

SOCCKEREX EUROPE

2025
EVENT BROCHURE



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FOREWORD

It is my great pleasure to welcome you to **Soccerex Europe**, hosted at the iconic **Johan Cruyff ArenA** here in Amsterdam, a city steeped in footballing history, innovation, and identity.

Under the banner **"Total Football's Coming Home, Again!"**, we gather in a venue and nation that redefined how the beautiful game is played, coached, and understood.

Total Football was never just a tactic, it was a philosophy, a culture, a bold reimagining of roles, space, and freedom. That spirit of reinvention is what drives Soccerex forward. And in that same spirit, this event isn't just about reconnecting, it's about reimagining.

Over the next two days, we will hear from some of the sharpest minds in global football. From digital disruption and sustainability to commercial growth, player welfare, and investment, Soccerex Europe brings together every corner of the industry—clubs, federations, brands, media, and legends of the game to shape what's next.

This event couldn't happen without the unwavering support of our partners, speakers, exhibitors, and delegates. I'd like to personally thank the **KNVB**, our host partner The Johan Cruyff ArenA, our sponsors including Sports.com, LALIGA, Labella Associates, Work in football, Premier Relocation, Weaver labs, and every individual who shares our belief that football's future should be bold, inclusive, and built on collaboration.

As we gather in the spiritual home of football innovation, let's honour the legacy of Johan Cruyff by challenging convention, sharing knowledge, and forging connections that move the game forward.

Enjoy the event. Learn, share, network and above all, be inspired.

Patrick McCreanor
CEO, Soccerex



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Total Football in 2025

Examining how Johan Cruyff's philosophy continues to shape European football, from tactics to player development.

This panel will explore how Cruyff's tactical principles fluid positional play, technical excellence, and relentless pressing are being adapted by modern managers and academies to shape the next generation of footballers.

With Total Football "coming home" to the Johan Cruyff Arena for Soccerex Europe, this panel will be an unmissable tribute to one of football's greatest thinkers and his lasting impact on the beautiful game.

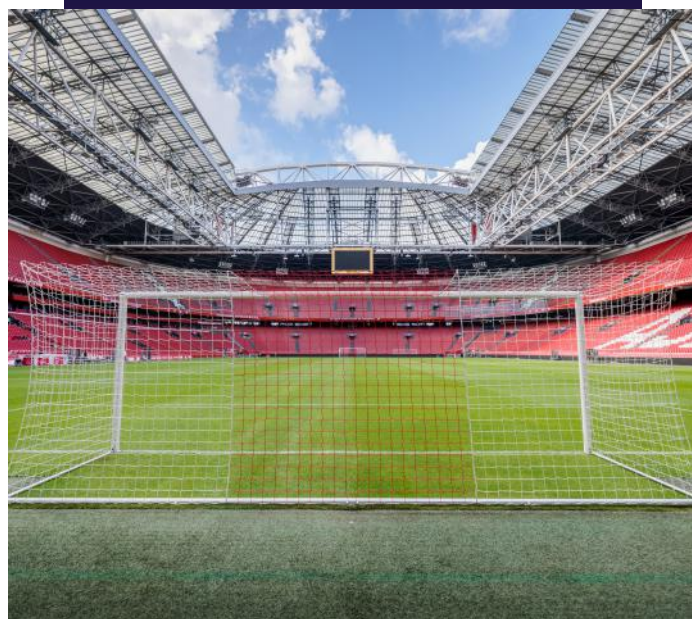
Leading from the Front: The Evolving Role of Football Club Leadership

How are clubs balancing financial pressures with on-pitch success? What does the future of revenue generation look like? And how can strong leadership drive innovation and long-term growth?

In an era of rapid change, effective leadership is more critical than ever for football clubs striving for both sporting and commercial success. This panel brings together club executives, presidents, and senior decision-makers to explore the evolving demands of football leadership and the strategies required to navigate an increasingly complex industry.

When your unique feature becomes a viral global trend

Branimir Karačić, CMO at Sofascore, shares how the Sofascore Rating evolved from a performance metric into a global trend embraced by fans, media, and players alike — and how smart features and storytelling helped shape Sofascore's position in the world of football.



Johan Cruijff Arena

High-tec Turf management

Fan Engagement 3.0: The Digital Days

Exploring how clubs and leagues are leveraging AI, social media, and immersive technologies to deepen connections with supporters.

The way football clubs connect with their supporters is evolving faster than ever. In the era of AI, social media, and immersive technology, clubs and leagues are using cutting-edge innovations to create personalized, interactive, and global fan experiences.

This panel will explore how the digital revolution is reshaping fan engagement, from AI-driven content creation and virtual matchday experiences to NFTs, digital collectibles, and Web3 communities.

The Women's Game: Building on the Momentum

A look at the commercial and sporting growth of women's football and the roadmap for long-term success.

Women's football is experiencing unprecedented growth, both commercially and on the pitch, but how can the industry ensure long-term success? This panel will bring together club executives, league officials, investors, and former players to discuss the strategies driving the sport's rapid rise and the roadmap for sustained development.

With record-breaking viewership, sponsorship growth, and increasing club investment, women's football is at a defining moment. This session will provide key insights into how stakeholders can capitalize on this momentum to ensure the sport thrives for generations to come.

Licensed to thrill

From official kits and collectibles to gaming, NFTs, and lifestyle collaborations, this session will provide a deep dive into the evolving world of football licensing and its role in shaping the sport's commercial future.

Football clubs are more than just teams; they are global brands with immense commercial potential. This panel will explore how clubs, leagues, and governing bodies are leveraging licensing strategies to expand their reach, generate new revenue streams, and strengthen fan engagement worldwide.

Opening the Game - in association with Special Olympics

Driving Diversity and Inclusion in Football.

Football is the world's game, but ensuring equal opportunities for all on and off the pitch remains a critical challenge. This panel will bring together leaders from clubs, governing bodies, and advocacy organizations to discuss the progress made in fostering diversity and inclusion across all levels of the sport.



LaBella Associates presents

Stadiums as a Community Hub: Unlocking Year-Round Value for Clubs, Cities, and Fans

Stadium Sustainability & Smart Venues

The role of technology, environmental responsibility, and fan experience in the next generation of football stadiums.

This panel will explore how football clubs and venue operators are embracing sustainability and smart technology to create the next generation of stadiums. Industry leaders, including stadium architects, club executives, and sustainability experts, will discuss innovative solutions such as renewable energy, water conservation, zero-waste initiatives, and carbon-neutral stadiums.

Owning the game

How can clubs balance profitability with ambition? What are the key risks and rewards of investing in football? And how is the financial structure of club ownership evolving in the modern era?

Football club ownership has become more complex than ever, with financial sustainability, investment strategies, and regulatory challenges playing a crucial role in long-term success. This panel will bring together club owners, financial experts, and industry insiders to explore the evolving landscape of football club ownership and the financial dynamics behind it.

From Pele to Present: Sports Illustrated's Next Chapter in Football

This panel explores the evolution of football storytelling through the lens of a 70 year iconic brand that is Sports Illustrated.

Panelists discuss SI's legacy & evolution, the rising influence of football in the Americas, and the launch of Sports Illustrated FC. Key themes include athlete-driven narratives, global fan engagement, and the commercial growth of the sport in the U.S. and around the world.

Grassroots to Greatness

How academies and federations are nurturing the stars of tomorrow.

Developing the next generation of elite footballers requires a unified approach from academies, leagues, and federations. This panel will explore how the football ecosystem is identifying, nurturing, and transitioning young talents from grassroots to the professional game.

With input from academy directors, youth coaches, technical directors, and former players, this session will highlight best practices in player development and discuss what's needed to produce the superstars of tomorrow.

Know your visitor: What's happening in the world of Identity Based Access?

Know Your Visitor / Identity-Based Access Solutions

Transforming the beautiful game

How artificial intelligence is transforming scouting, performance analysis, and fan engagement.

Sports.com

A presentation and Q and A with event partner Sports.com



Fan Engagement; Tech revolution or basic evolution

Exploring the latest trends in how organisations are leveraging technology to connect with fans and grow audiences.

We Play For Peace - promoted by Pope Francis

We Play For Peace is an interfaith and solidarity initiative promoted by Pope Francis since the beginning of his pontificate.

Its goal is to spread, together with the greatest players and legends of football, the values of peace and brotherhood among peoples.

Whats in a name?

Building a Global Football Brand: Strategy, Identity & Growth

In an increasingly competitive and digital-first world, clubs, leagues, and players must think beyond the pitch to build powerful, recognizable brands.

This panel will explore the key elements of brand identity, marketing strategy, and global expansion, featuring insights from club executives, branding experts, and commercial leaders in the football industry.

With football brands now extending into fashion, lifestyle, entertainment, and technology, this discussion will provide a blueprint for success in a rapidly evolving

The Future of Scouting: Evolving Talent Identification in European Football

In an era where data-driven decision-making and global scouting networks are revolutionizing football, how are clubs, academies, and federations refining their talent identification strategies?

This panel will explore the latest innovations in scouting, from AI-powered analytics to traditional on-the-ground scouting, and how they are shaping the future of European football.

Attendees will gain invaluable insights into how clubs are building sustainable pipelines of elite players and staying ahead in an increasingly competitive talent market.



Fashion Forward:

The Fusion of Football and Style

This panel will explore the dynamic intersection between football and fashion, examining how the sport's influence extends beyond the pitch into global style trends.

Navigating the Future of Broadcasting & Streaming

How football content consumption is changing and what it means for clubs, leagues, and media rights holders.

The way fans consume football is evolving at an unprecedented pace. With the rise of streaming platforms, direct-to-consumer models, and immersive viewing experiences, the traditional broadcasting landscape is undergoing a revolution.

This session will explore the next frontier of football broadcasting, offering expert insights into how the sport will be watched, monetized, and experienced in the years to come.

How are clubs and leagues adapting to shifting viewer habits? What role will AI, augmented reality, and personalized content play in enhancing fan engagement? And how can broadcasters and streaming platforms maximize revenue while ensuring accessibility for global audiences?

Beyond the Pitch: Prioritising Player Care and Wellness in Modern Football

From managing burnout and injury recovery to supporting mental health, life after football, and financial literacy, player care is now a critical part of club culture and success. With a growing recognition that performance is directly linked to wellness, this discussion will spotlight best practices and future strategies for safeguarding the people at the heart of the game.



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Q&A

Gijs de Jong

Secretary General of the KNVB



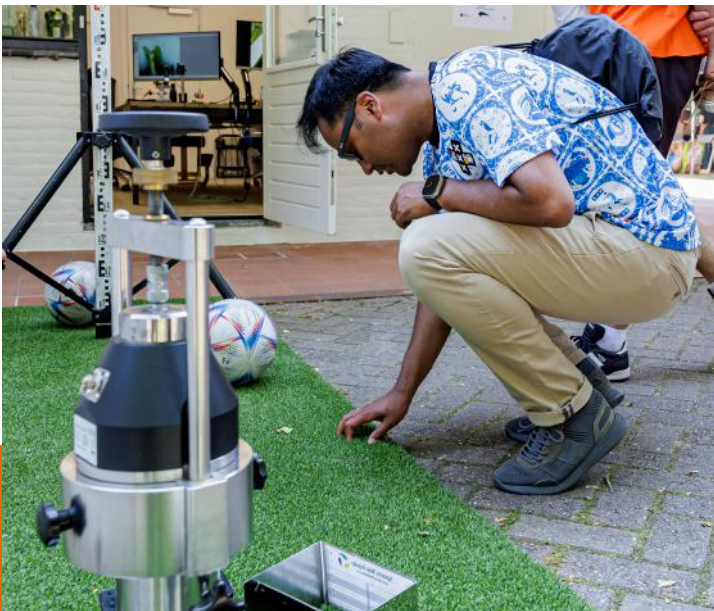
What is the DNA of the Royal Netherlands Football Association (KNVB)?

"The DNA of the KNVB can be described as progressive and future oriented. As a small football country, we are always focused on innovation and creativity because we must compete with the big football countries in Europe. The Netherlands has always shown pioneering spirit, for example by co-founding FIFA and being at the cradle of VAR. This progressive attitude has ensured that we gain worldwide respect in football, both in club and international."



The 'Hollandse School' (Dutch school) seems a piece of the past, how do you view it?

"Although the term 'Hollandse school' may indeed have a historical character, it is still relevant. Our peaks, such as the World Cup finals of the 1970s, winning the 1988 European Championship, the 2010 World Cup final and the bronze medal at the 2014 World Cup, show that the Dutch philosophy of attacking and creative football is always coming back. Not to mention the international club successes. We continue to radiate that, and it is therefore no coincidence that time and again the Netherlands is among the top players in global football."



How important is innovation to the KNVB?

"Innovation is essential not only for the KNVB, but for the future of football. The KNVB believes in progress, which is why we embrace technology in many forms. From the development of artificial turf to performance analysis and from referee technology to sustainability. We have #11, our innovation center on the KNVB Campus, where we collaborate with companies and knowledge institutions to make technology and innovations directly applicable in practice. This enables us to take football to the next level not only in the Netherlands, but also internationally."

You mention technology and innovation. What exactly is that about VAR?

"The KNVB did not invent VAR, but we did work proactively to develop it. It was not so much that we wanted change, but that we saw there was room for improvement. Referees often struggled to judge situations properly, which led to mistakes. We wanted to help them by using technology. The result is that VAR is now indispensable in football, although of course there is still room for improvement. Nevertheless, since the introduction of VAR, football has become fairer."



Are there other examples of innovation that the Netherlands is leading the way with?

"New game formats are an important part of our youth development. For example, we have developed new league formats for youth players aged 6 to 12, where children play in smaller teams on smaller fields. We also receive recognition for these innovations, such as the FIFA Forward award. Another interesting example is RINUS, an online tool for all football coaches, which is now known worldwide. Everything we do is to optimize the football experience and development."



Is the KNVB also experimenting with new rules of the game?

"Yes, we are increasingly experimenting with new game rules. We do this to make football more attractive, fairer and sportier. For example, we test the indribble, self-pass, time penalty, and even a time limit for goalkeepers to hold the ball. These innovations arise from practice and through workshops with players, coaches and referees. All to ensure that 50 years from now football will still be relevant and exciting, both for players and the public."



Paul Barber OBE

CEO and Deputy Chairman of Brighton & Hove Albion FC



Having had a remarkable career in football administration, from your time at The FA to leading Brighton & Hove Albion, what initially drew you to the football industry?

I have loved football since I was a small boy and wanted to play professionally. Unfortunately, this dream didn't materialise but working in the game has been hugely enjoyable and rewarding. I continue to count myself very lucky to do what I do every day.

You spent time in Major League Soccer with Vancouver Whitecaps. How did that experience compare to working in English football, and what lessons did you bring back with you?

I was always keen to work overseas at some point in my career. The opportunity to do so in an English-speaking country made that ambition much easier to fulfil. The sports market in north America is very different and focused on the overall fan experience as much as the sport itself. Not everything is translatable back to the UK - football fans here still prioritise the game and the result way above anything else - but the experience in Vancouver gave me a very different perspective on what might be possible if you focused on the things that could work.

When you joined Brighton in 2012, the club was still establishing itself in the Championship. What were your initial priorities, and did you envision the level of success the club enjoys today?

Brighton benefits from five vitally important things: a great owner (Tony Bloom), a very clear vision (on what it wants to achieve), very strong values (which binds the club's people, fans and community together), really good people in every area

(which is vitally important in a business that is almost totally reliant on human beings), and world class commercial partners. As a consequence of these things, the club's razor-sharp focus meant that good progress was always possible once the club also had its key infrastructure (world class stadium and training facilities) in place.

Brighton has also been a leader in fan engagement and community initiatives. What do you think sets the club apart in this regard?

A willingness to be open about our vision, an acceptance that progress is rarely achieved in a straight line, and a consistency about how the club engages with fans and other stakeholders. There is also a strong sense across the club of the importance of not losing touch with the community that once helped to save the club, and of those people within it that connected with the club in many different ways.

Over the years, football has evolved significantly, both on and off the pitch. What do you think have been the most impactful changes in the industry during your career?

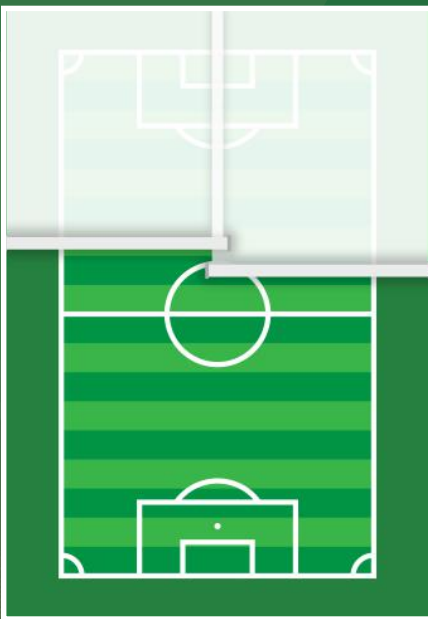
It's not to every fan's liking but the commitment of Sky Sports to the game - at all levels but particularly its consistent support in helping to create and sustain the Premier League - has had a huge impact on the quality of all of our stadia and training facilities, the globally-sourced talent we can attract and now rely upon on the pitch, the global interest in and excitement about our League each season, and the consequent commercial interest in our sport. The revenues earned from our media rights, sponsorship and full stadia have also helped to sustain the game, develop facilities, and improve the fan experience of our sport at every level. The financial success, and relative sustainability of clubs as a result, has also enabled many of us to properly invest in women's and girls' football which is great to see, and will help the game to grow and develop interest and audiences much further in the years ahead.

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Q&A

Richard Allen

Talent ID Technical Lead at FIFA

Could you tell us a bit about your role at FIFA as a High-Performance Specialist and Talent ID Technical Lead.

The Talent Development Scheme is the brainchild of Arsene Wenger. It aims to increase the competitiveness of football worldwide, men's and women's. FIFA really does want to give 'every talent a chance'. My role is to support Member Associations (MA) to help them to achieve their full potential. This could be helping them to create a strategy or to build high-performance structures and processes or could just be being their thinking partner. I have been supporting both Hungary and Hong Kong as a high performance specialist.

I have a secondary role as Technical Lead of our Talent Identification program and with other colleagues' support MA's across the world, helping them to identify and select the players with the highest potential. I am currently working in India, Uzbekistan, Tajikistan, Turkmenistan and Kyrgyz Republic. I have also carried out education programs in Indonesia, Japan and UAE.



From your experience, what are the most critical factors to successfully identifying elite talent at a young age?

There is no crystal ball to look into the future.

Talent ID is highly complex and impossible to be certain that any player will fulfil their potential. That said I do believe there are some traits that we should look for. The potential to be technically excellent, showing extreme techniques and movements. Physical qualities such as speed and change of direction. An ability to understand the game and their role within it. However, I do believe that there are a range of psychological and social behaviours and characteristics that will (if everything else is in place) give us an indication of future success.

Players also need environments where they can train and play. Without that opportunity then it is impossible to observe players in the first place. Creating clubs, leagues and competitions at various age levels is critical. In MA's where that is more difficult we need to organize Talent ID events so players are given a chance to show what they are capable of.

We also have to throw in the issues of Relative Age Effect, Maturation and Bias. Hence why it is so complex.

Are there any regions or countries you feel are leading the way right now when it comes to youth development innovation?

I am working a lot in Asia, and we are starting to see those countries really starting to make their mark in world football. Having worked in Japan I know how hard they are working and you are now really seeing how they are competing with the so-called bigger nations. Don't forget their women have already won a world cup and I'm sure as a nation they will win other major tournaments (both women and men).

In your opinion, what role does data and technology play in modern talent development and high performance programs?

I think that we need a mixture of art and science. Data and analysis has become a huge aid to both Talent ID and Talent Development. I think it will grow as will AI but I still believe we need humans with expertise and knowledge to bring it to life.

FIFA's Talent Development Scheme aims to give every talent a chance; how are you seeing that vision come to life on the ground?

More players are being identified within MA's. More countries have somebody responsible for running their Talent ID programs (Head of). More have a strategy in place and we have been busy upskilling those people together with those who have been tasked with scouting/talent spotting.

There are more events taking place and more people have an understanding of the basic concepts of Talent ID. What is Talent? What is the difference between Performance and Potential.

What is the impact of maturation, relative age effect and bias on our decision making. How does women's health issues effect performance and therefore identification and selection.

Steady progress is being made and the impact of the FIFA TDS is starting to be seen.



Betsy Cutler

VP, Corporate Wellness & Safeguarding at USL



Can you tell us a bit about your role at USL and what Corporate Wellness & Safeguarding entails across the league's operations?

Each of my 2 roles are complementary to one another. Safeguarding, providing a safe environment for our players, is the foundation of any wellness program. Players and club staff must feel that their basic needs are secure, i.e., food, shelter, sleep, etc. next is a safe environment to work, i.e., free from harassment, misconduct, free to be their authentic selves.

Once this foundation is created, wellness programming can then be implemented upon it.

As the VP of Safeguarding, it was and continues to be my responsibility to implement safety policies and procedures across all of the USL League properties. These policies and procedures are constantly reviewed and improved.

As the VP of Corporate Wellness, it's my responsibility to create relationships with wellness providers for our players, coaches and clubs. I also administer the annual Mental Health Initiative.

Health and wellbeing are increasingly front and centre in modern sport. How is USL integrating a stronger focus on player and staff wellness across its leagues?

The USL's integration of Safe Environment and Wellness provides a holistic program to support all parts of the USL environment. Our 2025 Mental Health Initiative topic is Building Resiliency. We are offering educational programming to specifically targeted groups.

At the league level, how does USL ensure that wellness and mental health are part of the day-to-day culture?

The Corporate Wellness department secured a Mental Health program for Head Quarters staff. It offers numerous benefits including in-person and self-guided programs from management training, breathing exercises, resiliency training to clinical supports. We also offer monthly wellness experiences.

In terms of physical health, mental wellbeing, and overall player care, what distinguishes USL's approach from other leagues or organisations globally?

The USL is unique in that they have a league-wide blended position for these two constructs, Safety & Wellness, which highlights the paradigm that you can't have one without the other. We offer connection to resources directly to clubs for numerous issues: bereavement counseling, Mental Health/Addiction concerns, etc., along with guidance and support from the league wellness department. Specifically, one of our unique focuses is educating the Head Coaches by defining misconduct, reviewing case studies, and offering education and techniques to build a positive locker room culture.

Looking ahead, what new developments or programs around corporate wellness and safeguarding can we expect to see from USL in 2025 and beyond?

The USL's business model is a "Franchise System," and that model puts Corporate Wellness in a position of support roles to players, coaches and clubs. Considering that model, we plan to implement wellness educational opportunities in conjunction with the USLPA. As a USSF mandate, the USL's Safeguarding department continues to review and revise our policies and procedures. We plan on expanding our head coach training to all levels of coaching staff, building educational modules for our players, and strengthening risk management protocols for our clubs.



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Q & A Marlo Sweatman

Former Jamaican International

You've had an incredible journey playing internationally and representing Jamaica. What has been the most memorable moment of your career so far?

My most memorable moment was walking out for our first game at the 2019 World Cup against Brazil. Hearing Jamaica's national anthem while wearing the crest on my chest was unforgettable. In that moment, I knew it was bigger than me; I was able to represent and inspire an entire country, and it was truly a dream come true.



How did it feel to be part of the historic Reggae Girlz squad that qualified for the World Cup?

It was incredible! Playing in a World Cup had always been a dream of mine, so to be part of the historic Reggae Girlz squad that made it happen was unforgettable. After being part of the program for 11 years, it was truly rewarding to see how far the program had come.

You've played in different countries and leagues around the world. How have those experiences shaped you as both a player and a person?

Absolutely. As a youth player, I came up through the U.S. soccer system, where the style of play is very different from Jamaica and the other countries, I later played in. Experiencing those different styles, systems, and players really helped me grow in every area of my game. Off the field, living and playing in different countries also helped me grow as a person. I became more confident and independent; those experiences shaped who I am both on and off the pitch.

What advice would you give to young girls, especially those from the Caribbean, who dream of playing professional soccer?

I would say if you have a dream to go after it, no matter how impossible it may seem. There will be a lot of ups and downs, that's the beauty of the journey. Have a good support system around you and remember your why.

Women's football continues to grow globally. What changes or progress would you like to see in the next few years?

I'd love to see more fans showing up and supporting women's soccer; the players, the teams, the games. But beyond that, I also think there needs to be more focus on providing resources for players off the field. That could mean workshops on mental health and wellness, support systems, or opportunities to explore life after football and prepare for what comes next in their careers.

Finally, what's next for Marlo Sweatman? Are there any goals you're currently working toward, either on or off the field?

I'm currently studying to earn my Master's in International Sports Management through the Global Institute of Sport (GIS), which has given me a deeper understanding of how the game works off the field.

At the same time, I've been diving more into the media side of the game. Broadcasting and commentating have really sparked my interest, especially as I explore new ways to stay involved in football and help grow the women's game.

My main goal is to explore all areas off the field, find something I'm just as passionate about as I was while playing, and continue making an impact on the game.

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Can you tell us about the mission of Special Olympics and how it has evolved over the years?

Special Olympics mission and goal has remained the same since its origin in 1968. We are an inclusive sports organization that uses the transformation power of sport to demonstrate the capabilities and gifts of individuals with intellectual and developmental disabilities (IDD) and building more accepting communities. Special Olympics has significantly evolved over the years to be a more inclusive by offering opportunities for individuals with and without IDD to train and compete together to build friendship and acceptance directly through a shared Unified Sports experience and we have developed amplifying programs in the areas of youth education, leadership training, and health screenings.

How does Special Olympics use football as a platform to drive social inclusion and empower athletes with intellectual disabilities?

Football is Special Olympics' largest team-based sport – as well as the world's most participated sport. It is played in over 200 programs, across 7 regions, by over half a million people with intellectual disabilities. Special Olympics uses football as a catalyst for change by creating awareness of social inclusion initiatives, highlighting the inaccessibility of sport to those with intellectual disabilities, and showcasing how those elements can be amended. It also partnering with international, regional, and national football federations and organizations to educate them and their stakeholders on the importance and power of inclusion. Through greater accessibility to sport, people with intellectual disabilities are provided with opportunities to enhance their social, emotional, and physical characteristics. Leading to more confident and competent footballers, while also having more inclusive coaches, volunteers, teammates, etc., and healthier, fitter athletes who experience more regular training and competition opportunities.

Our Unified Sports initiative creates teams where footballers with and without intellectual disabilities train and compete equally together. This results in greater social inclusion in communities and schools, enhances the quality of the sport that is offered, and is one method of driving on-field leadership initiatives for people with and without intellectual disabilities.



With Soccerex Europe focusing on football's growth in the region, what opportunities do you see for Special Olympics to strengthen its programs across Europe?

Europe is a leading region when it comes to football in Special Olympics and in the world of football. With nearly 100,000 Special Olympics athletes, and almost 20,000 Unified partners, supported by over 6,000 coaches, and engaging in regular football training and competitions, football is showing that it is a catalyst for social change in the world. Special Olympics and UEFA have a longstanding relationship using football as a tool for social development, and with organisations like Soccerex supporting our movement, we can connect further with other like-minded clubs, leagues, and organisations who also want to use the power of football for social good.

There is more and more evidence showing the positive social return on investment for people with intellectual disabilities engaging in sport. Reduced public healthcare costs due to better physical and mental health, increased employability of individuals with intellectual disabilities due to leadership skills they have established on the field of play, and improved lifespans due to engagement in more regular aerobic activity are all evidence of what inclusion on the field can do for people off the field. Utilising this information we want to partner with organisations who can assist us in improving the lives of individuals with intellectual disabilities by using football as the stimulant.

Can you share some of the initiatives Special Olympics has implemented to encourage greater participation of women and girls in football?

In 2024, Special Olympics collaborated with Nike to create Unified Football Leagues to offer women and girls the opportunity to regularly train and compete. This initiative was conducted in Kenya, Namibia, Serbia, Guatemala, and Chile. The project led to over 3,000 hours of football training, resulting in improved social, emotional, physical, technical, and tactical development of footballers, as well as diagnoses for some individuals who are now aware of the intellectual disability they have and who previously did not have access to medical assistance or the support they needed in education settings.

This is only one example of how Special Olympics is encouraging greater participation of women and girls in football and globally Special Olympics is constantly increasing accessible opportunities for women and girls to consistently access football at a local level.



How do you collaborate with football clubs, organisations, and governing bodies to promote Unified Sports and create more inclusive opportunities for footballers?

Unified Sports and create more inclusive opportunities for athletes. We have had a lot of success in working with football federations on increasing access to coaches, officials, equipment and training and competition venues in addition to support for new competition opportunities in the form of tournaments and leagues. Special Olympics provides expert content in coaching methodologies for individuals with intellectual and developmental disabilities and how to best conduct inclusive training and competitions for teams composed of individuals with IDD and without IDD. Together, we cross promote the story telling content of the transformative power of football to change lives.

What message would you like to share with the global football community at Soccerex Europe?

As football is the world's most popular sport that is played in every corner of the globe it is in a unique position to transcend differences and create a more accepting world for all. However, individuals with intellectual and developmental disabilities are the most marginalized and isolated segment of any national population, often dehumanized and denied access to basic services, including sport. Participating in football provides visibility and enables individuals to demonstrate their capabilities and be seen as valuable contributors to their community and help create inclusive mindsets for all. Special Olympics is ready to partner with the global football community to eliminate barriers for people with IDD and help them gain access to physical, social and mental well-being through football. Let's use the world's most popular sport to positively change the world!

EVENT SCHEDULE

DAY 1

8am

REGISTRATION

STUDIO ONE
AMSTERDAM 72
SOCCEREX EUROPE

9.30am

Welcome to Soccerex Europe

Welcome Remarks: Gijs De Jong, General Secretary **Royal Netherlands Football Association**, Patrick McCreanor, CEO **Soccerex**, Ronald de Boer, Former AFC Ajax and KNVB international **AFC Ajax**, Moderator: Sabrina Carrozza **Sabrina Comms**

10am

Total Football in 2025

Ronald de Boer **Former AFC Ajax and KNVB international**, Dani **Former AFC Ajax and Portugal international** Moderator: Aviv Levy Shoshan **Double Tap**

11am

Leading from the Front: The Evolving Role of Football Club Leadership

Paul Barber OBE **Brighton and Hove Albion FC**, Peter Ridsdale **Preston North End FC**, Sarah Guilfoyle **Wigan Athletic FC**, Mark Miles **West Bromwich Albion FC** Moderator: Trevor Watkins **Pinsent Masons LLP**

12pm

One on One

Demy de Zeeuw, Founder **433**, Moderator: Sabrina Carrozza **Sabrina Comms**

1pm

When your unique feature becomes a viral global trend

Branimir Karačić, Chief Marketing Officer **Sofascore**

2pm

Johan Crujff Arena: High-Tech Turf Management

Frank van Beusekom **SGL**, Hans Meeske **Holland Innovative & Hi Sports**, Jon Hesen **Tarkett Sports** Moderator: Luc Mureau **Johan Crujff Arena**

3pm

Fan Engagement 3.0: The Digital Days

Harry Hugo **The Goat Agency/Farnham Town FC**, Maria Lema **Weaver Labs**, Mariano Otero **Fever**, Steve Feekins **FIFA** Moderator: Max Wright **IMG ARENA**

4pm

The Women's Game: Building on the Momentum

Marlo Sweatman **Former Jamaica International**, Frederique de Laat **Branthlete**, Samantha Rosette **Brooklyn FC / The Players Network**, Moderator: Giulio Tedeschi **Tedeschi & Partners Women's Football - Career Management**

HAPPY
HOUR

5.30pm

Disclaimer: Event schedule is subject to change, see soccerex.com for the latest version.



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Sports & Entertainment Architecture



EVENT SCHEDULE

DAY 1

STUDIO TWO

WENEN 95

SOCCEREX EUROPE

10.30am

Licensed to thrill

Andrew Reith **Zenith Coins Ltd**, Stephen Ibbotson **LALIGA**, Luke Wilson **Millwall Football Club**
Moderator: Lucas Bugter **Sportworx**

11.30am

Opening the Game in association with Special Olympics

Çiğdem Türkân **The FA**, André Peeters **Special Olympics Europe Eurasia**, Dennis Gerkes **Gerkicks**,
Suzanne van den Einden-Brok **Special Olympics Netherlands** Moderator: Cecilia Lagos **ESPN**
Correspondent in NL

12.30pm

LaBella Associates presents Stadiums as a Community Hub

Cristian Petschen **LaBella Associates**, Peter Marlette, Jr. **Buffalo Pro Soccer in USL**, Dario Sala **Sports Performance Hub**, Amanda Moura Pietrzak **Legia Ladies**, Brad Bartholomew **LaBella Associates**
Moderator: Cecilia Lagos **ESPN Correspondent in NL**

2pm

Stadium Sustainability & Smart Venues

Hidde Salverda **Johan Cruijff ArenaA**, Sander Troost **gmp Architects**, Niko Barbas **This is Catapult**,
Moderator: Mark Lomas **Freelance Journalist & Editor**

3pm

Owning the game

Ahmed Abas **EY-Parthenon**, David Dwinger **GDS Cascais Futebol Club**, Simon Leslie **Eastbourne Borough FC / ReachTV** Moderator: Trevor Watkins **Pinsent Masons LLC**

4pm

From Pele to Present: Sports Illustrated's Next Chapter in Football

Hunter Godson **Sports Illustrated FC**, Fabio Sá **Minute Media**, Moderator: Alex Giacon **Minute Media**

HAPPY
HOUR

5.30pm



CHOOSE TO INCLUDE

Act now to build an inclusive world!
SpecialOlympics.org/ActNow



Special Olympics 

**EUROPEAN
FOOTBALL
WEEK 2025**

EVENT SCHEDULE

DAY 2

STUDIO ONE

AMSTERDAM 72
SOCCEREX EUROPE

10am

Grassroots to Greatness

Stefan Postma **AFC Ajax**, Roger Bongaerts **KNVB**, Andy Scoulding **Tottenham Hotspur**
Moderator: Mark Lomas **Freelance Journalist & Editor**

11am

Know your visitor: What's happening in the world of Identity Based Access?

Remco Voorhorst **Siip Group**, Erik Hollander **Oaro**, Rob van Rinsum **Fast ID**, Jordi Torres **Veridas**
Moderator: Matthijs Wiersma **KNVB**

12pm

In conversation with LALIGA President

Javier Tebas President **LALIGA**, Moderator: Gabrielle Amado **LALIGA TV**

12.40pm

Transforming the beautiful game

Dana Dar **Kick Off**, Thomas van Schaik **The Athlete Brand**, Dr. Tobias Haupt **GAMECODE.Ai**,
Siwan Aberkane **PULSE Sport** Moderator: Nathan Kaplan **Ateme**

2pm

Sports.com

presentation

Marc Bircham Director and Head of Sports Acquisition **Sports.com**
Moderator: Mark Lomas **Freelance Journalist & Editor**

3pm

Fan Engagement; Tech revolution or basic evolution

Tim Edwards **TikTok**, Maurits Schön **OneFootball**, Derk van Kleeff **Branthlete**
Moderator: Amr Elrawi **Game Changers**

4pm

We Play For Peace - A call for peace from soccer, dreamed and promoted by Pope Francis

Roberto Sarti **Organizer of its three editions**, Nicola Legrottagnie **Former player and participant in the event**



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Professional
Footballers'
Association

EVENT SCHEDULE

DAY 2 STUDIO TWO

WENEN 95
SOCCEREX & EUROPE

10am **Whats in a name: Building a Global Football Brand**

Brendon Shabani **Rising Ballers**, Misha Sher **WPP**, Amr Elrawi **Game Changers**, Mike Harmon **SportsBranded**
Moderator: Olivier Brémont **Sports, Entertainment & Consumer Goods Leader**

11am **The Future of Scouting: Evolving Talent Identification in European Football**

Rini De Groot **PSV Eindhoven**, Richard Allen **FIFA**, Moderator: Darren Isted **Hashtag Digital Media**

12.45pm **Fashion Forward: The Fusion of Football and Style**

Jonathan Jones **MEYBA**, Nicole Bekkers **FC88**, Lia Steppe **Mismas**, Gauthier Vervaeke **Club Brugge**
Moderator: Toan Ravenscroft **MSQ Sport + Entertainment**

2pm **Navigating the Future of Broadcasting & Streaming**

David Hornby **Vibra Sports**, Koby Geddes **Dizplai** Moderator: Nathan Kaplan **Ateme**

3pm **Beyond the Pitch: Prioritising Player Care and Wellness in Modern Football**

Betsy Cutler **USL**, Anna Pereira **The Wellness Universe**, Vincent Goutteborge **FIFPRO**, Marc Bircham **Former QPR and Canada Legend** Moderator: Cecilia Lagos **ESPN Correspondent in NL**

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EXHIBITOR PROFILES



ACT Head Impact Tracker, is easy to use, universal and versatile measuring and tracking device for impacts and forces acting on a head while doing sports. Use ACT Head Impact Tracker to help identifying potentially hazardous events; Tracking and managing the number, magnitude, frequency and proximity of events; Developing, complying and validating the actions taken to manage the athletes' load to the brain (cumulative effect)



Alstats, is a football intelligence platform powered by computer vision and machine learning. We deliver real-time 3D tracking and advanced analytics for fans, clubs, and scouts — transforming how the game is understood. We turn raw match data into simple, actionable insights across the football ecosystem.



ALCOR, is the French leader in modular stadiums and grandstands. Highly focused on our technical solutions, we have developed a unique expertise in this field. Today, Alcor is a key partner for building sports and events infrastructures both in France and worldwide. We have few references in Europe, South East Asia and West Africa.

EXHIBITOR PROFILES



CapillaryFlow, is a Swedish GreenTech company reshaping pitch construction with its Capillary Hydroponics-system. The system combines subsurface irrigation, improved drainage, and advanced zone control, it ensures durable surfaces, extended lifespan, and up to 85% water savings - delivering sustainable, low-maintenance pitches for football clubs and venues across all climates and seasons.



We know that success on the football field starts long before match day. For young, ambitious players, every touch, turn, and movement matters - and that's why we created **Dribla**: the ultimate home training tool for future football stars.

Designed for footballers, Dribla is a patented activity mat that transforms solo practice into a structured, engaging, and effective training session. It helps players refine their technique, improve agility, and build confidence - anytime, anywhere.



G-TEC, is the global leader in mobile recovery solutions, trusted by top athletes and organizations worldwide. We turn any space into a complete recovery zone — anytime, anywhere. From advanced compression to contrast therapy, our tools help athletes recover faster, perform better, and stay ready for every challenge ahead.

EXHIBITOR PROFILES



Imagineear, is a creative and innovative partner that specializes in delivering immersive, multiplatform visitor experiences for sport stadiums, visitor experiences and museums. Using in-house technology and content creation, they bridge the gap between visitors and the sites they explore, enhancing the overall journey. Their offerings go beyond just audio tours—they craft layered stories through images, (360) video, VR, AR and immersive sound, tailored to connect visitors more profoundly with their surroundings.



LaBella, is an international architecture, engineering and planning firm, dedicated to delivering innovative solutions across a variety of market sectors. With over 40 offices around the world and a dedicated team of more than 2,000 experienced professionals, we specialize in sports focused and anchored mixed-use developments that transform neighborhoods and communities. Our diverse group of experts allow us to offer all services you may need "under one roof," from the very beginning of a project all the way through execution.



MEYBA, was formed in Barcelona, Spain, in 1981 MEYBA became internationally known, by signing a historic agreement with FC Barcelona to become their first branded Kit supplier. In The 10 years that followed, the MEYBA M was worn by the likes of Maradona, Michael Laudrup, Ronald Koeman, and the young Pep Guardiola all managed by Johan Cryuff.

MEYBA has worked with and continues to supply professional clubs and international federations globally – including teams in Europe, USA, Africa and South America.

EXHIBITOR PROFILES



mis&3mas
FEMALE FAN FASHION

Mismas, is the go-to partner for Female Fan Fashion.

We translate pride for teams into fanwear for girls and women – customized and unique, from essentials to statement pieces – building ambassadorship in the stadium and beyond.

Eager to create inclusive impact and generate extra revenue? Let's talk.



O₂-KING
GROWING HEALTH

At **O2-KING**, we are committed to improving the health and life expectancy of people. Our mission is to slow down the aging process so that the valuable experience and wisdom of older generations can be passed on to younger ones. Keep the population young, healthy, and joyful. Preventive & Curative.



PLYRS

PLYRS BV, upcycles used balls into unique, handmade merchandise—locally produced in the Netherlands. We collect footballs from clubs to reduce waste and promote circularity. With low order quantities, custom design options, and competitive pricing, we help organizations become more sustainable while delivering fans an unforgettable experience through our innovative concept!

EXHIBITOR PROFILES

PROELEVEN
MORE THAN AN AGENCY

ProEleven S.A., is a football intermediation and representation agency founded in 2000. It currently manages over 100 players and coaches across more than 20 countries, having brokered and intermediated more than one thousand deals involving 237 clubs in over 38 countries, reinforcing its global presence and impact on major competitions.

PULSE

PULSE Sport B.V., is a holistic Athlete Management System turning player data into game-changing decisions. Our AI-powered, science-based platform helps elite clubs monitor wellbeing, reduce injuries, and enhance performance. With PULSE, clubs personalise care, maximise readiness, and make smarter decisions—transforming data into victories on and off the pitch.

R·V ReSpo·Vision

ReSpo.Vision, turns sports video into data and immersive content using AI. It helps teams, leagues, and broadcasters analyze the game, tell better stories, and give fans more exciting ways to experience sports. Our FIFA-certified single-camera tracking technology delivers elite-level data and high-quality visuals without wearables or expensive installations, making it scalable across sports and geographies.

EXHIBITOR PROFILES



Sonicbone's, AI-powered, portable ultrasound device monitors youth athletes' Biological Maturation state, assessing Skeletal Age and predicting Final Adult Height. Used for Talent Identification, Training Design, Performance Enhancement and Injury Prevention—while generating significant financial benefits for clubs.

Trusted by elite football clubs from the Bundesliga, Premier League, LaLiga, US Soccer, National Teams, Paris Saint-Germain, Club Brugge, Red Bull, Viking, Philadelphia Union, Atlanta Braves, Houston Astros, NY Mets, Scottish rugby and by many other sports sectors and Universities worldwide.



Subsoccer, brings the thrill of football to any space with innovative bench soccer games. Sold in over 80 countries, the range includes the flagship S7, portable S3, and Subsoccer Arcade — a pay-to-play model for entertainment venues. Fun, fast, and competitive bench soccer games for homes, offices, and events.



Sun Global Transportation, We provide global transportation solutions covering basic logistics to complex operations like the Soccer World Cup and Olympic Games. From efficient airport meet-and-greet services to large-scale coordination, we ensure easy and reliable travel. With a strong presence in multiple locations, we offer customized solutions to meet each group's needs.

EXHIBITOR PROFILES



TLS - Boca Systems, distributes BOCA thermal ticket printers and related products globally. We offer reliable products, comprehensive technical support, and authorized service centers. Our flexibility allows us to deliver from stock and offer printer rentals. We also customize BOCA printers for special applications, ensuring fast, high-quality ticketing solutions.



Based in New York, **VIP Events Team** specializes in hospitality and travel packages for major football events worldwide. We deliver premium, end-to-end experiences for private and corporate clients. As a proud ISTAA member, we are actively seeking partnerships with football clubs and federations to expand access and enhance global fan engagement.



Webout, delivers thousands of real-time personalized videos that boost engagement through interactive features like shopping or event registration. Each video can address viewers by their name, both visually and in audio, creating a uniquely personal experience. Perfect for e-commerce, entertainment, and more. Fully customized, highly relevant, and compliant with GDPR.

EXHIBITOR PROFILES



Founded in 2018 and based in Seoul, South Korea, **WEFOOT** specializes in high-performance grip socks featuring patented polyurethane pads that elevate athletes to their peak. Designed and tested to enhance traction, balance, and comfort, our socks are trusted by professionals and active individuals alike. Driven by innovation and quality, WEFOOT is redefining movement—one step at a time.



Zenith Coins Ltd, specialises in producing luxury commemorative coins and premium merchandise for sports clubs and corporate events. With meticulous craftsmanship and premium materials like gold and silver plating, Zenith Coins creates collectible memorabilia for passionate fans and gift buyers. Our exclusive designs celebrate sporting history, club heritage, and milestone anniversaries.

PARTNER PROFILES



433, is the world's leading football media brand, connecting millions of fans through entertaining, creative, and authentic content. With a global social following of over 125 million, 433 bridges the gap between football and culture, inspiring the next generation through stories, highlights, and behind-the-scenes access to the beautiful game.



The **Argentina Football Association**, has achieved a Global recognition as the World's Leader Football Federation, with more than 65 international Sponsors, Argentina is today among at the TOP level of international sports entities globally. With the constant pursue of overcoming, and transforming challenges into successful reality, the Argentina Football Association is committed to consolidate its Global Leadership position offering multiple and diverse marketing activations, profitable commercial partnerships and constant innovation not only in the sportive sphere, but in the marketing and commercial aspect of the beautiful game.



BeSoccerPro, With access to 1,200 football competitions and 300,000+ players, BeSoccer Pro offers unparalleled performance analysis and scouting capabilities, helping clubs, scouts and analysts make smarter decisions.



CONIFA, is a global non-profit football governing body that supports representatives of football teams from nations, de-facto nations, regions, minority peoples, and sports-isolated territories. It provides an international competition platform that strengthens ethnolinguistic identities through football.



DB Schenker, is the world's leading global logistics provider — we support industry and trade in the global exchange of goods through land transport, worldwide air and ocean freight, contract logistics and supply chain management. Integrated logistics resides at the world's most important intersections, where the flow of goods creates an effective link between carriers. From international championships to celebrated specials, our comprehensive sports and event logistics solutions make your event the talk of the town.



Eastbourne Borough FC, Eastbourne Borough FC is rewriting the rules of modern football. As the fastest-growing club on social media, we're not just building a team — we're building a future.

This is more than football. This is the future.

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PARTNER PROFILES



ECONOMIA DEPORTIVA, is one of the leading media outlets in South America. We specialize in sports business and help companies with their sports strategies. we have a long career in these industry.



EKSTRAKLASA

Ekstraklasa SA, is the premier professional top-tier football league in Poland. It's main object is to drive commercial growth thanks to business relations and controlling production processes via its subsidiary Live Park. Renowned for passionate fan culture, it fosters talent development, innovation, and international partnerships. Ekstraklasa champions digital transformation and sustainable business models, promoting Polish football on the global stage.



fcbusiness, is a magazine dedicated to the football industry, serving as a practical guide for those involved in managing football at all levels. Since its launch in 2004, fcbusiness has become a leading publication in the football sector. With its extensive readership of decision-makers, fcbusiness provides valuable insights, discussion, research and information on various topics that affect the football industry.



The Football Foundation for Africa (FFA), is an international social enterprise that drives investment in grassroots development in Africa. It aims to create better opportunities for Africa's youth and protect the foundations of African football, namely youth, talent, and passion, by promoting better governance of the beautiful game at all levels.



FEDERAÇÃO PORTUGUESA DE FUTEBOL

FPF, Founded on March 31, 1914 by the Associations of Lisbon, Portalegre and Porto, under the name of the Portuguese Football Union, its main objects are the representation of Portuguese football at national level and International; the competitive management of National Teams; one organization of competitions at local, district and national level or guaranteeing the development of football in the territory Portuguese in accordance with the sporting spirit, values educational, material, cultural and humanitarian, through training programs for different sports agents.



Fort Lauderdale United FC, Our Club stands as a beacon in Fort Lauderdale, committed to nurturing players and unifying the community under the banner of soccer. Through our dedication to excellence and an unwavering pursuit of success, we aim to redefine the path to professional soccer, ensuring that passion meets opportunity.

PARTNER PROFILES



Hashtag Digital Media, produces unique digital interactive magazines and print publications for sporting events and major organisations. Customers access a traditional printed magazine experience but with a host of added digital benefits, including rich media such as video, links to transactional pages and embedded content. Our sustainable model gives global reach to customers and new ways to generate revenue through sponsors and advertisers, with a solution which is targeted, verified and engaged.



Hayters TV, is a heritage brand in UK sports reporting, covering football at the highest level for 70 years. Our video content from the Premier League, Champions League and international football, both men's and women's, generates half a billion views each year via our own social channels, and we reach millions more via our client list of global broadcasters and digital publishers.



Inside World Football, is a web-based magazine for the business and politics of football that is also delivered via app and a daily newsletter. The magazine has rapidly developed to become a 'must read' for federations, leagues clubs, sponsors and football aficionados who need to know what's going on behind the scenes in world football.



The **Johan Cruyff ArenA**, located in Amsterdam, is the Netherlands' largest stadium. Home to AFC Ajax and the Dutch national team, it hosts major football matches and concerts. Opened in 1996 and renamed in honor of legend Johan Cruyff in 2018, it blends innovation and sustainability with rich football heritage and unforgettable moments during every event hosted in the stadium.



The Royal Netherlands Football Association (KNVB) stands for innovation, driven performance and meaningful connection. These values guide us in our mission to take football in the Netherlands to a higher level and use the connecting power of football to have a positive impact on society.



LaBella, has been designing sports venues for most of the last 60 years. Our portfolio includes dozens of completed sports arenas, stadiums, and multi-sport complexes. We have designed over two dozen sports-anchored entertainment and mixed-use developments – with most of them centered around soccer stadiums. We are the Preferred Stadium Designer for the United Soccer League (USL). LaBella also has specialized expertise designing indoor amateur sports venues and training facilities aimed to attract local league play, sports training academies, and weekend tournaments.

PARTNER PROFILES

LALIGA

LALIGA, is a global, innovative and socially responsible organisation, a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 clubs and SADs (public limited sports companies) in LALIGA EA SPORTS and the 22 in LALIGA HYPERMOTION, responsible for the organisation of these national professional football competitions.



Minute Media, consists of 5 owned and operated global sports and entertainment properties - all of which are powered by Minute Media's proprietary publishing platform. This technology is also leveraged by third party publishers, powering their digital content destinations while servicing their business and operational needs.



Premier Relocation, offers door to door moving and relocation services. Personalised solutions include door to door move, customs formalities, property search and settling-in support as well as storage, pet and car transport. Experienced professionals ensure clients have a stress-free



Sofascore, is a global sports data platform, best known for its real-time scores, advanced analytics, and unique player ratings. With the world's largest football player database, it transforms raw stats into engaging insights, serving fans, clubs, and media with innovative tools that enhance how the game is followed and understood.

Special Olympics



The mission of **Special Olympics** is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.



Sports and Gulf Magazine, is the Gulf's voice, amplifying sports and uniting passion from grassroots to elite competitions. We spotlight emerging youth talent, drive fan engagement, and empower local businesses to connect with dedicated audiences. Join us to experience Gulf sports, igniting the passion and promise of our vibrant community.

PARTNER PROFILES

SPORTSHOTELS.COM

SportsHotels.com, is the leading accommodation platform for sports travellers, offering exclusive hotel rates for athletes, teams, and fans. With extensive hospitality expertise, we provide seamless booking experiences for sporting events, fixtures, training camps etc. - ensuring convenience, affordability, and comfort, so you can focus on what really matters!



Sportinnovator, is the Netherlands' leading sports innovation network. Our mission is to drive and implement innovative solutions for a lifetime of enjoyment playing sport and taking exercise. Sportinnovator also supports innovations that boost performance improvement in elite sport and innovations that increase sustainability in sports facilities. Sportinnovator is an initiative of the Ministry of Health, Welfare and Sport and is supported by ZonMw.



Sports Pundit, is dedicated to uniting professionals from every corner of the sports world—executives, founders, investors, and athletes—through meaningful content and vibrant community engagement. Visit our website (sportsbundit.co) to dive into our weekly newsletters, listen to the latest conversations via our podcast, and connect with other executives both online via the WhatsApp Group and IRL via our social events.

SPORTS.COM

We are **Sports.com** - A 24/7 on demand media company, showcasing highlights, news, real-time stats & live scores. Complementing our curated content partnerships we provide our audience with exclusive BTS, Innovative Shows & Podcasts.



Sun Global Transportation, We provide global transportation solutions covering basic logistics to complex operations like the Soccer World Cup and Olympic Games. From efficient airport meet-and-greet services to large-scale coordination, we ensure easy and reliable travel. With a strong presence in multiple locations, we offer customized solutions to meet each group's needs.



The Football Week, is a global football media platform founded by Dr. Erkut Sogut. With seven weekly magazines, multilingual articles, videos, and podcasts, we serve club executives, agents, players, and fans. We also offer books, courses, and events, connecting every corner of the football ecosystem. The Football World in One Place.

PARTNER PROFILES



UCAM Murcia CF, is a Spanish football club based in Murcia, affiliated with the Universidad Católica San Antonio de Murcia. Founded in 1999, the club emphasises athletic and academic excellence. Playing at Estadio BeSoccer La Condomina, UCAM Murcia CF combines strong community ties with a commitment to player development and growth.



Wellness Universe Corporate, brings culture, rehab, and wellness to the soccer world. We deliver measurable results, helping organizations create safe, healthy, and high-performing environments. Let's work together to elevate your people, performance, and impact; on and off the field.



West Asian Football Federation Foundation

(WAFF Foundation), is the social responsibility arm of West Asian Football Federation (WAFF), using football to drive social development across the region. Through strategic programs and partnerships, it empowers communities, promotes inclusion, and supports youth, gender equality, and humanitarian efforts, ensuring football benefits all.



Weaver Labs

Weaver Labs, is a London-based company behind Cell-Stack, a cloud-native software orchestration platform for deploying, managing, and monetising private 5G and shared networks. Ideal for stadiums and venues, it transforms connectivity into a strategic asset, powering matchday operations, enhancing fan experiences, and creating year-round commercial opportunities.



Work In Football, Work In Football helps ambitious professionals land jobs in the football industry through expert mentorship, job support, and high-impact networking events at club stadiums. Whether you're switching careers or chasing your first break, we can help



Zenith Coins Ltd, specialises in producing luxury commemorative coins and premium merchandise for sports clubs and corporate events. With meticulous craftsmanship and premium materials like gold and silver plating, Zenith Coins creates collectible memorabilia for passionate fans and gift buyers. Our exclusive designs celebrate sporting history, club heritage, and milestone anniversaries.