



INTERNATIONAL
FOOTBALL
ARENA



An Exclusive
Summit for
Football Decision
Makers

Authority.



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- Since 1999, the INTERNATIONAL FOOTBALL ARENA (IFA) has built up an excellent reputation as the premier platform for debate and meetings for decision makers in the international world of football.

Elites.



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- Every year, top-ranking representatives come together at the IFA to discuss topics and issues in an impartial forum.
- It is a meeting of business leaders, football politicians, coaches, football players, managers and experts.

Heavy Weights.



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- They have decided the world cup finals.
- They have addressed audiences of millions.
- They have handled classic business cases.
- They have broken stereotypes.
- They have set the trends.

Business Focus.



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- Business leaders bring their incisive focus to the football field and share with us with their latest concerns.

Company Participants.



- Adidas
- Deutsche Telecom
- Deutsche Postbank
- Credit Suisse
- Siemens
- Business Weekly
- PWC
- Bayer AG
- Morgan Stanley AG
- UBS
- Axpo
- Swiss Telecom
- KPMG
- NIKE
- Volkswagen

Media Focus.



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- Selected and well respected media are invited to participate at the IFA, under such exclusive circumstances, a truly direct voice can be heard.



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Faces.

Those who meet at the IFA for an international exchange of views are top-ranking football experts and business leaders. Former speakers included:

- Gerhard Aigner, General Secretary, UEFA
- Karl-Heinz Rummenigge, Vice President, Bayern Munich
- Uli Hoeness, Manager, Bayern Munich
- Umberto Gandini, Manager, AC Milan
- Herbert Hainer, CEO, Adidas
- Bernd Hoffmann, CEO, Hamburger SV
- Peter Kenyon, CEO, Chelsea FC
- Roger Lemerre, National Trainer France (World Cup Winner 1998, EM Winner 2000)
- Frank Rijkaard, Dutch National Coach
- Perluigi Collina, Famous Italian Referee
- Sven-Göran Eriksson, Famous team coach
- David B. Dein, Vice President, Arsenal London
- Rainer Calmund, Manager Bayer 04 Leverkusen
- Markus Siegler, Director Communication, FIFA
- Dany Bahar, Head of Corporate Projects, Red Bull GmbH



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IFA BEIJING, May 15th and 16th 2007

让世界与中国互动

Let the World Share Football Experience With China



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IFA Beijing 2007.

- **Date:** 15th and 16th of May 2007
- **Location:** Grand Hyatt Beijing
- **Cost:** € 1000, incl. VIP-Dinner
- **Registration Online:** www.international-football-arena.com

Supported by





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Participants.

- Anschutz Entertainment Group (AEG)
- Asian Football Confederation (AFC)
- Audi China
- Bayern Munich
- Beijing 2008 Olympic Organizing Committee
- CCTV
- Chelsea FC
- China National Sports Bureau
- Chinese Football Association (CFA)
- Die ZEIT
- FIFA
- FIFA Women's World Cup China 2007 LOC
- 2010 FIFA World Cup LOC South Africa
- German Bundesliga
- German Chamber of Commerce
- Guggen Consulting
- Infront China
- Japan Professional Football League (J.League)
- Nike
- Right to Play
- SoccaFive
- Sony
- Sportfive Asia
- Swiss Embassy
- TITAN Media
- Western Returned Scholars Association

...and many more will participate at the first IFA Beijing.



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Day One. IFA. Discussion Rounds.

The topics of the IFA Beijing 2007 are:

- **What's best for the Chinese professional league?** Global leagues in comparison.
- **European Clubs in China:** To invest or to harvest?
- **Beijing 2008 Olympics:** Profit opportunities for Chinese football.
- **Future of Chinese sports business:** Sports sponsorship at work.
- **The 'FIFA Women's World Cup China PR 2007'** - Women's football in the spotlight, Opportunities & Challenges.

We reserve the right to make program changes.



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Faces.

Potential speakers are:

- **Mohamed bin Hammam:** President of the Asian Football Confederation (AFC)
- **Peter Kenyon:** CEO, Chelsea FC
- **Tim Leiweke:** President and CEO, Anschutz Entertainment Group (AEG)
- **Jilong Zhang:** Director Beijing 2008 Sports Department
- **Maozhen Su:** Coach of China Olympic team, ex-China national team striker
- **Jihai Sun:** Chinese footballer, currently playing for Manchester City
- **Bin Zhang:** CCTV5
- **Danny Jordaan:** CEO 2010 FIFA World Cup Organising Committee South Africa

Our homepage **www.international-football-arena.com** is there to keep you informed about the latest information regarding the panel discussions and the participants at each of them.



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Day Two. Forum China. Key-Note Lectures.

The Forum China 2007 promises a variety of keynote lectures.

- Topics chosen are of highest importance to the national representatives. Given the thematic focus, each presentation will only be attended by a small group with foreign experts as speakers and consultants.
- It is precisely in situations like this that specific needs become clear and it is possible to start establishing business contacts for the future.
- Extract of keynote lectures:
 - **Club relationships in Asia** (Bayern Munich - Urawa Red Diamonds, Japan)
Martin Hägele, Head of International Affairs, Bayern Munich
 - **China 2018:** How can China become the host for the World Cup?
Danny Jordaan, CEO 2010 FIFA World Cup Organising Committee South Africa
 - **Licensing procedure of the German Bundesliga**
Bundesliga representatives



Welcome to the IFA

For up-to-date information and to register visit our webpage:

www.international-football-arena.com