



3rd October 2016

ASPIRE4SPORT AND THE ASPIRE ACADEMY GLOBAL SUMMIT ON FOOTBALL PERFORMANCE & SCIENCE OPENS IN AMSTERDAM TODAY

Experts from more than 50 international clubs and federations meet to enhance the development of the game

World-class event will create a wide range of networking opportunities for European and Qatari sport industry professionals

One of the highest profile gatherings of world-leading experts in youth development and training methodology opens today in Amsterdam, featuring greats of the game including **Andres Villas-Boas, Xavi Hernandez, Carles Puyol, Edwin van der Sar, Ruud van Nistelrooy** and **Marc Overmars**.

ASPIRE4SPORT and the **Global Summit on Football Performance & Science** take place at the iconic Amsterdam ArenA, home of AFC Ajax on 3rd and 4th October.

ASPIRE4SPORT is a two-day event and networking session that brings European and Qatari sports industry professionals together to pave the way and build bridges for future partnerships. In parallel, Aspire Academy will be hosting the “Global Summit” on ‘Football Performance & Science’ to share ideas and approaches and discuss how science, technology and cutting-edge coaching techniques positively influence the game.

More than 160 representatives from more than 50 of the world’s leading clubs, federations and leagues including FC Barcelona, Manchester United, AC Milan and Juventus will take part in the Global Summit, making it one of the largest gatherings of its kind anywhere in the world. Together they will review and examine the latest training methods and approaches designed to nurture championship potential and support elite performance.

This group of experts – known as the “**Aspire in the World Fellows**” community – has developed rapidly since it was established in 2014. As well as regular gatherings in Doha and events in Europe to develop their ideas, members are supported by a cutting-edge online portal enabling the spread of best practice, trends and the latest thinking. Taken together, the various elements of the community’s activity provide a powerful platform to support the broader development of football around the world.

One of the highlights of the first day are “**Master Classes**” delivered by renowned global experts and which feature in the programme for the first time this year. Today and tomorrow, Argentinian star manager **Marcelo Bielsa**, who led Argentina's national team to victory in the 2004 Olympics as well as Chile's national team and clubs like Athletic Bilbao, will lead a “Master Class” on training methodology.

ASPIRE4SPORT also features a business-to-business exhibition that will create a wide range of



networking opportunities for European and Qatari sport industry professionals. A large number of Qatari and Middle Eastern government organisations and companies will attend the event to meet representatives from across Europe's leading sports business sectors including construction, sports medicine, logistics, event management, communication and technology. Last year's ASPIRE4SPORT resulted in face-to-face talks between 148 international suppliers and 19 exhibitors resulting in 988 scheduled business meetings.

Founded in 2004 by the Father Emir, H.H. Sheikh Hamad bin Khalifa Al Thani, Aspire Academy trains Qatari students in a state-of-the-art setting, enabling them to fulfil their sporting and educational potential. Aspire Academy is recognised around the world as one of the best centres for scouting and training young athletes. Some of the world's most successful clubs, including Paris Saint Germain and Bayern Munich, regularly hold training camps at the Academy.

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Notes to editors

Programme information:

Please find the preliminary program attached. For updates and news on the event, please visit: www.aspire4sport.com

About Aspire Academy:

Since opening its doors in 2004, Aspire Academy for Sports Excellence has become one of the foremost national sports academies in the world. Working as part of the Aspire Zone Foundation - an international sport destination – Aspire Academy is at the heart of a sporting revolution currently taking place in Qatar and around the region. The Academy is conceiving, promoting and implementing game-changing excellence in sports training and elite athlete development that is enabling an entire generation of talented, disciplined and committed Qatari athletes to pursue their sporting dreams. Together with the other members of the Aspire Zone Foundation (Aspire Logistics and ASPETAR Qatar Orthopedic and Sports Medicine Hospital), Aspire Academy is developing sports champions, promoting healthy lifestyles and galvanizing the sports economy of today, and the future.

www.aspire.qa