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THE DAILY

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Chairman ready for 'special' farewell

Hein Verbruggen praised "a special host city" yesterday as he started his final week as Chairman of SportAccord Convention and President of SportAccord.

Verbruggen, who was the driving force behind the creation of SportAccord Convention more than a decade ago, told The Daily that Saint Petersburg represents the perfect destination for him to bid farewell – a decision that was confirmed at last year's event in Québec City in Canada. Verbruggen, speaking on the day

Saint Petersburg celebrated its 310th birthday, said: "The event appears to be extremely well organised, and the support from the host city and country has been outstanding, from President Vladimir Putin, Deputy Prime Minister Dmitry Kozak, Minister of Sport Vitaly Mutko and the Governor of this wonderful city, Georgy Poltavchenko."

"Saint Petersburg is one of those cities that has something special about it. It has a quality that is difficult to articulate.

"It was a great SportAccord Convention last year in Québec

City, and everything I have seen so far tells me that this will be an excellent week in Saint Petersburg."

Verbruggen said that the unprecedented interest in this year's SportAccord Convention, which is being attended by about 2,400 delegates, including 300 members of the media, illustrates the growth of the event since the inaugural edition in Madrid in 2003.

"If I'm honest, I'm a bit surprised by the success of SportAccord Convention," Verbruggen said. "It has become a very big and important gathering. I think back to 15 years ago when I was

SUPPORT: Hein
Verbruggen



the President of an International Federation and involved in ASOIF and GAISF (now SportAccord), and you had to travel to all corners of the world for meetings at different times of the year. So increasing efficiency was one of the reasons behind the decision to establish SportAccord Convention.

"However, as my background was in marketing, I very quickly saw that this was probably going to be an interesting platform for stakeholders around the sport.

"We can look back with satisfaction as we put something on the market that was needed."

Verbruggen added that the Convention has helped to bring IFs together – a broad strategy that he hopes his successor as SportAccord President will build upon.

"SportAccord Convention is a tool that brings cohesion and co-operation between IFs, and that is something that I hope my successor will continue, because the IFs should do much more together.

"They already do co-operate in some very important areas, as we have seen here at LawAccord, and SportAccord Convention helps enormously in fostering such co-operation."

CITIES CAN GET SOCIAL MEDIA LIFT

A panel session focusing on how host cities can leverage social media to expand the reach of their events is one of the highlights of the City Forum, which takes place this afternoon.

Always a popular fixture during SportAccord Convention, the City Forum will tackle a number of essential issues in the event-hosting industry between 13:30 and 17:30 in the Press Briefing Room, Hall 8.

At 16:00, a collection of the industry's leading experts will attempt to unravel the secrets of social media, which continues to evolve at a rapid rate.

The panel session will feature Professor Andy Miah, the Director of the Creative Futures Institute at the University of the West of Scotland. The Daily's feature interview with Miah (see full interview on p10), in which he provides a glimpse into the future of technology in sport, will intrigue delegates who are ready to consider what sport will look like in 50 years' time.

Joining Miah on today's panel session will be Lucian Boyer, the President and CEO of Havas Sports and Entertainment.

On p9 of today's edition of The Daily, Boyer outlines in his own words why Russia has become such a crucial market for sport. Sport Event

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IWGA welcomes new members

Applications from the Federation of International Lacrosse (FIL), International Floorball Federation (IFF) and International Federation of Muaythai Amateur (IFMA) were approved by the IWGA's Member Federations at the Association's General Assembly.

However, the application from the World Association of Kickboxing Organisations (WAKO) was not approved.

"It is an important development to have applications from three IFs accepted by our members," IWGA President Ron Froehlich said. "We can now start moving forward with their new memberships."

"On many occasions in the past there have been IFs that have wanted to apply for membership, but we have had to turn them down."

"However, we will continue to look at new applications because we want to attract the best sports."

Despite being approved as new Members, this does not necessarily mean that the sports will feature at the World



DEVELOPMENT: IWGA President Ron Froehlich at the Association's General Assembly

Games, as all of the IWGA's sports must apply for a space on the programme of the Association's flagship event from the 2017 edition in Wroclaw, Poland.

The IWGA's three new Member Federations were delighted to be brought

into the fold. "We feel very honoured by being accepted by the IFs and we will promise to be a good Member," Dr Sakchhye Tapsuwan, President of the IFMA, said. "I'm sure that we can help the World Games to become more

important, and we want to export our sport to the world."

John Liljelund, the IFF's Secretary General, said: "We are very happy that our application has been approved by the IF delegates. I'm sure we can contribute to the success of the World Games."

FIL Director of Development Tom Hayes added: "We are glad that we are now part of the community of the IWGA."

At the General Assembly, there were also presentations from the next two hosts of the World Games – Cali in Colombia later this year, and Wroclaw in four years' time.

Ana Lucia Tenorio, Secretary General of the Cali Local Organising Committee, said ahead of the July 25 to August 4 event: "We are getting ready, not just in terms of the infrastructure, but all other aspects too."

Froehlich added: "It was very important to hear from Cali, and our IF Members will have an opportunity to speak with the organisers as they are going to be here in Saint Petersburg for the whole week."

NEW ARISF CHIEF TO 'TAKE THINGS FURTHER'



PLEDGE: Raffaele Chiulli

Sports campaigning to join the Olympic Games are promised added impetus by new ARISF President Raffaele Chiulli.

The ARISF Council elections, which took place at SportAccord Convention, also brought a new Vice President, Fernando Aguerre, a new Secretary General in Riccardo Fraccari and three new Directors.

Outgoing President Jan Fransoo said it was time for a change after his eight years at the top.

"One of our objectives is to ensure there is a fair process for federations to get access to the Olympic Games," said Fransoo. "We have made major steps forward there but there is still a lot to be done and the new President has announced he will take things further."

ARISF – the Association of IOC Recognised International Sports

Federations – is promised a determined and energetic approach by Chiulli, President of the International Powerboating Union.

Chiulli told *The Daily*: "Much has been accomplished but I cannot remember a time when we have been faced with so many challenges that touch the very soul of our institution. It is my pledge to work hard to make ARISF relevant to all its stakeholders – International Federations, Sport Accord, the IOC and others."

Chiulli has circulated his programme for the next four years to ARISF members. "I want to ensure that ARISF will be playing a key role in helping its member federations in their quest for inclusion in the Olympic programme and in finding a way to add new sports," he said.

"I will work to protect ARISF members as worldwide governing bodies, also

against rival associations, by strengthening the co-operation within SportAccord where we want to be an active partner. We want to ensure full recognition of our sports by the National Olympic Committees.

"We want to make sure that the anti-doping rules and testing programmes will be adapted to the needs of the federations and that more training and education will be available."

Aguerre, President of the International Surfing Association, and Fraccari, President of the International Baseball Federation, are joined on the ARISF Council by Directors Keith Calkins (President, International Racquetball Federation), Harald Vervaecke (Secretary General, International Life Saving Federation) and Molly Rhone (President, International Netball Federation).

Social media is on agenda

Continued from page 1

Denmark Chief Executive Lars Lundov, who was interviewed in yesterday's edition of *The Daily*, and International Masters Games Association CEO Jens Holm, will also participate in the session.

Dr Beatriz Garcia, the Head of Research at the University of Liverpool's Institute of Cultural Capital, will set the tone by opening the City Forum with a Keynote Address looking

at the challenges facing host cities and how they can develop distinct cultural programmes to maximise local engagement.

A panel session featuring Hazem Galal, a Partner at SportAccord Convention Gold Partner PwC and the head of the company's Global Cities and Local Government Network, will discuss how events can align themselves with the right host city, and vice versa.

Anders Selling, the Managing Director of the Vasaloppet event in Sweden, will explain how the oldest long distance cross-country ski race in the world is still able to pull in some 80,000 participants every year, while SportAccord Director General Vincent Gaillard (the subject of the feature interview in *The Daily* on Thursday), will wrap up the City Forum with a Case Study on multi-sport events.

VOTE WILL AID POLICY

LawAccord organisers are seeking the help of the wider SportAccord Convention and the public in the fight against match-fixing. The threat was likened by LawAccord Chairman Steve Townley to the iceberg that sank the Titanic as he summarised this year's gathering.

Townley explained that delegates recognise match-fixing as a problem which crosses boundaries and which should therefore be addressed by sport, by governments and by the betting industry.

To promote discussion and help to develop a legal strategy against match-fixing, LawAccord asked delegates to vote on propositions setting out possible procedures and policies.

Because of the importance of the issue, LawAccord has also opened up the vote, enabling SportAccord Convention delegates and the public to view the proposals at <http://sportaccordconvention.com/#P739> and submit their opinions.

The propositions include making it an offence for "athletes, referees, officials etc" to bet on competitions within their sport even if they are not directly involved. They ask whether sport should have the authority to investigate match-fixing without notifying the police, whether an international agency should be established to combat match-fixing and how such work might be funded.

Townley said: "Probably nine out of 10 of those involved in driving illegal betting will be outside the purview of sports bodies.

"It is rather like the danger of the iceberg that sank the Titanic being below the waterline."

But Townley added that while sport has a long history of self-regulation, the issue of match-fixing crosses the boundaries between self-governance and public policy.

He said: "Just as public policy intervenes to say that a tackle on the field has crossed the barrier into criminal law, so a decision taken by a match official that involves fixing a game should also make that official subject to the criminal law.

"We need both private rules from sport and public rules from the criminal law to tackle the issue.

"Sport must drive the agenda to outlaw match-fixing.

"It is closest to the risk that match-fixing will destroy sport if its outcome is predictable."

But with sport lacking the human and financial resources as well as the procedures to gather evidence, Townley said the answer is a global initiative.

"Such an approach needs to

be co-ordinated by a WADA-style body," he said.

"Sport must have, and create, the ability to pay for the integrity services it needs from those who use its product and should not be afraid to leverage its position to safeguard the very future of sport.

"The good guys in the betting industry must be considered as stakeholders in the formulation of the outcome."

● To view the options and submit your vote please visit: <http://sportaccordconvention.com/#P739>



LAWACCORD: Speakers Ingrid Beutler and Pâquerette Girard-Zappelli add their input yesterday

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Baku up for challenge

Azad Rahimov, the Minister of Youth and Sports of the Azerbaijan Republic, has insisted that Baku is up to the challenge of hosting the inaugural European Games in 2015.

Rahimov told *The Daily* that Baku was determined to justify the faith of Europe's National Olympic Committees in a city that retains long-term ambitions to host an Olympic Games.

"It is the first time that the European continent will host such a sporting event and, of course, it is a huge responsibility," Rahimov told *The Daily*.

"This format hasn't been used before so all of us are extremely excited about how it will be in 2015.

"If the Games are successful, there may be the second, third and fourth Games.

"If they aren't successful, it could be the first and the last European Games.



DETERMINED: Azad Rahimov

"I think that the people who voted for Baku really believed in us. In previous years we have hosted a lot of international sporting events in wrestling, boxing, fencing and rhythmic gymnastics."

Both Olympic and non-Olympic sports will feature on the programme, with the likes of 3x3 basketball and beach football taking place alongside taekwondo and gymnastics.

Rahimov expects facility construction work for the Games to be completed in about 18 months, with three main competition venues being built and a further five being revamped.

"The construction work being carried out at present in Baku will leave a legacy for future generations and sporting events," he added.

"We hope the Games will inspire our youth to participate in a variety of sports.

"Baku has already bid twice for the 2016 and 2020 Summer Olympic Games, but at the moment I cannot say whether or not Baku will be in the race for 2024.

"The population of Baku really wants its city to host the world's most important sporting event and they believe it would change the face of the city, its infrastructure and the mindset of the people."



MISSION: Dr Ary S. Graça

VOLLEYBALL ANNOUNCES HONDA LINK

Graça delighted by car giant deal

The International Volleyball Federation's (FIVB) President, Dr Ary S. Graça, unveiled a major new four-year partnership deal with Japanese car manufacturer Honda during SportAccord Convention yesterday.

Honda will become the International Federation's first official sponsor in the indoor, beach and grass volleyball category as part of the body's new vision for modernising the sport.

"This step represents a major milestone for the FIVB and it is part of the new era for the International Federation following the success of our sport at the London 2012 Olympic Games," Graça said.

"Honda will help us to accomplish our mission to ensure excellence in all aspects of the sport.

"The FIVB is committed to constantly innovating our sport to make it more spectacular, entertaining and engaging for fans."

Graça drew on his experience as a former President of the Brazil Volleyball Confederation (CVB) to outline his ambitious vision for the sport by emphasising the need to highlight the entertainment factor of volleyball whilst nurturing links with the corporate sector in an exciting future.

"We are testing a lot of new ideas; we won't

implement them immediately, because they must be tested," he added.

"But we must listen to what the public wants and we must listen to the players and supporters; we must listen to everybody. One thing we know for sure, we must change."

A number of rule changes will be considered, according to Fernando Lima, the FIVB's television advisor, as the International Federation aims to make the sport easier for broadcast partners to schedule.

"There are a lot of airtime opportunities for volleyball to conquer, but in order to do that volleyball must become a more time controlled sport," he said.

"So we are now discussing and will probably be passing rules this year that can help volleyball be more time controlled."

Graça emphasised the social aspect of the game, bringing examples from his native Brazil about a private initiative to help children living in slums through volleyball.

"My experience in Brazil is that volleyball is a family sport, and it gives opportunities for women all over the world," he said.

The partnership is set to help promote both the sport and the automobile company.

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SOCHI HOSTS

Delegates are invited to attend a breakfast hosted by Sochi 2014, the Organising Committee for next year's Winter Olympic Games, at the Repin Lounge at Sokos Hotel Vasilievskiy tomorrow (Wednesday). During the breakfast, Dmitry Chernyshenko, Sochi 2014's President and CEO, will look ahead to the Games and provide an update on preparations. The following day, on Thursday, Sochi 2014 will unveil the medal designs for the Winter Games. For more information and to book your place at this event, please email: nick@jtassocs.com

Curling high

The World Curling Federation's (WCF) Olympic Celebration Tour has received a substantial funding boost from a US charitable foundation. The Foundation for Global Sports Development has donated US\$50,000 to help support the WCF's programme. Designed to capitalise on the increased interest in the sport of curling prior to, during and after the 2014 Olympic and Paralympic Winter Games, the WCF's Olympic Celebration Tour is a series of instructional sessions with curling Olympians intended to attract interest and promote curling within WCF Member Associations.

Economic boost

This year's SportAccord Convention not only boosts sport and business relationships between the international delegates who travel to Saint Petersburg from the world over – it will also leave behind a notable lift in the host city's economy.

The international professional services firm PwC – a Gold Partner of SportAccord Convention – has revealed the results of a study which estimates that the Convention will spur Saint Petersburg's funds by US\$6.83 million.

Organisers of the Convention responded by confirming that the research supports what many people already suspected, but that the confirmation is welcome news all round.

At the heart of the investment is the arrival of about 2,400 representatives from the international sporting community at the Lenexpo Exhibition Complex in central Saint Petersburg,

'We stepped back and asked how we could add value to SportAccord Convention'
- Bob Gruman

The Convention runs from May 26-31 but some of the people involved arrived the previous week. Most of the delegates are staying in hotels around the city, using local restaurants and taxis and spending in the city's shops.

During breaks in the Convention proceedings, delegates are being encouraged to visit Saint Petersburg's many cultural and tourist attractions and to take advantage of being here for the White Nights. According to PwC,

the immediate effect of this influx of business tourists will be to inject around US\$3.77 million in direct, local spending.

In addition the city can expect to benefit by another US\$3.06 million of indirect spending during and after SportAccord Convention

The figures were presented at a joint press conference by PwC Consulting Leader Bob Gruman and Nis Hatt, Managing Director of SportAccord Convention.

Hatt said: "We always had this feeling that the Convention would bring additional revenue, additional spend into a city.

"But we realised that we never had any, should we say, sound proof, that this was the case.

"For me it is nice to be able to actually document that what we are doing also has an impact on the city and it is no longer just a good feeling, that there

is also a study showing that this good feeling is true."

Gruman said the research resulted from PwC wanting to make more than a financial contribution in its support for SportAccord Convention.

"We stepped back and asked how we could add value to SportAccord Convention, the federations and the individuals that take part, whether it's the city or the organising committee," he said.

"From our general experience we set about putting together a methodology that looks at the impact on the city, different areas that capture the benefit from the city's perspective."

Gruman added that long-term benefits for Saint Petersburg will emerge as the worldwide connections formed at the Convention create a more global network, promoting the city's ability to host such high-profile, international events.

Aquatic festival focus

Buoyed by the success of the 2012 London Olympics, the International Aquatics Federation (FINA) is setting its sights on a hectic programme of global competition to raise standards and participation in and out of the water.

Top of the bill this year is the 15th FINA World Championships in Barcelona from July 19 until August 4, but even before that the Summer Universiade in Kazan will help to shape preparations for the Russian city to host a new-look world event in two years.

Cornel Marculescu, Executive Director of FINA, told *The Daily* that an initial target is for Barcelona to match the 3.5 billion TV viewers achieved by the World Championships at Rome in 2009 and Shanghai in 2011. Longer term, next year's World Swimming Championships in Qatar will be combined with the FINA World Aquatics Convention, paving the way for Kazan to unveil a joint FINA World Championships and World Masters Championships.

Marculescu explained that the innovations are driven by a move towards creating festivals of aquatics, and by the confidence that was reinforced in London.

"The 2012 Olympic Games reconfirmed that FINA is

one of the pillars of the Olympic movement," he said.

"New nations from developing aquatic countries emerged in London, and we firmly believe that the trend will continue in Barcelona. The medals are now distributed to a higher number of countries, proving that the worldwide effort to promote and develop aquatics is fruitful."

Recent meetings in Barcelona left FINA convinced that the city is poised to improve on its hugely successful World Championships of 2003.

"The venues are outstanding," said Marculescu of the Palau Sant Jordi for swimming and synchronised swimming, and the Municipal Pool where diving events will take place against the spectacular backdrop of the famous Sagrada Familia church.

The Port of Barcelona, venue for the open water and high diving events, has unique advantages.

"Thanks to its location, a significant number of spectators will be able to follow these two competitions, thus creating a superb urban atmosphere," said Marculescu.

Away from the poolside, host broadcaster TVE will provide full HD coverage of all events and companies

'We would like to re-confirm the target of 3.5 billion cumulative TV viewers achieved in the past two editions of FINA's major event'

PLANS: Cornel Marculescu



that support the World Championships will receive a significant reduction in their tax obligations as a result of work by the Organising Committee in creating a consortium to drive the national marketing programme.

"We want to have the best FINA World Championships ever," said Marculescu. "Moreover, we would like to re-confirm the target of 3.5 billion cumulative TV viewers achieved in the past two editions of FINA's major event and to create an outstanding aquatic festival in Barcelona."

"The city is indeed an iconic sporting metropolis and we already know that a huge number of people not directly connected with aquatics will be in Barcelona to see the Championships."

The Universiade in Kazan from July 6-17 will kick-start preparations for the new concept of amalgamating FINA's properties to create annual global events.

Doha next year will see the FINA World Swimming Championships organised jointly with the FINA World Aquatics Convention.

"The event will bring together the National Federations with the business partners around our aquatic sports," said Marculescu.

"We are having very fruitful discussions with the Qatar Olympic Committee and Qatar National

Federation and we believe the services that will be provided to the National Federations, and to their respective athletes and officials, will be absolutely outstanding."

FINA's return to Kazan in 2015 is expected to attract up to 14,000 participants as the World Championships and the World Masters Championships deliver a compelling combination for aquatic sports.

"We have of course started our relationship with Kazan, however the main work will actually begin after the conclusion of the 2013 Universiade," said Marculescu.

"Combining the events provides additional impact to the Organising Committees and helps in creating true aquatic festivals, where the sport performances are combined with a unforgettable social experience."

"Overall, this raises the profile of aquatics in a very complex sports market environment."

The strength of the Russian relationship enables FINA to plan for Kazan with confidence.

Marculescu said: "Russia is a very important partner for FINA, not only for the organisation of Kazan 2015, but also because of the vitality and quality of its athletes and to its tradition of welcoming successful events in its immense territory."

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FIBA welcome for NBA chief

International Basketball Federation (FIBA) Secretary General Patrick Baumann has spoken of his desire to work with the new head of North America's National Basketball Association, to continue to develop the burgeoning sport worldwide.

NBA Deputy Commissioner Adam Silver will succeed David Stern as Commissioner of the organisation in February 2014. Baumann told *The Daily* that he is keen to work with Silver for the good of basketball across the globe after a period of impressive growth over recent years.

"We have been fortunate to live an amazing era of growth under the leadership of (former FIBA Secretary General Borislav Stankovic) and David Stern," Baumann told *The Daily*.

"That period is now coming to an end and we look forward to working with the next NBA Commissioner, Adam Silver, in the same spirit."

"We have already had very positive and constructive discussions with him and we are all in full agreement that the potential for growth of basketball worldwide is still extremely big and we can measure up to football if we work well together."

NEGRE'S AMBITION

International Hockey Federation (FIH) President Leandro Negre believes that the creation of the new Hockey World League will help to fulfil the governing body's burning desire to broaden the reach of the sport.

The FIH's recently-launched league will act as a qualifying event for the Olympic Games and the Federation's World Cup finals and will, for the first time ever, give any nation in the world the opportunity to reach the major events.

"Our overarching ambition is to give more nations the opportunity to participate in international competition encouraging many more people across the world to be participating in hockey as players, officials and spectators," Negre said.

The league has been scheduled to run over four rounds spread across two years to coincide with the Olympic and World Cup cycle.

The first two rounds of the league will adopt round-robin formats before the

'The overall aim is to encourage more countries to participate'

semi-finals and final. This summer, the semi-finals will feature the world's top eight men's and women's teams as they go head-to-head with the Round Two qualifiers in a bid to reach the Hockey World Cup finals in the Netherlands in 2014.

In 2015, teams will be challenging for a place at the 2016 Rio de Janeiro Olympic Games.

Forty-six women's teams and 59 men's teams are taking part in the league's first season, and seven newcomers – the Portugal, Azerbaijan, Ukraine and Fiji men's teams plus the Kazakhstan, Fiji and Ghana women's teams – made it through to Round Two.

To illustrate the new possibilities



AMBITION: FIH President Leandro Negre

created by the league, Fiji, ranked 70th in the world, was given a dream match-up against hockey powerhouse India, while the Bangladesh men's team overcame China despite being ranked some 22 places lower than their opponents.

The use of new technology is also enhancing the spectator experience, with the FIH having been an early adopter of the Video Umpire Review system, while contests are regularly streamed live to

new audiences via video-sharing website YouTube.

"By making the Hockey World League open to the whole world and introducing more levels of entertainment the aim is to encourage more countries to participate in the game and more spectators to engage with the sport," FIH Chief Executive Kelly Fairweather added.

Hockey clearly seems to have grabbed the imagination of the public. At the London 2012 Olympic Games, hockey was third most popular sport in terms of ticket sales.

"If we want to grow the game we have to respond to what fans want," Fairweather added.

"The FIH understands that sport is just as much about entertainment as it is results.

"We know fans want a fast paced, action packed style, and that they want to know more about the players they follow, which is why we have put this front and centre of all promotional activity."



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CATCHING UP WITH...

FISAL AL MANSOORI

Director of Public Relations and Marketing – the Qatar Olympic Committee

Fisal Al Mansoori explains how Qatar is continuing to grow as a major player in the sports industry

The Daily: Can you tell me about your organisation's latest developments and projects?

Fisal Al Mansoori: "The Qatar Olympic Committee has been involved in a number of projects and developments over the past year, hosting important international sporting events such as the 2012 International Aquatics Federation (FINA) ARENA Swimming World Cup Series, the 2012 International Volleyball Federation (FIVB) Volleyball Club World Championships and the 2012 International Handball Federation (IHF) Handball Super Globe.

"We have focused our goals on the 2011-16 Sports Sector strategy which forms part of the Qatar National Vision. It is constituted by three main objectives

including: greater community participation in sports and physical activities; improved and integrated planning for community and elite sports facilities; increased and improved sports talent development, management and performance.

"Examples of how these goals are being implemented include the National Sport Day and the Schools Olympic Programme. We are currently planning for future infrastructure projects as part of the masterplan which was recently revealed at the 2012 ASPIRE4SPORT Congress."

The Daily: What is the focus for the Qatar Olympic Committee over the coming year or two?

FAM: "Our main focus is preparing for the 2014 FINA ARENA Swimming World Cup and the 2015 IHF Handball World Cup events as well as preparing bids for hosting future sporting events. At the same time our focus is on preparing for the future developments that form part of the 2011-16 Sports Sector Strategy."



GRAND: The Arab Games 2011 Opening Ceremony at the Khalifa Stadium at Aspire Zone

The Daily: Qatar has seen considerable investment and change in sport over the past decade especially. What is the long-term sporting goal or goals for Qatar?

FAM: "One of the Qatar Olympic Committee's main objectives is developing the sports industry in Qatar in parallel to Qatar's National Vision. We currently host many international, regional and local events and our aim is to increase that number in order to establish Qatar as one of the leading global sports hubs in the world. On the other hand, QOC aims to develop the local sports scene by promoting sport through a 'sport for all' approach and increasing the participation of sport within all our communities."

The Daily: How important is it for Qatar to generate its own homegrown sporting stars in the future, and what are the key initiatives in place to develop such stars?

FAM: "It is one of Qatar Olympic Committee's key objectives. We have invested heavily in sports infrastructure. The Al Farjan Playground projects aims

'We currently host many international and local events and our aim is to increase that number'

to increase the number sports facilities around Qatar and provide facilities for our communities and youth in order to promote the key values of sport.

"A number of projects, such as the Qatar Schools Olympic Programme, have reported an outstanding increase in participation over the past few years. The Aspire Academy for sports excellence is another prime example of generating homegrown talent. Mutaz Barshim is one of those talents and managed to claim a bronze medal at the 2012 Olympics in the high jump."

● The Qatar Olympic Committee is a Silver Partner of SportAccord Convention.

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insights

"According to an Economic Impact Study carried out by PwC, hosting the 2013 SportAccord Convention will boost Saint Petersburg's economy by an estimated \$6.83 million and, perhaps more importantly, contribute to Saint Petersburg's achievement of its longer-term development goals."

PwC is a Gold Partner of SportAccord Convention

MALAYSIA INVITES ALL

Malaysia's growing international events market is on the rise and has declared itself open for business ahead of the 'Visit Malaysia' year of 2014. Spearheading the drive at SportAccord Convention 2013 in Saint Petersburg is Malaysia Major Events, a division of Malaysia's Ministry of Tourism and Culture.

Malaysia Major Events has already supported more than a dozen events since 2012, including the Badminton World Federation (BWF) Malaysian Open, the Future Music Festival Asia, and the Autobacs Super GT 2012 Series motor-racing event.

"We're always on the look-out for fresh ideas and exciting sports events to bring to Malaysia," Tony Nagamaiah, General Manager of Malaysia Major Events, told *The Daily*.

According to SportAccord Convention Gold Partner PwC, Asia represents the world's fastest growing regional market for sporting events.

At the heart of the region, Malaysia is keen to explore opportunities in the sector.

"We managed to secure two major events from SportAccord Convention last year and this time we've received good leads we would like to capitalise on," Nagamaiah added.

Focus on Russia

Our host city for SportAccord Convention this year is often called Russia's "Window into Europe" and what a fitting location, as all eyes will be on Russia as it opens its doors to the world for the greatest international sporting events of the coming years.

The Winter Olympics, less than a year away, is the big headliner. A truly national project with the full support of the Russian government, Sochi 2014 has more frequently been compared to the Summer Games due to its impact, popularity and sponsor engagement.

As is typically the case with mega-sporting events, Russia's ambitious sports strategy has not been without its pitfalls. Nevertheless, there is a big sense of excitement around these events as they represent many firsts for Russian citizens, and particularly a chance to join together around the magic and power of sport.

Considering such important



Lucien Boyer, President and Global CEO of Havas Sports & Entertainment, tells *The Daily* why the time is ripe for brands to delve into the growing market of Russia...

opportunities ahead, Havas Sports & Entertainment has a dedicated team in Russia with the local expertise to channel the potential of these events.

Sponsors, international and domestic, play a crucial role in the organization, ensuring that fans have an excellent experience.

Sochi 2014 in particular has been a catalyst in the development of Russia's sports marketing industry as sponsors seek to connect with Russian consumers in meaningful, lasting ways that ensure commercial value. The time is ripe for brands to delve into this growing market.

Already in the Game

Sponsors who start communicating around their association with the Olympics early obtain the best return

on their investment. We understood this from the results of our comprehensive study measuring the impact of London 2012 sponsorship: substantially stronger brand image and purchase intent increases of up to 50% across a wide range of official sponsors' brands.

It's not surprising that The Coca-Cola Company, our client and a sponsor known for its winning activations has already started engaging fans around Sochi. The biggest fanfare will begin when the Torch Relay goes live on October 7th: our teams at Ignition will be organising the longest route ever taken by the Torch: 65,000km and 2,900 towns.

Several domestic partners have also taken the right approach. Sberbank stole

the show at the Cultural Olympiad with the Red Rocks festival that showcased top Russian musicians.

Sustainability and sport promotion are key to Sberbank's strategy through events like the Green Marathon combining running and tree planting across 42 Russian cities.

Looking ahead Sochi 2014 will be the first time that a major sports event will be held outside Moscow, thereby opening the rest of the country to the world.

Events like the Olympics have an important impact domestically, likely to increase national pride by positively representing Russia on the world stage, and in turn creating value for sponsors who stand to benefit from this warm sentiment.

With Russia's decade of sport just beginning and the countdown to Sochi underway, it's exciting to be a part of these developments that will give Russian fans new experiences to share and be inspired.

Did you know?

It is a country that prides itself of many groundbreaking firsts.

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the first country to drill an oil well on the shores of the Caspian Sea

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And in 2015 we will be the first host of the European Games.

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TOMORROW'S WORLD OF SPORTING TECHNOLOGY

Professor Andy Miah offers
The Daily a peek into the future
of technology in sport...



The relationship between technology and sport has not always been amicable. Even now, numerous sports administrators appear wary of stepping outside a sport's comfort zone and into the unknown.

However, for Professor Andy Miah, exploring uncharted territories is an integral part of what makes sport such an intriguing breeding ground for technological innovations.

Miah, a Director of the Creative Futures Institute at the University of the West of Scotland, started to delve into the subject just over 10 years ago when he found an interest in 'transhumanism' – "a philosophical view that advocates human intervention to improve on our biology".

Miah told The Daily: "I met people who were trying to extend life, even live forever, and a key way they were trying to do this was to understand how our DNA functions and what might be done to slow down the ageing process.

"I was also deeply fascinated in the relationship between sport and technology, as it seemed to me that the one place where a real exploration

'The category of what we consider to be technology is getting more blurry'

of human limits and technological possibilities took place was here.

"When you look at the history of sport technology and understand the key principles of design for sport, you understand that technology tends to become a part of an athlete's body and mind and an extension of themselves, such as a prosthetic device."

In spite of continuing reluctance from some sport administrators, Miah believes there has been a gradual shift in the perception of human technology. For example, only a few years ago, the sight of prosthetic 'blades' would have been the cause of immense curiosity at an athletics event. However, nowadays they barely draw a second glance.

"I would love to believe that sports are more willing to embrace technology but I think it always comes down to

the specific case," Miah said. "What is changing, however, is that the category of what we consider to be technology is getting more blurry.

"Sports have a schizophrenic relationship to technology. Let's face it, most sports are technological experiences. The moment a running shoe hits a track or a bat hits a ball, these are technological encounters.

"The best athletes will talk about the way that the technological apparatus of their game becomes indistinguishable from themselves.

"It's here that we find the beauty of sport, in those complex technological relationships – an athlete becoming part of the movement.

"There is always greater resistance when the technology offers too much assistance to the people involved, whose contribution, we believe, ought not be supplemented by a technological device. Yet, even here, it's clear that we are mostly comfortable with the principle of reinforcing our biology for the extreme tests of sports, like running in shoes rather than in bare feet."

Miah acknowledges that International Federations have to strike a balance when

considering new technology by ensuring that innovations engage new generations whilst not trampling on traditions and alienating long-term followers.

"The main challenges are in trying to negotiate the valued historical constants in their sport while trying to remain relevant for a younger generation," Miah said.

"Do we innovate or stand still? I opt for the former but it all has to be done responsibly and thoughtfully.

"For instance, there are already tests for performance genes available. You could use them to inform your choice about what sports you could be good at, but their reliability is limited. This is why all new technology needs detailed understanding and research."

Miah's extensive experience in this fast-moving area makes him well placed to predict the future of technology in sport, and his vision of the so-called 'bionic athlete' – the subject of one of three conference sessions in which he features at SportAccord Convention (see bottom of article) – will fascinate delegates.

"I predict three things," Miah said. "Firstly, we will grow to see there is no

sense in separating out able-bodied and disabled athletes, and we will need to find a way to allow them to compete in the same events. This will be the biggest transformation to sports in the next 50 years.

"Secondly, we can expect to see a tampering with human limits and human dimensions. Prosthetic devices allow us to tamper with the proportions of human physiology. This tampering will change what we regard to be normal in sport and in society more widely.

"Finally, we can expect to see a collapse in the definition of doping. New performance-enhancing technologies will be safer, more like natural substances, and more diverse. Additionally, society's pursuit of endless longevity and health will mean that we all get doped along the way. Protecting athletes from this, or imagining there is value in testing for modifications, will seem a bit pointless."

● **Using Social Media To Maximise Benefit (Today, 16:00-17:00)**

● **Super Human – Sport, and the Athletes of the Future (Thursday, 11:00-11:30)**

● **Brave New World – Bionic Sport of the Future (Thursday, 11:30-12:30)**

Tweets of the day

Kevin Carpenter @KevSportsLaw7m
Credibility, transparency, accountability and legacy key for future safeguarding of integrity in sport #MatchFixing #SACon13

Jonny Murch @jonnymurch12m
#SACon13 sports demo zone coming together nicely

SportAccordConventn @saconvention4h
Think the @Eurosport Internet Lounge is going to be busy this week during #SACon13

ITUTriathlon @worldtriathlon57m
No shame in a lil self promoting... stop on by everyone! RT @saconvention: The @worldtriathlon exhibition stand is looking great. #SACon13

I Trust Sport @itrustsport2h
Big week for sports governance: #FIFA Congress and important meetings for the Olympic Movement at #SACon13. Time to seize the opportunity

Professor Andy Miah @andymiah4h
key message from LawAccord is that ethics is crucial to the sports industry to reach the parts that law cannot #SAcon13

Demo Zone opens

One of SportAccord Convention's most popular areas – the Sports Demo Zone – will start its three-day schedule of events today.

The Badminton World Federation (BWF) will kick off proceedings with a 45-minute demonstration from 08:45 before the International Aquatics Federation (FINA) aims to cause a splash from 10:00.

The International Federation of Muaythai Amateur (IFMA) will also feature in the Zone before lunch. In the afternoon, the International Fencing Federation (FIE) will be in the Zone for 45 minutes from 12:45, before the World Baseball Softball Confederation (WBSC) stages two separate demonstrations at 14:00 and 15:15 to wrap up the first day.

"The International Federations have been putting in a lot of work to provide a good show in the Sports Demo Zone," SportAccord Convention Event

'We are working closely with the eager and motivated International Federations and host cities to put on some memorable displays this week in Saint Petersburg' - Johan Leschly

Operations Consultant Johan Leschly said. "It will take place over three days and will provide a platform for a great display of a wide variety of disciplines.

"We are working closely with the eager and motivated International Federations and host cities to put on some memorable displays this week in Saint Petersburg."

On Wednesday, the World Minigolf Sport Federation (WMF), the International Triathlon Union (ITU) and the 2013 World Combat Games will be active in the Demo Zone in the morning. In the afternoon, the World Chess

Federation (FIDE), the International Savate Federation (FISav) and the International Paralympic Committee (IPC) will each have 45-minute slots.

On Thursday, the International Union of Modern Pentathlon will start the day before further presentations from the International Judo Federation (IJF), the 2013 World Combat Games, which will have its second slot in the Sports Demo Zone in as many days, the International Aikido Federation (IAF) and the World Karate Federation (WKF).

If you are a big fan of any of these sports, or you simply want to find out

more about these sports, make sure you come along to check out the action!

The Sports Demo Zone is being prepared by Connor Sport Court, the world's leading supplier of floors and courts for sporting events.

Andrew Gettig, Connor Sport Court's Vice-President of International Sales, told The Daily that his company has installed courts at locations as diverse as the Great Pyramids, the Eiffel Tower and the South Pole.

Gettig also told The Daily about another project in Afghanistan, adding: "Just recently an NGO was funded and they purchased 32 outdoor courts from us. So in a country where there's not a whole lot of great news and where people are facing all kinds of challenges, they now have 32 new bright, beautiful places to play sport and that's really excellent.

"They started installing them two months ago, so at least half should be installed now, and they're going to order another eight."



The Federation of International Bandy (FIB) was formed on the 12th of February, 1955 and it consists of 28 members representing the National Association of Australia, Argentina, Armenia, Afghanistan, Belorussia, the Great Britain, Hungary, India, Ireland, Italy, Kazakhstan, Canada, Kyrgyzstan, Latvia, Lithuania, Mongolia, the Netherlands, Norway, Poland, Russia, Serbia, the United States of America, Ukraine, Finland, Sweden, Switzerland, Estonia and Japan.

Bandy was officially accepted by the International Olympic Committee as a winter sport in 2004. In 1952 it was demonstrated at the VI Olympic Games in Oslo for the first time. At the Asian Winter Games 2011 bandy for men was officially included.



WELCOME TO STAND 55

TODAY AT A GLANCE

All Day: SportAccord Convention Exhibition
09:00-11:30: City-to City (Press Briefing Room)

13:30-17:30: CITY FORUM (Press Briefing Room)
13:35-14:00: Keynote Address: What's Your Position?
14:00-15:00: Panel Session: The Right Fit – Matching Events With City Priorities
15:35-16:00: Event Watch: Sweden's Vasaloppet
16:00-17:00: Panel Session: Using Social Media To Maximise Benefit
17:00-17:25: Case Study: A Quick Guide To Multi-Sport Events

MEETINGS:

08:00-12:00: AIMS Plenary Session (Meeting Room 2)
09:00-12:00: ARISF Council Meeting (Meeting Room 1)
09:00-17:00: ASOIF General Assembly (Conference Hall)
14:00-17:00: AIOWF General Assembly (Meeting Room 2)

SPORTS DEMO ZONE:

Badminton (BWF), Aquatics (FINA), Muaythai (IFMA), Fencing (FIE), Baseball/Softball (WBSC)

SOCIAL

16:30-18:00: Exhibition Showcase cocktail (Exhibition Area)
18:00-20:00: SportAccord Convention Opening Ceremony (Main Auditorium)
20:00: After Hours Drinks (Sokos Hotel Palace Bridge)

MORNING EXERCISE SESSIONS (06:15):

TODAY: Group 5km walk/Group run
TOMORROW: Muaythai Boxercise Class, Group 5km walk/Group run

On the ice

Delegates will be treated to a spectacular show from two of Russia's world-famous figure skaters at the Opening Ceremony of SportAccord

Convention this evening.

The unmissable event, which starts at 18:00 in the Main Auditorium in Hall 8A, will provide a breathtaking prelude to two days of top-level networking and conference sessions in Saint Petersburg.

The show, entitled 'Princess Anastasia', will tell the story of the life of the youngest daughter of Nikolas II.

"Two of Russia's greatest figure skaters will take part in the 'Princess Anastasia' performance," said ExpoForum's Head of Protocol Sergey Samorukov, who has organised the Opening Ceremony.

"Irina Slutskaya, a two-time world champion and a Winter Olympic Games silver medal-winner, and Elena Berezhnaya, who won a gold medal at the 2002 Olympics, will be performing.

"There will also be some short performances

during the breaks between official speeches.

These performances will be prepared by artists from the Saint Petersburg State Children's Ice Theatre."

The opening ceremony will also include welcoming speeches from Yuri Trutnev, Assistant to President of the Russian Federation Vladimir Putin, Deputy Prime Minister Dmitry Kozak, Governor of Saint Petersburg Georgy Poltavchenko, International Olympic Committee President Jacques Rogge and SportAccord Convention Chairman Hein Verbruggen.

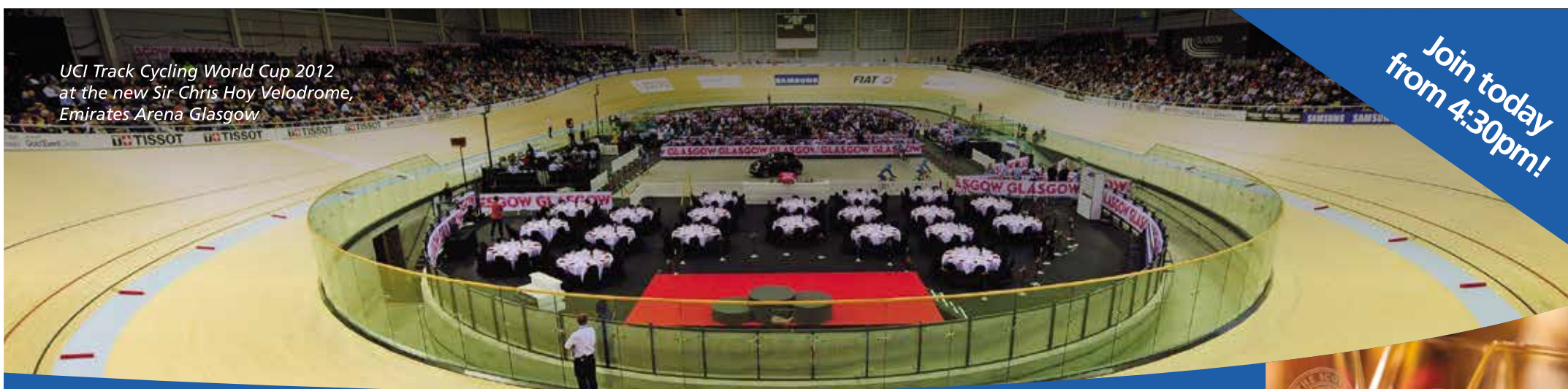
After the Opening Ceremony, all delegates are welcome to go to the Sokos Hotel Palace Bridge, SportAccord Convention's official 'after hours bar', for drinks with fellow delegates.

● Russian boxing legend Nikolai Valuev, who lives in Saint Petersburg, popped into the Lenexpo Exhibition Complex yesterday to check out sport's number-one global gathering.

Delegates could hardly miss the arrival of the retired two-time world champion, who stands at a towering 210cm.



STAR: Nikolai Valuev at SportAccord Convention



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