder engagement. Neil has additional responsibility for the department's strategy, governance, compliance and internal communications. Neil joined the BBC in 2003 having previously worked at PwC as a competition economist specialising in the media and sports sectors. Prior to joining BBC Sport, Neil was responsible for the implementation of the BBC's commercial policies.

Neil was closely involved with BBC Sport's relocation project from London to Salford and the related technology, staffing and cultural change programme. More recently, Neil spearheaded a year-long strategic review of sport on the BBC, helping to define the role and evolution of free-to-air sport for a digital age.

**Jérôme Lacroix**
Business Development Manager, Union Cycliste Internationale (UCI)

Graduated from the EDHEC Business School, Jerome worked several years in a strategy consulting firm on projects in different areas: industry, sport, banking. He then joined the Strategy and Business Planning Department of Nissan Europe where he worked on different organizational projects as well as processes optimization. Then he moved to Nissan Marketing Department as Product Manager to work on the launch of the first electric vehicle in Europe. Jerome joined the UCI in 2014 to work on the Business Development Strategy which covers a large scope of tasks from the analysis of our events' business models, the relationships with host cities, the creation of new assets and the integration of new technologies in the cycling sport.

Interested in almost all type of sports, he is a fan of the Olympique Lyonnais football team and in his spare time doing long distance triathlon for which he cycles around 8000 km per season.



Christian Lechtaler
General Manager & President, Frölunda HC

Christian started as a youth player in Frölunda HC's organization in the beginning of the 80's. Went through the Academy - graduated 1991 as a pro-hockey player and signed a two-year contract with Frölunda HC.

Played as a professional for 15 seasons, in Allsvenskan and Swedish Hockey League. At the same time he graduated with a bachelor degree in Marketing/Management at the Business School of Umeå and Stockholm University.

After retiring as an athlete his next challenge was as a Sport Event Manager at Stockholm Globe Arenas. Together with the promotor he helped create indoor sports events at the international top levels such as soccer, floorball, handball and ice-hockey.

Chris then moved to Lugano 2008/2009 season to work as an assistant coach for HC Lugano with John Slettvoll.

He was then head-hunted to SEB, prestigious bank in Sweden, to become a Manager in Retail Business in Stockholm.

Returned to Frölunda HC again in 2011, as an assistant coach to Kent Johansson for two seasons. Following season signed a two-year contract as the General Manager.

Today, serving as President for Frölunda HC. Also additional role as a General Manager together with the former player Fredrik Sjöström.



Alex Lee
Global Sports Specialist, UNICEF

Alex Lee is Global Sport Specialist at UNICEF having recently taken on a new role to drive UNICEF's sports strategy. Previously over his 8 years at UNICEF Alex secured and has managed a number UNICEF's high profile sports & corporate partnerships including the likes of FC Barcelona, Manchester United, Rangers and the England Footballers Foundation.

Prior to joining UNICEF, Alex worked for a number of years in the UK not for profit sector on both corporate and sporting alliances.

Alex studied History and Education as the University of Surrey in London and grew up playing the sport of Lacrosse in his home town of Manchester.



Yan Lefort
Global Department Manager Partnerships & Sponsorship, IWC Schaffhausen

Joined Rothmans' Formula 1 communication agency in 1993 to support the PR activities in relation to the Rothmans Williams Renault F1 Team sponsorship from 1994 to 1997. Continued as Press Officer for Winfield (Williams F1 Team sponsors in 1998 and 1999) in the same agency based in Paris. Joined London based British American Tobacco HQ in 2000 as Global PR Manager for the Lucky Strike F1 sponsorship activation program and supervised the program until the end of the 2006 season. The roles included attendance at all F1 races, test sessions and all drivers' promotional days.

Acted as a sponsorship consultant for different brands in F1 from 2004, and set up a PR agency running different motorsport and automotive related accounts out of a Paris based office. Managed Jacques Villeneuve's F1 career and traveling to all F1 races in the same period of time.

Joined the late AIGP series as Marketing & Commercial manager between 2007 and 2008 before taking the same role at SRO for the FIA GT1 World Championship between 2009 and 2010. Joined IWC as Global Department Manager Sponsorship & Partnerships in 2011, based in Zurich.

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Alex Lim
Secretary General, International e-Sports Federation

Alex (Chul Woong) LIM is a Korean Sports Administrator/Marketer currently working with International e-Sports Federation as the Secretary General. After graduating with a Bachelor of Sports Science studies at SeoulNational University in Korea, and with a Master of Leisure Management studies at University of Northern Iowa in United States, Alex has worked at diverse institutions in sports industry. He started his career with World Taekwondo Headquarter (Kukkiwon) as the international coordinator for World Taekwondo Academy. Then, as jumping into sports marketing field, Alex has worked for diverse projects for different sports institutions such as launching F1 Korean Grand Prix, World Handball Championships, Professional Basketball & Baseball Leagues in Korea, International Golf events, etc. As acknowledging his global network in the sports field and professions in sports marketing and management, he was recruited by International e-Sports Federation in 2010 as being in charge of developing international relations including the network with international sports society, and he has been appointed as the Secretary General since 2014.



Alan March
Managing Director, Alan March Sport

Alan first ever job in the Sports industry was at the 2006 FA Cup Final, and since then has commented all over the world, including at the London 2012 Olympics and Paralympics. This year Alan was busy again with the RIO 2016.



Juergen Mayer
CEO, Plazz AG

Juergen has a degree in Business Economy and his professional career includes Deutsche Telekom, ProSiebenSat1 Media AG and ten years with Yahoo! In 2010 he joined plazz with offices in Munich & Erfurt.

Plazz provides agile software solutions and leverages the creativity & productivity of web- & app development by using modern, secure and open technologies. Living on the edge of technology where engineering meets creativity and inspiration.

With the Product mobile event App plazz operates the leading event app solution in German-speaking territory having contracts with 12 DAX Corporates and serviced over 300 Events with mobile-event-app.com.



Maurizio Mazzieri
Deputy Managing Director, Toyota Material Handling Italia

Maurizio has developed a significant experience in various important international companies fulfilling managing roles and gaining in-depth knowledge of the Toyota Production System, Toyota Way, Lean Thinking & Manufacturing and Logistics.

He is President of the association “Amici del Logimaster” at the University of Verona.

He is Vice President of Virtus Pallacanestro Bologna.



Christoph Mauer
General Secretary, European Golf Association

Born in Frankfurt, Christoph worked between 1986-1992 in Frankfurter Allgemeine Zeitung, Marketing (Frankfurt, Potsdam), including professional education in publishing management. He then worked for IP Network (RTL Group), within International sales and marketing in both Frankfurt and Paris. Since 1996 he has worked on a variety of wintersport projects at Infront (before named CWL Marketing and KirchSport) with a focus on the IIHF World Championship.



Alex McLin
Executive Director, Swiss Arbitration Association (ASA)

Alex McLin is the Executive Director of ASA – the Swiss Arbitration Association. He is responsible for leading the Association’s operations as well as the overall development of its activities. ASA is a non-profit association with 1200 members - of whom more than 350 from outside Switzerland, all practitioners and academics engaged and/or interested in domestic and international arbitration.

Alex holds a variety of roles in international sport. He is a member of the panel of arbitrators of the Court of Arbitration for Sport (CAS), of the recently founded Governance Task Force of the Association of Summer Olympic International Federations (ASOIF), and a founding member of its Legal Consultative Group. He sits on the IAAF (International Association of Athletics Federations) Governance Structure Reform Working Group, is a Chair of the International Weightlifting Federation (IWF) Anti-Doping Hearing Pool, and a member of the World Rowing (FISA) Ethics Group. He also sits as arbitrator for commercial matters at the Arbitration Court of the International Chamber of Commerce (ICC).

He is the former CEO / Secretary General of the Fédération Equestre Internationale (FEI), the international governing body for equestrian sport. Prior to this, Alex was its General Counsel, acting as prosecutor before the FEI Tribunal on doping and disciplinary matters, and representing FEI interests before the CAS. Previously, Alex was General Counsel and Associate Vice President of CNET Channel, a business active in the licensing of IT product information worldwide. Before that, he practiced litigation and international arbitration with Baker & McKenzie in New York. Prior to practicing law, Alex was at the World Economic Forum, where he was responsible for design and implementation of the Davos Annual Meeting program.

Alex holds a JD from the Duke University School of Law, where he was Articles Editor of the Duke Journal of Comparative and International Law, Haverford College (BA Economics) and the International School of Geneva (IB). He is a member of the New York Bar. He speaks French and English (bilingual), Spanish and German (conversant). He is a Swiss and US national, and a member of the New York bar.



Andy Miah
Professor, University of Salford

Professor Andy Miah, PhD is Chair in Science Communication & Digital Media, in the School of Environment & Life Sciences, at the University of Salford, Manchester. He is also Global Director for the Centre for Policy and Emerging Technologies, Fellow of the Institute for Ethics and Emerging Technologies, USA and Fellow at FACT, the Foundation for Art and Creative Technology, UK. Professor Miah's research discusses the intersections of art, ethics, technology and culture and he has published broadly in areas of emerging technologies, particularly related to human enhancement. He has published over 100 academic articles in refereed journals and books, along with writing op eds for magazines and newspapers, such as the Washington Post and the Independent. He has also given over 150 major conference presentations and he is often invited to speak about philosophical and ethical issues concerning technology in society. Professor Miah regularly interviews for a range of major media companies, which have included BBC's Newsnight and Start the Week with Andrew Marr, ABC's The 7:30 Review and CBC's The Hour. He is currently the research lead on Project Daedalus, a Nesta, ACE, and AHRC research fund for Digital R&D in the Arts, exploring the creative applications of drones. In 2016, he publishes the long-awaited book 'eSport' with The MIT Press, the first book to approach the growing mixed-reality future of sports, considering how digital technology is changing the athlete, spectator, and officials experience of sport. It tracks 15 years of media change at the Olympic Games, including the rise of social media. In this area, Professor Miah has advised various organizations, including the International Olympic Committee and the International Association of Athletic Federations.



Grégoire Millet
Professor of Exercise Physiology, ISSUL (Institute of Sport Sciences) in Lausanne

Grégoire Millet is Professor of Exercise Physiology at ISSUL (Institute of Sport Sciences) in Lausanne, the "Olympic Capital". He is the most publishing French-speaking sport scientist since he has published 300 articles including more than 200 in peer-reviewed journals and over 40 book chapters. He is the Chief Editor of "Frontiers in Exercise Physiology" and is regularly invited to conferences World-wide. Grégoire is the author of several books on endurance or altitude training.

His main research topics are: (1) Physiological ergogenic or therapeutic responses to exercise in hypoxia; (2) Optimization of interval-training; (3) Mechanical / Physiological coupling in sport locomotion; (4) Analysis of fatigue (Neuromuscular and Heart Rate Variability); (5) Ultra-endurance.

In the first part of his life, he has been a professional triathlete (French Champion) and was coaching elite triathletes successively in the French, UK and Hong Kong teams. Grégoire attended several Olympic Games. He participated to ultra-endurance event in different sports (Vasaloppet; Embrun or Hawaii Ironman.). At the age of 50, he finished 2nd in the "Tor des Geants" in Italy.



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Stewart Mison
Director of Business Development, Microsoft Sport

Stewart Mison is the Director of Business Development for MICROSOFT SPORT where he has responsibility for identifying and building the Company's relationship with the worldwide sports community, directly with leading Federations and Clubs or working in support of one of Microsofts regional offices as they engage with sports teams in the local market. In time honoured fashion he also supports and works with the many Microsoft Partners who also are engaged with sport. Mison came to Microsoft in late November 2014, joining after a long career in sports and entertainment marketing both running his own consultancy and tenure at IMG and Octagon as well as creating the acclaimed sports research business FUTURES SPORT and ENTERTAINMENT. In 2011 he started to be involved in Sports Tech and is passionate about how the sports industry should embrace the opportunities the digital world offers, particularly with fan engagement, moving away from just social media to build one -to-one relationships with the fan and opening up new monetisation paths. He is an advocate on how and why the sports industry at club and federation level must recognise and embrace what can be a disruptive and transformational paradigm shift so that they are better equipped to be relevant for today's 21st century and the demands of the connected fan.



Jean-Luc Moner-Banet
President, World Lotteries Association. Director General, Société de la Loterie de la Suisse Romande

Jean-Luc Moner-Banet is Director General of Société de la Loterie de la Suisse Romande, one of the two state-authorized lotteries in Switzerland. Loterie Suisse Romande, which operates in the French-speaking cantons of Switzerland, enjoys an annual sales turnover of CHF 1.6 billion (378 million Gross Gaming Revenue) and employs 230 people directly.

After joining Suisse Loterie Romande in 1998, Mr. Moner-Banet was appointed Deputy Director General in 2001, rising to his present position in 2007. Prior to serving at Loterie Romande, he spent a decade working in sales and marketing roles for a variety of gaming industry suppliers, including a stint as Business Development Director for Europe at GTECH Corporation.

Beyond his responsibilities as Director General of Loterie Romande, Mr. Moner-Banet has contributed extensively in the service of the world lottery community. In particular, Mr. Moner-Banet has served as President of the World Lottery Association (WLA) since 2012. Since 2008 he has been a member of the WLA Executive Committee, and from 2009-2012 he was a member of the Executive Committee of the European Lotteries Association (EL). He also acted as Chairman of the Sports Committee of the EL from 2011-2012.

Mr. Moner-Banet holds a Master's degree in Public Administration from the University of Lausanne, Switzerland, with a focus on studies in Swiss and European politics and public administration.



Benjamin Morel
Senior Vice President & Managing Director Europe, Middle East & Africa, NBA

As NBA Senior Vice President & Managing Director in charge of EMEA, Benjamin Morel oversees all aspects of the NBA operations including media distribution, events, merchandising and sponsorship across the region. He also manages the NBA's two regional offices located in Madrid and Johannesburg from the league's EMEA headquarters in London.

Ben originally joined the NBA in March 1998, responsible for the Non-Apparel European licensees. From October 2000 to October 2002, he was manager for all Pan-regional partners and in 2003 he was named Director of the Consumer products Group based in the then NBA HQ in Paris. Since January 2008 Ben has been based in the NBA's London office and has led their European operation since June 2011. He was named NBA Senior Vice President & Managing Director - Europe & Africa in March 2012 and Senior Vice President & Managing Director, Europe Middle East and Africa in April 2014.

Ben is of Franco-British origin and is a 1997 graduate of the ESCP/EAP business school with a specialization in International Affairs and Sport management. He is married to Laure and currently resides in London with their two children Ella Jane and Oscar.



Rüdiger Müller
Head of Digital Communications, FIFA

Rudi took over as Head of Digital Communications at FIFA in March 2015, having worked previously in the Content team of the department where he was heading up a global editorial team and having been in charge of the World Cup Content for FIFAs Digital platforms. With 20 years of experience in the digital field, Müller has worked previously for various Institutions and Media Outlets in the Sport field like UEFA.com at Euro 2000, Sky TV in Germany as well as Sport1.



George Mwangi
Manager, MYSA Community Leadership Academy & MYSA Talent Academy

The MATHARE YOUTH SPORTS ASSOCIATION (MYSA) in Nairobi, Kenya with 25,000 participants is the largest Football Development Programme in Africa. The Project uses the medium of football to assist in educational and social programmes. It has twice been nominated for the Nobel Peace Prize .The MYSA Academy also provides a number of players for the Kenyan National team including Victor Wanyama (currently with Southampton FC). George Mwangi is responsible for all technical training in the MYSA Sports and Leadership Academy (coaching, refereeing, first aid and sports administration) and Manager of Player Development in MYSA Talent Academy. He holds a number of CAF, KNVB and FA Coaching Qualifications and helped develop the MYSA Sports and Community Leadership Curriculum. George has worked in sports for development since 2002 as fulltime member of staff and for many years before as an active volunteer.

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Ole Myhrvold Head of Constructions, Norway FA

Ole has worked with the Norway Football Association since 1998 and has been head of constructions, including all kind of facilities and technical matters. Some of his responsibilities have included visiting local clubs and communities to make them understand the necessity of building new facilities. Advice to clubs, communities, and others on how to build cost effective functional football facilities and stadiums. Assisting the clubs playing in Europe with the UEFA approval of their stadiums. He was a member of the UEFA Expert panel for artificial turf 2003-2009, consultant to FIFA's goal projects since 2012 and President of the European Federation Turf Group.



Harold Mayne-Nicholls President, Ganamos Todos Foundation

Harold Mayne-Nicholls was born in Antofagasta, Chile. Always involved in football, after working as a press photographer, he studied journalism, and later he obtained a MBA in Business Administration.

From 1983 to 1989 he worked as a sports journalist. At that time he published his first book: El Caso Rojas, un engaño mundial telling the world details about the Chilean goalkeeper that cut his face at the Maracana Stadium during a qualification game for Italy 1990.

In 1990, he became press officer for Copa America 1991. Since then he began a career in football administration. After Copa America, he was the administration football manager at Universidad Católica; then National Team Administration Manager.

In 1993, at the World Cup draw in Las Vegas he did his first job for FIFA. Since then he did several activities for FIFA. Some of them includes: Media officer at WC 1994 (Boston) & 1998 (Bordeaux). General Coordinator at WC 2002 (Seoul) and WC 2006 (Munich). Plus that he worked in 3 Olympic Games; several youth tournaments; gave course & lectures in near 40 countries and in 2001 he was appointed as Development officer for Conmebol.

In 2006 he became Chile FA President. During this period Chile organized the U20 Women's World Cup and began renovating their stadiums. In the meantime he has several responsibilities at FIFA, being the last one, the most important as he was designated as Chairman of the FIFA Inspection Group for the World Cup 2018 & 2022.

After losing the reelection of the Chilean FA he created Ganamos Todos Foundation. Plus being the chairman of that Foundation he is professor at Universidad Católica Faculty Engineer. His football career stopped after FIFA suspended him for 7 years in July 2015. After his appeal the ban was reduced to 3 years. At the moment he is waiting for the reasoning to appeal to TAS.

Harold is a father of 5 boys and has been married for 29 years.

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**Prof. Dr Denis Oswald**

Studies at Universities of Neuchâtel, Zurich and Cambridge; Attorney, Doctor of law. Independent lawyer at Neuchâtel Bar. Judge at the Court of Arbitration for Sport (CAS); Director of the International Center for Sports Studies (CIES); Honorary Professor at the University of Neuchâtel, Invited Professor at the following Universities : Sorbonne (Paris), Zurich and Lausanne.

Member of the national rowing national team; Olympic Games Mexico City (bronze medal), Munich (8th), Montreal (8th), 4th World Rowing Championships 1974.

President of the International Rowing Federation from 1989 until 2014, Deputy Secretary General of the Swiss NOC (1985-1996). Member of the Board of Governors of the International Masters Games Association ; ASOIF President (2000-2012), Council Member of SportAccord (2000-2013).

IOC Member since 1991 and member of the IOC Executive Board (2000-2012); Chairman of the Coordination Commission for the Games in Athens and London, Member of the IOC Juridical, Disciplinary and legal affairs Commissions.

**Mark Parkman
General Manager, Olympic Channel Services (OCS)**

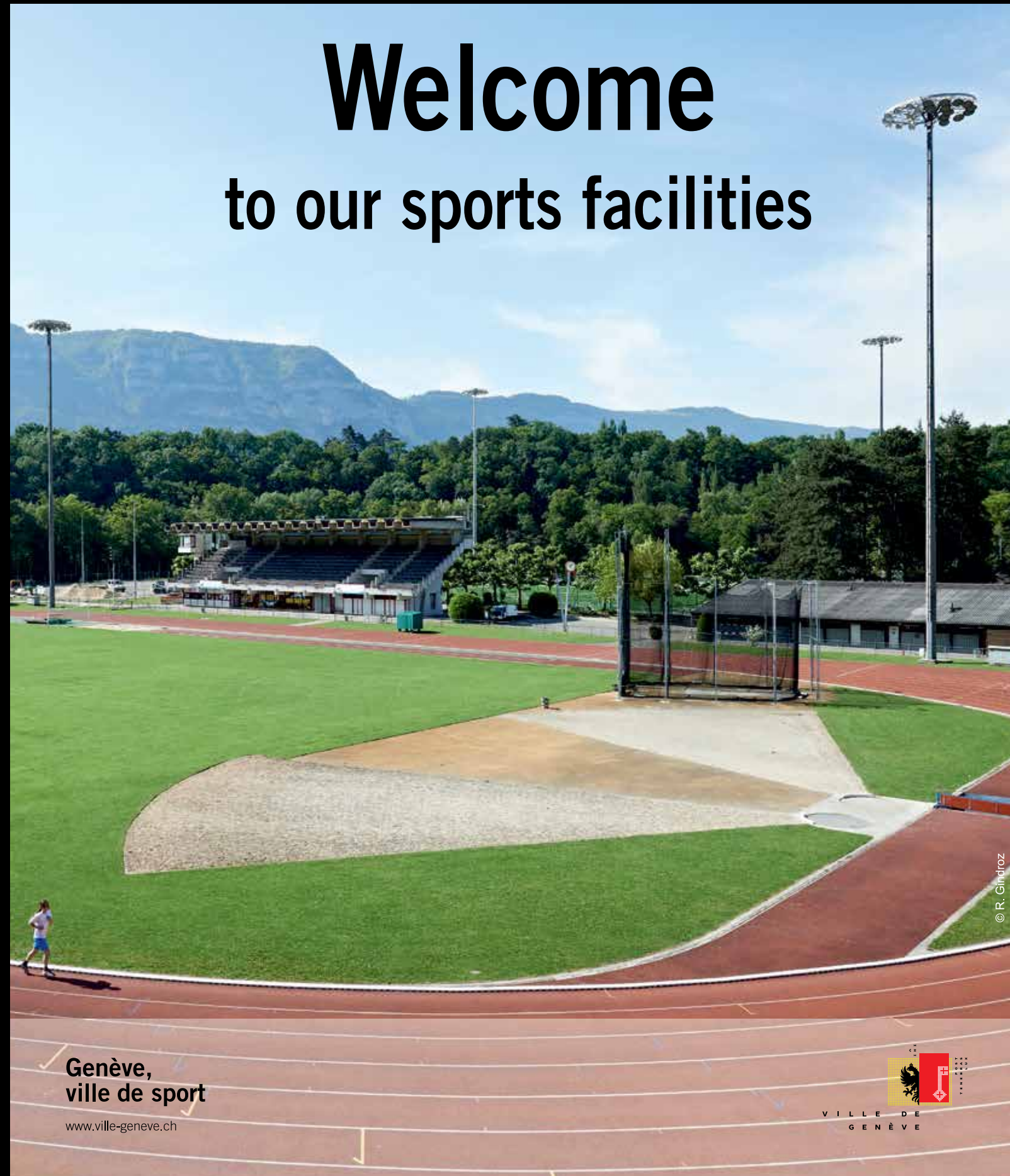
Responsible for content creation, technical delivery and digital platform development, as well as integrating partnerships with Olympic rights-holding broadcasters, sponsors, International Sports Federations (IFs) and National Olympic Committees (NOCs).

Before joining OCS, Mark served as the Operations Executive for Olympic Broadcasting Services (OBS) and Vice-President of International Sports Broadcasting (ISB), where he oversaw the operations of the host broadcaster for the Olympic Games. He was awarded an Emmy for his work on the host broadcaster team for the Olympic Winter Games Salt Lake City 2002, and he recently managed operations for 1,800 hours of televised competition for the Olympic Winter Games Sochi 2014, overseeing production, engineering, logistics, planning, crewing and broadcaster relations. Mark previously worked in marketing, public relations and international television coordination with Turner Broadcasting System and Cohn & Wolfe, where he led media efforts for the NFL, NBA, MLB, NASCAR, PGA Golf.

**George Paterson
Policy Officer , European Commission**

George Paterson is a policy officer in the Sport Unit at the European Commission, primarily dealing with issues like match-fixing and good governance in sport. He joined the EU institutions in 2000, firstly in Luxembourg with the European Court of Auditors before relocating to Brussels in 2006 where he held posts dealing with the EU Budget and climate change prior to moving to his current post in sport in 2014. He holds a Masters in Management Science and a Masters in European Studies, and has held several short term positions in universities in Germany and the USA teaching EU studies.

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Rachel Pavlou
National Participation Manager for Women's Football, the English FA

Rachel who is also UEFA Women's Football Development Expert Advisor will outline the enormous growth of Girls and Women's football participation in England : one of the most popular sports in England behind male football.



Valerie Peano
Public & Legal Affairs Counsel, SISAL spa

Attorney-at-law with consolidated specialist competence in Italian and EU gambling law. Public and legal affairs counsel for SISAL s.p.a., a key lottery and betting company licensed by the Italian Gambling Authority.

European Lotteries Public affairs committee member on behalf of SISAL s.p.a. Member of the Experts group of the Italian Chamber of Deputies IV Permanent Commission (Finance) for gambling matters.

Vice Chairman of the Executive Committee of the European Association for the Studies of Gambling (EASG).



Mark Pieth
Professor of Criminal Law and Criminology, University of Basel

Mark Pieth is since 1993 Professor of Criminal Law and Criminology at the University of Basel in Switzerland. He has served twice as Dean of the Basel Law School. In 2014 he has been presented with an honorary doctorate by Sussex University, UK. As an academic he has published extensively in the areas of economic crime, criminal law, criminal procedure and sanctioning.

From 1989 to 1993, Mark Pieth was Head of Section on Economic and Organised Crime at the Swiss Federal Office of Justice. During this time he was a Member of the Financial Action Task Force on Money Laundering (FATF). From 1990 to 2013 he chaired the OECD Working Group on Bribery. In 2004 and 2005 he was a Member of the Independent Inquiry Committee into the UN's Oil-for-Food Programme in Iraq ("Volcker Committee"). From autumn 2008 to summer 2014 he was a Member of the Independent Advisory Board of The World Bank Group (IAB). Mark Pieth has from November 2011 until the end of 2013 chaired the Independent Governance Committee (IGC) to oversee the reform process of FIFA. Since spring 2013 he is Chairman of the Sanction Appeals Board of the African Development Bank (AfDB).

Mark Pieth is the founder and Chair of the Basel Institute on Governance (BIG). In this capacity he has co-initiated several collective actions, including the Wolfsberg Banking Group and the WEF's Partnering Against Corruption Initiative (PACI)



David Powderly
Coach and 'Drone' Enthusiast, Charlton Athletic FA Academy

A teacher in South London who is also a coach at the successful Charlton Athletic FC Academy. David holds the UEFA 'B' Licence and is currently studying for his UEFA A Licence with The English FA. He has developed an expertise in using drones to video players training and in games and to use these video clips to support the learning of young players at the Charlton Athletic Academy. David is particularly using the drone to improve player understanding especially in relation to the transition of 9v9 and 11v11 at 11/12 years of age. The drone provides video of players training and playing from new angles to assist their game understanding. He is also using the drone to create a database, of patterns of play, positional play that represent the methodology and philosophy of Charlton Football Club.



Mark Pover
Head of Facilities and Investment, The Football Association

Mark has been in the Sports Industry for over 30 years and despite fulfilling a number of roles, has always had a football connection. He played football to a semi professional level and holds UEFA coaching qualifications that enabled him to work in a football development role in the early part of his career, working for clubs like Leeds Utd and Huddersfield Town in player development and identification. Mark is an active member of the European Football Turf Group and has also worked on specific technical member projects for FIFA.

Mark joined The FA over 12 years ago and has been involved in over £1 Billion investment into Football Facilities across England mainly in partnership with the Premier League and Government. He is currently the of Acting Head of Facilities and Investment and manages a team of 12 staff with a remit of continued investment into new and improved facilities, developing technical standards and delivering a manufacturer led framework for Football Turf Pitches (3G) and changing rooms in partnership with Sport England and the Rugby Football Union. He has also been responsible for introducing a natural turf improvement programme and developing performance standards for natural turf.



Michael Powner
Partner, Charles Russell Speechlys

Michael is the head of the 50 strong Employment group at Charles Russell Speechlys and is primarily a corporate employment lawyer with a specific expertise in sports related work. As a trained advocate, Michael has considerable experience of employment claims at every level, including sports mediation and arbitration proceedings.

Michael's work within sports includes the full array of contentious actions including injunctions and related protective proceedings as well as advice on recruitment and retention of key sportsmen and women, together with the most effective incentivisation options and programmes for a range of sports clients such as Mercedes GP Formula 1, the English and Jordanian Football Associations, Premiership and Championship Football clubs such as Newcastle United and Everton FC as well as expert advice to the English Premiership League Managers' Association in Club related disputes.

He also completes complex transactions and the more challenging UK employment issues for Nike UK together with overseeing all the European employment advice for Sports Direct and globally for brands such as Dunlop Slazenger.



Pierre-Charles Pradier
Associate Professor, Sorbonne University

Pierre-Charles Pradier is associate professor at Paris 1 Panthéon-Sorbonne University. He has been the dean of the economics department, before serving as vice-provost, then dean of the national school of insurance (ENAss/CNAM). He is now coordinating the Chair for Ethics and Financial Norms and the teaching programmes for the LabEx RéFi

He has authored numerous papers on the economics of risk in a historical perspective as well as financial regulation, and two books: *Le risque en théorie économique (La Découverte)* and *Financial Regulation in the EU from Resilience to Growth* (with Raphaël Douady and Clément Goulet, forthcoming, Palgrave Macmillan). He is currently writing an essay on the political economy of gambling for *La Découverte*.



Thierry Pujol
Director of Sports Integrity, FDJ. Vice-President, GLMS

Thierry Pujol is Director of Sports Integrity at FDJ. He is also Special Advisor to the President.

Engineering graduate at Saint-Cyr Academy and Executive MBA HEC, he worked for 26 years at the French Ministry of Defense and for five years as Director of safety and security with the Rothschild Group.

Thierry is the Chairman of the World Lottery Association (WLA) Security and Risk Management Committee and Vice Chair of European Lotteries (EL) Public Order and Security Working Group. During this time he has promoted the WLA Security Control Standard (WLA-SCS) around the world and he contributed to develop Integrity against match-fixing related to Sports betting.

Since the beginning of 2015, he is Vice President of the Executive Committee of the Global Lottery Monitoring System (GLMS).

Thierry also represents EL at the EU Expert Group Match-Fixing.



Ian Randell
Chief Executive, PGAs of Europe

Ian has been Chief Executive of the PGAs of Europe, an Association of 37 National PGAs with a collective membership in excess of 21,000 golf professionals, committed to the advancement of golf, golfers and the golf profession across Europe for the last nine years. The PGAs of Europe is also a partner in Ryder Cup Europe, alongside the European Tour and PGA of GB&I, where Ian sits as a Member of the Management Board.

Ian has lead the association with a new vision and brand, creating a stronger, more efficient and influential organisation that assists the development of its membership and their PGA members, runs an ever-expanding schedule of events and provides expertise in the development of the game across Europe and beyond.

Previously he has held the posts of Chief Executive at both the Ladies European Tour (LET) and British Universities Sports Association (BUSA).

Married to Carla and father to three young children, Ian is also a low handicap golfer and member of the Board at Little Aston Golf Club.



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**Sir Craig Reedie CBE
President, World Anti-Doping Association (WADA)**

On November 15, 2013, the final day of the Fourth World Conference on Doping in Sport in Johannesburg, South Africa, the Foundation Board elected Sir Craig Reedie as WADA's third President, representing the sport movement. His three-year term began on January 1, 2014.

Sir Craig Reedie has enjoyed a Sports Administration career spanning five decades.

A former President of the Scottish Badminton Union and the International Badminton Federation, Sir Craig was responsible for the admission of his sport to the Olympic Programme in 1985. In 1992 he became Chairman of the British Olympic Association and led the organization through the Olympic Games of Atlanta, Sydney and Athens, and the Olympic Winter Games of Lillehammer, Nagano and Salt Lake City.

He was a leading member of the London 2012 Bid Team which won the right to host the Olympic Games in London and is a Non-Executive Director of the London Organising Committee. Furthermore, he became a Board member of the Olympic Lottery Distributor in 2006.

He became a member of the International Olympic Committee in 1994 and has served on many different IOC Commissions including the Evaluation Commissions of 2001 and 2009, the Co-ordination Commissions for the Games in Athens and Beijing, the Marketing Commission, the Programme Commission and the Ethics Commission. He was elected as a member of the IOC Executive Board in October 2009 and became a Vice President in July 2012. He was Chair of the IOC Evaluation Commission for the 2020 Olympic Games.

Sir Reedie has been involved with WADA since the beginning, having served as Chairman of the Finance and Administration Committee since the organization's formation in 1999 and having been a member of both WADA's Executive Committee and Foundation Boards.

Educated at Stirling High School and Glasgow University he has also held other sports appointments including membership and Deputy Chairmanship of UK Sport. For many years he was Senior Partner in the Glasgow Firm of Financial Advisers D.L.Bloomer and Partners.

Sir Reedie is married with two children and lives in Bridge of Weir, Scotland.

**Kevin Roberts
Founding Editor, SportBusiness Group**

Kevin Roberts is the founding editor of SportBusiness Group and combines his continuing role with a wide-ranging communications consultancy in sport. He has been involved in international sport since the early 90s when, as director of Communications at the London-based agency CPMA he worked on the IRB Rugby World Cup, World Student Games and Bells Scottish Open Golf Championship. He subsequently worked on media projects including the inaugural IRB Rugby World Cup Sevens and UEFA Euro 96.

Kevin was the launch editor of Sport Business International in 1996 and oversaw the development of the monthly magazine and Sportbusiness.com, the world's leading on-line source of information about the business of sport.

He has chaired and spoken at numerous international Conferences, written on sports business issues for a variety of international publications and is a frequent media spokesman on sport business issues.

**Francisco Roca
President, Spanish Basketball Association**

Since 1991 and until 2005 he was NBA Southern Europe Managing Director. In the same year he was appointed CEO of Spanish Professional Soccer League (LFP) and held this title until 2013. At LFP he managed the operations of First and Second Division, the two professional soccer leagues in Spain, and he increased the revenues, the fame of the league at the international level, and the modernization of the stadia security and access control systems, and other aspects of the league and the teams. He went back to basketball in 2014, when he was selected as the President of the Spanish Basketball Association (ACB) the professional basketball league in Spain, considered the top and best organized basketball league in Europe. ACB is in charge of organizing the championship, called Liga Endesa, and collateral top events such as Copa del Rey (King's Cup) and Supercopa Endesa (Supercup Endesa).

**Patrik Rosenberg
Brand Communication Manager, Samsung Electronics**

Patrik heads up the brand communication team at Samsung Switzerland. He is in charge of national and international projects. He has experiences with interdisciplinary and intercultural projects. His conceptual, creative and strategic thinking as well as his pragmatic and goal-oriented thinking are key for his successful work. Patrik also benefits from his broad and well develop business network as well as from his understanding for and experiences with marketing, sponsorship, events management and communication.

**Robin Russell
Chairman and UEFA Football Development Consultant, Sports Path International**

Robin Russell was born in Denmark of Scottish parents, qualified as a teacher and played semi-professional before joining the English FA in 1978 as a Regional Coach, then Assistant Director of Coaching in 1989

In the 1980's he was involved in the FA National School, established the FA's Grassroots Program and introduced the UEFA Coach Education Courses in England in 1996

From 1997 he was Technical Coordinator responsible for the creation of the FA Coaches Association, the introduction of Mini- Soccer, FA Learning Ltd. and with the FA's Technical Director, Howard Wilkinson the creation of the Academy System.

Robin left fulltime employment with the FA in 2005 to become UEFA Football Development Consultant and start his own business in e-learning in football (www.SportsPath.com)

For UEFA he has advised on Grassroots Football, developed e-learning courses and contributed to the www.uefa.com/trainingground website

He has also acted as a consultant on e-learning, coach education and football development projects with FIFA, CONCACAF, AFC, for a numbers National Associations and clubs including Southampton FC and Shakhtar Donetsk. With Howard Wilkinson he founded the LMA School of Football Management online courses to which over 3,000 coaches have enrolled from over 50 countries.

**Susan Salzbrenner**
Founder, Fit Across Cultures

Susan Salzbrenner is an organizational and sports psychologist that helps athletes, teams and organizations navigate complex, international environments. She founded Fit across Cultures, a consultancy that focuses on building global leadership and communication skills, inclusive organizations and international talent development strategies in the sports industry. Her clients include multinational Fortune 500 companies, European sports clubs, global professional athletes, and international sport associations. Besides retreats and face to face workshops, Susan offers her clients virtual training and coaching options, and free resources like her podcast, webinars, and the online summit "athleteblab". She also authored the book "Play abroad 101 - A guidebook for success as an athlete abroad".

The native German has lived and worked in six countries on four continents (Germany, USA, Australia, China, France and Denmark), and currently calls Copenhagen her home.

**Martial Saugy**
Director, Research and Expertise Center in Anti-Doping Sciences - University of Lausanne

He was born in Payerne, Switzerland.

Martial's Professional activities have included (1981-1986) Teaching assistant in Biology, University of Lausanne; (1986-1987) Research Associate in Biochemistry, McGill University; (1988-1990) Biochemist, Laboratory of Analytical Toxicology, Legal Medicine Institute, University of Lausanne; (1990-2000) Deputy Scientific Director, Swiss Laboratory for Doping Analyses, University of Lausanne; (2002-2016) Director of the Swiss Laboratory for Doping Analyses, University of Lausanne; (2016- current) Director of the Research and expertise Center in anti-doping sciences of the University of Lausanne (REDs).

His teaching Activities since 2013 has been Associate Professor at Faculty of Biology and Medicine of the University of Lausanne.

**Chin Siong Seah**
Chief Executive Officer of Singapore Pools (Private) Limited, GLMS President

Mr. Seah is the Chief Executive Officer of Singapore Pools (Private) Limited. Prior to this, Mr. Seah was Founding Chief Executive Officer of IDA International, a subsidiary of IDA (Infocomm Development Authority of Singapore). In this role, Mr. Seah has worked with government leaders across the globe in using infocomm for enabling and delivering public service.

Before IDA International, Mr. Seah was Managing Director of Accenture's Public Service Operating Group for Asia-Pacific and the Country Managing Director of Accenture Singapore. He has advised and helped clients in different countries lead transformational change by leveraging on innovating and enabling technologies.

Mr. Seah is presently the President of Global Lottery Monitoring System and a member of the Executive Committee of Asia Pacific Lottery Association. He is also a member of the Responsible Gambling Forum in Singapore. He also serves as a member of the Finance IT Committee at Sentosa Development Corporation and Board IT Committee at Workforce Development Authority of Singapore. Mr. Seah is a Fellow at the Singapore Computer Society.

Mr. Seah had served on many boards/committees including Infocomm Development Authority of Singapore, Singapore Discovery Centre, Institute of Systems Science and Singapore Infocomm Technology Federation.

**Hugo Schoukens**
CEO & Founder, Double PASS

Hugo Schoukens is a Belgian Talent Development Expert with a clear football vision and mission.

Hugo started his career as a Bank Director, which he combined with his roles as coach U17-U21, Scout, Head Coach, Technical and Academy Director for RSC Anderlecht, RWDM Brussels and the Belgian Football Association.

In 2002, he decided to dedicate his life to football and more precisely to Talent Development. He obtained a Master of Sports Management at the VLEKHO Business School Brussels and an MBA of Sports Management at the University of Leicester. Hugo also has an UEFA A license and is a licensed Youth Academy Director.

In 2004, he founded Double PASS with his two co-founders Jo Van Hoecke and Robbie De Sutter. Together they have built a company from 3 to 65 professionals.

As CEO and founder, Hugo Schoukens defines the strategic mission of the company as well as the supervision of the Double PASS projects in Belgium, Germany, England, U.S.A., Japan, Hungary, Denmark and the autonomous region of Xinjiang (China).

**Marco Schaefer**
Business Development Manager, Displays and LED Screens, Samsung Electronics

Marco is overseeing the sports and entertainment infrastructure projects in stadiums and arenas.

Upon graduation from Liverpool University Management School with an MBA in Football Industries.

His career spans over one decade in international sports marketing and professional football clubs. Marco joined sports marketing agencies as

Sportfive, sporteo, sportsmen and Infront. He held positions as Head of Business Development and Associated Director.

Prior to this, Marco worked for LED perimeter board pioneer Imago as International Sales Director.

Marco will bring in his vast LED screen and smart signage display knowledge and identify future revenue streams for sports venues and professional sports clubs.

**Sander Schouten**
Director Business, Beyond Sports

European Championships 1988 was his first impression of what a major sports event could be like. It changed his life. The Netherlands won their first and only cup. That moment created his ambition to do something within the sports industry. Something meaningful and something that would make me part of the industry as a whole, to be able to change it for the better.

Well diversified and with a broad ambition to make things better, that is how Sander would describe himself. He started of as an account manager at a major media production firm and soon climbed in his role and landed the position of Business development manager and then commercial director. After that formative period his path took a sudden turn and changed for the better. It lead him through technology company Triple as sales director, and into the future of sports.

This is how Beyond Sports was born and this is how it is aiming to revolutionize the sports industry. Through technology into the next era: into the future.

**Bruno Schwobthaler**
Independent Sports and Entertainment Licensing Business
Expert and Author

After an international career in fmccg Marketing with Yoplait and Schweppes, Bruno Schwobthaler has worked over 20 years in the Licensing business for Hasbro Toys first, then Warner Bros Consumer Products where he was Senior Vice President of Marketing, Sales & Business Development for the EMEA region.

At Warner Bros. in addition to working on some of the biggest and most iconic brands in the Entertainment business such as Harry Potter, Batman, Superman, Looney Tunes, Tom & Jerry, he is credited for initiating and expanding the studio's licensing expertise into Sport with several high profile and innovative partnerships with organisations such as UEFA for UEFA Euro 2004, 2008, 2012 for which WBCP was the global Licensing Representative and NBA Europe with which a co-branding collaboration associating Looney Tunes and NBA assets was brought together.

He recently left Warner Bros. to work on his own brand development projects in Sport and Entertainment and published a book called « Licensing for Growth » in which he advocates and illustrates the unlimited potential of Licensing as a business model for a variety of companies across multiple industries especially Sport & Entertainment.

**Sam Seddon**
Wimbledon Client and Programme Executive, IBM

Sam is the IBM Wimbledon Client and Programme Executive. He has responsibility for managing the end to end delivery of the technical solutions that IBM provides to The Championships as part of their role as the official IT provider to the AELTC. He also has responsibility for the award winning IBM marketing and innovation programme for the partnership with Wimbledon

He is also responsible for managing the IBM sports rights relationship with the RFU where IBM are the Official Analytic Partner.

Sam was recognised in 2015 by Information Age as being one of the UK's top 50 data leaders and influencers.

**Giancarlo Sergi**
President, Swiss Basketball Association

Giancarlo Sergi started his sports career as a professional basketball player before completing his bachelor and master degrees in business administration and sports management in Lausanne, Barcelona and Lyon. From 2001 to 2006, Giancarlo worked as a full-time employee for UEFA and was notably Marketing Services Manager for UEFA Team Competitions such as EURO, U-21, Futsal and Women Championships.

In 2006, Giancarlo founded SINERGI Sports Consulting which is headquartered at the "Maison du Sport International" in Lausanne. SINERGI Sports Consulting is a Management Consulting Firm advising Sport Organisations and Commercial Entities in the areas of PR and Communication, Education & Knowledge Management and Event Planning.

Giancarlo gained valuable experience holding various consultancy roles for 4 Olympic Games (Athens, Torino, Beijing and London), 2 FIFA World Cups (Germany, South Africa) and 2 UEFA EUROS (Portugal, Switzerland). From 2006 to 2010, Giancarlo was a senior consultant for the UEFA KISS & Education programme, which aims to professionalise UEFA Member Associations. Since 2011, Giancarlo is also a consultant for the FIFA Performance Programme, mainly assessing FIFA Member Associations on strategic topics such as General Management and Business Development.

Giancarlo Sergi is the President of Swiss Basketball, the governing body of Basketball in Switzerland. His role is to oversee and monitor the general development of the federation: e.g. National Teams Development, Change Management programme and development of high potential and future Olympic disciplines such as 3x3.

**Enrico M. Staderini**
MD, PhD, Biomedical Engineer

Enrico Staderini's main research interests focus on human cognitive performances, sport technologies, neurophysiology instrumentation for cognitive science, athlete acceptable wearable monitoring systems, UWB medical radars for vital signs detection, rehabilitation engineering and assistive devices for the elderly and the handicapped people. He is with the Haute École d'Ingénierie et de Gestion de l'État de Vaud HEIG-VD, Western Switzerland University of Applied Sciences HES-SO in Yverdon-les-Bains, Switzerland, teaching biomedical electronics and signal theory as a professor in biomedical technologies. He published more than fifty peer-reviewed scientific papers and directed important research projects.

Enrico holds a MD degree from the University of Rome "La Sapienza" (1981) in Italy from which he also got a specialization degree (postgrad) in biomedical engineering (1982) and a PhD in cardiovascular physiopathology (1988). Eventually he specialized (postgrad) in engineering of assistive devices for the elderly and disabled people (2003) from the University of Trieste (Italy).

A registered physician in Italy (1982-), Norway (2006-) and Switzerland (2011-), after a combined career in the medical practice, the informatics and the biomedical devices industry, Enrico served as invited professor in India, USA, Brazil, Norway, IAEA-UNESCO ICTP and as researcher in Italy teaching medical physics and biomedical engineering. He is still active at international level with very important and tight relations with Indian companies and universities, besides sitting in various International and National Experts Panels and Doctorate boards.

**Chris Sharman**
Global Development Director, Challenger Sports

Challenger Sports are the largest soccer camp operator in USA and Canada and have soccer educational programmes for over 200,000 children in 8 countries. They employ almost 2,000 coaches annually. Chris will outline at the Conference the bespoke e-learning platform Challenger Sports have developed to support the selection, training and continued professional development of this coaching workforce. Chris presentation will be of particular benefit in showing how Clubs, Associations and commercial providers can use the web to support their face to face training of coaches and players.

**Jay Stuart**
Editor, iSportconnect

Jay Stuart is Editor at Large of iSportconnect, contributing to the content offer of this unique platform as a community for sharing information, ideas and opportunities. He is a founding director of PB Conference Solutions, which helped organise the first Sport at the Service of Humanity Conference at the Vatican in October 2016. He is also a partner in animation company Northern Creative Studio, whose clients include sports right holders.

During three decades of covering the international media and sports businesses, he has been staff correspondent in Italy of Variety, editor of Television Business International, and produced Naked Sport, a major documentary on the sports business for US and UK television. He co-founded Perspective Media, which published the official magazine of the international sports federations, and he managed press and media for SportAccord Convention. He is a consulting editor of World Screen.

**Harri Syväsalmi**
Secretary General, Finnish Center for Integrity in Sports

Harri Syväsalmi is Secretary General of the Finnish Center for Integrity in Sports. During his long career as a civil servant, Harri Syväsalmi has had several director positions in the Ministry of Education and Culture (from 1990). As a Counsellor on gaming issues he attended to EU Council's Working Party on Establishment and Services 2007-2010. From 1st June 2016 he started as a Secretary General of the Finnish Center for Integrity in Sports.

He is also a member of the board of Veikkaus Ltd. Mr. Syväsalmi has been actively involved in the international work for preserving the integrity of sport. He participated to the establishment of the World Anti-Doping Agency where he served as the first Secretary General (2000 -2001) and Director General (2002-2003).

He has co-chaired the EU Council's Expert Group of Good Governance (match-fixing) 2011 – 2014 and is currently chairing EU Council's Expert Group on Match Fixing.

Mr. Syväsalmi also chaired the Drafting Group of the International Convention to combat the manipulation of sports competitions as well as the subgroup with focus on sports issues.

He is a vice-chair of the National Advisory Board for sport-related ethical questions and a chair of its Steering Committee i.e. National Platform.

**Philippe Tardivel**
Marketing Director, Hublot

Philippe Tardivel was born in Paris, France, where he graduated from ESCP Europe, with a Masters in Management.

Philippe Tardivel has over 20 years of marketing and communications experience in key multinational companies ranging from the automotive industry to FMCG to luxury brands. Creative strategist with expert knowledge of sport business and global brand communications development, he has conducted large scale marketing activation plans.

He began his career in 1992 at Renault France, managing Renault Sport Formula One communications.

In 1997, he was appointed Communications Director at Renault MercoSur Regional HQ in Brazil, overseeing the PR and Marketing activities in the region.

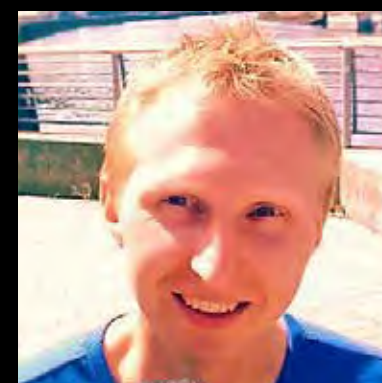
Moving on from Renault, Tardivel joined London based Japan Tobacco International Europe (JTIE) in 1998, to become the official Formula One Representative for Mild Seven Brand, developing and implementing a Formula One strategy in line with Mild Seven Global brand objectives.

His experience and unique access to the influential Formula One industry network led him to join the Scuderia Ferrari Executive Committee in 2007, at the Ferrari Headquarters in Maranello, Italy. He led the Scuderia Ferrari Commercial Department for over 6 years, achieving highly challenging commercial objectives.

In the fall of 2013, Tardivel left Ferrari and was appointed Hublot Marketing Director at the Hublot Headquarters in Nyon, Switzerland.

He currently leads Hublot's global marketing and communication operations, elaborating and implementing dedicated creative platforms, enhancing Hublot's brand perception and extending its international presence. With his team, he develops pioneering events, in particular around the numerous sports partnerships in which Hublot has entered.

Under Hublot's CEO, Ricardo Guadalupe's leadership, and member of the Management Committee, he activates all aspects of the marketing mix to ensure Hublot remains First, Unique and Different.

**Colin Thomas**
Physiologist and Sports Scientist

Colin is a Freelance Physiologist and Sports Scientist who works with athletes of varying ability, all over the world. He has spent time in Kenya with some of the world's top athletes and coaches, training at altitude in their quest to reach the top. He has also worked in hospitals, gyms, clinics and fitness centres all over the UK with the general public, amateur and professional sports people, all with the similar aim of improving performance. As a keen running enthusiast himself he is always looking to trial new ways of pushing the limits of human performance. He is a regular speaker at conferences in the UK and his written articles are regularly published in running magazines.



Rick Traer
Chief Executive Officer, Canadian Sport Tourism Alliance (CSTA)

Rick Traer has served as Chief Executive Officer of the Canadian Sport Tourism Alliance (CSTA) since its inception in November 2000, overseeing the exponential growth of the \$5.2 billion domestic sport tourism industry and Canada's present ranking as the #2 host nation internationally.

He has led the development of a number of internationally recognized, leading edge industry tools, including the Sport Tourism Economic Assessment Model (STEAM), the first web based application to predict and measure the economic impact of a sport event on a host community.

A graduate of the University of Ottawa with a Master's degree in Sport Administration, Rick has an extensive background in basketball at the local, provincial, national and international levels.

He served two terms as President of FIBA Americas from 2000-2006, the governing body for basketball in the Americas based in San Juan, Puerto Rico.

He also served as Vice President of the Association of Pan American Sport Confederations from 2003-2007 and as a member of the Canadian Olympic Association from 1993-97.

Prior to his involvement with the CSTA, Mr. Traer spent approximately 15 years in the national and provincial sport systems in Canada, including eight years as Executive Director of Basketball Canada (1989-1997), supervising the execution of provincial and national championship competitions. He has presided over four international basketball competitions held in Canada, including the 1994 FIBA World Championships held in Toronto and Hamilton.



Alex Trickett
Global Chair of Sport, Twitter

Alex Trickett is Global Chair of Sport for Twitter and Head of Sport for Twitter UK. He works closely with the biggest sports teams, players, organisations and broadcasters in the world, advising them on how to use Twitter, Vine and Periscope to grow reach and engagement.

With more than 15 years of senior digital experience, Alex spent a decade at the BBC Sport website, as a journalist, social media lead and international editor. He then joined creative agency Imagination as a senior planner, working with brands like Ted Baker, Asics, Shell and Ford.

Alex is a judge for a number of iconic industry awards, including Sport Industry, Football Business and Sport Technology.



Lukas Troxler
Deputy Managing Director, InfrontRingier Sports & Entertainment Switzerland

Lukas Troxler is well-rounded in all areas of sport marketing and management. Since 2012, he is responsible for strategic project management, sponsorship management, business development and event marketing at InfrontRingier, Switzerland's leading sports marketing agency. He has been instrumental in the success of many Swiss properties, such as Swiss Ice Hockey Cup, Swiss Football League, and Tour de Suisse. Prior to joining InfrontRingier, Lukas acquired significant leadership and marketing skills while holding management positions at adidas, FIFA and Unilever. He holds a degree in Sports Management and a Master's degree in Business Administration from the University of Lausanne.



Liz Twyford
Head of Sports Programmes, UNICEF UK

Liz Twyford is Head of Sports Programmes at UNICEF UK. Liz has worked on a number of high profile projects during her time at UNICEF including the development of the social legacy programmes for both London 2012's International Inspiration & the 2014 Commonwealth Games in Glasgow. Liz has also played a key part in driving improved safeguarding practices across the sports industry.

Prior to joining UNICEF, Liz spent many years in the development field, living and working for more than 2 years in Bhutan where she supported Save the Children's community sport work, and for a year in Cameroon, supporting sport for development programmes in the Northwest province. She has worked in more than 10 countries over the past 8 years, with a focus on supporting community mobilisation and volunteering.

Liz has Masters degree in Physics from the University of Cambridge, where she represented the university in cricket. She also has a Masters in Development Management from the Open University.



Aleksi Valta
Head of Club Services, Finnish Golf Union

Aleksi Valta is the head of club services in the Finnish Golf Union. Valta and his team offer consultancy and tools for golf clubs. Objective is to get more people playing golf and keep the beginners in love with the game. Club services support golf clubs through golf club development programs, golf education for instructors & coaches (PGA training) and for marshalls and rules, handicap golf, and junior golf. Valta is an experienced sports management professional who has also worked as: secretary general for Association of Sports Institutes of Finland ;education manager for Finnish Sports For All Association; education and development manager for Finnish Student Sports Federation .Valta is a graduate of: International Business Management (MBA) Centria University of Applied Sciences. Kokkola, Finland. Bachelor of Arts in Communication Arts (BA). Park College, Kansas City, Missouri, USA. Physical Education Instructor Certificate. Sports College Pajulahti, Finland.

Valta will present FGU's new school golf program with title RETHINKING GOLF IN SCHOOLS.



Andrey Vatutin
President and CEO, CSKA Moscow Professional Basketball Club

Andrey graduated from Moscow State University, Faculty of Journalism (1995). He started working as a manager in basketball in 2000, helping Ural Great Perm to win two Russian Superleague titles. Moved to CSKA Moscow in 2002 taking Vice President position. In 2007 was named CSKA CEO, President position was added in 2008.

With Vatutin in the office CSKA Moscow won 3 Euroleague titles (2006, 2008, 2016), 6 VTB League titles (2010, 2012-16), never lost a Russian championship crown, won three games against NBA teams (Clippers, 2006; Cleveland, 2010; Minnesota, 2013).

**Pim Verschuuren**
Research Fellow, IRIS

Pim is an IRIS research fellow since 2010, he is specialized on international sports issues.

Among his main subjects of studies are the strategies of sports diplomacies implemented by the states. He directed a research program on the integration of sport in foreign policies and counselled the French Ministry of Foreign affairs in the setting up of a specific French sports diplomacy.

He also works on the governance and integrity of sports organisations. After having co-directed two research programs on Sports betting, corruption and money laundering, he ran a European program which consisted in holding seminars in 23 EU countries to raise awareness among national sports administrators on the threat of match-fixing (2012-2014).

He currently coordinates the program « Preventing criminal risks linked to the sports betting market » which is financed by the EU Commission (DG Home Affairs). He is also in charge of IRIS representation at the Permanent Consultative Council of the Intergovernmental Committee for Physical Education and Sport of UNESCO. Pim is a graduate of the Political Study Institute in Rennes (IEP) and holds a Master II degree in Law and Politics of International Security from the Free University of Amsterdam.

**Michael Wagmann**
Sponsorship Director, BMW AG

Micheal works in the Global Sports Marketing and Cooperations at BMW headquartered in Munich. He is in charge of sponsorships and cooperations for BMW Golfsport.

Previously Michael was Senior Project Manager at Deutsche Golf Sport GmbH.

**Cammy Watt**
Facilities Manager, Scottish FA

Cammy Watt is the Scottish FA's first Facilities Manager. He took up post in January 2012 after previous capital development roles in both the public and private sectors following his graduation with a BA in Sport from the University of Strathclyde, Glasgow in 1995. His current role was identified as a key priority for the Scottish FA following a strategic review of Scottish football by former First Minister of Scotland, Henry McLeish. Of the review's 53 recommendations, almost 50% were found to have a facility-related dependency. Cammy oversees Scottish FA interests in all matters relating to football infrastructure projects across the professional and non-professional game. Working closely with a range of partners including Scotland's 32 local authorities, Scottish Government and other national agencies such as other governing bodies of sport and sportscotland, his key objective is to increase the quantity and quality of Scotland's football facility infrastructure, primarily to support grassroots football. However, with just over 1 in 4 Scottish professional clubs now playing on synthetic turf, he has recently led on developing improved guidance for pro clubs looking to install a synthetic turf surface and how best to balance the demands of professional and community use.

**Walter De Beauvesler Watson**
Lottery and Sports Betting Manager, Nederlandse Loterij.
Chairman, European Lotteries Sport Working Group

Having joined Nederlandse Loterij in 1983, Walter de Beauvesier Watson is currently the Chairman of the EL Sport Working Group. As the Chairman, Walter has represented EL in many sport-related panels and is also the EL representative in the EU Expert Group "Economic Dimension of Sport".

Furthermore he is the Chairman of the Working Committee of the Global Lotteries Monitoring System (GLMS). At national level, Walter has built up very positive relations between the Lottery and the national sport organisations, has led the Nederlandse Loterij's fight against negative phenomena, like match-fixing and is a member of the National Platform Match-fixing.

Walter holds a Master of Science degree in Business Administration (specialization in New Business, Innovation & Entrepreneurship) at the Erasmus University Rotterdam. He also holds a Bachelor degree in Management, Economics and Law (specialization in International Business and International Finance) from The Hague University. Furthermore he has been educated in Marketing and Marketing communications.

**Alexandra Willis**
Head of Communications (Content, Digital), All England Lawn
Tennis Club (AELTC) and The Championships, Wimbledon

Alexandra Willis is an award-winning content, digital and communications strategist currently employed as the Head of Communications, Content and Digital at the All England Club and The Championships, Wimbledon.

Sport Industry NextGen Leader with Honours, 2015-2016.

Three-time Sport Industry Awards winner, twice Sports Technology Awards winner, Webby Awards winner.

**Geoff Wilson**
Director, Ulster Grand Prix, Northern Ireland Sports Tourism

Geoff currently runs his own Sports Agency working with sporting organisations across the world. Previously he worked for the Irish FA as Head of Marketing and Communications which involved building the Irish FA brand, merchandising, sponsorship, database management and public relations. In 2009 Geoff won 'Marketing Director of the Year' by the Chartered Institute of Marketing (CIM) in Ireland and in February 2010 he won a Marketing Excellence Award, within the SME sector throughout the UK, from the CIM. In 2009 he worked with the Ulster Grand Prix (the world's fastest road race) to redevelop its brand, merchandise, sponsorship and PR strategy as well as communication channels to fans.

Geoff is currently on a 'Strategic and Marketing Expert' panel for FIFA, advising member associations on a variety of marketing topics. Geoff regularly speaks at Sports Conferences in countries such as USA, Switzerland, Slovenia, Turkey, Cyprus, Denmark, Austria and Oman. Geoff is also a member on the board of Chartered Institute of Marketing in Ireland and Tourism Northern Ireland.

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Jonathan Wilson
Managing Director, 100AND10%

Following his appointment on The Football Association's inaugural Graduate Management Trainee programme in 2001 and subsequent four years as Marketing Manager for FA Learning, Jonathan left The FA to launch creative sports marketing agency 100AND10% in 2007.

Now in its 10th year 100AND10% are firmly established in the sports marketing sector providing strategic and creative marketing and communications support to a number of blue chip clients including The FA, UK Sport, British Paralympic Association, British Judo, British Weightlifting and Welsh Cycling. The company also has a large focus on the health, fitness and wellbeing sectors with clients including Life Fitness, Cybex International, Nuffield Health, Jetts 247 Gyms, energie Group and Hatton Boxing.

Jonathan's role as Managing Director is to set the strategic direction for the business, working with key clients to deliver on major projects as well as supporting the wider marketing aims of established clients and leading on the design of new campaigns. Jonathan is a regular speaker at industry events, sharing his knowledge in the field of sports marketing, communications and the use of new digital technologies to supporting marketing campaign design and activation.



Alec Wilkinson
Broadcaster and Sports Journalist

Alec Wilkinson is an exceptional sports presenter and journalist with a wealth of sports broadcasting experience. He anchors football, sailing and badminton shows for a variety of TV channels including Sky Sports (United Kingdom) and Fox Sports (USA). He speaks Italian and French and appears on Sky Italia as well as Channel 9 (Australia).

Alec uses this wealth of experience to work directly with athletes and sports organizations as a media-consultant and trainer. He set up elitesportsmedia.co.uk in 2010 to help the sports industry maximize its potential when working with the media.

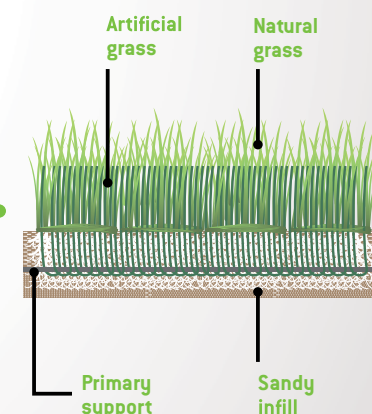
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THE BIG INTERVIEW – SPORTS INTEGRITY

SPORTS INTEGRITY CONFERENCE - 7 DECEMBER 2016

An interactive discussion with the President of the European Lotteries (EL), Hansjörg Höltkemeier and the President of the World Lottery Association (WLA), Jean-Luc Moner-Banet.

As main pillar of their partnership with ISC, Lotteries Associations (EL&WLA) pilot the programme of the Sport Integrity Conference. The purpose is to deliver a rich and innovative approach in addressing the overall topic of integrity in sport by bringing together international experts from various horizons.

EL&WLA have years of experience addressing the integrity of sport and supporting the fight against match fixing and illegal betting. Through the great network built over the past decade, the aim is to have a platform for sharing of views and measuring progress.

WLA President, Jean-Luc Moner-Banet and EL President, Hansjörg Höltkemeier, explain the grounds for such support to a conference dedicated to sport integrity, and in particular how they perceive the growing threat of match-fixing worldwide and associated policymaking stakes. Lotteries have been pioneers in drawing attention and alerting on the risks associated to modern sports betting. This conference looks at better understanding the matters at stake and the path for concerted actions to mitigate the risks and favour cooperation between sports, public authorities, and the betting industry.

Q: Why did EL/WLA commit to support this conference on sport integrity held in Geneva international capital?

HHO: We consider match-fixing as the greatest threat that modern sport is confronted with. Match-fixing is undermining the credibility of the betting sector, but most importantly the credibility of sport in general and might drive away a big number of sport pure supporters and enthusiasts. As integrity is a main core lottery value, we would like to address this matter within the International Sport Convention and involve a wide range of stakeholders from different disciplines.

JLMB: Indeed, the matter of integrity is of upmost importance for the longstanding and deeply rooted support of the lotteries towards sport societal role. If sport loses its credibility, it will no longer act as a source of inspiration and a tool for social change. This is why we chose to support this conference on Sport Integrity, and moreover as it is held in Switzerland - the home country of many international sports organisations and of our lottery associations, in Geneva - the home city of historical global institutions.

Q: Sport integrity and all associated stakes is such a hot topic, what is the angle you seek to address?

JLMB: It is important to recall the significant extent to which Lotteries contribute to the funding of sports at national levels, both elite and grassroots sports. We consider growing threats to the integrity of sports as a side effect risk for this redistribution model, and that is true in particular looking at the phenomenal development of sports betting markets in the past years, with some players taking advantage in an irresponsible way. Regulation and coordination is therefore indispensable and all stakeholders have to take part in the solution.

HHO: We would like to define the scope of sports integrity first and discuss the sport ethical challenges at stake and ahead. Then the day discussions shall progressively roll out towards a focus on sports betting integrity issues, addressing notably the scope of the Council of Europe Convention on the Manipulation of Sport Competitions, and the impact of betting monitoring tools. We will discuss concrete cases occurred in various sports and around the world and of course, we will present the way Lotteries have been actively fighting against the phenomenon.

Q: Can you further explain what is the relation between lotteries' and the sports' movement?

HHO: Lotteries, thanks to the special and sustainable model they belong to, have always been the primary partners of sport in Europe and a sustainable pillar for the financing of grassroots sport. Their contribution to sport in Europe exceeds 2 billion Euros per year. According to a recent study of SportsEconAustria this contribution has a further impact on the economy and employment, securing more than 40,000 jobs every year. Many national Lotteries have also been contributing to the financing of sport facilities, including the creation of accessible facilities for people of all abilities, as well as increasing sport participation through various initiatives, including the European Week of Sport in partnership with the European Commission.

JLMB: Lotteries have been pioneers in the fight against match-fixing and promotion of a responsible betting approach. EL and WLA already in 2011 launched in partnership with SportAccord a Global Programme Against Match-Fixing, which included an e-learning that reached out to numerous athletes and officials through the international federations channels. WLA and EL also supported in the past years the organisation of national workshops aimed at raising awareness among sport journalists on the matter of match-fixing and illegal betting (in cooperation with AIPS, the Association Internationale de la Presse Sportive).

HHO: One of the most important projects that EL initiated in 2013 was the project “What national platforms in the EU against match-fixing”, led by IRIS, the Institut de Relations Internationales et Stratégiques, and partly funded by the European Commission. This project was pioneer in establishing national networks of relevant stakeholders. In the same vein, EL is currently a major and active partner in the project led by the Council of Europe “Keep Crime out of Sport” (KCOOS), which seeks to promote the Convention and develop capacity building in terms of the implementation of its provisions.

INFO HIGHLIGHT 1:

The IRIS Project “*What national platforms in the EU against match-fixing*” sought to collect and disseminate best practices in terms of the fight against match-fixing at a national level and also to increase national coordination among relevant stakeholders in 20 Member-States of the EU (a record-breaking number for projects of this kind). The Council of Europe Convention was also promoted via these workshops. In many countries these workshops allowed for first time dialogue among stakeholders of different fields and on some occasions triggered instant mobilisation and facilitated the process of the creation of “national platforms”, as per article 13 of the Council of Europe Convention.

JLMB: Most importantly, both EL and WLA have contributed to the creation of the Global Lottery Monitoring System (GLMS), the mutualised system of the lotteries to specifically share information about irregular betting patterns observed worldwide, and alert the sport movement accordingly for escalated cases.

INFO HIGHLIGHT 2:

The GLMS is built upon the European Lottery Monitoring System (ELMS) for sports betting, which was established by the European Lotteries (EL) and has been operational in Europe since 2009. GLMS aims at detecting and analysing suspicious betting activities that could question the integrity of a sport competition. GLMS has full time operators to collect and distribute information to members and partners.

Q: What are your views about the Council of Europe Convention on the Manipulation of Sports Competitions?

INFO HIGHLIGHT 3:

The Council of Europe Convention on the Manipulation of Sport Competitions aims to prevent, detect and fight match-fixing and the manipulation of sport competitions. It calls on governments to launch measures against match-

fixing, including conflict of interest among sports betting operators and sports organisations. The Convention also encourages sports betting regulatory authorities to step up the fight against fraud and illegal betting. The Convention opened for signatures in September 2014 in Macolin, Switzerland. It will officially enter into force as soon as 5 states, including 3 Members of the Council of Europe, ratify the Convention.

HHO: This Convention is without any doubt currently the most elaborate initiative, as it is actually a concrete legal instrument, which includes provisions on all relevant matters, such as education & prevention, national platforms, exchange of information, criminal provisions, and measures against illegal betting. It is very important that even more States proceed to its signature and ratification, so that it can officially enter into force as soon as possible.

I would also like to highlight that Lotteries set an example in terms of responsibility and sustainability of sports betting operations. Abiding by a very strict EL Code of Conduct on Sports Betting, EL Members always operate with an explicit authorisation in the jurisdiction of the consumer, are very careful in terms of the types of bets and competitions offered, are committed to responsible advertising and avoid any kind of conflict of interests, as encouraged by the CoE Convention.

JLMB: Lotteries fully support the Council of Europe Convention on the Manipulation of Sport Competitions, which is currently the most advanced initiative against the complexity of this global phenomenon. We seek to encourage the lottery community worldwide to drive national dynamics and also international cooperation, as with GLMS to collect and share information.

Q: What is illegal betting and what are the risks associated to it?

JLMB: Illegal betting is all activities that are being operated in breach of applicable law where the consumer is based and out of state regulation and monitoring. Also illegal betting refers to the massive street market and “grey market” that predominates in some regions. Illegal sports betting leads to insufficient control on the operators acting illegally in a certain jurisdiction and this of course increases the public order risks (money laundering and match-fixing). Countries should take concrete measures against illegal betting, like IP blocking, ban on advertising and potentially payments blocking as well. Without sufficient fight against illegal betting, many of the provisions of the Council of Europe Convention cannot be efficiently implemented.

HHO: Indeed, illegal operators undermine the coordinated fight against match-fixing by the competent actors of each jurisdiction and this is why concrete measures against them are a *conditio sine qua non* for the overall fight against the phenomenon. However, I would also like to add that illegal betting might also undermine the sustainable financing of grassroots sport and this is even reflected in the recent Recommendations of the High Level Group Grassroots Sport, which included a recommendation to Member States to take concrete measures to prevent illegal betting.

INFO HIGHLIGHT 4:

As per article 3 par 5a of the Council of Europe Convention on the Manipulation of sport competitions, *“illegal sports betting” means any sports betting activity whose type or operator is not allowed under the applicable law of the jurisdiction where the consumer is located;*” and article 11 provides that *“With a view to combating the manipulation of sports competitions, each Party shall explore the most appropriate means to fight operators of illegal sports betting and shall consider adopting measures, in accordance with the applicable law of the relevant jurisdiction”*.

Q: What are your main expectations for the Sport Integrity Conference?

JLMB: We have put together an innovative programme which touches upon many relevant matters, including education and prevention, monitoring, national platforms, general sports integrity discussions, the state of play of the Council of Europe Convention and other relevant projects. This Conference aims at providing a good coordination platform among different initiatives and will be also a good chance for networking within the overall context of the International Sport Convention.

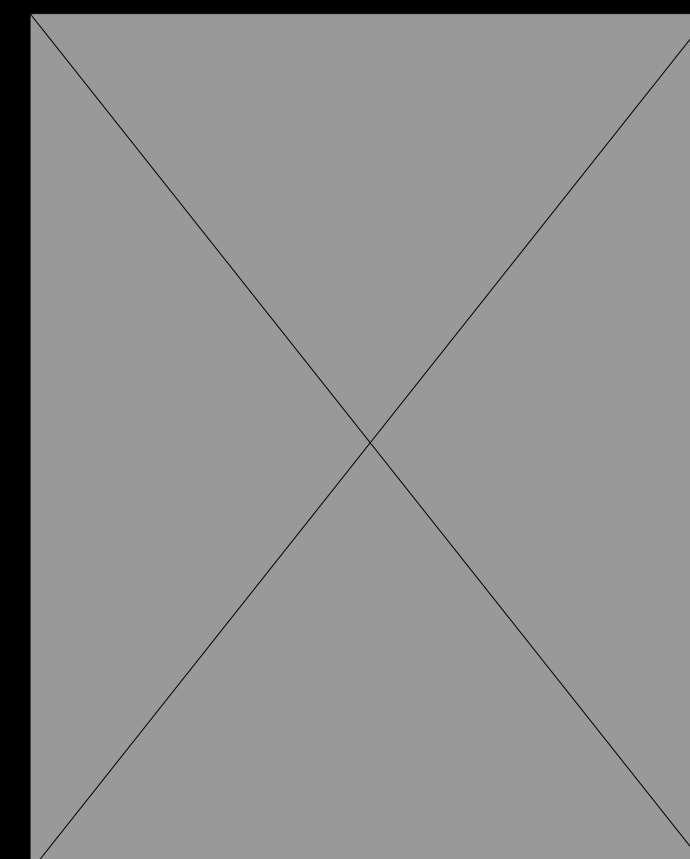
HHO: Thanks to a high-quality programme bringing together more than 20 speakers throughout the day, we trust this Conference will be a unique chance to share and exchange views on sport integrity and all surrounding challenges.

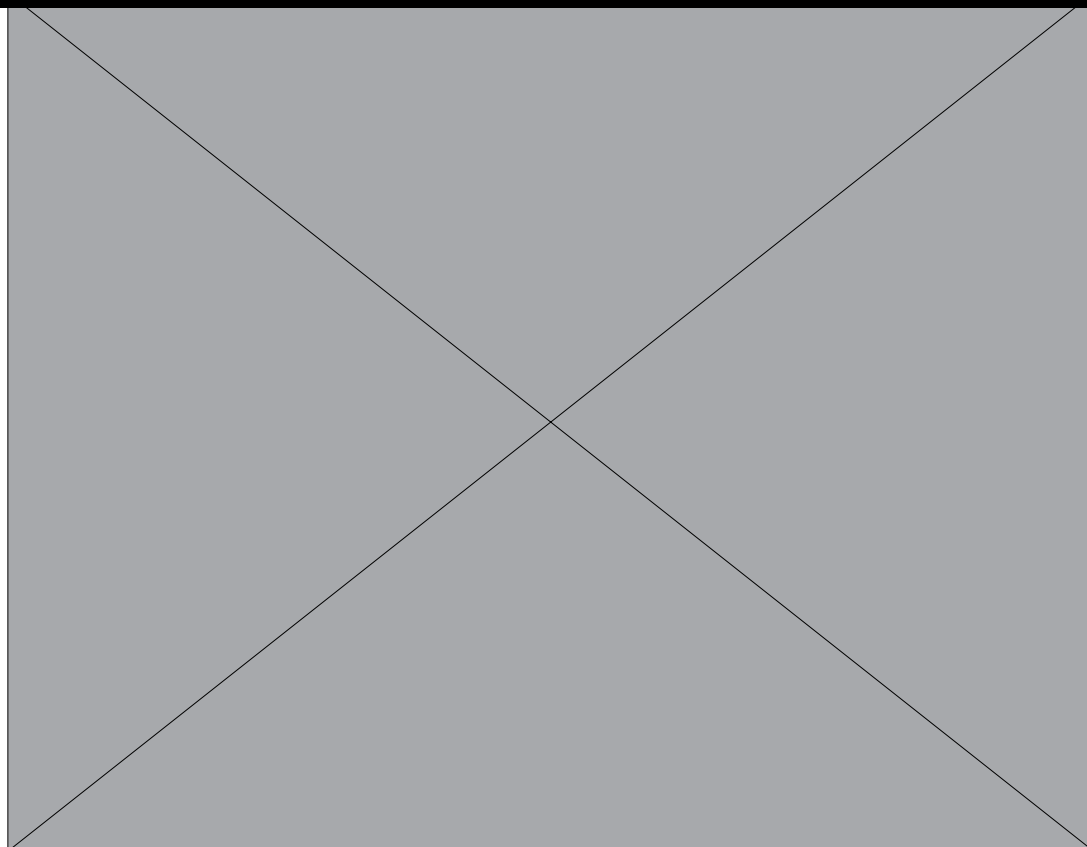


Hansjörg Höltkemeier
President of the European Lotteries (EL)



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Katharina Wistel Manger FIFA Quality Programme, FIFA

Katharina is a marketing professional in event management and sports marketing and has been involved in the FIFA Quality Programme for 5 years where she is the Project Manager of the Football Turf Programme. Her main focus is on the overall project development, the exchange with the FIFA Member Associations and the delivery of high quality football turf fields at FIFA tournaments.



Paquerette Girard Zappelli Chief Ethics and Compliance Officer, International Olympic Committee

Within her role at the IOC this has included: promote Ethical Principles and compliance amongst the Olympic Movement through education, interpretation and advice regarding Ethical Principles related to ethics, good governance and integrity in sport. Ensure compliance: if any failure to comply with Ethical Principles is suspected, to perform the initial compliance analysis and, in serious cases where the suspicion appears founded, to refer the case to the IOC Ethics Commission. Update of the IOC Code of Ethics as well as all the Implementing provision. Advices and support for the Olympic Movement with regards to the respect of the Ethics principle and fight against attempt to sports' integrity

In her Judicial career she was Judge at the Tribunal de grande instance (first instance court) of Privas (France) – 1983 – 1984; Judge delegated to the Ministry of Justice – Direction of the Civil Affairs – Deputy-Direction of the international law : 1985 - 1992; Judge at the Cour de Cassation (Supreme Court) 1992-2002. Responsibilities within the Judges' Non-Governmental Organisations. President of the European Association of Judges (EAJ) in September 1994, mandate renewed in September 1996. President of the International Association of Judges (IAJ) from September 1998 to October 2000.



Gary Zenkel
President, NBC Olympics, President, Operations & Strategy, NBC Sports Group

Gary Zenkel was named President, NBC Olympics, and President, Operations & Strategy, NBC Sports Group, in 2011. He reports directly to Mark Lazarus, Chairman, NBC Sports Group.

Zenkel oversees all aspects of the NBC Olympics business unit. As President, Operations & Strategy, NBC Sports Group, Zenkel is responsible for overseeing the legal, business affairs, strategy and operations functions for NBC Sports Group.

Prior to being named to this role, he served as President, NBC Olympics, since 2005. The 2016 Olympic Summer Games in Rio de Janeiro, Brazil, was Zenkel's 11th Olympics.

Since the acquisition of NBCUniversal by Comcast in 2011, Zenkel has led two successful NBCU attempts to acquire U.S. media rights to the Olympic Games. The first, in June 2011, awarded NBCU the rights to the Sochi 2014, Rio 2016, Pyeongchang 2018, and Tokyo 2020 Olympic and Paralympic Games. The second agreement was negotiated in June 2014 and granted NBCU the U.S. media rights to all Olympic and Paralympic Games through 2032, making it the longest U.S. media rights Olympic agreement in history.

Zenkel has also been instrumental in major soccer acquisitions for NBCU, including Telemundo's exclusive Spanish-language U.S. media rights to FIFA World Cup® Soccer from 2015 through 2022, and NBC Sports Group's three-season English Premier League acquisition in 2013.

He has managed NBC's Olympics business since the 2004 Olympics in Athens, working closely with the International Olympic Committee, U.S. Olympic Committee, and NBC's distribution partners and affiliates to advance NBC's Olympic coverage, distribution, and marketing while navigating the constantly changing media landscape.

Zenkel served as Executive Vice President of NBC Olympics from 2001 to 2005. From 1997 to 2001, Zenkel served as Senior Vice President, Business Development and Marketing, of NBC Olympics. Previously, from 1994-1997, Zenkel was Vice President of NBC Sports and Executive Assistant to NBC Sports Chairman Dick Ebersol. During that period he played a major role in NBC's acquisition, contract negotiations, and renewals of the French Open, Olympics, Major League Baseball, Notre Dame Football, PGA Tour, U.S. Golf Association championships, and Ryder Cup. Zenkel joined NBC Sports in 1990 as Director of Sports Contract Negotiations.

Prior to joining NBC Sports, Zenkel was a corporate associate with Cahill, Gordon & Reindel, a New York City-based law firm.

Zenkel graduated from the University of Michigan in 1983 and from the Georgetown University Law Center in 1987. He was a two-year letterman on the Wolverines golf team.



Lance Zhang
Vice President, EuroLeague Basketball China, Euroleague China

Lance is currently Vice President, EuroLeague Basketball China. Previous positions included: 2004-2005 COFCO, a future 500 company, Department manager for Strategy Growth division.; 2005- 2008 Beijing Organizing committee for 2008 Olympic Games; 2009-2016 NBA China, Director Global Marketing Partnership.

Lance has a MBA from Seattle University, BA in Finance



Julien Zylberstein
Senior Legal Counsel, UEFA

A lawyer by trade, Julien Zylberstein (34) is a senior legal counsel at UEFA where he has primary responsibility for Public & EU affairs. He advises on a wide range of strategic, legal and political issues and represents UEFA before the main European and National political bodies.

Before this, Julien was the legal advisor of the UEFA Club Financial Control Body, spearheaded by former European Court of Justice judge José Narciso da Cunha Rodrigues, which oversees the application of the financial fair play regulations. He has significant expertise in football regulations, commercial matters and has acted on behalf of UEFA before the Court of Arbitration for Sport.

Julien Zylberstein also sits as a judge in the Anti-Doping Tribunal of the Union Cycliste Internationale (UCI). He is an arbitrator at the Court of Arbitration of the European Handball Federation (EHF) and a member of the legal committee of Rugby Europe, the European rugby federation.

He was a board member of French football clubs AS Beauvais-Oise (2008-10) and Evian Thonon Gaillard FC (2010-11). He advised Evreux FC 27 in 2011 and is currently a board member and the legal advisor of Paris FC.

Julien Zylberstein is a guest lecturer at various universities. He is the author of many academic papers and sits in the reading committees of Les Cahiers de Droit du Sport and of the Rivista di Diritto ed Economia dello Sport. He is also a scientific co-director of European think-tank Sport & Citizenship.

A graduate from the University of Paris Panthéon – Sorbonne, Julien Zylberstein also studied at the University of Bologna and the University of Rome II Tor Vergata. He holds a LLM in European law from the University of Brussels as well as a Master's degree in European Sport governance from Science-Po Paris.

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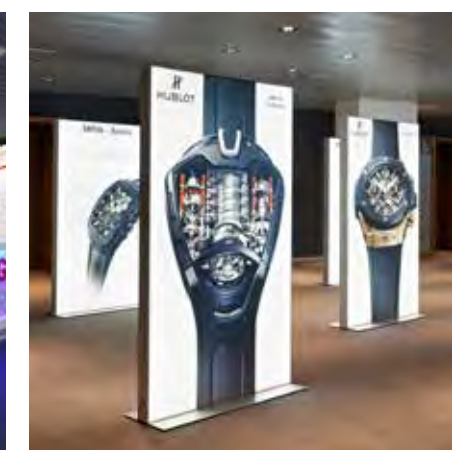
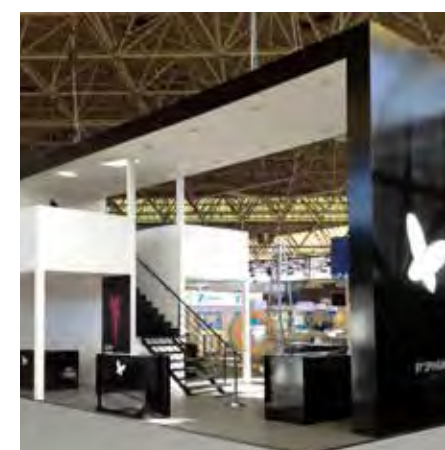


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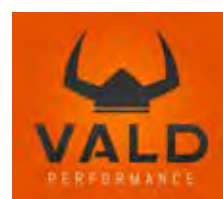
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