DEVELOPING THE BUSINESS OF FOOTBALL IN ASIA
WHAT IS SOCCEREX?

Soccerex is the global leader for the business of football. After 18 years, 5 continents and 33 events, Soccerex has firmly established itself as the leading provider of business networking events for the global football community.

"IT IS AN HONOUR TO BE BRINGING SOCCEREX TO JORDAN. THE COUNTRY IS THE GATEWAY TO ASIA, AN IMMENSELY POPULOUS REGION WITH A HUGE PASSION FOR FOOTBALL AND HUGE POTENTIAL FOR BUSINESS. HRH PRINCE ALI’S VISION FOR FOOTBALL AND THE ROLE IT CAN PLAY IN ASIA IS TRULY INSPIRING AND I AM DELIGHTED SOCCEREX CAN PLAY A PART IN THAT THROUGH THE SOCCEREX ASIAN FORUM."

DUNCAN REVIE, CEO, SOCCEREX

WHAT IS THE AFDP?

The Asian Football Development Project (AFDP) is a not-for-profit Jordanian-based Youth Commission founded by HRH Prince Ali Bin Al Hussein in February 2012.

After being elected as FIFA Vice President for Asia in 2011, HRH Prince Ali wanted to ensure that he represented Asian football interests in a proactive, fair and transparent way. He immediately formed AFDP as a primary vehicle through which these goals could be achieved.

With the support of its Official Partner, PepsiCo, AFDP aims to cement its place as the leading football development - and football for development - platform and organisation in Asia.

"THE SOCCEREX ASIAN FORUM IN JORDAN WILL DEFINITELY BREAK NEW GROUND, NOT ONLY FOR JORDANIAN FOOTBALL, BUT FOR THE DEVELOPMENT OF THE SPORT ACROSS ASIA. THERE ARE CERTAINLY MANY OPPORTUNITIES IN ASIAN FOOTBALL THAT WE NEED TO TAP INTO AND INVEST IN AND THE SOCCEREX ASIAN FORUM PROVIDES US WITH AN EXCELLENT OPPORTUNITY TO BRING ALL STAKEHOLDERS TOGETHER IN ORDER FOR US TO REACH OUR FULL POTENTIAL."

HRH PRINCE ALI BIN AL HUSSEIN OF JORDAN, CHAIRMAN AND FOUNDER, AFDP
The total sports revenue in Asia-Pacific is US$22.7 billion or 19% of global sports revenue
Source: PwC

UNITING BUSINESS AND FOOTBALL IN ASIA

SOCCELERX FACILITATES THE EXPANSION OF LOCAL AND INTERNATIONAL ORGANISATIONS INTO KEY FOOTBALL MARKETS SUCH AS ASIA.

WHY ASIA?
In the coming years, Asia will be hosting major football events providing a unique platform for the opportunities these events bring to the continent:

1. AFC U-19 Championship Myanmar 2014
2. AFC Women’s Asian Cup Vietnam 2014
3. AFC Asian Cup™ Australia 2015
4. AFC Challenge Cup Australia 2016
5. FIFA Women’s U-17 World Cup™ Jordan 2016
6. FIFA U-17 World Cup™ India 2017
7. FIFA U-20 World Cup™ South Korea 2017
8. 2022 FIFA World Cup™ Qatar

WHY JORDAN?
Jordan is located at the crossroads of three continents, making it an ideal place for international events and a gateway to the Asian market.

Jordan shares a passion for football and it is proud to be the host of the 2016 FIFA U-17 Women’s World Cup.

The man behind Jordan’s football development is the chairman and founder of the Asian Football Development Project, Prince Ali Bin Al Hussein. His Royal Highness has served as President of the Jordan Football Association since 1999, where he has been focusing on youth football development and women’s football. He is also the FIFA Vice-President representing Asia and a member of the Executive Committees of FIFA, and of the Asian Football Confederation (AFC).

DID YOU KNOW?
Looking to develop football from its grassroots, Jordan currently has 25 football academies for boys from the age of 10 and 15 for girls from the age of 13 named Prince Ali Centres

DID YOU KNOW?
The 2020 Summer Olympic Games will be hosted in Tokyo

WHY JORDAN?

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“USING FOOTBALL TO PURSUE SOCIAL AND DEVELOPMENT GOALS LIKE GENDER EQUALITY IS SOMETHING WE FULLY SUPPORT. THIS IS A WONDERFUL NEW INITIATIVE, LEVERAGING THE WORLD’S MOST POPULAR SPORT AND I AM EXCITED ABOUT SUCH CREATIVE POSSIBILITIES.”

HRH PRINCE ALI BIN AL HUSSEIN
PRESIDENT, JORDAN FOOTBALL ASSOCIATION

KING HUSSEIN BIN TALAL CONVENTION CENTRE, THE DEAD SEA

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WHAT IS THE SOCCEREX ASIAN FORUM?

THE SOCCEREX ASIAN FORUM WILL PROVIDE A TWO DAY EVENT FOR INDUSTRY EXPERTS FROM AROUND THE WORLD TO LEARN, NETWORK, DO BUSINESS AND SUPPORT THE DEVELOPMENT OF ASIAN FOOTBALL.

CONFERENCE

- Conference Panels and Workshops with industry leaders sharing their expertise
- Sessions to address the future developments of Asian football
- International market best practice cases and their engagement with Asia

EXHIBITION

- Ideal platform to showcase products, services and new ideas for the football industry
- Packages starting at 9sqm

NETWORKING

- Interact with key industry leaders from around the globe
- Dedicated networking areas and Social Events
- International brands and agencies looking for new markets to invest in

"LOOKING FORWARD TO WELCOMING SOCCEREX TO JORDAN, WHERE THE DEAD SEA LIVES."

JAN HEESBEEN
DIRECTOR OF SALES AND MARKETING
KING HUSEIN EMIRAL CONVENTION CENTRE, HILTON HOTELS & RESORTS

"NO SPORT IS MORE GLOBALISED IN NATURE THAN FOOTBALL, AND THAT IS WHY SOCCEREX IS A KEY EVENT. SOCCEREX DRAWS INDUSTRY PLAYERS FROM AROUND THE WORLD TO COME TOGETHER TO COLLABORATE, NETWORK AND GENERATE NEW OPPORTUNITIES AND INSIGHTS WHICH INIGORATE THE SPORT."

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DEVELOPMENT

SOCIAL DEVELOPMENT THROUGH FOOTBALL
Asia is a region with drastic differences in wealth and human condition where football has become a real vehicle for social movement. At the conference, a mix of CSR experts will discuss the different ways football can be used for social development in Asia citing examples of successful regional projects in regions like Afghanistan and Syria.

WOMEN’S FOOTBALL DEVELOPMENT
With AFC teams making up three of the top ten FIFA ranked women’s nations, AFC Vice President Moya Dodd becoming one of the first women to be co-opted onto the FIFA Executive Committee and Jordan set to host the FIFA U-17 Women’s World Cup 2016, Asia is increasingly a focal point for women’s football.

The conference will look at the growth of women’s football, particularly in Asia, with a focus on opportunities for women at youth level and beyond.

COMMERCIAL DEVELOPMENT
Commercial success is key to any football club, league or national association and those who profit from the triumph of their teams on and off the pitch are guaranteed longevity. The agenda will focus on the key areas of revenue generation including sponsorship, media contracts and other commercial activities within Asia.

COACHING AND PLAYER DEVELOPMENT
The success of Asian teams on the pitch has led to an increased pressure to perform and develop talent. Representatives from clubs, federations and academies will be joined by former players and coaches to explore development requirements across Asia at both elite and grassroot level.

STADIA & INFRASTRUCTURE
Stadia development is a vibrant football business sector, with over 30 major events taking place over the next 4 years; according to estimates*, Qatar alone will spend over $100bn on infrastructure projects to support the 2022 FIFA World Cup™. The conference will address recent stadia developments and future infrastructure plans within the continent.

EVENT FOCUS

*Kuwait Financial Centre Markaz
JOIN LEADING PLAYERS IN THE GLOBAL FOOTBALL INDUSTRY

OVER 18 YEARS, SOCCEREX HAS ATTRACTED THE BIGGEST BRANDS IN FOOTBALL...

KEY REGIONAL DEVELOPMENTS, OPPORTUNITIES AND ISSUES TO BE ADDRESSED IN A COMPREHENSIVE CONFERENCE AGENDA BY KEY BUSINESS LEADERS, GOVERNMENT FIGURES AND FOOTBALL LEGENDS SUCH AS:

- HRH Prince Ali Bin Al Hussein
- David Dein
- Hassan Al-Thawadi
- Ken Ayre
- Worawi Makudi
- Kushal Das
- Michael Brown
- Nic Coward
- Tatjana Haenni
- Bryan Robson
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NETWORk AND DO BUSINESS

The Asian Forum will allow you to meet decision makers from all sectors within the global football industry. The event is the leading networking platform for the Asian football industry with opportunities such as the networking cafe, online networking tool and a variety of social events.

WHY EXHIBIT?

NETWORK
with decision makers from across Asia and the rest of the world.

PROMOTE
your products and services.

FACE-TO-FACE
meetings with those ready to do business.

STRUCTURED
networking sessions with key industry stakeholders and suppliers.

"WE PROVIDE A HOUSTIC APPROACH TO PLAYER DEVELOPMENT THAT NOT ONLY PRODUCES WORLD-CLASS PLAYERS BUT ALSO SPORTING GENTLEMEN. THE ASIAN FORUM IS AN EXCELLENT PLATFORM TO ENGAGE OUR ETHOS WITH THE GLOBAL FOOTBALL COMMUNITY AND HOPEFULLY PROVIDE A REAL LEARNING EXPERIENCE FOR SOCCEREX DELEGATES."

ALBERT CAPELLAS
FORMER SENIOR YOUTH COORDINATOR, FC BARCELONA

DID YOU KNOW?
Over £100 million – the amount of business done as a result of Soccerex Forums annually.
WHY SPONSOR?

BECOME A SPONSOR OF THE SOCCEREX ASIAN FORUM AND BENEFIT FROM ENHANCED VISIBILITY AND ACCESS TO THE FOOTBALL INDUSTRY.

VISIBILITY
- Pre-event online and through printed marketing materials.
- At-event through branding, exhibition stand and delegate guide.
- Spread your message via global media in attendance.

ACCESS
- VIP event credentials.
- Invitation to the VIP lounge and VIP Dinner.
- Personal introductions to football's key decision makers.

*L"THE SOCCEREX ASIAN FORUM PROVIDES SYNERGY WITH OUR COMMERCIAL DEVELOPMENTS.*
BILL MUMMERY
EXECUTIVE DIRECTOR, SBOBET

PREVIOUS MEDIA COMPANIES WE HAVE WORKED IN CONJUNCTION WITH:
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