

# Soccer Business World



*News and Analysis from the World of Football  
By FIFA Confederation*

**18<sup>th</sup> May 2010**

## Main News

### **FIFA TO PROBE TRIESMAN ALLEGATIONS**

FIFA will investigate ex-Football Association chairman Lord Triesman's reported allegations of bribery over the bidding process for the 2018 World Cup. The Labour peer was forced to quit after the *Mail on Sunday* revealed he suggested Spain may drop its 2018 bid if rival Russia helped bribe referees at this summer's World Cup. "FIFA can confirm that secretary general Jerome Valcke has requested its Ethics Committee to examine the alleged statements made by Lord Triesman in relation to the bidding process for the 2018 and 2022 World Cups," said the world body in a statement. "In addition, FIFA has sent a letter to the Football Association asking the FA to provide a report on this matter, including Lord Triesman's position. FIFA will not make any further comment on this matter until it has been dealt with by the FIFA Ethics Committee." In response, the FA's acting chief executive, Alex Horne, responded: "It's important that we can demonstrate to FIFA and the rest of the world at this time that we are serious about our bid for World Cup 2018. The gossip and the nonsense doesn't matter." The FA has apologised to the Spanish and Russian governing bodies. England is up against Russia and joint bids from Spain/Portugal and Belgium/Netherlands. Australia, the United States, Japan, Qatar and South Korea are mainly focused on the 2022 tournament. The news of the FIFA probe comes as Lord Sugar announces that he is interested in Lord Triesman as chairman of the Football Association. FA board members David Sheepshanks and Roger Burden are acting joint-chairmen of England's governing body, while Geoff Thompson is the new chairman of the World Cup bid but former Spurs chairman Sugar has put his name in the frame as a full-time successor. "The FA is a great organisation," Sugar told Sky Sports News. "It would be a great honour to try to assist but, of course, that's totally in the hands of whoever makes those decisions now. I should imagine the post would be advertised and I'd be quite interested – it would be quite a challenge. I've long thought there needs to be a reform in the constitution of the FA. Some of the rules go back a very long time – some are very good rules but I don't think they have changed with the times. The rules create financial problems for the clubs. I think Lord Mawhinney did a very good job in his capacity as chairman of the Football League. He got things moving in the right direction. There is a need for some major, major changes in the constitution but that would take a long time and need a lot of people to sign up to it. I don't think the resistance [from within the FA] would be as hard as you might imagine. The point is the constitution and the rules and regulations of being members needs to be looked at again. If that could be changed and there were more controls at the FA, it would make for a much more sensible organisation, thus allowing investment in grassroots, perhaps taking the highlight away from the obvious top level of the game – the Premier League."

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## **ENGLAND**

### **VILLA TO START EXTENSION THIS YEAR**

Aston Villa will start a redevelopment of Villa Park's North Stand later this year according to owner Randy Lerner, who described the project as "the centrepiece of our next big plan". Lerner told the *Birmingham Mail* that the club is debating whether to demolish and rebuild the stand to raise the stadium's capacity from 42,000 to 50,000. "We will start this year but not on a grand design project," Lerner is reported as saying. "We have internally grappled with the visitors' entrance – the first thing you see coming down Witton Lane. The time frame will be either two to four years or one to three years – it depends. There are a couple of things that need to click in terms of a commercial model to put us in a position to really do something special with the North Stand. It's on our minds, we've got plans, we've got drawings. There are things we can do piecemeal – for example upgrading the entrance and upgrading some of the hospitality, possibly taking some of the Doug Ellis Stand and doing some upgrades there. At some point, we're going to rip it down and put another one up but we're not quite there. But it is the centrepiece of our next big plan." Lerner does not expect the capacity to rise above 50,000, adding: "If you don't have attendance at some point your success will decline and so there are a variety of balancing acts that go into figuring out how to generate additional capacity and at what price you're going to do it. Does it mean 60,000 seats is the right number? I would predict no – it's probably not the right number for us. But there is a very long tradition in this region and at Villa Park for being conscious of your stadium, upgrading your stadium. There's a long history of stands being built and rebuilt and being built beautifully."

### **MANCHESTER UNITED TOAST CHILEAN**

Manchester United has agreed its fourth sponsorship deal since March after agreeing a deal with Chile's largest winery Vina Concha y Toro to become the club's official wine partner. "We wanted to find a partner who shared our commitment to excellence, and Manchester United Football Club has developed into an immensely powerful global brand," said Giancarlo Bianchetti, marketing director of global brands for Concha y Toro. The value of the deal has not been announced but United have generated an estimated £200 million in commercial revenue from 20 agreements since establishing its London-based sales office in 2007.

### **WORLD CUP BID APPOINTMENT**

Weber Shandwick has been appointed as the England 2018 World Cup bid's international communications provider. The firm's head of sport, Fiona McLachlan, will lead the account.

### **WILKINSON STEPS IN AT OWLS**

Howard Wilkinson has agreed to step in on a temporary basis to replace Lee Strafford, who has stepped down as Sheffield Wednesday chairman Lee Strafford. The club's former manager Wilkinson will become interim chairman until August 7. Wilkinson, who was manager at Hillsborough between 1983 and 1988, said: "I would like to thank Lee for all his work over the past 18 months. He's a true fan of Sheffield Wednesday and his efforts towards rebuilding this club should not be forgotten. It is an honour for me to become chairman, albeit I stress that this will only be on an interim basis. My focus now is on working with [the manager] Alan Irvine to build a strong team and one that is capable of achieving promotion back to the Championship as soon as possible." This season, Wednesday were relegated to League One for the second time in five years and owe £26 million. Strafford was initially appointed to the club's board in December 2008 then became chairman in January 2009 when Nick Parker was appointed chief executive. The pair sought investment but last week a proposal from the Chicago-based Club 9 Sports was rejected. Strafford added: "It's a disappointment that the investment process has not at this point resulted in a positive outcome, having clearly been impacted by the threat of and ultimate relegation; having said that, it's my view that the club can progress on its own two feet without outside investment. For me, Sheffield Wednesday can continue to grow without external investment until such time as it needs to consolidate its position back in the Premier League."

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## **FRANCE**

### **FFF SHOP AT CARREFOUR**

Carrefour has extended its sponsorship of the Fédération Française de Football (FFF) for another four years. The supermarket giant's logo will appear on the apparel of players and staff of all of France's national soccer teams until the end of 2014 in a deal estimated to be worth USD4 million a year. Carrefour has sponsored French soccer since 1997.

## **GERMANY**

### **NEW DEAL FOR BORUSSIA**

Evonik Industries have extended their main sponsorship contract with Borussia Dortmund until the end of the 2012/2013 season. The current contract expires next summer.

## **MONACO**

### **MONAGASQUES QUIT NF BOARD**

The Monaco Football Association has quit the NF Board for non-FIFA nations, which later this month holds its fourth Viva World Cup (VWC). As a member of the United Nations, the Mediterranean principality is eligible to join UEFA but has not done so for fears that this could jeopardise the position of AS Monaco (ASM) in France's Ligue 1. Opportunities for Monegasques are rare at ASM and local players that started there, such as Guy Platto, Renaud Connen and Gregory Campi, have invariably left. A national team was started in response to these lack of opportunities but, excluding tax exiles, Monaco only has a population of around 8,000 and there are only 60-odd eligible players. Monaco were one of the founder members of the NF Board and played in the first VWC in 2006 but the growth of the organisation and inclusion of teams such as Kurdistan and Padania, a team drawn from northern Italy, whose supporters are linked to the separatist Liga Nord, has created problems for Monaco. "We didn't participate to the [2010] Viva World Cup as we are not anymore member of the NF Board," Yohan Garino, one of Monaco's most capped players explained to SBW. "For political reason, we are not authorized by our Government to play against some teams. We also had some problems with the NF Board and teams of the association who used pictures of the National Football Team of Monaco and the Prince Albert as advertisement for their many exhibitions without authorisations. We were very disappointed about this last point which deserves us." Monaco have written to the NF Board explaining their decision. The organisation's secretary general, Jean-Luc Kit, expressed his disappointment but hopes that some solution can be produced to prompt Monaco to return but with the next VWC scheduled for Iraqi Kurdistan in 2012, this may create further political problems that keep the Monegasques on the sidelines.

## **WALES**

### **RHYL APPEAL DENIED**

Rhyl will not play in the Welsh Premier League in 2010/11. The club are among half a dozen teams that were denied licences as the league is cut from 18 to 12 teams. After an appeal, the Football Association of Wales confirmed that the Lilywhites will miss out along with Afan Lido, Connah's Quay and Llangefni Town. In a statement, Rhyl admitted they have recently suffered financial problems but vowed to "get back to the WPL as soon as possible". Airbus, Bala, Bangor, won their appeals and take their places in the league next season alongside Aberystwyth, Carmarthen, Haverfordwest, Llanelli, Neath, Newtown, Port Talbot, Prestatyn and The New Saints.

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**Editorial Staff:** Brian Sturgess, Steve Menary and Jeremy Evans

**Brian Sturgess**

Tel: +44 (0) 203 287 4368

Mob: +44 (0)7 55 1077 218

Email: [brian.sturgess@worldsportseconomics.com](mailto:brian.sturgess@worldsportseconomics.com)

Skype: worldecon1

**Steve Menary**

Email: [steve.menary@worldsportseconomics.com](mailto:steve.menary@worldsportseconomics.com)

Skype: steve.menary

**Jeremy Evans**

Mob: +44 07710-435517

Email: [jeremy.evans@worldsportseconomics.com](mailto:jeremy.evans@worldsportseconomics.com)

Skype: sbwjer

**Latin America News**

Cristobal Jelvez

[crijelvez@gmail.com](mailto:crijelvez@gmail.com)

Mob: +56 09-82280436

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To order please email: [brian.sturgess@worldsportseconomics.com](mailto:brian.sturgess@worldsportseconomics.com)

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## USA

### CLINTON SIGNS UP FOR US WORLD CUP BID

Former US president Bill Clinton has been appointed honorary chairman of a US bid to stage the 2018 or 2022 tournament. "In my travels around the world – from the dirt fields of Lusaka, Zambia, to playgrounds in schools across America – I've seen the transformative power soccer has to bring people together and transform lives on and off the field," said Clinton. "I continue to be impressed with FIFA's work to promote the game as an agent for positive social change, and I'm proud to represent the United States in our bid to bring the World Cup tournament back to American soil, allowing us to inspire action and cooperation on an even greater scale." Clinton was president when the US last hosted the World Cup in 1994 and his appointment to the bid board comes less than three days after the US submitted its bid book to FIFA in Zurich. Announcing his new role, Clinton claimed that staging a World Cup would provide an economic boost of between USD400 million and USD\$600 million to each US host city. "Hosting another World Cup in the United States where about 12 percent of the population is foreign born will ensure high attendance for every match played because we will have lots of fans for every team that shows up," Clinton said according to news agency Reuters.

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**AFC**

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## **AUSTRALIA**

### **WORLD CUP GOES 3D**

Australia's SBS will show a number of matches from this summer's World Cup in South Africa in 3D, according to website Sportcal.

## **PHILIPPINES**

### **PFF FEDERATION COMMITS TO SOCCEREX**

The Philippine Football Federation (PFF) will send a delegation to the Soccerex Asian Forum from July 28-29 in Singapore. "Our attendance at this event will allow us to discuss the development of Philippine football, including our futsal and beach Football divisions, and exchange ideas with delegates regarding the future evolution of our federation," explained PFF president Jose Mari C Martinez.

**CAF**

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## **GHANA**

### **BECHEM TO LEAVE LEAGUE**

Bechem Chelsea are expected to quit Ghanaian football after failing to qualify for the elite league division for the second consecutive season.

### **GREEN BOWL CANCELLED**

The organizers of Ghana's Green Soccer Bowl have cancelled the tournament a week before kick off. The Green Bowl was originally scheduled for February, the delayed until this month, when Ghana, Nigeria, Kenya, Malaysia and Puerto Rico were due to kick off a three-day event on May 21. The tournament was then downsized to a single day with four youth teams followed by a Kenya vs Malaysia international. "We've canceled," Pius Oleh, a former Nigerian international who set up the bowl, told MTNfootball.com. "All the teams didn't get a visa."

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We are building up a database of managers and coaches in order to carry out studies of performance and effectiveness.

### **England**

Aveley manager Rod Stringer had accepted the vacant position at Blue Square South club Braintree Town.

### **Italy**

Sampdoria chief executive Giuseppe Marotta is leaving to join Juventus as technical director.

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