

KEYNOTE BY FATMA SAMOURA,
GENERAL SECRETARY FIFA



WORLD FOOTBALL SUMMIT 2017



CONFERENCE CONCEPT

THE LEGACY OF THE 2010 FIFA WORLD CUP IN SOUTH AFRICA

In 2010, South Africa became the first African nation to host the FIFA World Cup. Ten years later, it's time to evaluate how the tournament was organised and the legacy the world's biggest football competition has left in the country and the continent in terms of infrastructure, tourism development, human capital and know-how.



IMPLEMENTING DIGITAL CHANGE: THE ONSET OF CUTTING-EDGE TECHNOLOGY IN AFRICAN FOOTBALL

A continuous cost decline, the penetration of smartphones in the market and the latest refereeing regulations introduced by FIFA have put technology in the continent's spotlight. From VAR to performance data analysis and broadcasting production, the opportunities for African football properties and academies to develop the game via technology are limitless. Has the onset of digital transformation arrived in Africa?





KEEPING PAN-AFRICAN COMPETITIONS FRESH: RESHAPING THE CONTINENT'S GAME

In a continent with 56 national associations, the Confederation of African Football has always looked to promote the growth of club and national team competitions, but also keep updated with the times. From the Total African Cup of Nations and the CAF Total Champions League to beach soccer and futsal competitions, there is no shortage of amelioration being done by the CAF to renovate the way both fans and athletes approach the game across Africa.



NATURE OR NURTURE: ANALYSING THE SUCCESS OF AFRICAN PLAYERS IN CLUB FOOTBALL AND ITS FRUIT FOR THE CONTINENT

In the turn of the century, Nigeria and Cameroon became Olympic champions, the first and last from the African continent. Since then, Europe's top five leagues have seen an exponential growth in the number and visibility of African players such as Mahrez, Yaya Touré, Mané, Aubameyang and Salah who have catapulted to world stardom. At WFS Africa, industry experts will analyse the factors behind the recent success of African players in club football and what Africa's national teams at senior level need to improve to challenge top European and South American champions and lift the FIFA World Cup trophy once and for all.

THE DEVELOPMENT OF YOUTH FOOTBALL ACADEMIES IN AFRICA

The expansions in the number of World Cup participants in 1982 and 2002 gave top African football players the chance to show their virtues and skills to the whole world. This attracted investment from elite European clubs, private African investors and national governing bodies to create a youth academy system based on local academies that identify, recruit and develop young talents, sometimes supported by corporate foundations and NGOs. With the growth in population and popularity, the improvement of football facilities, the professionalization of the sports industry and yet another major World Cup expansion ahead, it is time to evaluate the role youth football academies have played in Africa and discuss which models and strategies must be put in place moving forward for the good of African football as a whole.



AFRICA'S SPORTING POTENTIAL: BUILDING BLOCKS OF THE GLOBAL FOOTBALL INDUSTRY

Football in Africa is a proven force which has provided employment opportunities for economic development of individuals across the continent. Furthermore, African football fans are hugely passionate about the game and follow not only domestic leagues but also top European and global competitions. This should be the basis of building blocks of opportunities for various global footballing properties to increase revenues with regional broadcasting, sponsorship and merchandising deals – for starters.





LEADING BY EXAMPLE: AFRICAN FOOTBALL LEGENDS STEER PAN-CONTINENTAL DEVELOPMENT OF THE GAME

Despite George Weah still being the only African player to date to win the Ballon d'Or, over the past three decades the football community has enjoyed the rise of world stars such as Roger Milla, Didier Drogba and Samuel Eto'o who have played a big part in the development of the beautiful game in the continent. At WFS, industry analysts and players will talk about their playing days and the role sports play in the further socio-economic development of African nations.



JOINING THE GLOBAL 'SPORTAINMENT' MARKET: THE NEED FOR A MULTIDIMENSIONAL FAN ENGAGEMENT APPROACH

Success of a tournament requires the presence of high-level athletic performances, but that's just the first step. Joining the new entertainment market requires a globally accepted product which engages international audiences and that demands a multidisciplinary plan: gathering knowledge of the different markets, identifying the best partners and broadcasters and, of course, a cutting-edge digital strategy. Leaders from the world's most thriving sport events will discuss the key aspects to succeed in this new playing field and how African competitions can stand up in this global landscape.

THE BEAUTIFUL GAME AS PART OF AFRICA'S DNA

Africa is formed by 50+ countries and thousands of different ethnic groups. Despite its culture being varied and manifold, there are a number of unifying common elements such as the love for music and dancing, and the passion for constantly celebrating life. This reflects in the way Africans live and express their unmatched passion for football. Understanding and connecting with these specific features is mandatory for any brand aiming to engage fans in this continent. WFS Africa will gather experts from the region's leading brands to draw insights on the key aspects to succeed in this unique multicultural landscape.



AFRICAN FOOTBALL CHALLENGE: CREATING SUSTAINABLE VALUE FOR SPONSORING BRANDS

Despite a growing concern about measuring ROI, sponsorship revenue growth is trending worldwide ahead of all other paid media excluding internet formats, with the Middle East and Africa accounting for \$2.8 billion and 4.3% of the global market and both figures expected to grow over the next few years. When it comes to football sponsorship, Africa is a market with great potential currently dominated by oil, banking, telecom, beer and betting brands. However, various African betting, tech and travel giants have closed sponsorship deals with brands outside the continent. How can African football property managers convince sponsors to support their competitions and create sustainable value for sponsoring brands?





WOMEN'S FOOTBALL: DEFEATING STEREOTYPES TO SEIZE A UNIQUE OPPORTUNITY

The remarkable success of the FIFA Women's World Cup France 2019, with a record viewing of 1.12 billion, set a turning point for the women's game all over the world and opened countless opportunities to grow both the sport and the industry. At WFS Africa, we will analyse how football organizations are working to promote equal chances for women to play football across Africa in order to jump onto the unstoppable wave that is the women's game and the best strategies to seize the excellent opportunities that South Africa's bid to host the 2023 World Cup can provide across the continent.



THE FUTURE OF BROADCASTING: CONTENT AND PLATFORMS

The broadcasting industry has gone through multiple changes in recent years. When it comes to content, football is unquestionably the global king of live sports with revenues from international rights sales continuously increasing despite some mature national markets starting to show signs of slowing down. This is arguably the consequence of the rise of new actors such as sports OTT platforms, e-commerce and social media giants that are challenging more traditional players who can no longer hold the rights of all premium properties and have lost part of their subscriber base. In addition to this, broadcasting players are facing a new challenge due to younger audience paying more attention to non-linear content such as highlights, behind the scenes, documentaries, cartoons and content created by the fans themselves. Which is the right content mix for broadcasters to attract young fans to pay for their services?

MORE THAN A DECADE: THE GOLDEN AGE OF SPANISH FOOTBALL

In 1999, Spain's U20s won their first-ever FIFA World Youth Championship in Nigeria. Many of the junior champions went on to play the final in the Olympic Games against Cameroon and some years later played a key role with the senior national team in the period between 2008 and 2012, when the Spanish national team won their first-ever FIFA World Cup in South Africa in 2010 sandwiched between two UEFA EURO titles, a milestone no other national team has achieved to date. Almost ten years since they captured the world's attention, it took the confluence of a golden generation of players and charismatic football, savvy managers from top LaLiga clubs and the internationally recognised 'tiki-taka' style of play to make the Spanish football industry reach new heights – as well as an immortal status in football.



FOOTBALL FOR GOOD: CHANGING LIVES THROUGH THE UNIQUE POWER OF THE BALL

The beautiful game is also the world's most powerful social change driver. For decades, NGOs have been leveraging the unique passion that Africans have for football to use it as a tool to effectively tackle some of the region's main challenges. But this is a never-ending match that the football industry must team-up to win whatever happens. With Clubs, governing bodies, leagues, organizations and players worldwide becoming increasingly involved in humanitarian activities, we'll take a look at some of the most interesting projects established in the region and how they are achieving significant changes through the unmatched power of the ball.



africa@worldfootballsummit.com

WFS AFRICA

MOSES MABHIDA STADIUM DURBAN

INTERNATIONAL CONVENTION CENTER
DURBAN, SOUTH AFRICA

17th - 18th MARCH 2020