

FICCI and Libero Sports India Organize Indian Delegation to Soccerex European Forum

A delegation of 40 members to represent the Indian football industry at the world's largest football business event taking place 10 and 11 April in Manchester, UK

New Delhi, April 09, 2013: The Federation of Indian Chambers of Commerce and Industry (FICCI) and Libero Sports India, India's first and only strategic football consultancy, will be leading an official 40 member Indian delegation to the Soccerex European Forum in Manchester, UK on 10th and 11th April, 2013. Soccerex is the world's biggest football business event attended by global stakeholders. The 40 members Indian delegation will be led by the Ministry of Sports and Youth Affairs and the All India Football Federation and will have participation from the leading brands, clubs, academies and agencies involved in growing the sport of football in India.

Manchester City FC will host the delegation on 10th April at the Etihad Stadium. On 11th April, the delegation will participate in a 90 minute session entitled, "India: Awakening Football's Sleeping Giant" which will focus on the unique business opportunities in Indian football, including possible opportunities associated with hosting the 2017 FIFA U-17 World Cup. Mr. Kushal Das, General Secretary, All India football federation said, "There is a lot of development taking place in Indian football across all levels and Soccerex gives us a platform to share these developments with global investors. FICCI and Libero Sports India put in a lot of effort in creating this delegation every year and this initiative has full support from the Federation."

During the two day forum, the Indian delegation will have an exclusive exhibition stall to conduct meetings and showcase some of the key initiatives currently taking place within the Indian football landscape.

FICCI Media Division