

# SOCCEREX ASIAN FORUM

## 28-29

JULY 2010  
SINGAPORE

# CONFERENCE PROGRAMME

## DAY 1

10.15 – 11.15

### ONE-TO-ONE INTERVIEW WITH AFC PRESIDENT, MOHAMED BIN HAMMAM

The Soccerex Asian Forum kicks off with **Matthew Lorenzo** conducting an exclusive one-to-one interview with the most important figure in Asian Football – **AFC President, Mohamed Bin Hammam**. The man responsible for football in the world's biggest market will be giving his views on how the game can develop in Asia, the impact of the continent's obsession with European football and what it would mean for the World Cup to return to Asia in 2022.

11.45 – 12.30

### UNLOCKING THE ASIAN MARKET: BROADCASTING & BETTING

The average football fan in Asia will never attend a European football match. Instead their football experience is driven by television coverage and, where laws permit, by betting. What does this mean to the different stakeholders involved? What opportunities and challenges does it present?

Speakers confirmed so far:

- \* **Andrea Radrizzani, Group CEO, MP & Silva**
- \* **Bill Mummery, Executive Director, SBOBET Isle of Man**
- \* **Edward Ying, Chief of Content and Media Services, SingTel**
- \* **Craig Dobbs, Executive VP, Programming & Production, ESPN STAR Sports**
- \* **Lars Heidenreich, Managing Director, FSA Media**
- \* **Andrew Croker, Executive Chairman, Perform (moderator)**

12.30 – 14.00 LUNCH & NETWORKING BREAK

14.00 – 14.45

### RESPECT THE MARKET – HOW TO GROW YOUR BUSINESS IN ASIA

Asia may be the world's biggest football market, with huge potential for Western rights holders but too often the market is approached without understanding or respect. The result is ill feeling and limited commercial success. Understanding the Asian Fan is essential to any effective commercial growth strategy and this session will bring local experts together to look at the dos and don'ts of engaging with the Asian market.

Speakers confirmed so far:

- \* **Fernando de Matos, Director Sponsorships and Alliances, VISA International Asia Pacific Region**
- \* **Mike Rich, CEO, Group M**
- \* **Ian Ayre, Commercial Director, Liverpool FC**
- \* **Seamus O'Brien, Chairman, World Sport Group**
- \* **Kevin Roberts, Editorial Director, Soccerex Business (moderator)**

15.30 – 16.15

### THE EVOLUTION OF SPORTS BROADCASTING - ONE-TO-ONE INTERVIEW WITH PHIL LINES

**Phil Lines**, former Director of International Broadcasting and Media Operations for the Premier League, will be divulging his extensive experience in handling major sports rights from football to F1 and giving his views on how he sees international rights developing in the changing media landscape. This exclusive interview will be conducted by **Matthew Lorenzo**.

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# DAY 2

10.30 – 11.15

## PRE-SEASON TOURS: SHORT-TERM GAIN OR LONG-TERM GROWTH?

This session will bring agencies and rights holders together to examine how summer tours in Asia should be structured to go beyond short-term revenue generation and ensure they leave a lasting commercial legacy in the regions they visit.

Speakers confirmed so far include:

- \* **Francisco Roca Perez, CEO, La Liga**
- \* **Sergi Vieta, Director of Football, Media Sports Marketing**
- \* **Shoto Zhu, President, Oceans Marketing**

11.45 – 12.30

## EAST-WEST PARTNERSHIP CASE STUDY – BRYAN ROBSON AND THAILAND FA.

**Joe Sim**, Chief Advisor to the Thai FA, will join current Thai national manager and Manchester United and England legend **Bryan Robson** to discuss how football in Thailand has benefitted from the experience brought in by European managers and to outline their development plans for the future. This session will be moderated by **Jeff Powell (Daily Mail)**.

12.30 – 14.00 LUNCH & NETWORKING BREAK

14.00 – 14.30

## PLAYER DEVELOPMENT: THE IDENTIFICATION AND PROGRESSION OF TALENT

Nurturing football talent and ensuring they reach their potential both on and off the pitch is key to the commercial development of any club. In this session, senior figures from some of the world's leading academies will share their secrets.

Speakers confirmed so far include:

- \* **Albert Capellas, Senior Youth Coordinator, FC Barcelona**
- \* **Steve Bellis, Commercial Director, Kickworldwide**
- \* **Ken Ng, Chairman, Kitchee Sports Club**
- \* **Jeff Powell, Daily Mail (moderator)**

16.00 – 16.45

## SOCCEREX LEGENDS DISCUSS...

The Soccerex Asian Forum will close in style as **Matthew Lorenzo** quizzes a panel of footballing legends including **Ossie Ardiles, Phil Thompson** and **Bryan Robson** on the latest issues on the football agenda including the World Cup, the players on the move this summer and who they think will be competing for the major honours in the 2010/11 season.



Contact us today to take your place at the Soccerex Asian Forum:

**CALL +44 (0)208 742 7100 // EMAIL [ENQUIRY@SOCCEREX.COM](mailto:ENQUIRY@SOCCEREX.COM) // VISIT [WWW.SOCCEREX.COM/ASIA](http://WWW.SOCCEREX.COM/ASIA)**

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## EVENT TIMETABLE

### TUESDAY, 27TH JULY

|               |                                                          |                                                                       |
|---------------|----------------------------------------------------------|-----------------------------------------------------------------------|
| 09.00 - 18.00 | Registration times                                       |                                                                       |
| 19.30 - late  | Networking Evening sponsored by Qatar 2022 Bid Committee | Soccerex Luna Lounge, New Asia Bar, Top Floor, Swissôtel The Stamford |

### DAY 1 - WEDNESDAY, 28TH JULY

|               |                                                                                   |                                                                       |
|---------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| 08.00 - 18.00 | Registration times                                                                |                                                                       |
| 09.00 - 18.00 | Exhibition Times                                                                  |                                                                       |
| 10.15 - 11.15 | One-to-one interview with AFC President, Mohamed Bin Hammam                       | Soccerex Studio                                                       |
| 11.20 - 11.50 | Media Presentation by Qatar 2022 Bid Committee                                    | Soccerex Workshop                                                     |
| 11.45 - 12.30 | Unlocking the Asian Market: Broadcasting & Betting                                | Soccerex Studio                                                       |
| 12.30 - 14.00 | Lunch & Networking Break                                                          | Soccerex Dining Area                                                  |
| 14.00 - 14.45 | Respect the Market - How to grow your business in Asia                            | Soccerex Studio                                                       |
| 15.30 - 16.15 | The Evolution of Sports Broadcasting - one-to-one interview with Phil Lines       | Soccerex Studio                                                       |
| 16.15 - 17.15 | Business Opportunities in Rio                                                     | Soccerex Workshop                                                     |
| 17.00 - 18.00 | Happy Hour sponsored by Russia 2018/2022 Bid                                      | The Red Square Lounge                                                 |
| 19.30 - 23.00 | Drinks Reception                                                                  | Palm Garden, Raffles Hotel                                            |
| Until late    | Drinks continue at the Soccerex Luna Lounge sponsored by Qatar 2022 Bid Committee | Soccerex Luna Lounge, New Asia Bar, Top Floor, Swissôtel The Stamford |

### DAY 2 - THURSDAY, 29TH JULY

|               |                                                                                   |                       |
|---------------|-----------------------------------------------------------------------------------|-----------------------|
| 08.00 - 15.00 | Registration times                                                                |                       |
| 09.00 - 18.00 | Exhibition Times                                                                  |                       |
| 10.00 - 10.20 | Media Announcement of the first edition of the International LFP Cup in Asia 2011 | Soccerex Workshop     |
| 10.30 - 11.15 | Pre-season tours: short-term gain or long-term growth?                            | Soccerex Studio       |
| 11.45 - 12.30 | East-West partnership case study - Bryan Robson and Thailand FA                   | Soccerex Studio       |
| 12.30 - 14.00 | Lunch & Networking Break                                                          | Soccerex Dining Area  |
| 14.00 - 14.45 | Player development: The identification and progression of talent                  | Soccerex Studio       |
| 15.00 - 15.30 | Zain Saudi League Presentation                                                    | Soccerex Workshop     |
| 16.00 - 16.45 | Soccerex Legends discuss...                                                       | Soccerex Studio       |
| 17.00 - 18.00 | Happy Hour sponsored by Russia 2018/2022 Bid                                      | The Red Square Lounge |

\* Please note times may be subject to change