



In association with



GLOBE SOCCER

9th Dubai International Sports Conference

28 – 29 December 2014



9th Dubai International Sports Conference

Football Smart Sport

Day 1 – Sunday, December 28, 2014



OPENING	SESSION TITLE	MODERATORS	TIME
Registration			09.00-10.00
Exhibition Opening			09.00-15.00
Opening Ceremony			10.00-10.15
SPEAKERS	Future of Football	MODERATOR	TIME
<ul style="list-style-type: none"> ○ Michel Platini: <i>President of UEFA</i> ○ Pierluigi Collina – <i>UEFA's chief refereeing officer</i> 	- View of UEFA	Anne Laure Bonnet	10.15-11.15
SPEAKERS	Smart investment	MODERATOR	TIME
<ul style="list-style-type: none"> ○ Andrea Agnelli – Juventus Chairman ○ Fawaz Al-Hasawi – Nottingham Forest Chairman ○ Suhail Al Arifi - CEO UAE PRO League ○ Mohamed Mattar - Emirates Airline Group 	<ul style="list-style-type: none"> - Club Investment Strategy - Arab Investment in Football - UAE League Investment - The Investments in the Sport Industry 	Mike Farnan	11.15-12.15
SPEAKERS	AC Milan Formula	MODERATOR	TIME
<ul style="list-style-type: none"> ○ Fabio Capello – Russian National Team Coach ○ Filippo Inzaghi – AC Milan Coach ○ Stephan El Shaarawy – AC Milan Player 	<ul style="list-style-type: none"> - Modern Coach Football Strategy - Experience from player to coach - Playing in AC Milan 	Alessandro Alciato	12.30-13.30

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Day 2 – Monday, December 29, 2014



	SESSION TITLE	MODERATORS	TIME
SPEAKERS	SMART ADMINISTRATION	MODERATOR	TIME
<ul style="list-style-type: none"> ○ Gianni Infantino – General Secretary of UEFA ○ Giovanni Malago – President Italian Olympic Committee ○ Tashima Kohzo - Vice President Japan FA ○ Umberto Gandini – AC Milan Director ○ Marco Bogarelli – Infront CEO 	<ul style="list-style-type: none"> • UEFA Smart Plan and Rules • Organization of Major Events • International Smart Management • Football Clubs' Commercial Strategy 	Andrew Croker	10.00 -11.30
SPEAKERS	DIE MANNSHAFT	MODERATOR	TIME
<ul style="list-style-type: none"> ○ Dr Koch Rainer - German FA Vice President ○ Dr. Karl Dittmar - Bayern Munich ○ Mehdi Benatia – FC Bayern Munich 	<ul style="list-style-type: none"> • Die Mannschaft and the secret of success • The German Football Association Model • World Cup Experience 2014 • The German League 	Tony Damascelli	12.00 -13.00
SPEAKERS	The Story of Success	MODERATOR	TIME
<ul style="list-style-type: none"> ○ Miguel Angel Marin – President Atletico Madrid ○ Fernando Torres ○ Patrick Kluivert 	<ul style="list-style-type: none"> • The Path to Championship • Players Story • From Player to Coach 	Mustafa Aga	13.00 -14.00
CLOSING			TIME
CONFERENCE RECOMMENDATIONS			14.00 -14.15