

CELEBRATING FOOTBALL FOR ALL A JOINT WAY FORWARD FOR THE DEVELOPMENT OF EUROPEAN FOOTBALL



Football drives emotions unlike any other sport, with deep-rooted rivalries and fans so passionate they tattoo their club's crest onto their bodies. Over the past decades, football has also grown into a major business, moving billions of euros, turning clubs into corporations and involving bankers, private equity and many other interests. What's the future of football as passion meets industry and commercialism? How do we protect tradition, while taking advantage of legitimate commercial interests? Join us at the Stockholm School of Economics to debate these issues and learn from each other.

PROGRAM

Registration/Arrivals starting at 16:30

17:00

Introduction

Setting the scene: Is European football experiencing a crisis?

Highlight the current challenges confronting football, which will serve as a backdrop for the subsequent panels during the evening.

Lars-Christer Olsson, Honorary President European Leagues and Swedish Professional Football League

Katarina Pijetlovic, Assistant Professor, Católica Lisbon School of Law

Kenneth Cortsen, Assistant Professor University College Nordjylland Aalborg



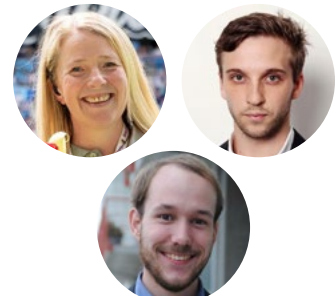
Rowing in the same direction: involving fans on the success of European football

Discuss supporters' role in influencing football's future and explore ways to empower fans to bring about positive change in the industry.

Lena Gustafson Wiberg, Supporter Liaison Officer Djurgården Football

Noa Bachner, Reporter Expressen

Isak Edén, Chair Swedish Football Supporter Union (SFSU)



Break

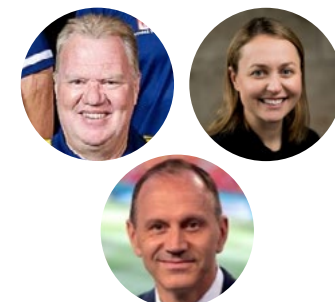
Shaping the Future: What will football look like in a decade?

Provide a visionary blueprint for how football can move forward to future triumphs.

Karl-Erik Nilsson, Vice Chair UEFA and Chair of the Swedish Football Association

Siri Wallenius, Head of International Relations, Malmö FF

Jonas Eriksson, Investor & Former FIFA Referee



Final Summary

Javier Tebas, President of LaLiga



19:30

Networking and Light Refreshments

PRACTICAL INFORMATION

DATE	Wednesday March 22, 17:00-19:30, followed by networking and refreshments
PLACE	Stockholm School of Economics, Sveavägen 65 (Online option also available)
LANGUAGE	Simultaneous translation English Spanish
REGISTRATION	www.hhs.se/football (for both in person and online)