



World Soccer Congress Shanghai 2016  
国际足球产业大会上海2016

# World Soccer Congress Shanghai 2016

Capital Drive, Technology Innovation, Global Win-Win

June 1-3 2016  
Shanghai China

Annual Gala  
in the Rising Power for  
World No.1 Sport !



## WORLD SOCCER CONGRESS SHANGHAI 2016 - BACKGROUND

On 16 March 2015, the State Council released the ambitious China Soccer Reform and Development Plan, which reflects China government senior officials' high level concern on "Reviving China Soccer".

The Plan advised that soccer should be brought in social development plan with three-step strategy, soccer development environment should be improved, soccer administration system should be streamlined, and form a pattern of coordinated development between soccer cause and soccer industry. With the double dividend of Policy Support and Consumer Upgrade, China soccer industry will usher in a big leap.

Soccer is the largest single project of sports industry, with an annual output value of over \$500 billion, accounting for over



40% of the whole sports industry output, and can be rated as "the world's 17th largest economy". By 2025 the total size of China's sports industry strive to surpass five trillion RMB, Chinese soccer industry output will break through more than 2 trillion yuan.

With the support from Shanghai Municipal Government and Shanghai Sports Bureau, World Soccer Congress Shanghai 2016 will be held on June 1-3 in Shanghai. Over 500 senior executives from worldwide government, soccer governing bodies, federations, leagues, clubs, youth systems, universities, capitals, player agencies, law firms, TV broadcasters, sports medical and rehabilitation organizations, field operators, new media

and soccer industry suppliers will gather in Shanghai, networking on topics of World Soccer Industry Development and China Soccer Reform, Soccer Match Management and Commercial Exploration, Operation and Management of Professional Clubs, Big Data of Soccer Industry and Application of New Technologies, Soccer Medical and Rehabilitation Innovation, Field Construction Operation and Maintenance.

World Soccer Congress aims to build an interconnected international platform connecting China and global soccer industry, to push forward the development and prosperity of China's soccer industry. We're looking forward to meeting you in Shanghai 2016!



## WHY SHOULD ATTEND

- KNOW Development Trends of World Soccer Industry
- DISCOVER Business Opportunities in China Soccer Reform
- NETWORK with Senior Executives from Global Leagues and Clubs
- APPROACH International Consortiums and China Capitals

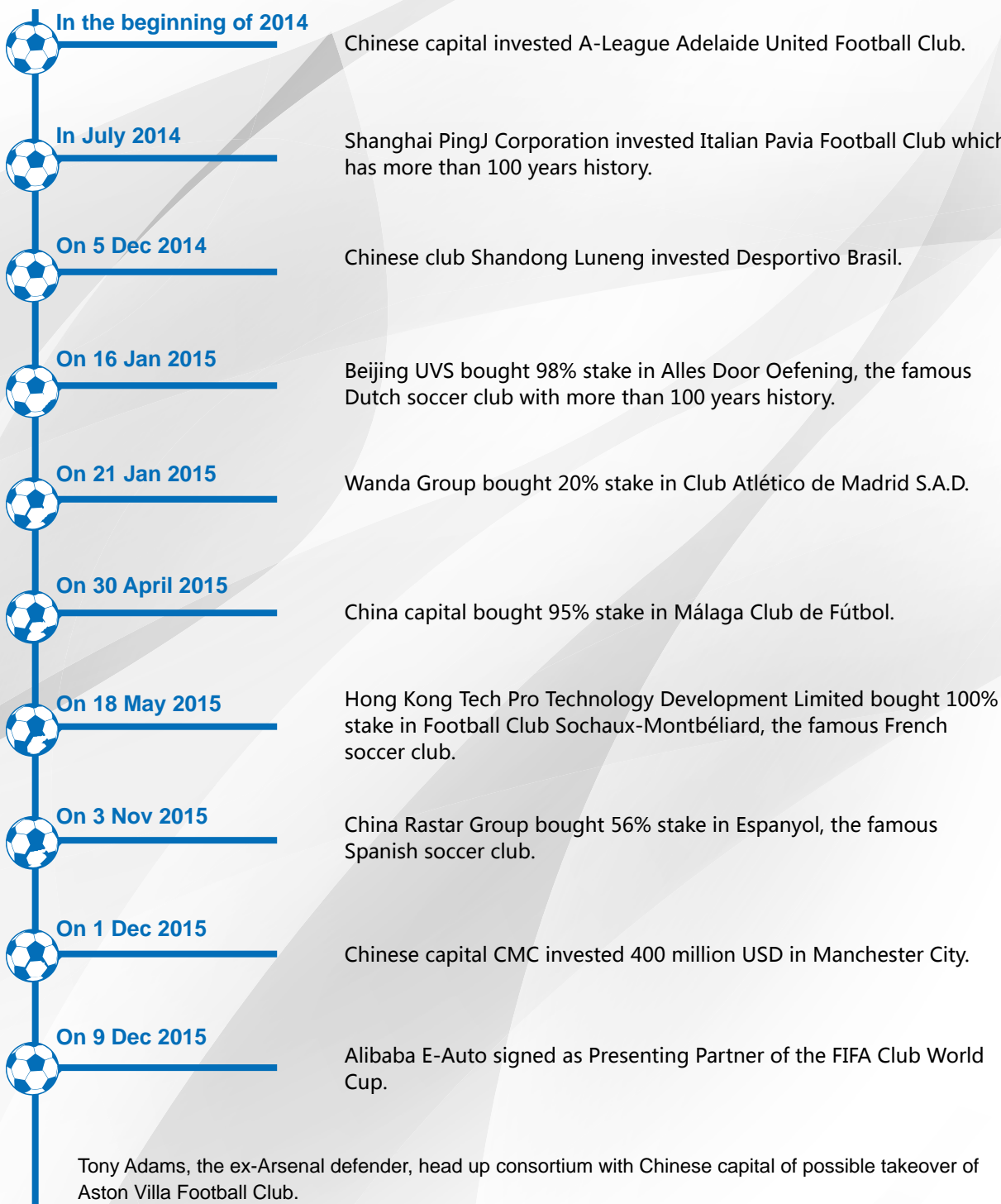
## WHO WILL ATTEND



Leagues & Clubs	26%
Soccer Industry Suppliers	16%
Capitals	12%
Youth Systems & Universities	8%
TV Broadcasters	7%
Medical and Rehabilitation Institutes	6%
Medical and Recovery Institutes	6%
Governing Bodies & Associations	5%
Law Firms	5%
Field Operators	4%
New Media	3%
Government	2%



## CHINA CAPITALS GOING GLOBAL



### It is just the beginning....

In 2016 China Capitals will have more opportunities on acquiring overseas superior soccer assets, bringing together global advanced managing and operating experiences, and achieving rapid growth of China soccer industry and soccer economy. You will have chance face to face networking with those capital magnates at World Soccer Congress Shanghai 2016.



**Day One Morning, Wednesday, June 1**

**World Soccer Industry Development  
and China Soccer Reform**

**0800 Registration & Morning Coffee**

**0900 Opening Address:  
Shanghai Municipal Government**

**0915 KEYNOTE: World Soccer Industry  
Development and Enlightenment on  
Chinese Soccer**

Speaker TBA

**FIFA**

**0935 KEYNOTE: Asian Soccer History,  
Status-quo and Future**

Speaker TBA

**AFC**

**0955 KEYNOTE: Opportunities in China  
Soccer Reform Plan**

Yuyi Li, Vice Chairman

**China Football Association**

**1015 Exhibition Time & Networking Break**

**1045 KEYNOTE: Role of Government in  
Reforming Chinese Soccer**

Yongping Huang, Director-General  
**Shanghai Municipal Sports Bureau**

**1105 KEYNOTE: Rise of Great Nation,  
Chinese Capital Insert Fresh Air into  
World No. 1 Sports Game**

*Sponsorship Opportunity*

**1135 BRAINSTORM: How to Achieve  
Chinese "Soccer Dream"**

- ⚽ Establishing Chinese characteristics soccer management system and soccer development plan
- ⚽ Improving soccer competition system and professional club construction and operation mode
- ⚽ Stressing sportsman training While promoting soccer both in school and on society
- ⚽ Strengthening soccer field construction and management

Panelist:

Shanghai Municipal Government, Shanghai Sports Bureau, FIFA, AFC, China Football Association

**1235 Networking Lunch**

**Day One Afternoon, Wednesday, June 1**

**Soccer Match Management and  
Commercial Exploration**

**1400 KEYNOTE: Operation Model and  
Commercial Development of Premier  
League**

- ⚽ Introducing joint-stock system
- ⚽ Making good use of overseas capital
- ⚽ Implementing professional referee system
- ⚽ Attaching importance to service
- ⚽ Expand influence by launching commercial matches and club fans' membership system
- ⚽ Improving income from TV broadcasting rights

**Richard Scudamore, CEO  
Premier League(inviting)**

## 1420 KEYNOTE: Talent Development & Coach Education – The German Road to Success

- ⚽ Youth system is required from qualification level for clubs
- ⚽ Invest € 500 million for youth school infrastructure construction in 10 years
- ⚽ Regular centralized training for coaches by one on one teaching
- ⚽ Establish DFB database to help coach to train children scientifically

Speaker TBA

**DFB - German Football Association**

## 1440 KEYNOTE: The Renaissance of Italian Football

- ⚽ Abolish player shared ownership, normalize the transfer market
- ⚽ Initiate reform on broadcast technology, stadium construction, commercial development and tax system, improve revenue of Italian clubs
- ⚽ Increase investment for youth football

Speaker TBA

**FIGC - Italian Football Federation**

## 1500 Exhibition Time & Networking Break

## 1530 KEYNOTE: How Australia Football Inspire Asian and Chinese Football

- ⚽ Civilian football vs Elite football
- ⚽ Perfect youth training system and equal chance for everyone
- ⚽ Close connection with European football

**David Gallop, CEO**

**Football Federation Australia**

## 1550 KEYNOTE: Embracing Gold Times of Professional Soccer

- ⚽ Enhancing the management of Chinese Super League; Standardizing the construction of clubs; Launching really

high level matches; Rewarding fans, society and sponsors

- ⚽ Intensifying more effort to copyright and commercial exploration; Expanding the influence of CSL and promoting brand reputation; Breaking the Limit of 8 Billion RMB
- ⚽ Emphasizing soccer backup talents & professional referee training

**Chengquan Ma, President**

**Chinese Super League**

## 1610 KEYNOTE: Naming Right – A Win-Win Marriage for Sponsor Company and the League

*Sponsorship Opportunity*

## 1640 ROUND TABLE: 20 Years' Anniversary - Is Bosman Ruling Still Tremendously Affecting the Transfer Market and the Entire Professional Soccer?

Moderator:

**Phillipe Piat, President, FIFPRO**

Panelists:

**Jean-Louis Dupont, Partner, Roca Junyent**

**Bob Mitchell, Partner, Harbottle & Lewis**

**John C. Jaakke, President, Ajax Amsterdam**

**Nasser Al-Khelaifi, CEO, Paris Saint-Germain**

**Omar Berrada, SVP for Commercial, Manchester City**

## 1740 End of Day One

## 1800 Welcome Banquet *(Invited Only)*

**Day Two Morning, Thursday, June 2**

**Operation and Management of Professional Club**

## 0830 Registration & Moring Coffee

## 0900 KEYNOTE: Building the World's Most Valuable Professional Club

- ⚽ To exert players' high performance and keep them at good competition state, the club should be managed like a modern company headed by the chief coach
- ⚽ Fully excavate the value in brand and human resources, increasing income at largest degree
- ⚽ Largely invest in players and coaches to keep competitiveness and generate positive reward

**Jamieson Reigle**, Commercial Director  
**Manchester United**

## 0920 KEYNOTE: The Galacticos Way of Club Management

- ⚽ More investment means more rewards
- ⚽ Skilled operation methods of capital
- ⚽ Manage and develop the club with market-oriented measures
- ⚽ Perfect combination of brand marketing and experience marketing
- ⚽ How to deal with the profit distribution of player portrait rights

**Begona Sanz**, Marketing Director  
**Real Madrid**

## 0940 KEYNOTE: The Model in Achieving Competition Performance and Making Financial Balance

- ⚽ The "50+1" rule aims to introduce capital to maintain fine operation of the club, while give the club control back to fans
- ⚽ Insist right and healthy management strategies
- ⚽ International Strategies

**Joerg Wacker**, Vice President International and Strategic Affairs  
**FC Bayern Munich**

## 1000 KEYNOTE: Logic In South Korea's Club Development

- ⚽ Investment and management of the club
- ⚽ The Jeonbuk training base and youth system
- ⚽ Mode of CSL and development of Asian soccer

**Lee Chul-Kun**, President  
**Jeonbuk Hyundai Motors FC**

## 1020 Exhibition Time & Networking Break

## 1050 KEYNOTE: The Second Five Year Plan of Evergrande Taobao

- ⚽ Upgrade overall development strategies, operation and management concept, coaching team, foreign aid level, youth training system, and logistical support
- ⚽ Improve club income by strengthening brand, commercial, derivative products development, aiming to achieve profit in 2016
- ⚽ Produce young player from Evergrande Football School to club, improve youth system, and train talents for national team
- ⚽ Build world class soccer club beginning with listing on stock market

**Yongzhuo Liu**, President  
**Guangzhou Evergrande Taobao Football Club**

## 1110 KEYNOTE: The Recovery Road of Shanghai Shenhua

- ⚽ Introduce advanced rehabilitation equipment
- ⚽ Practice of enterprise management philosophy on club management
- ⚽ Make building high level youth system as a long term and strategic plan

**Xiaohui Wu**, President  
**Shanghai Shenhua Football Club**



## 1130 KEYNOTE: Player Management Methods of FC Porto

- ⊕ Risk management of player buying and selling
- ⊕ How professional clubs cooperate with top broker agents to create best profit and better performance for clubs through player transferring

Speaker TBA

**FC Porto**

## 1150 PANEL: Shaping The Future of Club Running

- ⊕ Engage, identify and motivate fans
- ⊕ Improve player and team performance
- ⊕ Maximize revenue streams - growing existing and create new ones
- ⊕ Enable reliable ticketing sales across all channels

Moderator: SAP

Panelists: FC Bayern Munich, Manchester United, Real Madrid, Shanghai Shenhua FC

## 1250 Networking Lunch

**Day Two Afternoon, Thursday, June 2**

**Big Data of Soccer Industry and Application of New Technologies**

## 1400 KEYNOTE: "Big Data", The Twelfth Player of German Team

- ⊕ Improve team competitive ability by collecting and analyzing data of players and team; Optimize team deployment based on "Number & Fact"
- ⊕ Use APP to send player's technical data, field condition and solving solutions to each player to make them more clear of the panorama and adjust their tactics correspondingly

Speaker TBA

**German Sport University Cologne**

## 1420 KEYNOTE: How Big Data Improve China Women's Soccer Team

- ⊕ Big Data plays a key role in ensuring player state, training and competition
- ⊕ Collect and analyze Big Data by sensor attached shirt and GPS analyzing machine

**Hongwen Wei**, Senior Researcher

**Sport Rehabilitation College, Beijing Sport University**

## 1440 KEYNOTE: "Moneyball"

- ⊕ Detect player's state with GPS and Instant Heart Rate
- ⊕ Invite data analyst to analyze players' past developing process and estimate his future
- ⊕ Cooperate with professional data company to apply data analyze into soccer matches and shape a huge data ecological system

**Roberto Martinez**, Head Coach  
**Everton FC(inviting)**

## 1500 KEYNOTE: Smart Device - Important Entrance of Data Acquisition:

*Sponsorship Opportunity*

## 1530 Exhibition Time & Networking Break

## 1600 KEYNOTE: Eagle Eye - Reform Sport with Technology:

*Sponsorship Opportunity*

## 1630 KEYNOTE: Investing 5 Billion RBM To Build Big Data Soccer Base

- ⚽ The project "Internet + China Soccer Town" will build a Big Data soccer base composed of "Internet + Soccer" service platform and "Soccer + Industry" development platform
- ⚽ Promote Teenagers' Soccer Awareness and Skills

Bin Luo, President

Sichuan Football Club

## 1650 ROUND TABLE: How New Media Establish New Win-Win Cooperation Models with Professional Soccer in Internet+ Times.

Panelist:

FC Barcelona, Chelsea, Shanghai SIPG FC, CSL, Premier League, *New Media*

## 1750 End of Day Two

Day Three Morning, Friday, June 3

Soccer Medical and Rehabilitation  
Technology Innovation

## 0830 Registration & Moring Coffee

### 0900 KEYNOTE: Milan Lab 2.0

- ⚽ The perfect combination of technology, IT, cybernetics and psychology
- ⚽ Milan Lab's glorious history, upgrade and transition
- ⚽ Milan Lab 2.0 has a plan of export sale, trying to establish the "Sports Healthy Lab" brand. Provide high-end private sport & health service to individuals expect for serving Milan club

Daniele Tognaccini, Co-Founder

Milan Lab(inviting)

## 0920 KEYNOTE: India's No. 1 Sports Medicine Center

- ⚽ Sports performance assessment rehabilitation research counseling institute
- ⚽ A complete sports medicine center with a holistic approach

Dr. Kannan Pugazhendi, Sports Physician  
Director

Dr. Aravind Ananthayijayan, Physician  
SPARRC Institute

## 0940 KEYNOTE: Sport Protection of Soccer

- ⚽ Promote technological communication on players' rehabilitation between Taiwan and Mainland China
- ⚽ Drive the development of Chinese sport protection
- ⚽ Facilitate technology & equipment of Chinese soccer sport protection

Pingyang Hong,

Committee Member

National Federation of Associations of  
Physical Therapist Taiwan(N.F.A.P.T.)

Director

LP-Support Sport and Medical Academy

## 1000 Exhibition Time & Networking Break

## 1030 KEYNOTE: How Advanced Sports Insurance Protect Players' Health

*Sponsorship Opportunity*



## 1100 KEYNOTE: Sport Rehabilitation of Soccer

- ⚽ Development plan of SUS Sports Medicine and Rehabilitation Center
- ⚽ R&D of Neuromuscular System Dynamics and Specific Sport Muscle Strength Training Facilities

**Yu Liu,**

President, School of Sport Science  
Director, Sports Medical and Rehabilitation Center

**Shanghai University of Sport**

## 1120 BRAINSTORM: How to Utilize High-tech to Improve Sports Medical Service and Increase Rehabilitation Level

Panelists:

Milan Lab, Manchester United Medical Center, Football Medical Association UK, N.F.A.P.T., Sports Medical and Rehabilitation Center of SUS

## 1220 Networking Lunch

**Day Three Afternoon, Friday, June 3**

**Soccer Field Construction, Operation and Maintenance**

## 1400 KEYNOTE: "We Are Creating A City Instead of Building A Stadium"

- ⚽ Emphasize commercial exploit, Building the most profitable soccer stadium
- ⚽ Emirates Stadium's recycling rate has reached 78%, which largely decrease cost made from waste transferring and disposing

**Mark Pearce,** Stadium Manager,  
**Arsenal**

## 1420 KEYNOTE: Discover Proper Method to Manage Soccer Stadium, While Valuing Environment Protection

- ⚽ Construct the stadium on the garbage yard, so as to keep warm in advantage of methane produced by underground garbage
- ⚽ Integrate the sustainable designs(such as green roof, LED energy saving lamp) into new stadium construction and old stadium repairing work. Make full use of renewable energy
- ⚽ Promote brand value, attract sponsors and partners

**Sung-gyu Oh,** CEO

**Seoul Facilities Management Corporation**  
**Seoul World Cup Stadium**

## 1440 KEYNOTE: Build 21 Smart Soccer Fields with 150 Million RMB

- ⚽ "Internet + Soccer", solving the problem of "Offline Play, Online Reserve" with the help of Internet
- ⚽ Plan to cover Changsha's soccer stadium With free Wi-Fi
- ⚽ In the future Changsha Football Association will cooperate with schools and bring in smart field concept

**Chaoping Yuan,** Chairman

**Changsha Football Association**

## 1500 Exhibition Time & Networking Break

## 1530 Applied Maintenance Technologies for Soccer Court Turf

*Sponsorship Opportunity*

## **1600 KEYNOTE: Hongkou Football Stadium – Current Status and Future Prospect of China Professional Football Stadium**

- ⊛ The commercial development of Hongkou Football Stadium
- ⊛ Trying to make the stadium operation socialized, authorizing third party the managing right to enable the commercialization of the stadium, while keeping it regulated by government to guarantee its stable function
- ⊛ How to survive in transferring from institution to enterprise after restructuring
- ⊛ How to make professional football stadium a city landmark

**Jian Chen, President & CEO**

**Shanghai Changyuan Culture Industry (Group) Co., Ltd.**

**Hongkou Football Stadium**

## **1620 ROUND TABLE: The Construction of Professional Soccer Stadium**

- ⊛ Where does the capital come from?
- ⊛ Operation and maintenance
- ⊛ Commercial exploration
- ⊛ Smart stadium concept

Panelists:

Arsenal, Seoul Metropolitan Facilities Management Corporation, Changsha Football Association, Shanghai Changyuan Group

## **1720 Closing Remarks**

**Shanghai Municipal Sports Bureau**

## **1730 End Of Day Three:**

**Close of Conference**

## PULLMAN SHANGHAI SKYWAY

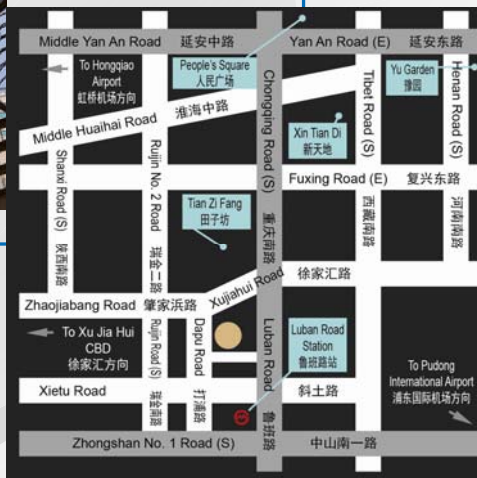


**Address:**

15 Dapu Road Huangpu District Shanghai China  
200023

**Contact:**

Tel: (+86)21/33189988  
Fax: (+86)21/53010000  
info@pullmanshanghaiskyway.com



**Route:** From Pudong Airport, drive along Yinbin Avenue and turn to Century Avenue, then turn to Nanpu Bridge. Drive along South Zhongshan Road, then turn to Dapu Road. Total length is about 45 km or 45 minutes' drive. One-way taxi from airport to hotel is about RMB160.00. From Hongqiao Airport, drive along Yinbin Road and turn right to Zhaojiabang Road, then turn right again to Xujiahui Road and Dapu Road. Total length is about 13 km or 25 minutes' drive. One-way taxi from airport to hotel is about RMB50.00.

Public Transport	Line	Station
Metro	9	Dapuqiao
	4	Luban Road
Bus	96/43	Dapuqiao

**Railway Station**

SHANGHAI HONGQIAO (20.00 km / 12.43 mi)  
SHANGHAI (6.00 km / 3.73 mi)

**Airport**

PUDONG INT'L AIRPORT (41.00 km / 25.48 mi)  
HONGQIAO INT'L AIRPORT (13.00 km / 8.08 mi)

**Highway Exit**

INNER RING ROAD (0.50 km / 0.31 mi)

