

Supported by



ALL INDIA  
FOOTBALL  
FEDERATION

Organized by



ONE DREAM, DEVELOPING FOOTBALL TOGETHER



4<sup>th</sup> International Convention on  
**Football Business**

7<sup>th</sup> December 2016 | SOFITEL Hotel Bandra Kurla  
Complex, Mumbai





FICCI is India's only apex chamber of commerce with a dedicated sports division and full time experts.



- **Kushal Das**  
General Secretary, AIFF

"AIFF has a strong focus on developing Women's Football in the next four years. The launch of Women's football league will help us capitalize on the talent that exists and set an achievable aim for Women's National Team to qualify for 2019 World Cup. "GOAL 2016" India Football Convention is a well-timed opportunity for the stakeholders to deliberate and discuss the successful strategy on India Football"



- **Mr. Harshavardhan Neotia**  
President, FICCI and  
President Sports Skills Council

"If corporate investment in a sport is any yardstick of its popularity then, football in India is leading the race with sponsorship amount reaching to a figure of 100 Crore, perhaps a good second to cricket. There is no dearth of footballing talent in India. The ground for rolling out another success story has been laid... and this savvy sport is sure to induce. It is, after all, a beautiful game!"



- **Nitin Kukreja**  
Chairman, FICCI Sports Committee  
CEO, Star Sports

"Indian football has never seen such interest and activity as in the last two years. From playing impromptu games on the street to a completely new and refreshing domestic tournament in ISL to the fact that India is hosting the FIFA U-17 World Cup in 2017, football is definitely embedding itself into Indian culture. 400 million viewers attest to that the excitement. The sleeping giant is definitely waking up!"

Among our various initiatives to promote sports development in India, football is priority. Some of our initiatives to promote football in India have been:



Seminar jointly organized with Asian Football Confederation for SAFF Member Associations

FICCI-Libero Sports delegation to Soccerex European Forum, Manchester, UK in 2012, 2013, 2014 & 2015

Focused sessions on Football in India during TURF 2012: 4th Global Sports Summit

National Sports Day celebration with the Support of AFDP and AIFF

## Released Knowledge Papers



Foreign Investment in Indian Football



Grassroots Football in India



Emerging Football Connect, India



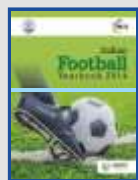
India Football - The Rising Billion



Destination India: Unique Opportunities in Football in India



White paper on Under 17 FIFA World Cup in India



Indian Football Yearbook 2014

# Key Highlights of "GOAL 2016"



- Two Days of Networking and Business
- Key Stakeholders
- Structured B2B and meetings
- Comprehensive Conference agenda addressing key issues
- Networking Lunch and Dinner



## Participating Stakeholders

A key element for the event would be the presence of relevant stakeholders supporting the growth of Indian football. These would be as follows:

- 1) Ministry of Sports and Youth Affairs
- 2) Sports Authority of India
- 3) FIFA
- 4) AFC
- 5) AIFF and State Football Associations
- 6) International leagues
- 7) Indian and International clubs and academies
- 8) Brands
- 9) Agencies
- 10) Players, Coaches & Technical Staffs
- 11) NGOs
- 12) Exhibitors
- 13) Universities and Educational Institutes

# Past Panelists



**Mr. Praful Patel**  
President  
AIFF



**Mr. Harish Krishnamachar**  
Country Head & Sr. VP  
World Sport Group



**Mr. Javier Ceppi**  
Tournament Director  
FIFA U-17 World Cup 2017



**Mr. Joy Bhattacharya**  
Project Director  
FIFA U-17, World Cup 2017



**Mr. Kushal Das**  
General Secretary  
AIFF



**Mr. P. K. Mukherjee**  
CEO  
FC Goa



**Mr. Paul Shutzenbelt**  
Director  
Youth Football International



**Mr. Dasho Ugyen**  
President, Bhutan  
Football Federation



**Mr. Priyansh**  
Principal Correspondent  
The Hindu



**Mr. Sameer Manchanda**  
Chairman & MD DEN Network  
& Owner of Delhi Dynamos



**Mr. Shirish Kulkarni**  
President, Liverpool  
International Football  
Academy, DSK Shivajians



**Mr. Tim Vine**  
Head of Public Affairs  
Premier League



**Mr. Vivek Sethia**  
CEO, India On Track &  
Arsenal Soccer Schools India



**Ms. Priti Srivastava**  
V-P Corporate Affairs  
IMG Reliance



**Rob Baan,**  
Technical Director,  
All India Football Federation



**Wim Koevermans**  
Head Coach  
India National Team

# Past Event Glimpses





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## Registration Form

Date : 7<sup>th</sup> December 2016

Venue : Bandra Kurla Complex, Mumbai

### Please fill the registration form (*can also use photocopy*)

1. Name of delegate (s)

Mr  Mrs  Ms  Dr  Other

a. Name : .....

Designation .....

Mr  Mrs  Ms  Dr  Other

b. Name : .....

Designation .....

Mr  Mrs  Ms  Dr  Other

c. Name : .....

Designation .....

Mr  Mrs  Ms  Dr  Other

d. Name : .....

Designation .....

2. Organisation : .....

3. Mailing Address : .....

..... Pincode : .....

4. Telephone (s) : ..... Mobile : .....

(With Country and STD code)

5. Fax : .....

(With Country and STD code)

6. E-mail : .....

7. Website : .....

The delegate fee to be payable by Cheque/DD drawn in favour of **FICCI**, payable at New Delhi.

Cheque/DD for Rs..... No..... Dated.....

Drawn on.....

## Registered delegates will be entitled for:

- Delegate Kit
- Research reports on Sports industry
- Entry for two at India Football Awards Night
- **B2B** and Meetings

## Registration Fees

	International	National
Before 25 <sup>th</sup> November	\$80	Rs. 4000*
Before 30 <sup>th</sup> November	\$100	Rs. 5000*
After 30 <sup>th</sup> November	\$150	Rs. 6000*

50% discount on 3rd & subsequent participant from same organisation

25% discount for FICCI members and Students

*#Note: write to us for special invite if you belong to any of these categories:*

1. Former Olympians
2. Asian Games and Commonwealth Games Medalists.
3. Winners of World Championships.
4. World Record Holders in various Sports.
5. State and Central Government Officers from Sports Department whose rank is Director and above.

## Focus Sessions

Mission 11 million: Getting India to Play

Infrastructure Development

How should we market the sport?

How can money be made?





# Partnership Opportunities

Sponsor/Partner Benefits	Principal Partner	Gold Partner	Session Partner	Supporting Organizations
Estimated Number of Sponsors at that level	1	1	2	Multiple
Branding on the Main Backdrop along with FICCI checkers	Y			
Representative at main dais in inaugural	Y	Y		
Exclusive Branding - Pre, during and post event	Y	Y		
Opportunity to hold Press Conference	Y	Y		
Complimentary Space (Sqm)	8	6	4	
Advertisements in FICCI Business Digest, FICCI, Sports Digest	2	2	1	
License to Use Event Marks and Logos in Advertising/Promotions/Packaging	Y	Y	Y	
Opportunity for cross promotion with other sponsors	Y	Y	Y	
Right to Make Promotional Offer (Entry Fee to Event)	Y	Y	-	
Complimentary Delegate Passes	15	10	8	2
Social Media Coverage	Y	Y	Y	
Event Fliers, E-mail Marketing Campaign	Y	Y	Y	
Event Hoarding	Y	Y	Y	
Logo on Side Panel and Backdrop	Y	Y	Y	
Comparative placement of Logo in E-Brochure	Y	Y	Y	
Comparative placement of Logo in Notebook	Y	Y	Y	



*Industry's Voice for Policy Change*

### About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

### Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

### Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.



**ALL INDIA FOOTBALL FEDERATION**

### About AIFF

The All India Football Federation (AIFF) is the organisation which manages the game of association football in India. It administers the running of the India national football team and also controls the I-League, India's premier domestic club competition, in addition to various other competitions and teams. The AIFF was founded in 1937, and gained FIFA affiliation in the year 1948, after India's independence in 1947. India was one of the founding members of the Asian Football Confederation when it was set up in 1954.

### Our Partners

#### Principal Partner



#### Knowledge Partner



#### Academic Partner



#### Online Partner



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