



**WORLD  
FOOTBALL  
FORUM**  
CHINA 2017

# THE NEW GEOGRAPHY OF FOOTBALL



**DAY 1 – THURSDAY 18 MAY**

CHANGSHA 18–21 MAY

- 
- 10.00 – 11.00** **Opening Ceremony & Welcome Addresses**  
*Zhang Jian, First Vice President & General Secretary, Chinese Football Association*  
*Xiang Lili, Executive Vice Governor, Hunan Province*  
*Li Shun, Director, Hunan Sports Bureau*  
*Li Ping, Director, Changsha Sports Bureau*
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- 11.00** **Keynote Address: A vision for football in Asia**
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- 11.10** **Refreshments**
- 
- 11.50** **The Future of World Football**  
*Dr. Emanuel Macedo de Medeiros, Founder, Association of European Professional Football Leagues*
- 
- 12.10** **China – the epicentre of the New Geography of Football**  
*Mike Wragg, Head of Research, Nielsen Sports*
- 
- 12.30** **Lunch**
- 
- 14.00** **Grassroots development: educating China's kids**  
Coaching programmes, academies, football schools – a huge growth industry in China. Is the challenge set by the Chinese government achievable, and if so, what is the blueprint for success?  
**Speakers to include:** *David Lopez, Managing Director Asia, Soxna/ Evergrande Academy Guangzhou; Mehrdad Sadraei, Leader, Junior Football Leagues, Mission Hills*
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- 14.45** **The New Rules of Engagement: Connecting with a new generation of fans**  
Social media has allowed football clubs and players to reach their fanbase more directly than ever before, but effective fan engagement is dependent on staying ahead of social media trends.  
**Moderated by:** *Adrian Bevington, Director of Communications, English FA 2005–2010, England Managing Director 2010–2014;*  
**Speakers to include:** *Suzanne Case, Head of Digital, Asian Football Confederation; Romuald Nguyen, Managing Director China, Federation Francaise de Football*
- 
- 15.15** **Refreshments**
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- 15.45**      Three dimensions in the new geography of the football: Culture, Capital and Technologies  
*Dr. Tony Xia, Owner & Chairman, Aston Villa FC*
- 
- 16.10**      Panel session: The Era of Esports  
A close up look at the world's biggest new spectator sport  
Speakers to include: *Neville Upton, CEO, Gfinity; Mengmeng Zhang, Chief Representative China, Olympique Lyonnais; OL esports team*
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- 18.00**      iSportconnect WFF Directors Club, Wanda Vista Changsha
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- 19.30**      Evening Gala Reception / Wanda Vista Changsha
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DAY 2 – FRIDAY 19 MAY

CHANGSHA 18–21 MAY

10.00

## Morning Keynote Address

*Alexander Djordjadze, Deputy CEO, 2018 FIFA World Cup Russia Local Organising Committee*

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10.15

## Football Russia: The State of the Game in FIFA's Host Nation

The Greatest Show on Earth – in footballing terms – is coming to Russia. How does the football ecosystem look from the inside? We talk to the people who are shaping the sport across the country.

**Speakers to include:** *Alexey Smertin, Russian football legend, Russian Football Union, Youth Development Director, Dynamo Moscow; Igor Stolyarov, Deputy CEO, Sovetsky Sport; Yuri Belous, Chairman, Football Market; Sergei Kolushev, Vice President, International Students Football Union*

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10.50

## New Geography spotlight – India

The FIFA U17 World Cup host nation continues its rapid rise in the world football community. We hear from clubs, players and the leaders who are shaping the sport in South Asia.

**Speakers to include:** *Subrata Dutta, Vice President, All-India Football Federation; Sunando Dhar, CEO, I-League, All-India Football Federation; Baljit Rihal, CEO, Inventive Sports; Arunava Chaudhuri, Indian football expert*

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11.45

## Refreshments

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12.15

## Industry Insight: Sponsorship China – Activating partnerships across cultural divides

**Speakers to include:** *Feng Tao, CEO, Shankai Sports; Wang Dong, Vice President, Alisports; Misha Sher, Head of Sport and Entertainment, MediaCom Worldwide; Samuel Mao, Commercial Head, LaLiga Greater China; Richard Barham, Senior Partner, Dentons*

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13.00

## Lunch

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14.00

## Panel session: Legends leagues: how yesterday's football stars are still in the game

A focus on the ways in which legends are still inspiring new generations through the growth of star leagues.

**Speakers include:** *International football legends; Jamie Jarvis, CEO, Star Sixes; Sam Li, Sina Sports; Adrian Bevington, Director of Communications, English FA 2005–2010*

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14.45

## Panel session: Destination Football: How sport is driving tourism

Tour operators, airlines and hotels are cashing in on the rising trend of fan tourism, with affluent Asian markets taking the lead.

**Speakers to include:** *Larry Zheng, Vice President, Shankai Sports; Alan Kotz, Director, International Travel Consulting; Svetlana Sergeeva, Deputy Director, Rosturism*

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**15.30**

Refreshments

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**16.00**

**Panel session: Building an elite squad: A step-by-step guide**

The gap between a football academy and an elite football club is a difficult one to bridge. What do clubs need to know about nurturing and developing their youth talent? Can an academy equip young players for the rigours of life as a professional player at the top flight?

**Speakers to include:** *Hubert Bienias, CEO and Founder, Football Innovation;*  
*Jurgen Vandervelde, Football Ambassador China, Aberdeen F.C.*

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**16.45**

**Star interview: Football Legend One-on-One**

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**17.00**

**Global Street Team – Presentation and special message**

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# *THE NEW GEOGRAPHY OF FOOTBALL*

**DAY 3 – SUTURDAY 20 MAY**

CHANGSHA 18–21 MAY



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WFF Exhibition

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Stars 5-a-side tournament

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Closing Ceremony

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