

13 November 2014

Official event guide



Главное слово в спорте*

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Реклама



Dear friends and respected members of the first World Football Forum.

I am delighted to welcome you to the capital of the 2018 FIFA World Cup.

Four years ago, on December 2, 2010, Russia was awarded the right to host this grand football festival which, in 2018, will be held for the first time in its history in the world's largest country, where football is truly loved and valued.

This country has now embarked on full-scale preparations for the tournament, which will see 12 new, state-of-the-art stadiums in 11 cities, more than one hundred team bases and training facilities throughout the European part of Russia and a host of other critical infrastructure projects. All this will ensure that the upcoming FIFA World Cup will be a truly enjoyable and unforgettable occasion for all those attending and taking part in the tournament.

Another very important aspect is that the FIFA World Cup in Russia will help to uncover the rich potential of Russian football and it will present the wide-range of opportunities this country has to offer, for all members of the international football community.

Due to this, I see the hosting of major international conferences in this country, such as the World Football Forum, as an important step on the way to achieving these goals. Thanks to the creation of such discussion platforms for specialists from the most varied of fields, associated with football management, exchanges of experiences and opinions on the most important issues that are linked with such large-scale events can be shared, such as the FIFA World Cup.

I wish all guests and participants of the World Football Forum constructive and successful discussions and we look forward to seeing you in four years time at the FIFA 2018 World Cup in Russia!

Vitaliy Mutko,
Minister of Sport of the Russian Federation,
Chairman of the Russia 2018 Local Organising
Committee

Дорогие друзья,

Уважаемые участники первой международной конференции World Football Forum.

Я рад приветствовать вас в столице Чемпионата мира по футболу FIFA 2018.

Четыре года назад, 2 декабря 2010 года Россия получила право проведения этого грандиозного футбольного праздника, который в 2018 году впервые в истории пройдет на территории самой большой страны мира, где умеют по-настоящему любить и ценить футбол.

Сегодня наша страна вступила в стадию полномасштабной операционной подготовки к турниру, результатом которой должно стать появление 12 новых суперсовременных стадионов в 11 городах-организаторах, более сотни баз команд и тренировочных площадок на территории всей европейской части России, и множество других важнейших инфраструктурных проектов, которые призваны сделать предстоящий Чемпионат мира по-настоящему удобным и незабываемым для всех гостей и участников турнира.

Очень важно и то, что проведение Чемпионата мира в России позволит раскрыть богатый потенциал российского футбола, и откроет широкие возможности нашей страны для всех участников международного футбольного сообщества.

В этой связи я вижу проведение крупных международных конференций на территории нашей страны – таких как World Football Forum – важным событием на пути к достижению этих целей. Благодаря созданию подобных дискуссионных платформ эксперты из самых разных областей, связанных с футбольным менеджментом, могут обмениваться опытом и делиться мнениями на самые важные темы, связанные с подготовкой столь масштабных событий как Чемпионат мира.

Желаю всем гостям и участникам конференции World Football Forum успешного и плодотворного общения, и до встречи через четыре года на Чемпионату мире по футболу FIFA 2018 в России!

Виталий Мутко,
Министр спорта Российской Федерации,
Председатель Оргкомитета «Россия-2018»



Welcome from Eventica Sport

Dear Participants

Three years ago – right here in the Ritz-Carlton in Moscow – Eventica gathered the leaders of the ‘business of football’ from around the world for a conference that provided a first glimpse of Russia’s plans for the FIFA World Cup in 2018. Back then, Russia 2018 was still the next but one, with much of the scrutiny on Brazil, however, even at that early stage of the planning process for Russia’s first World Cup, it was clear that 2018 promised to be a groundbreaking opportunity for Russian football and for the international football industry.

Now, with less than four years to go, the vision laid out by the Russia 2018 Local Organising Committee is becoming reality, and the time is right for us to once again gather together football industry executives to hear from the people that are building the biggest sporting event in the world here in Russia.

Russia has shown itself in recent years to be more than capable of hosting global sports mega-events. 2014 has been a particular triumph for Russian sport, with Sochi 2014 labelled the greatest Winter Olympics to date. We are delighted – and honoured – that Vitaly Mutko, Russia’s Minister of Sport who can be credited with leading Russia’s effort in the global sporting arena in recent years, is able to set the tone of today’s conference in his keynote address.

We are also extremely fortunate to be able to draw upon the experiences of not only Alexey Sorokin, CEO of the Russia 2018 Organising Committee, but also those of Ricardo Trade, CEO of Brazil 2014 Organising Committee and mastermind behind the spectacle that was the FIFA World Cup in Brazil earlier this year. Of course, any discussion of the World Cup would be incomplete without the perspective from world football’s governing body, and we are lucky to be joined here today by Walter de Gregorio, FIFA’s Director of Communications and Public Affairs.

Although the preparations for Russia 2018 will loom large throughout today’s proceedings, we will also be exploring a broad range of the key issues in the business of football today, from stadia, UEFA Financial Fair Play and how football can learn from modern marketing approaches. We have a wonderful collection and variety of speakers from around the globe.

We would like to thank all of our speakers, as well as our General Partner, the International Centre for Sport Security (ICSS) - who will present a very special insight into stadium security by design - our other corporate partners adidas, Coca-Cola, PWC, AEB and LAISA and our media partners.

More than anything else, the World Football Forum is designed to allow delegates to open doors, make connections and to explore opportunities in the run-up to Russia 2018. We hope that you have a successful and interesting day finding out more about the football industry in Russia in what is an extremely

Российский футбол: на пути к ЧМ-2018



Россия

2 кубка Лиги Европы, 1 Суперкубок Европы, бронза Чемпионата Европы



СССР

Чемпион Европы, 3 серебра Чемпионата Европы



Фирме PwC в России – 25 лет

Россия в цифрах:

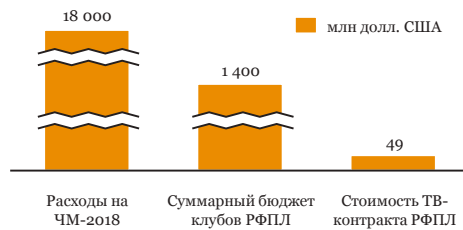
270 тыс. зарегистрированных футболистов

108 профессиональных клубов

16 клубов в Премьер-Лиге



Финансы



Национальная сборная

- Средний возраст **26,5** лет;
- **1** игрок, выступающий в зарубежном чемпионате;
- **30-е** место в рейтинге FIFA



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Считает себя активными или умеренными болельщиками: **17-19 млн чел.**

Смотрит матчи РФПЛ и/или обзоры матчей: **8,5-9,5 млн чел.**

Потенциально готовы платить за просмотр матчей по ТВ: **5,5-6 млн чел.**

Аудитория канала «Наш Футбол» **<1 млн чел.**

- Строительство более **600 тыс.** зрительских мест к 2017 г.;
- Средняя посещаемость матчей РФПЛ сезона 2013/2014 **11,5 тыс. чел.**, средняя заполняемость стадионов **51%**.



Контакты



Олег Мальшев
Партнер
PwC Россия



Сергей Литвиненко
Директор
PwC Россия

From Brazil to Russia – Challenges and Opportunities in hosting a FIFA World Cup™

The 2014 FIFA World Cup™ in Brazil was one of the most entertaining and spectacular in recent memory. Although the tournament was an undisputed success, the journey undertaken in Brazil to set the stage for the event was not without its challenges and gave rise to debate about the ultimate cost and benefits of hosting such a mega-event.

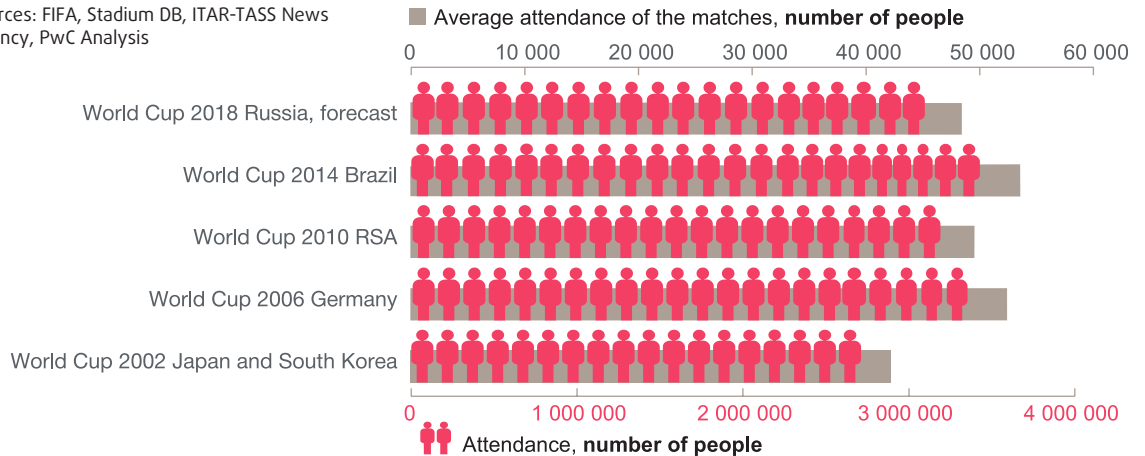
As the eyes of the football world turn from Brazil to Russia in anticipation of the 2018 FIFA World Cup™, questions raised during the lead-up to the 2014 tournament will begin to be applied to Russia.

- What were the main factors that allowed the 2014 tournament to be such a success?
- What were the main challenges to organizing a successful tournament? To what extent are those challenges particular to Brazil and to what extent are they common to any country?
- What was the role of key partner organisations in Brazil for the planning and preparation of the World Cup™?
- What lessons can Russia draw from the experience of Brazil in hosting the 2014 FIFA World Cup™?
- What is the overarching vision for 2018, and how might it transform Russia in the long term?
- What is the current status of preparations and key questions of the Russia 2018 Host Cities?
- What are the KPIs against which the Russia 2018 Host Cities will be measured? In what ways will the 11 host cities seek to leverage 2018 for their development?
- What do the organisers at all levels – federal, regional and municipal – need to put in place to facilitate the planning and preparations for the tournament?

Topics	Speakers and panelists
<ul style="list-style-type: none"> • Success of the 2014 FIFA World Cup™ • Sharing experience and learnings in hosting the world's biggest single sport event • Progress report LOC Russia 2018 and roadmap to 2018 	<ul style="list-style-type: none"> • Walter de Gregorio, FIFA, Director of Communications & Public Affairs • Alexey Sorokin, LOC Russia 2018, CEO • Ricardo Trade, LOC Brazil 2014, CEO • Saint-Clair Milesi, LOC Brazil 2014, Communications Director

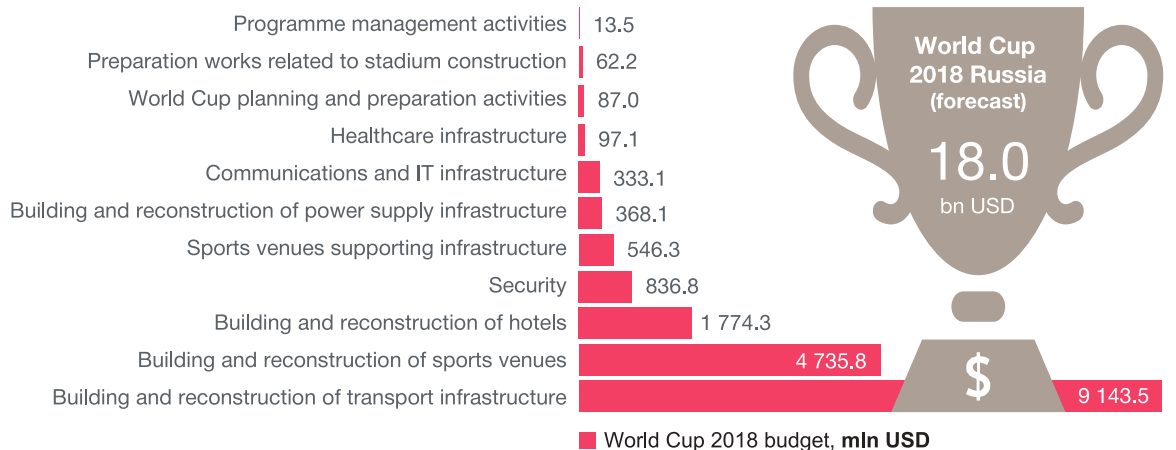
Attendance: for matches and average

Sources: FIFA, Stadium DB, ITAR-TASS News Agency, PwC Analysis



Breakdown of Russia 2018 budget costs by purpose

Sources: S&P report, official estimations of the host countries, Programme to Prepare for Holding the 2018 FIFA World Cup™ in Russia



2018 FIFA World Cup™ stadiums – at the heart of the tournament

Stadiums serve as more than just the site of the sporting action during the FIFA World Cup™. In some cases, they become symbols of the tournament itself and even the country in which it is hosted.

Creating a successful world-class football stadium means reconciling a long list of factors, such as aesthetic design, commercial opportunities, safety and security, legacy considerations, environmental sustainability, historical tradition, FIFA and UEFA compliance – and of course the preferences of fans and the experience of players on the pitch. When mistakes are made, it is because the alignment isn't right at the beginning, between the architect, construction firm, stadium operator, commercial rights sales agency and other key players. A careful approach is required if stakeholders are to end up with a venue that is safe, commercially viable, flexible in use and suitable for international events –

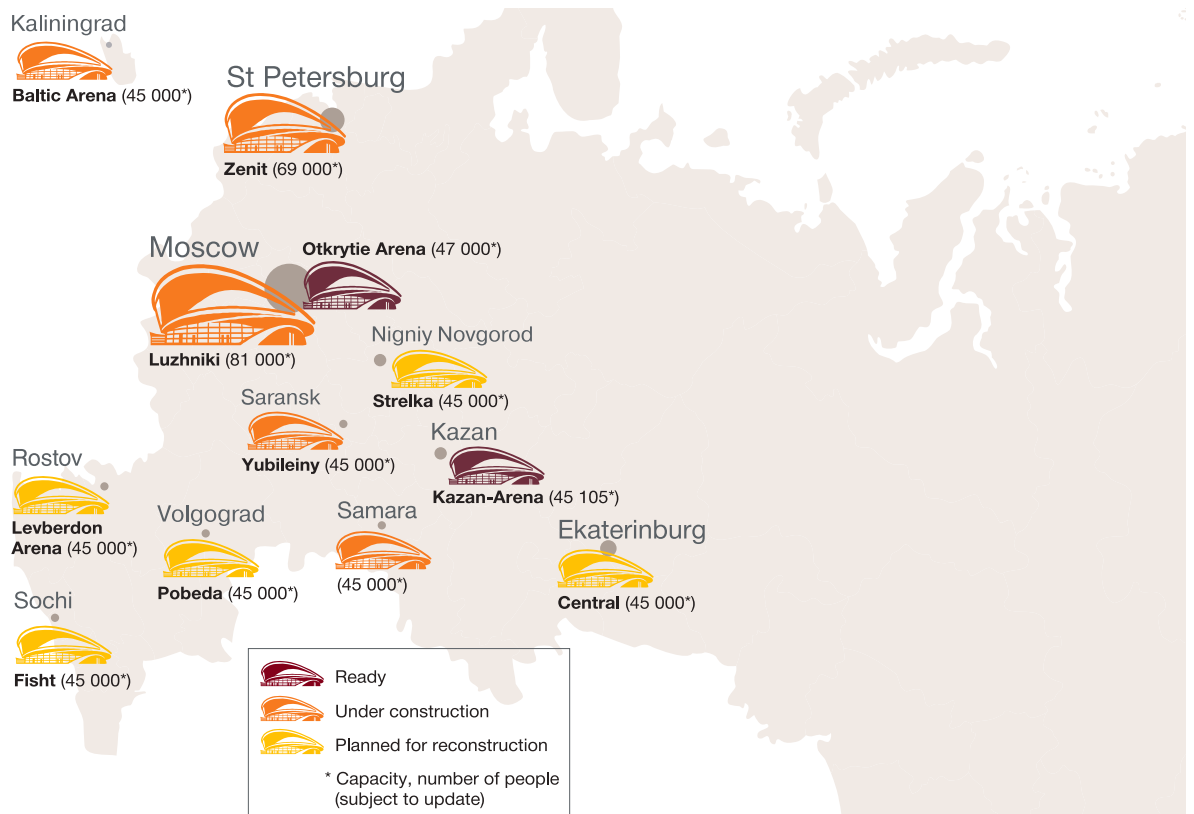
ideally with the stadium at the heart of a wider master plan for urban regeneration.

- As they build new stadiums – and upgrade existing ones – in the run-up to 2018, how can Russian football clubs and municipalities ensure they get the right balance, from the very first stages of the planning process?
- What mechanisms are available for ensuring maximum revenue returns, including naming rights, retail spaces, sponsorship deals and corporate hospitality?
- What technological advancements are at the disposal of architects, engineers and other specialists – such as lighting, acoustics and audiovisual features – to help dramatically re-shape and transform the experience of spectators?

Topics	Speakers and panelists
<ul style="list-style-type: none"> • Stadium preparation general progress • Design • Legacy • Operations (first experience in Moscow and Kazan – challenges and successes) • Stadium guidance from Brazil 	<ul style="list-style-type: none"> • Alexey Milovanov, Arena-2018, CEO • Boris Bronner, Sport-Engineering, Senior Principal • Thomas Shpeck, ArenaCom, CEO • Damon Lavelle, Populous, Senior Principal, • Radik Minnakhmetov, Kazan-Arena, CEO • Alexandr Atamanenko, Otkritie Arena, CEO • Joao Gilberto Vaz, Arena Solutions and Abrenas, President • Henk Markerink, Arena do Brasil, CEO

Stadiums for 2018 World Cup™

Sources: population data from 2010 census; FIFA, Interfax, ITAR-TASS, Rossiya2018.rf, sports.ru, Vedomosti, wc-2018.ru.



Stadium and Events of the future: Security by design

The safety and security of those attending and participating in a major event, tournament or match is a fundamental customer service that needs to be addressed from the outset, even before a stadium is constructed. It is widely acknowledged that safety and security can only be achieved by establishing a balance between proper preparation, good management and well-designed infrastructure.

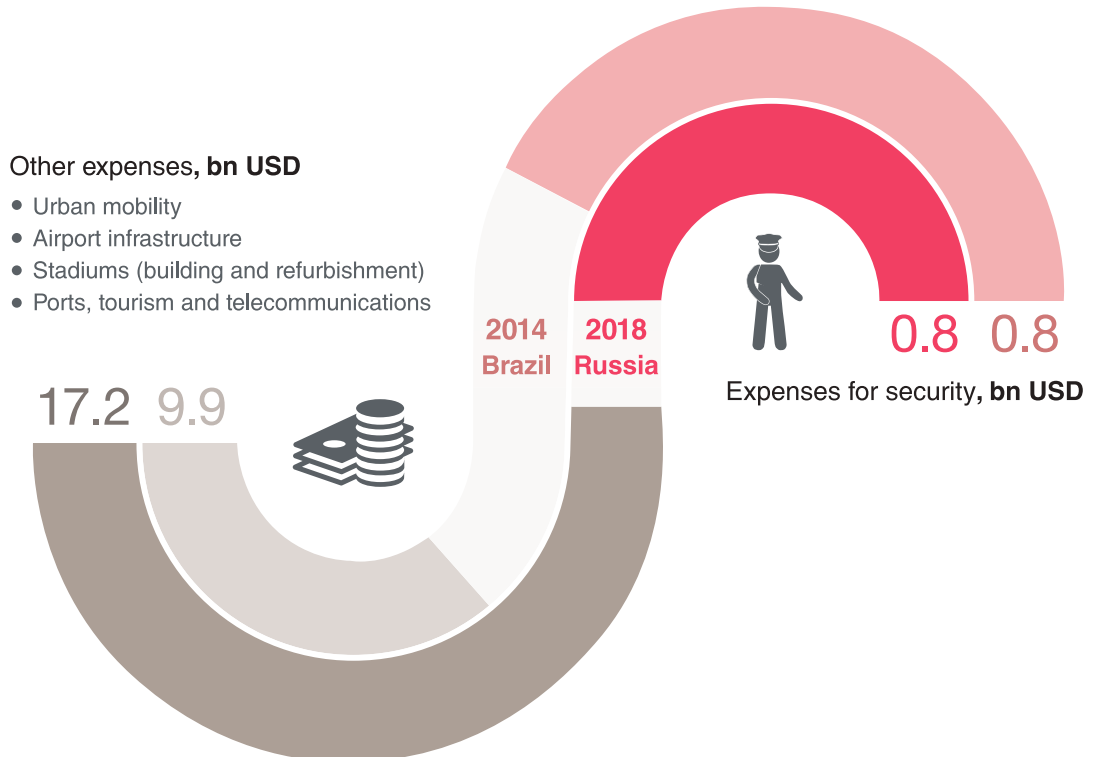
Quality security design enables one to “design out risk” from the very beginning.

In this session, Helmut Spahn of the International Centre for Sport Security gives an introduction on the theme of stadium and event security, followed by a presentation from his colleague Malcolm Tarbitt on the importance and impact of a security design process that entails holistic planning for safety and security.

Topics	Speakers and panelists
<ul style="list-style-type: none"> • Security is a fundamental customer service that needs to be addressed from the outset even before the stadium is constructed • Quality security design enables one to design risk out from the start 	<ul style="list-style-type: none"> • Malcolm Tarbitt, Executive Director, Safety and Security, International Centre for Sport Security (ICSS) • Helmut Spahn, Director General, International Centre for Sport Security (ICSS)

Expenses for security during the World Cups in Brazil and Russia

Source: Programme to Prepare for Holding the 2018 FIFA World Cup™ in Russia, statista



Walter de Gregorio

Director Communications & Public Affairs FIFA



Walter De Gregorio studied history and political philosophy, and has worked as a journalist, a columnist, and in management positions for various national and international newspapers. For more than 20 years, as a foreign correspondent for the «SonntagsZeitung», «Die Zeit» as well as «Weltwoche». He also was the editor in chief of sports at «Blick» newspaper.

In 2010, Walter De Gregorio was awarded sports journalist of the year in Switzerland. In early, 2011, for six weeks De Gregorio became communications advisor of FIFA President Blatter during his election campaign before joining FIFA permanently as Director of Communications & Public Affairs in October 2011. De Gregorio has dual Swiss-Italian nationality and has three children. He lives in the Zurich area.

Вальтер Де Грегорио изучал историю и политическую философию. 20 лет посвятил журналистике, работая корреспондентом, колумнистом и занимая руководящие посты в различных СМИ. В частности на протяжении длительного времени работал международным корреспондентом швейцарских изданий «SonntagsZeitung» и «Weltwoche», а также немецкого «Die Zeit». В последние годы журналистской карьеры Вальтер Де Грегорио возглавлял спортивную редакцию швейцарской газеты «Blick».

В 2010 году удостоен национальной премии как лучший спортивный журналист года в Швейцарии. В начале 2011 года на протяжении шести недель консультировал президента FIFA Йозефа З. Блаттера в сфере коммуникаций и связей с общественностью в рамках предвыборной кампании на пост главы организации. С 1 октября 2011 года – директор Департамента по коммуникациям и связям с общественностью FIFA.

Alexey Sorokin

Russia 2018 LOC CEO



Alexey Sorokin represents a new generation of sports leaders in Russia. Alexey has a wide range of experience in international relations. Alexey was a Project Leader for the successful Moscow UEFA Champions League final. This made him a well-known figure in the international football family, and led to his appointment as CEO of The Football Union of Russia in 2008.

In 2009, Alexey became the leader of Russia's bid to host the 2018 FIFA World Cup and in December 2010 Russia was then awarded the right to host the 2018 FIFA World Cup. In January 2011, the Russian government and the Football Union of Russia established the 2018 FIFA World Cup Russia Local Organising Committee and Alexey was appointed its CEO. In March 2012, he was also appointed as a special adviser to the Organising Committee for the FIFA World Cup and the FIFA standing committee.

Alexey is a graduate of the Moscow State Linguistic University and Diplomatic Academy. He is fluent in English and French. He is married and has two daughters.

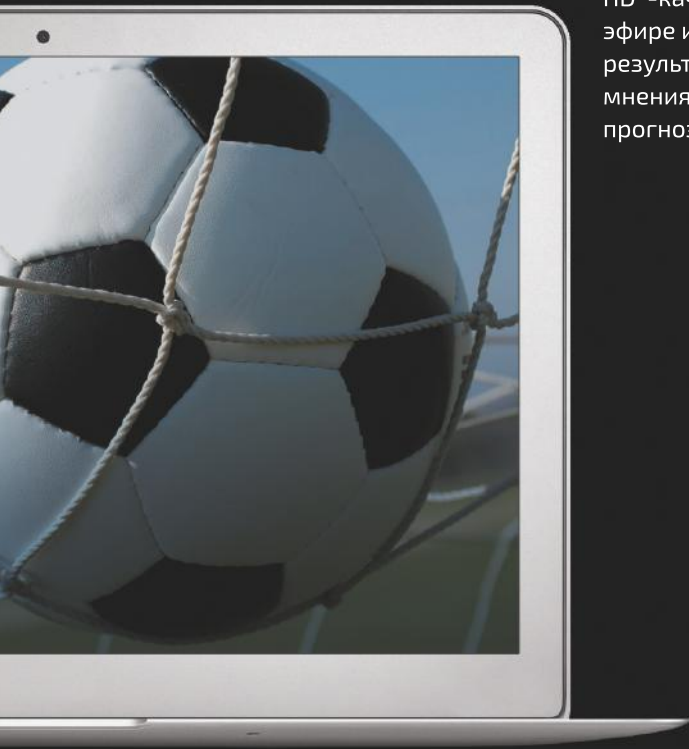
Являясь генеральным директором Оргкомитета «Россия-2018», Алексей Сорокин руководит проектом по подготовке и проведению Чемпионата мира по футболу FIFA 2018™. Алексей был утвержден в этой роли Правительством России и Российским футбольным союзом в начале 2011 года после того, как успешно провел российскую заявку на право принять Чемпионата мира. Прежде чем возглавить этот масштабный проект, Алексей Сорокин руководил подготовкой и проведением московского финала Лиги Чемпионов UEFA 2008 года.

Успех организации финального матча получил высокую оценку со стороны UEFA и РФС, куда Алексей Сорокин был приглашен на должность генерального директора. К богатому опыту Алексея в области футбольного менеджмента можно добавить такие масштабные спортивные проекты как выдвижение заявки Москвы в качестве столицы летних Олимпийских игр 2012 года, и успешную кампанию за право принять Чемпионат мира по легкой атлетике 2013.

Алексей Сорокин закончил Московский государственный лингвистический университет и Дипломатическую академию МИД РФ, свободно владеет английским и французским языками. Женат, воспитывает двух дочерей.

САЙТ

Новости, видеотрансляции HD*-качества в прямом эфире и в записи, результаты, аналитика, мнения экспертов, прогнозы, обсуждения.



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* Высокое качество. Смарт ТВ

16+

Ricardo Trade

Brazil 2014 LOC CEO



Ricardo Trade was the Executive Director of Operations of the Local Organising Committee (LOC) of the FIFA World Cup Brazil 2014 since 2010, and he was appointed CEO in November 2012.

A former goalkeeper of the Brazilian Handball team, Mr. Trade has been involved with sports since he was 11 years old. He graduated in Business Administration from the Pontifical Catholic University – PUC in Minas Gerais, and in Physical Education from FMU in Sro Paulo. He began working as physical trainer and team supervisor for Brazil's top volleyball clubs and the Brazilian Volleyball Federation, participating in the 1988 Olympic Games in Seoul.

Mr. Trade was then invited to be the Services General Manager of the 2007 Rio de Janeiro Pan-American Games. Six months before the competition started, he became one of the Operations Directors. He participated in the Rio 2016 Olympic Games' victorious bid campaign. Among the many activities that Mr. Trade supervised as CEO of the Brazil 2014 LOC were the stadium technical evaluation and monitoring, stadium operation, spectators services, press operations, security in and around the venues and also the volunteering programme, legacy, host cities coordination, medical programme, FIFA's World Cup and Confederations Cup opening and closing ceremonies, pre-draws and final draws, logistics and delegations transport for the FIFA World Cup Brazil 2014.

Рикардо Траде - исполнительный директор Оргкомитета Чемпионата мира по футболу 2014, начиная с ноября 2012 года.

Бывший вратарь бразильской команды по гандболу, Траде с 11 лет участвовал в спортивных состязаниях. Он закончил Епископский Католический Университет в области Бизнес Управления. Начал работу как тренер и директор команды бразильского волейбольного клуба, а затем Федерации по волейболу Бразилии, участвовал в Олимпийских играх в Сеуле в 1988 году.

Траде принимал активное участие в заявке на право проведения Олимпийских Игр 2016 в Рио. В качестве исполнительного директора Оргкомитета Чемпионата мира по футболу в его обязанности входило: техническая оценка стадионов и контроль строительства, взаимодействие с прессой, безопасность в местах проведения матчей и рядом с ними, волонтерская программа, координация городов-участников, медицинская программа, логистика, церемонии открытия и закрытия

Saint-Clair Milesi

Communications Director, 2014 FIFA World Cup LOC



Saint-Clair Milesi is the Communications Director of the 2014 FIFA World Cup Local Organising Committee, which will conclude its mission in December 2014.

Throughout the four years at the LOC, he structured the communications department, leading the team in Brazil that planned and coordinated the communication efforts with FIFA, the Federal Government and the 12 host cities as well as tournament promotional initiatives and crisis management.

He is an MBA graduate in Sports Administration from FGV-Brazil and has a B.A. in Journalism/Public Relations from Arizona State University. Before joining the FIFA World Cup organisation in Brazil in 2010, he coordinated the communications efforts of the successful Rio 2016 bid for the Olympic Games. For six years Saint-Clair edited Globo Online, Rio de Janeiro's leading news source.

Сант-Клэр Милеси – директор по коммуникациям Оргкомитета Чемпионата мира по футболу 2014 в Бразилии (до декабря 2014 года).

В течение четырех лет работы он координировал информационный отдел Оргкомитета, который обеспечивал эффективные коммуникации с FIFA, двенадцатью городами-участниками первенства и правительством Бразилии, равно как антикризисный менеджмент и рекламу Чемпионата.

До того, как войти в Оргкомитет Чемпионата мира, он также работал в заявочном комитете Олимпийских игр 2016 в Рио. До этого Сант-Клэр шесть лет работал редактором Globo Online, ведущем новостном портале Рио-де-Жанейро.

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Henk Marerink

CEO, Amsterdam Arena



Henk Marerink has been CEO of the Amsterdam Arena in the Netherlands since 1995, and prior to this, he was the project manager for the design and construction of the Arena from 1991 till 1995.

He has been actively involved in the development of the Arena Boulevard Area into a new Sports, Leisure and Entertainment destination. Henk Marerink graduated from the Eindhoven Technical University and earned a Masters degree in Architecture and Structural Engineering.

After his graduation he worked for Arcadis Building Consultancy and Twijnstra Guddé Management Consultants. In 2000 he founded Amsterdam Arena Advisory, now called Amsterdam Arena International. With this company he has worked on various stadium projects such as the Berlin Olympic Stadium and the Beijing Olympic Stadium and he has been contributing to the management of the stadium of Gremio in Porte Alegre and the World Cup Stadiums in Natal and Salvador, all in Brazil.

In 2011 he founded Amsterdam Arena Solutions. He is a member of the Economic Board of the Amsterdam Metropolitan Area, member of the Advisory Board Disabled Sports Fund, member of the board of the World Cup Rowing 2014 in Amsterdam and member managerial trio of "Beter Benutten II" (together with the Minister of Infrastructure & environment and the commissioner of the province North-Holland).

Хенк Маркеринк – генеральный директор «Амстердам Арена» (Нидерланды), начиная с 1995 года.

С 1991 по 1995 года он работал в «Амстердам Арена» в должности руководителя проектов в сфере дизайна и строительства. Он внес большой вклад в развитие Arena Boulevard Area как зоны для проведения спортивных состязаний, досуга и развлечений.

Хенк Маркеринк закончил Технический университет Эйндховена со степенью магистра в области Архитектуры и Структурной Разработки. После окончания учебы он начал работать в Arcadis Building Consultancy и Twijnstra Guddé Management Consultants. В 2000 Хенк основал консалтинговую компанию Amsterdam Arena Advisory, которая теперь называется Amsterdam Arena International. С этой компанией он работал над различными проектами стадионов, такими как, Олимпийский стадион в Берлине и Олимпийский стадион в Пекине. Хенк был менеджером стадиона Гремио в Порту Алегри и стадионов, примывавших матчи Чемпионата мира в Натале, Сальвадоре и Бразилии.

В 2011 он основал Amsterdam Arena Solutions. Хенк Маркеринк - член Экономической Комиссии Amsterdam Metropolitan Area, член Консультационного совета Фонда поддержки «спорт для людей с ограниченными возможностями», член комитета Чемпионата мира по гребле 2014 в Амстердаме и член трио "Beter Benutten II" (вместе с Министром инфраструктуры и окружающей средой и комиссаром провинции Северная Голландия).

Joao Gilberto Vaz

CEO, Arena Solutions Brazil



H.E. Joro Gilberto Vaz was born in the State of Sro Paulo in January 1965, and holds dual Brazilian and French citizenship.

Alongside his role as CEO of Arena Solutions, which is focused on the Brazilian and Russian markets, he is also CEO of Brazilian Hospitality Training Center in Rio de Janeiro, Founder and CEO of the BRICS Football Cup, and Founder Member and President of ABRARENAS – the Brazilian Association of Arena Operators & Suppliers.

Beyond his positions in the Arena world, Joro Gilberto Vaz has numerous professional affiliations and qualifications, he speaks Portuguese, Spanish, English, French and Italian, with a basic proficiency in Japanese, and is listed as the World Record Holder in the Guinness World Records Book as the holder of the largest collection of airline boarding passes in the world.

Жаоа Жилберто Ваз родился в Сан-Паулу в январе 1965 и имеет двойное гражданство: бразильское и французское.

Помимо должности генерального директора компании Arena Solutions, работающей на бразильском и российском рынках, он также - генеральный директор бразильского Учебного центра Гостеприимства в Рио-де-Жанейро, Основатель и генеральный директор Кубка по футболу стран БРИКС, учредитель и президент ABRARENAS – бразильской Ассоциации Операторов и Поставщиков.

Кроме этого Жоао говорит на португальском, испанском, английском, французском и итальянском языках, имеет базовый уровень знания японского языка, и входит в Книгу рекорда Гиннеса как обладатель самой большой коллекции посадочных билетов.



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Pedro Pinto

Chief of Press, UEFA



Pedro Pinto is the Chief of Press and Spokesman for UEFA, European Football's Governing Body. He joined the organization in January 2016 and works directly with UEFA President Michel Platini on his communication matters.

Previously, Pedro Pinto worked as a journalist for nearly two decades, most notably at CNN from 1998 to 2003 and 2006 to 2013. While at CNN, Pinto was one of the network's main sports presenters and correspondents, covering most of the world's highest profile events and interviewing many of the planet's top athletes. Some of the highlights of his journalistic career were covering the 2002, 2006 and 2010 FIFA World Cups, multiple UEFA Champions League Finals and several tennis and golf major events.

He has also contributed to a variety of publications as a writer, including World Soccer Magazine. He has a bachelor's degree in Communications from the University of North Carolina at Charlotte. Pedro Pinto was born and raised in Lisbon, Portugal.

Педро Пинто – пресс-секретарь УЕФА.

Присоединился к организации в январе 2016 и работает непосредственно с президентом УЕФА Мишелем Платини.

Пинто работал журналистом в течение почти двух десятилетий. Самым заметным местом работы был телеканал CNN с 1998 до 2003 и с 2006 - 2013.

Во время работы журналистом Пинто освещал самые крупные международные спортивные мероприятия и интервьюировал ведущих спортсменов планеты.

Пиком его журналистской карьеры стали Чемпионат мира по футболу 2010, Финал Лиги чемпионов УЕФА и несколько крупных теннисных турниров. Педро закончил Университет Северной Каролины со степенью бакалавра в области коммуникаций. Педро Пинто родился и вырос в Лиссабоне, Португалия.

Alexey Smertin

Advisor to the President, Dinamo Moscow



As a professional footballer, Alexey Smertin has played for a number of teams over the course of his career including Lokomotiv Moscow, Dynamo Moscow, and internationally Bordeaux, Chelsea, Portsmouth, Charlton Athletic and Fulham.

Since first being capped for the Russian national team in 1998, he played for Russia over 50 times including the 2002 World Cup and Euro 2004. He was made captain in August 2002. He was named best football player in Russia in 1999, was a Russian Cup winner in 2000, won the Coupe de la Ligue (French League Cup) in 2002 and the English Premier League Title and League Cup with Chelsea (2005).

Beyond football, he was elected as an MP representing the Altai region of Russia in March 2009. He is a founder and of "Young and Talented" foundation supporting Russian youth sports and art. Recently, Alexey Smertin was an Ambassador and Sport Director for the victorious Russia 2018 FIFA World Cup™ Bid.

В течение своей карьеры футболиста Алексей Смертин успел поиграть за множество футбольных клубов, таких как, Локомотив, Динамо, Бордо, Челси, Портсмут, Чарльтон и Фулхем.

Алексей провел за сборную Россию более 50 матчей, принял участие в Чемпионате мира 2002 и Евро 2004. В августе 2002 он стал капитаном национальной сборной России. В 1999 был признан лучшим футболистом России, в 2000 году Алексей вместе с командой выиграл Кубок России, в 2002 – Кубок французской лиги, а в 2005 – английскую Премьер-Лигу и Кубок Английской Лиги (с Челси).

Помимо карьеры футболиста Алексей был избран членом парламента от Алтайского края в марте 2009. Кроме этого Алексей является основателем фонда «Юные дарования», поддерживающего российские молодежные состязания в сфере спорта. В 2010 году Алексей был послом российского заявочного комитета на проведение чемпионатов мира ЧМ-2018 и ЧМ-2022 годов - «Россия 2018/2022».



Russian football Road to 2018 World Cup



Achievements



Russia

2 UEFA Cups, 1 European Supercup, bronze medal at the EURO-2008



USSR

European champion, 2 Olympic gold and 3 bronze medals, 3 European Cup silver medals, 2 Cup Winners' Cup

Russian Football Today



Key facts



Football fan base

19

mln



Registered players

270

k



Professional clubs

108



Top division football clubs

16



Finance

18 000

USD mln

1 400

49

Russian World Cup expenditures

Aggregate top division clubs budget

Media deal for Russian top division



National team

- Average age **26.5**
- **1** player from one of the European top-5 leagues
- **30th** place in FIFA ranking (October 2014)



Infrastructure

- **21.4 k** football pitches
- **600 k** seats constructed for the World Cup
- Average attendance for the 2013/2014 top division season was **11.5 k** spectators, average occupancy **51%**.

PwC in Russia

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ABOUT THE ICSS

The ICSS is an international organisation that provides expert advice in sport safety security, and integrity.

As part of its aim to ensure the highest levels of safety, security and integrity in sport, the ICSS's team of international experts offer a range of tailored services and expert advice.

For more information on the ICSS please visit www.theicss.org

Major Event Security: Insight by Helmut Spahn (Director General, ICSS)

2014 has been a spectacular year for sport with the 2014 FIFA World Cup™ in Brazil, 2014 Sochi Olympic and Paralympic Games and the 2014 Commonwealth Games in Glasgow to name a few providing many memorable moments.

This year was also a year that saw the topic of security dominate the headlines in the lead up to several major sporting events.

The Winter Olympic Games in Sochi were always going to receive a higher level of interest than previous editions and the two suicide bombings in the southern city of Volgograd before the Games drew Olympic security into sharp focus before the Olympic flame was even lit.

In the end though, the increased security presence was entirely vindicated. Sochi, and Russia, not only hosted a safe and incident-free Games but it was viewed by many as one of the most successful Winter Games in history.

As well as Sochi, Brazil's hosting of the 2014 FIFA World Cup also received its share of media scrutiny around security only for the country to go on to host one of the most spectacular tournaments in football history.

There are many commercial reasons why rights holders are looking towards so-called "emerging markets", like Brazil and Russia however, hosting major events in new markets presents organisers, and sponsors, with many new risks and challenges - particularly with safety and security.

Here at the ICSS, as part of our aim to protect sport, we believe that it is vital to apply a more global, coordinated approach to addressing the challenges that organisers face when securing major events.

As we saw with Brazil and Russia, different hosts apply different approaches to security and 2014 has provided a number

of important lessons for many cities and countries to incorporate over the next 12 months.

COMMUNICATION AROUND MAJOR EVENT SECURITY IS ESSENTIAL

Over the last few years there has been a clear trend developing around the relationship between media and major event security. As we saw in the lead up to Brazil and Russia this year, negative headlines involving security could potentially have a significant impact on ticket sales, operational budgets and the overall success of an event.

Developing a tailored approach to communications planning around security, including proactive media relations, regular updates with key stakeholders and informing the wider public on security preparations is an area that we believe here at the ICSS, can be improved upon by many host cities and countries.

SECURITY AND NEW TECHNOLOGY

This year, some exciting, new technologies were also showcased at major sport events that will hopefully revolutionise major event security in the future. At the ICSS, we are constantly striving to

ICSS SAFETY AND SECURITY SERVICES

- Threat and Risk Assessment
- Venue Security Master Planning
- Venue Security Design
- Major Sporting Event Safety and Security Operational Planning (Bidding and Hosting)
- Specialist Training for Sport Safety and Security Professionals

The ICSS Safety and Security team has worked on a wide range of venues and projects such as :

- Assisting UEFA Champions League security operations
- Security peer reviews for several multi-purpose sports arenas scheduled to host major international sporting events
- Security master planning and design of a multi-purpose sports facility scheduled to host a major international sporting event
- Developing safety and security requirements for a major international sport federation
- Assessing security at various major international sporting events

ICSS SPORT INTEGRITY SERVICES

- Cutting edge ideas, analysis and policy research
- Promoting fit-for-purpose institutional approaches grounded on a "self cleaning culture"
- Specialist Integrity and Transparency Advice
- Match-fixing Awareness Seminars and Professional Training Programmes
- Intelligence and Investigation Support
- Extensive Information and Knowledge Services

identify innovative, new ways to protect sport and new technology like RFID, trace detection, vibra-image technology and GPS, which were used at Sochi, will play an important role in improving major event security.

Over the next few years, technology will revolutionise the way major sport events are secured and I expect that consumer and retail technology like google glasses, retina scanning and mobile apps will also have a huge impact on the way fans interact with security professionals at future events.

IDENTIFYING AND MINIMISING RISK AT THE EARLY STAGES OF SECURITY PLANNING

Many organisers at the moment only include security into wider planning at the later stages of an event life cycle.

At the ICSS, we have developed a unique tool, known as the Safety, Security & Integrity Model™ (SSI Model), that aims to support major event organisers in including security throughout the entire planning and preparation phases and also addresses the entire range of security functions that should be considered when planning an event.

SECURITY EXPERT SUMMIT Vienna 2013



By applying a more proactive approach to security and identifying and accounting for potential risks earlier can security costs be minimised and pressures around any last-minute security requirements be reduced.

THE CHALLENGE TO SECURE MAJOR EVENTS HAS NEVER BEEN GREATER

With many events reaching out to new markets, the challenge to secure major sporting events has never been greater and there is now a real need for sport to

apply a more international way of thinking to protect itself.

To support this need, the ICSS has brought together some of the world's leading experts in safety, security and integrity to safeguard sport and only by working together and applying a more coordinated, holistic approach to security and integrity issues can we ensure a safer future for major events and for sport.

