



4<sup>th</sup> October 2016

## PLAUDITS FOR ASPIRE4SPORT DURING SECOND EXCELLENT DAY OF ACTIVITY

### World leading experts and greats of the praise both ASPIRE4SPORT and Global Summit on Football Performance & Science

**ASPIRE4SPORT and the Global Summit on Football Performance & Science** lived up to expectation today with a second day of incredible networking opportunities and discussion about how science, technology and cutting-edge coaching techniques positively influence the game

ASPIRE4SPORT is a networking session that brings European and Qatari sports industry professionals together to build bridges and pave the way for future partnerships.

Running since 2010, ASPIRE4SPORT has established a reputation in the last six years as one of the foremost events in the sport business calendar. Feedback from delegates during this time has consistently highlighted the quality of the organisation of the event itself, the format of meetings as well as their number and frequency, and also the quality of interactions and opportunities they produce.

As in previous years, the venue for this year's event – Amsterdam ArenA, the home of AFC Ajax – was crowded with large numbers of Europe's leading sports business across sectors including construction, sports medicine, logistics, event management, communication and technology. The event provided unrivalled opportunities for businesses to meet, share ideas and develop opportunities to work together with prestigious Qatari and Middle Eastern government organisations and companies.

In parallel, Aspire Academy hosted the **Global Summit on Football Performance & Science** – one of the highest profile gatherings of world-leading experts in youth development and training methodology. More than 160 representatives from clubs including FC Barcelona, Manchester United, AC Milan and Juventus took part in the Global Summit, making it one of the largest gatherings of its kind anywhere in the world. Over the past two days, they have reviewed and examine the latest training methods and approaches designed to nurture championship potential and support elite performance.

They also participated in a variety of workshops, presentations and “masterclasses” designed to share ideas and approaches and promote discussion around how science, technology and cutting-edge coaching techniques positively influence the game.

Commenting on the impact of the event in supporting youth development and training methodology, Joan Ramon Tarrago, Head of Performance Department at FC Barcelona said: "It's spectacular having the most important clubs in the world in one place and exchanging experiences. The topics are perfectly chosen, the workshops are very interesting and you can always learn



something at events like this."

Jan Verbeek, Researcher from the Technical Football Department at the Royal Dutch Football Association said: "The presentation *From Data to Training* was truly inspirational and this exchange of ideas between clubs is great for generating new inputs that participants can try to implement into their daily practice."

Juan Sebastian Veron, President of Argentinian side Estudiantes de la Plata said: "Having a relationship with clubs from all over the world is a huge benefit, because we can learn about different philosophies and strategies. In that respect, the summit is a highlight of the year. The work the clubs are putting into the online platform that all participants have access to over the year is also remarkable. The information that is collected is enormously high quality, and we all benefit."

The group of experts that have gathered in Amsterdam are known as the "**Aspire in the World Fellows**" community, which 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.

Since it was launched, the community has continued to grow and develop, and for the first time this year the original members of the "Aspire in the World Fellows" were invited to extend invitations to affiliate clubs, meaning 90 football clubs attended the summit.

– ENDS –

#### Notes to editors

#### 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.

Media Contact: Hassan Mubarak Esbaiss, [hassan.esbaiss@aspire.qa](mailto:hassan.esbaiss@aspire.qa)

#### About the events

The two-day event ASPIRE4SPORT networking session brings European and Qatari sports industry



professionals together to pave the way for future partnerships. In parallel, Aspire Academy is 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 clubs including FC Barcelona, Manchester United, AC Milan and Juventus 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.

Since it was launched, the community has continued to grow and develop, and for the first time this year the original members of the “Aspire in the World Fellows” were invited to extend invitations to affiliate clubs, meaning up to 80 football clubs are expected to attend the summit.

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.