UEFA EURO 2008™

Supporting the UEFA EURO 2008™ Experience

INFORMATION

Impressum

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A special kind of celebration

UEFA EURO 2008™ is the world's third largest sports event, after the FIFA World Cup and the Olympic Summer Games. In terms of TV viewing figures, the European Championship final round is bettered only by the World Cup. A cumulative total of 7.9 billion TV viewers watched the 31 matches in Portugal, while 1.1 million people saw the games in the stadiums.

This brochure, containing information about the UEFA European Football Championship in general and the 2008 finals in particular, has deliberately been kept small and compact. It only contains facts and figures. It will not be long before the emotions of the event begin to be felt, probably during the first qualifying matches in August 2006, but definitely at 6 p.m. on 7 June 2008, when the first of the 31 final round matches kicks off in Basle.

We are already looking forward to a special kind of celebration, which we hope will provide each one of us with many unforgettable moments.

With sportive regards

Lennart Johansson
UEFA President

Friedrich Stickler
President of the Austrian Football Association

Ralph Zloczower
President of the Swiss Football Association

SFA President Ralph Zloczower with UEFA President Lennart Johansson and ÖFB President Friedrich Stickler

Key information about the tournament

The UEFA European Football Championship final round will be held in Austria and Switzerland from 7 to 29 June 2008. Featuring Europe's best 16 teams, the tournament will last 23 days and comprise 31 matches (16 in Austria, 15 in Switzerland). Around 1,500 people will be employed at each match, looking after the players, safety and organisation in the stadium. Just over 1 million match tickets will be sold (from spring 2007).

UEFA EURO 2008™, as the tournament is officially known, is only the second final round (after Belgium/Netherlands in 2000) to be jointly hosted by two neighbouring countries. The host countries both qualify automatically. A further 50 nations will compete for the 14 remaining places in seven qualifying groups, with matches to be played between 16 August 2006 and 21 November 2007. A total of 308 qualifying matches will be played. The top two teams in each group will qualify for the finals. The draw for the final tournament will be staged in Lucerne (Switzerland) on 2 December 2007.

Countdown

2006

16 August – UEFA EURO 2008™ qualifying round begins

27 September – Official mascot presentation in Vienna

2007

Spring – Ticket sales begin

21 November – Qualifying round concludes (after 308 matches in total)

2 December – Draw for the UEFA EURO 2008™ finals in Lucerne (Switzerland) and presentation of the official match ball

End of the year – Start of registration phase for accreditations; confirmation of team bases and training grounds

2008

13 March – Workshop for the 16 final round participants in Vienna

Spring – Promotional tour begins

May – Workshop for the 12 final round referees (in Switzerland, exact location to be confirmed)

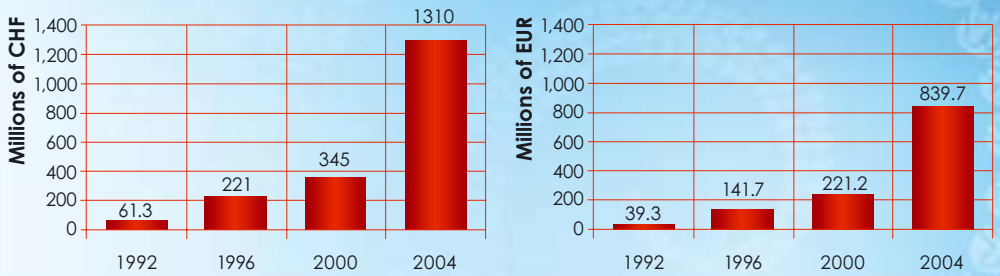
7 June, 6 p.m. – Opening match in Basle

29 June, 8.45 p.m. – Final in Vienna

Finance

The UEFA European Football Championship has grown tremendously since it was first staged in 1960, not just in sporting terms but also from a commercial point of view. The EURO brand now has a huge market value – particularly in the field of media and commercial rights.

Total turnover



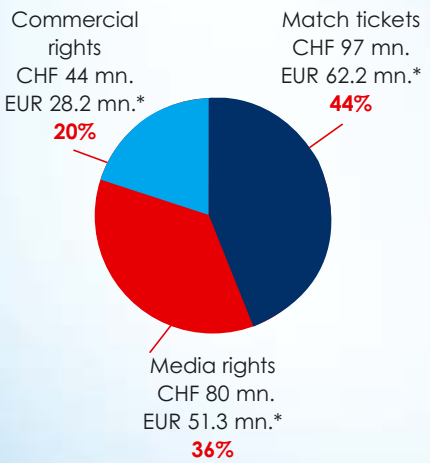
EUR 1 = CHF 1.56

Main sources of revenue

The total turnover of a European Football Championship can be broken down into the following sources of revenue:

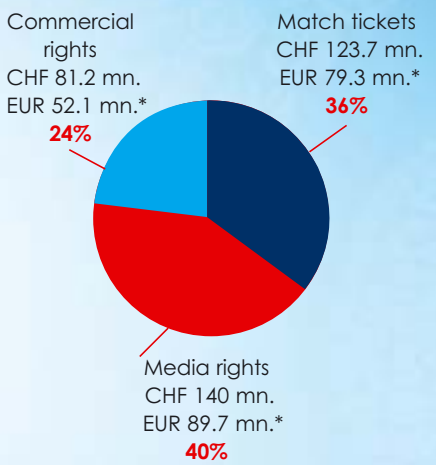
- Media rights (television, radio, new media)
- Commercial rights, including sponsorship income, as well as revenue from the various licensed products (e.g. T-shirts, mascot, official video)
- Sale of match tickets
- Corporate hospitality – i.e. the best seats in the stadium, combined with excellent food, VIP treatment and the offer of additional entertainment

1996

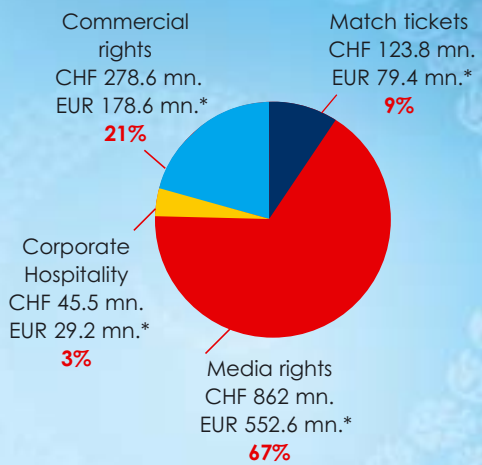


* EUR 1 = CHF 1.56

2000



2004



The huge increase in revenue from media and commercial rights for UEFA EURO 2004™ is due to the fact that a fixed contract covered the three editions between 1992 and 2000.

Marketing

The sponsors of the European Championship final round are well looked after. "We are providing unique opportunities for our sponsors at the tournament itself, on television and on the Internet," says Philippe Margraff, Chief Operating Officer of UEFA Marketing and Media Management.

In this case, less is more: there were 22 sponsors at UEFA EURO 2000™ in Belgium and the Netherlands and 17 in Portugal; in 2008 there will be just 14. "This is so that we can give the remaining companies more promotional opportunities and thus a greater market value," Philippe Margraff explains. The figures themselves underline the success of this strategy, since income from sponsors is up by a good 60 per cent.

There are three kinds of sponsor:

1. **EUROTOP partners** (6) – the elite sponsorship programme. Carlsberg, Coca-Cola, Hyundai/KIA, JVC, MasterCard and McDonald's can enjoy four years of worldwide advertising rights for all national team competitions, which encompass seven final rounds between now and 2009, including UEFA EURO 2008™, the UEFA European Under-21 and Women's Championships and the UEFA European Futsal Championship.

   The most comprehensive rights are for UEFA EURO 2008™, where they include traditional forms of marketing such as perimeter advertising, event promotion (posters, etc.), dedicated VIP sectors, first-class catering and ticket quotas for all matches. The EUROTOP programme also offers sponsorship of live TV broadcasts, Internet coverage, the innovative "Match Partner" programme and two exclusive partner programmes each.

2. **EURO sponsors** (4) – their rights (also worldwide) apply only to UEFA EURO 2008™.

3. **National supporters** (4 per host country) – restricted to national advertising rights.

"Qualifiers"

For the first time, EURO sponsors also have the opportunity to be involved in the European Championship qualifying competition (starting in August 2006). Through the sports marketing agency Sportfive, and in cooperation with the associations, UEFA is offering perimeter advertising and tickets for more than 170 matches. The time period for promotional activities is therefore increased from just four weeks to two years.

Media rights

UEFA is treading new ground for UEFA EURO 2008™ final round. "From the first European Championship in 1960 up until UEFA EURO2004™," says Philippe Le Floc'h, director of Marketing and Media Rights, "the European broadcast rights have always been assigned to the European Broadcasting Union (EBU), which bought the TV rights on behalf of its members and was responsible for the production and transmission of pictures during the final round. It was a groundbreaking decision to depart from this tradition."

Instead, UEFA has selected the marketing agency Sportfive as its exclusive representative for the commercialisation of the European broadcast rights. The media rights are sold on a market-by-market basis, a process which will take about two years, until summer 2007. "We insist that most of the 31 matches be shown on free-to-air TV," Le Floc'h added, "including the opening match, the quarter-finals, the semi-finals and the final itself as well as all matches of the local team in its country."

With regards to ex-European distribution, a tender process is being held. UEFA European Football Championship final round is becoming an attractive and truly global property and UEFA's primary objective is to maximise exposure and viewership in these territories.

The broadcasters are also given the opportunity to distribute the UEFA EURO 2008™ matches across all types of media platforms, including mobile and Internet.

Another major step into the development of UEFA EURO 2008™ brand equity is the internalisation of all host broadcasting activities. This will allow UEFA to ensure that the way the competition is shown and conveyed to the fans around the world reflects its premium quality.

Laurent Scharapan (Sportfive), Philippe Le Floc'h (UEFA) and Martin Kallen (Euro 2008 SA)

What happens to the revenue?

At UEFA EURO 2004™, revenue totalled CHF 1.31 billion (EUR 840 million) – three times more than four years previously. Tournament expenditure (including all preparation costs) amounted to CHF 263 million (EUR 169 million). UEFA also put aside reserves of CHF 240 million (EUR 154 million) to cover costs until 2008. Some of this money will be used to finance the current youth and women's competitions.

In millions	CHF	EUR
Direct event expenditure	263	169
Future UEFA operational costs	240	154
Prize money for final round participants	200	128
HatTrick solidarity payments	490	314
UEFA Media Technologies expenditure	31	20
Net profit	86	55
Total	**1,310**	**840**

EUR 1 = CHF 1.56

HatTrick – Solidarity has a name

In order to invest the profits generated from the major tournaments (particularly UEFA EURO 2004™) in its member associations, UEFA established the HatTrick programme for the support of grassroots football in 2003. The programme has a total budget of CHF 490 million (EUR 314 million) until 2008. In accordance with UEFA's solidarity principle, each of the 52 member associations receives between CHF 500,000 and CHF 1.1 million (EUR 320,000–EUR 705,000) per year – the exact amount depends on their level of participation in UEFA competitions and the quality of their club licensing system. This represents a total (until 2008) of around CHF 230 million (EUR 147 million). In addition, up to CHF 2.5 million (EUR 1.6 million) is awarded to each association for the financing of infrastructure.

That's not all: to celebrate UEFA's Golden Jubilee, each of the 52 associations (from Albania to Wales) received CHF 1 million (EUR 640,000) to build mini-pitches (between 250 and 1,000 m^2). So far, more than 2,200 of these pitches have been built across Europe.

"Since last year, we have particularly been focusing on basic and further training for employees of the member associations," explains Andreas Kuhn, who is in charge of all UEFA assistance programmes. A total of CHF 20 million (EUR 12.8 million) is available for further training in the technical and administrative fields.

Projects

Projects supported by the HatTrick programme include:

Germany: creation of a unified database for the administration of players' and coaches' licences, etc.

England: support for 39 socially deprived regions – through the construction of mini-pitches and employment of community football workers, who promote sport, education and health among socially disadvantaged young people

Italy: renovation of the Coverciano training centre in Florence

Lithuania: construction of a youth training centre in Kaunas

Netherlands: refereeing master plan, covering the recruitment, education, training and personal coaching of referees

Austria: renovation of the Ernst Happel stadium;
"Fit for EURO 2008," an educational programme for stewards and young referees

Switzerland: support for two projects (in Huttwil and Emmen) for the sporting and academic education of each 20 talented male and female 14 to 16 year olds

Czech Republic: installation of an air-conditioning system at the association headquarters

Belarus: purchase of a scoreboard for the Gomel central stadium;
construction of a heated artificial pitch in Minsk

Europe: 2,200 mini-pitches constructed throughout Europe to date

Financial assistance through the HatTrick programme

EUR 1 = CHF 1.56

The distribution key for 2008 has not yet been established.

Greece made CHF 26 million

In addition to the aforementioned solidarity payments made to all associations, CHF 200 million (EUR 128 million) was paid out to the EURO 2004 final round participants. All participants received a basic premium of CHF 7.5 million (EUR 4.8 million). European champion Greece received an impressive CHF 26 million (EUR 16.6 million).

Year	Group match minimum	Group match maximum	Quarter-final	Semi-final	Losing finalist	Winner
1996	3.6	4.5	5.4	7.65	9.9	10.8
2000	4.8	5.4	7.8	10.2	13.2	14.4
2004	7.5	9	12.63	16.75	22.5	26

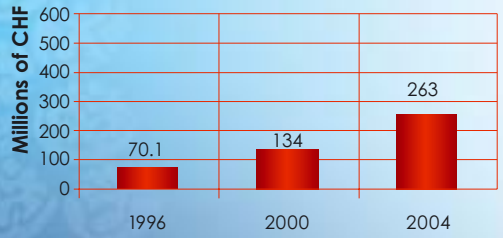
Millions of CHF

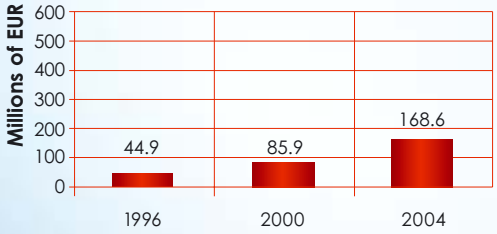
Year	Group match minimum	Group match maximum	Quarter-final	Semi-final	Losing finalist	Winner
1996	2.3	2.9	3.5	4.9	6.3	6.9
2000	3.1	3.5	5	6.5	8.5	9.2
2004	4.8	5.8	8.1	10.7	14.4	16.7

Millions of EUR

Trends in costs

Costs can only be properly compared since 2004, since previous UEFA European Football Championships were run by different organisations. As turnover has increased, the cost of organising the event has also risen.





EUR 1 = CHF 1.56

Economic benefits for Austria and Switzerland

The Institute for Advanced Studies in Vienna estimates that **Austria** will benefit from an added value of around EUR 375 million (CHF 585 million), a purchasing power increase of EUR 250 million (CHF 390 million) and around 4,000 new jobs.

Austria	in million	
	CHF	EUR *
Added value	585	375
Purchasing power increase	390	250
New full-time jobs	4,000	

* EUR 1 = CHF 1.56

In **Switzerland,** a study by Rütter & Partner suggests that direct and indirect economic benefits will be worth CHF 550 million (EUR 353 million), with gross added value of approximately CHF 320 million (EUR 205 million). Up to 900,000 additional hotel bookings and at least 3,500 new full-time jobs (over a one-year period) can be expected.

Switzerland	in million	
	CHF	EUR *
Direct/indirect economic benefits	550	353
Gross added value	320	205
New full-time jobs	3,500	

* EUR 1 = CHF 1.56

Facts and figures from UEFA EURO 2004™ in Portugal

0 Greece travelled to Portugal in 2004 without a single European Championship final round victory under their belts, but Rehhagel's team went on to lift the trophy. Their success was mainly founded on the three clean sheets they kept in their last three matches (quarter-final against France, semi-final against the Czech Republic and final against Portugal).

2.48 In the 31 EURO 2004 matches, a total of 77 goals were scored at an average of 2.48 per match.

5 With five goals, the Czech Republic's Milan Baros was the tournament's top goal scorer.

4,947 voluntary helpers were recruited for the tournament.

6,208 media representatives were accredited.

600,000 foreign supporters stayed for an average of seven days, spending EUR 1,320 each on average. 81 per cent of the fans were male and the average age was 32.

151,000,000 Each of the 31 matches was watched by at least 151 million TV viewers. The cumulative television audience was 7.9 billion and a total of 28,378 hours of airtime was devoted to the event worldwide. Interest was certainly not confined to Europe: in America, 446 million TV viewers tuned in, along with 986 million in Africa and an impressive 1.1 billion in Asia.

500,000,000 New records were also set on the Internet. The official UEFA EURO 2004™ website registered a total of 500 million hits and more than 40 million users between April and July.

Distances

Distance Geneva–Vienna: 1,032 km

Distances and travel times

Plane / Car / Train

	Basle			Berne			Geneva			Zurich		
Basle	✈	🚗	🚆	98			255			85		
Berne	—	1:05	0:58	✈	🚗	🚆	157			128		
Geneva	—	2:30	2:42	—	1:40	1:46	✈	🚗	🚆	280		
Zurich	—	1:00	1:06	—	1:30	0:58	—	2:50	2:43	✈	🚗	🚆
Vienna	1:30	8:30	10:21	3:30[2)]	8:40	10:05	1:50	10:00	11:50	1:20	7:30	8:55
Klagenfurt	4:00[1)]	7:10	11:08	4:20[3)]	7:45	10:25	4:00[1)]	8:10	12:01	3:10[1)]	6:20	8:40
Innsbruck	3:00[1)]	4:00	5:13	4:40[3)]	4:30	4:51	3:50[1)]	5:45	6:36	3:10[1)]	3:00	3:47
Salzburg	3:10[1)]	5:30	7:15	4:20[3)]	5:50	6:59	4:00[1)]	7:15	8:44	3:20[1)]	4:40	5:49

1) via Vienna 2) via Munich 3) via Munich and Vienna

as at July 2006

Plane / Car / Train

	Vienna			Klagenfurt			Innsbruck			Salzburg		
Basle	840			750			365			539		
Berne	874			791			408			587		
Geneva	1032			850			560			740		
Zurich	755			665			280			461		
Vienna	✈	🚗	🚆	320			477			300		
Klagenfurt	0:50	3:15	4:12	✈	🚗	🚆	320			227		
Innsbruck	1:15	4:40	5:00	2:35[1)]	4:00	4:45	✈	🚗	🚆	185		
Salzburg	0:50	3:00	2:37	2:45[1)]	2:15	3:16	3:20[1)]	1:50	1:59	✈	🚗	🚆

Distance in km

1) via Vienna 2) via Munich 3) via Munich and Vienna

as at July 2006

UEFA EURO 2008™ – Match Schedule

	CITY / Stadium		No. of Games: Group Stage	No. of Games: QF SF, F	1st Match Days: Sat 7 June	1st Match Days: Sun 8 June	1st Match Days: Mon 9 June	1st Match Days: Tue 10 June
AUSTRIA	VIENNA Ernst-Happel-Stadion	50,000	3	4		Match 3 18:00 AUT - B2		
AUSTRIA	SALZBURG Stadion Salzburg Wals-Siezenheim	30,000	3					Match 8 20:45 D1 - D2
AUSTRIA	INNSBRUCK Stadion Tivoli NEU	30,000	3					Match 7 18:00 D3 - D4
AUSTRIA	KLAGENFURT Wörthersee Stadion	30,000	3			Match 4 20:45 B3 - B4		
SWITZERLAND	BASLE St. Jakob-Park	40,000	3	3	Match 1 18:00 SUI - A2			
SWITZERLAND	ZURICH Letzigrund	30,000	3				Match 5 18:00 C3 - C4	
SWITZERLAND	BERNE Stade de Suisse Wankdorf	30,000	3				Match 6 20:45 C1 - C2	
SWITZERLAND	GENEVA Stade de Genève	30,000	3		Match 2 20:45 A3 - A4			

	2nd Match Days: Wed 11 June	2nd Match Days: Thu 12 June	2nd Match Days: Fri 13 June	2nd Match Days: Sat 14 June	3rd Match Days: Sun 15 June	3rd Match Days: Mon 16 June	3rd Match Days: Tue 17 June	3rd Match Days: Wed 18 June	Quarter-Finals: Thu 19 June	Quarter-Finals: Fri 20 June	Quarter-Finals: Sat 21 June	Quarter-Finals: Sun 22 June
AUSTRIA		Match 12 20:45 AUT - B4				Match 20 20:45 AUT - B3				Match 20 20:45 WB - RA		Match 28 20:45 WD - RC
AUSTRIA				Match 16 20:45 D1 - D4				Match 23 20:45 D1 - D3				
AUSTRIA				Match 15 18:00 D2 - D3				Match 24 20:45 D4 - D2				
AUSTRIA		Match 11 18:00 B2 - B3				Match 19 20:45 B4 - B2						
SWITZERLAND	Match 10 20:45 SUI - A4				Match 17 20:45 SUI - A3				Match 25 20:45 WA - RB		Match 27 20:45 WC - RD	
SWITZERLAND			Match 13 18:00 C2 - C3				Match 22 20:45 C4 - C2					
SWITZERLAND			Match 14 20:45 C1 - C4				Match 21 20:45 C1 - C3					
SWITZERLAND	Match 9 18:00 A2- A3				Match 18 20:45 A4 - A2							

Rest Days: Mon 23 June	Rest Days: Tue 24 June	Semi-Finals: Wed 25 June	Semi-Finals: Thu 26 June	Rest Days: Fri 27 June	Rest Days: Sat 28 June	FINAL: Sun 29 June
			Match 30 20:45 W27 - W28			Match 31 20:45 W29 - W30
		Match 29 20:45 W25 - W26				

W - Winner
R - Runner-up

CITY / Stadium	TEAM	MATCH	
BASLE St. Jakob-Park	SUI - A2	1	A
	SUI - A4	10	
	SUI - A3	17	
GENEVA Stade de Genève	A3 - A4	2	
	A2 - A3	9	
	A4 - A2	18	
VIENNA Ernst-Happel-Stadion	AUT - B2	3	B
	AUT - B4	12	
	AUT - B3	20	
KLAGENFURT Wörthersee Stadion	B3 - B4	4	
	B2 - B3	11	
	B4 - B2	19	
ZURICH Letzigrund	C3 - C4	5	C
	C2 - C3	13	
	C4 - C2	22	
BERNE Stade de Suisse Wankdorf	C1 - C2	6	
	C1 - C4	14	
	C1 - C3	21	
SALZBURG Stadion Salzburg Wals-Siezenheim	D1 - D2	8	D
	D1 - D4	16	
	D1 - D3	23	
INNSBRUCK Stadion Tivoli NEU	D3 - D4	7	
	D2 - D3	15	
	D4 - D2	24	

The match schedule is according to CET (Central European Time). UEFA reserves the right to change venues in particular cases for potential safety and security reasons. Any such changes would be made after the final - round draw on 2 December 2007.

The stadiums – Austria

Vienna

Ernst-Happel stadium
Capacity: 50,000, 7 matches
(3 group matches, 2 quarter-finals,
1 semi-final, final)

Klagenfurt

Wörthersee stadium
30,000, 3 group matches

Salzburg

Wals-Siezenheim stadium
30,000, 3 group matches

Innsbruck

Tivoli NEU
30,000, 3 group matches

The stadiums – Switzerland

Zurich

Letzigrund
30,000, 3 group matches

Basle

St Jakob Park
40,000, 6 matches
(3 group matches, including opening
match, 2 quarter-finals, 1 semi-final)

Berne

Stade de Suisse Wankdorf
30,000, 3 group matches

Geneva

Stade de Genève
30,000, 3 group matches

Most frequently asked questions concerning UEFA EURO 2008™

Where and how can I apply for a job at EURO 2008?
The latest information can be found on the Internet at **euro2008.com/jobs**. In July 2006, Euro 2008 SA had 51 employees. There will be more than 300 shortly before the tournament kicks off. An excellent command of English and a high level of flexibility are required. Around 2,500 volunteers will be recruited from summer 2007 in the fields of welcome services, stadium organisation, VIP and media assistance and transport.

Who answers general questions about UEFA EURO 2008™?
The simplest way is to send an e-mail to info@euro2008.com.

What are the chances of actually obtaining tickets for the finals? And when will advance sales begin?
Sales will begin in spring 2007. Tickets will be sold via the Internet and, if demand exceeds supply, they will be allocated by the drawing of lots. Anyone applying at the beginning of the sales procedure stands a very good chance of obtaining tickets. There is a maximum of four tickets per match and per person.

Who decided the attribution for UEFA EURO 2008™?
The UEFA Executive Committee, which comprises 14 members (including UEFA President Lennart Johansson).

Why were Austria and Switzerland chosen?
The European Championship is a great chance for both countries to develop both in sporting terms and in terms of infrastructure (through stadium construction). That, according to UEFA President Lennart Johansson, was the deciding factor. Another advantage was the central location of both countries, making them easily accessible for many other nations. "Football's best – close to you" – that was the slogan of the Swiss/Austrian bid.

Why is the final being staged in Vienna?
The decision to stage the final in the Austrian capital was entirely due to stadium capacity. Vienna's Ernst-Happel stadium is the only one of the eight stadiums to offer the required capacity of 50,000 for the final.

How long before the start of UEFA EURO 2008™ must the stadiums be ready?
At the beginning of the 2007/08 season (except Zurich, which will not be ready until September 2007).

Brief portraits of the host countries

Austria

Surface area	83,871 square kilometres
Population	8,217,201 – a population density of 98 inhabitants per square kilometre (as at 1 April 2005)
Capital city	Vienna
Largest cities by population size	Vienna 1.5 million, Graz 226,000, Linz 183,000, Salzburg 142,000, Innsbruck 114,000, Klagenfurt 91,000 (as at 1 April 2005)
Languages	German, regional (minority) languages: Croatian, Hungarian, Slovenian
Main religions	73.6% Catholic, 4.7% Protestant
State and government structure	Parliamentary democratic federal republic since 1918. The Parliament has 183 members (elected every four years), the Bundesrat (Federal Council) as the parliament of the Länder has a total of 62 members.
Head of State	President Heinz Fischer (Social Democratic Party/SPÖ), since 8 July 2004. The President serves a six-year term and may be re-elected.
Head of Government	Wolfgang Schüssel (People's Party/ÖVP), since 4 February 2000. The Federal Government is responsible for running the Federation. Its members include the Federal Chancellor, Vice-Chancellor and other ministers (number of members: 10, as at 1 May 2006).
National holiday	26 October (adoption of the 1955 Neutrality Act)
Currency	1 Euro (EUR) = CHF 1.56 (as at 1 May 2006)
Gross national product per inhabitant	EUR 19,660 (CHF 30,670, as at 1 May 2006)

Switzerland

Surface area	41,285 square kilometres
Population	7,415,102 – a population density of 179 inhabitants per square kilometre (as at 1 January 2005)
Capital city	Berne
Largest cities by population size	Zurich approx. 360,000 (agglomeration 1,080,000), Geneva 185,000, Basle 166,000, Berne 127,000 (2005 figures)
Languages	German 63.7%, French 20.4%, Italian 6.5%, Romansch 0.5%, others 9.0%
Main religions	41.8% Catholic, 35.3% Protestant
State and government structure	The Swiss Confederation has been a federal state since 1848. Switzerland has a federal structure, with semi-direct democracy. The Swiss Parliament has two chambers, which together are known as the Bundesversammlung (Federal Assembly) and share legislative authority. The 200-member Nationalrat (National Council) represents the people, while the Ständerat (Council of States) represents the 26 cantons. Both are directly elected by the people. The Swiss Government comprises the seven members of the Bundesrat (Federal Council), who are elected by the Bundesversammlung for a four-year term.
Federal President	Elected for one year, during which time he acts as Primus inter pares, i.e. first among equals. He chairs meetings of the Bundesrat and fulfils certain official duties.
National holiday	1 August (in remembrance of the oath taken on the Rütli by the founders of the Swiss Confederation in 1291)
Currency	1 Swiss franc (CHF) = 0.64 EUR (as at 1 May 2006)
Gross national product per inhabitant	CHF 46,492 (EUR 29,803, as at 1 May 2006)

The two host associations

The Austrian Football Association (ÖFB), with a total of 592,375 members and 2,211 clubs, is by far the largest sports federation in Austria. To put it another way: around 1 million Austrians are involved in football matches (nearly) every weekend, either as players, coaches, officials or spectators. 7.4 per cent of the whole population plays football for a club, putting Austria in sixth position among the 52 UEFA member associations, even ahead of Germany.

The Austrian Football Association was founded in 1904 (it joined FIFA in 1907 and UEFA in 1954). The English gardeners of the noble Rothschild family had brought football to Austria. The country's first ten international matches were all against neighbour Hungary.

The Austrian national team has played in seven World Cup final tournaments, finishing third in Switzerland in 1954 and fourth in Italy in 1934. It failed to qualify from the group phase on its last appearance in the finals, in France in 1998 (drawing 1-1 with Cameroon and Chile, losing 1-2 to Italy).

Austria has never previously qualified for the UEFA European Football Championship finals.

Former Bremen and Bayern star Andreas Herzog is the most-capped Austrian player (103 caps) and also the country's EURO 2008 ambassador. The national team's record goal scorer is Anton Polster with 44 goals, followed by Hans Krankl with 34.

President Friedrich Stickler has been in his post since 7 April 2002. General secretary Alfred Ludwig has been in office for more than 20 years. The national team coach is Josef Hickersberger. Capped 39 times, he took the job at the start of 2006. Born in Lower Austria (Amstetten, 27 April 1948), he won the Austrian league title with Rapid as a player in 1982 and as coach in 2005, taking Austria's most successful club into the UEFA Champions League in 2005/06. Hickersberger previously coached the national team from 1987 to 1990, reaching the World Cup final tournament in Italy.

Austria's biggest victory in an international match was 9-0 (against Malta in Salzburg on 30 April 1977, including six goals by Hans Krankl) and its heaviest defeat was also 0-9 (against Spain in Valencia on 27 March 1999).

The Swiss Football Association (SFA) was one of the seven founder members of FIFA in 1904 and has also been a member of UEFA since it was founded in 1954. The SFA itself was established in 1895. Today, with around 1,500 clubs, 13,000 teams and 230,000 players on its books, it is the country's largest sports organisation.

The Swiss national team enjoyed its first major success in 1924, when they reached the final of the Olympic Games tournament in Paris. Although they lost the final 0-3 to Uruguay, they were given the unofficial title of European champions after beating Sweden 2-1 in the semi-finals with two goals by Max "Xam" Abegglen. Another highlight was the 1954 World Cup which Switzerland hosted – the Swiss team beat Italy twice, but, after leading 3-0, went down 5-7 in the quarter-final against Austria, who went on to finish the tournament in third place.

In all, Switzerland have played in eight World Cup final rounds (including the 2006 FIFA World Cup in Germany). They have reached the quarter-finals three times (1934, 1938 and 1954).

The Swiss have qualified twice for the UEFA European Championship finals (1996 and 2004), going out after the group phase on both occasions. In England in 1996, Switzerland achieved a highly respectable 1-1 draw with the host nation, but lost their other two matches (0-1 to Scotland and 0-2 to the Netherlands). In Portugal in 2004, they drew 0-0 with Croatia before losing 0-3 to England and 1-3 to France. The Swiss consolation goal went down in the history books, as 18-year-old Johan Vonlanthen broke Englishman Wayne Rooney's record as the youngest ever goal scorer at a European Championship final round.

Switzerland's most-capped player is Heinz Hermann, who appeared 117 times for the national team. The top goal scorers are Kubilay Türkyilmaz and Max Abegglen with 34 goals each.

Ralph M. Zloczower has been President of the Swiss Football Association since 10 February 2001; Peter Gilliéron is the General Secretary (since 1993). The national team is coached by Jakob "Köbi" Kuhn, who as a player won six Swiss league titles with FC Zurich and 63 caps. Before he took the job in June 2001, Kuhn coached the national Under-21 team. Under Kuhn, Switzerland qualified for UEFA EURO 2004™ and the 2006 FIFA World Cup. They qualified automatically as hosts for UEFA EURO 2008™.

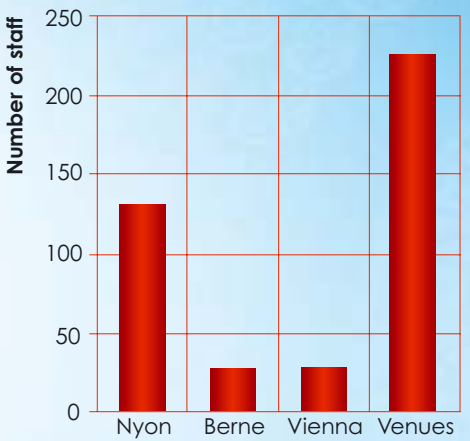
The Swiss national team's biggest victory was 9-0 against Lithuania (in Berne on 25 May 1924) and their heaviest defeats were 0-9 against England in Basle on 20 May 1909 and against Hungary in Budapest on 29 October 1911.

The organisers

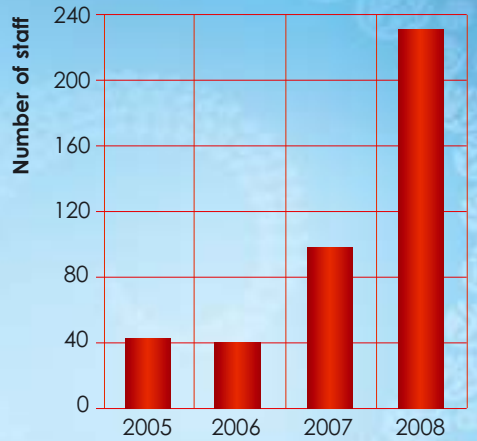
The overall organisation of UEFA EURO 2008™ is the responsibility of Euro 2008 SA, a 100 per cent subsidiary of UEFA with its headquarters in Nyon and tournament offices in Vienna and Berne. Its operational budget is CHF 215 million (EUR 138 million). In July 2006, it had 51 employees, a number which will grow to over 300 by 2008.

The supreme decision-making body of the company, which was founded on 17 December 2004, is the Board of Administration, which comprises representatives of UEFA and the two host associations. SFA President Ralph M. Zloczower (until the end of 2006) and ÖFB President Friedrich Stickler (from 2007 onwards) will share the chairmanship of the Euro 2008 SA Board.

Staff 2008



Staff recruited per year



Board of Administration

(The nine members in alphabetical order)

Peter Gilliéron

(Switzerland, born on 5 May 1953)

General Secretary of the Swiss Football Association (since 1993); a qualified lawyer, he began his career at the Federal Social Insurance Office (1978–1982), before spending nine years as head of legal services at the Swiss Cheese Union, including four as deputy director. He became General Secretary of the Swiss Football Association on 1 August 1993. He was previously president of FC Minerva. Peter Gilliéron is a member of UEFA's Stadium and Security Committee, Administrative Experts Panel and Match Delegates Panel.

Lars-Åke Lagrell

(Sweden, born on 20 January 1940)

President of the Swedish Football Association (since 1991), Chairman of the UEFA National Teams Committee. Lagrell was a member of the Euro 2004 SA Board. His career in football administration started at the age of 13 as youth leader of IK Cyrus in Jönköping. He has since filled a number of football association roles, beginning as chairman of the Småland regional association, before becoming a board member of the Swedish Football Association in 1980, general secretary in 1986 and, finally, president five years later. Lars-Åke Lagrell is also vice-chairman of the Swedish Sports Confederation and governor of the Kronobergs Län district of Växjö.

Alfred Ludwig

(Austria, born on 26 July 1950)

The Viennese began his career as a secondary school teacher and journalist, before joining the Austrian Football Association in 1981, firstly as press officer and then, since 1986, as general secretary (with a one-year break in 2003 when he acted as tournament director for UEFA EURO 2008™). Since the 1990s, Ludwig has also been chairman of the 100 per cent ÖFB subsidiary Austrian Football Marketing GmbH (AFM).

Giorgio Marchetti

(Italy, born on 27 February 1960)

UEFA Director of Professional Football (since 2004). Marchetti studied literature at the University of Milan. In 1980, he joined the Italian Football Association, before moving to the Italian Football League in 1984. There, he became deputy general secretary in 1991 and general secretary in 1997. Milestones include the conclusion of TV contracts and collective agreements with players, as well as solidarity arrangements between clubs.

Lars-Christer Olsson

(Sweden, born on 6 February 1950)

UEFA Chief Executive (since 2004). Olsson completed a degree in leisure industry and public sector administration, followed by an MBA. He became general secretary of the Swedish Football League in 1990 and general secretary of the Swedish Football Association a year later, when he was also appointed as tournament director of the 1992 UEFA European Football Championship finals. In 2000, Lars-Christer Olsson joined UEFA as director of Professional Football and Marketing, before succeeding Gerhard Aigner as Chief Executive in 2004.

Mathieu Sprengers

(Netherlands, born on 24 May 1938)

President of the Dutch Football Association, UEFA Treasurer and Executive Committee member. After graduating in economics at the University of Tilburg, Sprengers began his career as an adviser to small and medium-sized companies. He spent 20 years as chief executive of a building company. He started in football administration in 1976, when he became treasurer of VV Venlo – a role he has filled at UEFA since 2000. In Portugal, he was the vice-chairman of the Euro 2004 SA Board.

Friedrich Stickler

(Austria, born on 18 January 1949)

President of the Austrian Football Association (since 2002). Stickler has worked for the Austrian casino and lottery associations since 1982 and is currently general director of the Austrian sports betting association and vice-chairman of the lotteries association, as well as being a member of the European Lotteries Association executive committee. He came into contact with football through the UEFA Intertoto Cup and has chaired the UEFA Club Competitions Committee since 2002. Friedrich Stickler has been a member of the managing committee of the ÖOC (Austrian Olympic Committee) since 2004.

Markus Studer

(Switzerland, born on 31 October 1956)

UEFA Deputy Chief Executive. Studer studied law at Berne University before spending two years with a law firm. He joined UEFA as head of its Legal Department in March 1989. He became deputy general secretary in 1993 and then, in 2000, assumed the dual role of deputy chief executive and director of Legal Services and Assistance Programmes. Since 2004, Markus Studer has been able to dedicate himself exclusively to his role as UEFA Deputy Chief Executive.

Ralph M. Zloczower

(Switzerland, born on 21 February 1933)

President of the Swiss Football Association. After studying law in Berne and Heidelberg, Zloczower opened a law practice in Berne in 1960. In the 1970s, he became president of the Swiss Curling Association and then of the BSC Young Boys football club. He played various roles at the Swiss Football Association before being elected as its president on 10 February 2001. Ralph Zloczower is a member of the UEFA Professional Football and National Teams Committees.

Tasks of Euro 2008 SA

- Organise the 31 matches of the UEFA European Football Championship final round
- Assist the host associations in their collaboration with the Austrian and Swiss governments in areas such as security and infrastructure
- Implement the commercial rights programme in cooperation with UEFA
- Provide assistance to the participating teams
- Organise accommodation for commercial partners, media, employees, officials, etc. (in cooperation with Kuoni)
- Organise ticket sales (including corporate hospitality)
- Organise the accreditation system
- Set up a volunteer programme
- Organise various events (such as the qualifying and final round draws, logo launch, mascot presentation, finalists workshop, etc.)
- Help produce the international television signal from the eight match venues and assist the broadcast partners
- Provide media facilities (including comprehensive assistance)

Key areas such as legal services, marketing and sponsorship, and the sale of media rights are dealt with internally by UEFA.

Management Board

Martin Kallen

(Switzerland, born on 22 July 1963)

Chief Operating Officer

Responsibilities: Operational management of Euro 2008 SA.

Background: The man from the Bernese Oberland joined UEFA in 1994. He started his UEFA career in the Marketing Department as head of Corporate Identity before becoming event manager with responsibility for all commercial matters. As deputy head of the Marketing Department, he was involved in marketing UEFA's TV, sponsorship and new media rights. After being promoted to senior manager of the newly established Event Management unit in 2000, he was responsible for the successful implementation of all UEFA finals and final tournaments. In 2002, he was appointed COO of Euro 2004 SA and moved to Portugal. There he organised the best European Championship finals of all time and he intends to make UEFA EURO 2008™ even better.

Christian Mutschler

(Switzerland, born on 13 February 1970)

Tournament Director, Switzerland

Responsibilities: Coordinating cooperation with the authorities, implementation of stadium contracts, contact person for partners in Switzerland and development of the volunteer programme in Austria and Switzerland.

Background: Before joining the UEFA EURO 2008™ project, Christian Mutschler worked in various financial companies in business and process management. He was also CEO of Basel United Stadium Management Ltd., responsible for the new St Jakob Park stadium in Basle. He made a name for himself as one of the co-organisers of the UEFA European Under-21 Championship in Switzerland, several matches of the Swiss national team and Swiss Cup finals. He also organised the matches played by FC Basel 1893 in the UEFA Champions League. Incidentally, Christian Mutschler is the longest-serving member of the UEFA EURO 2008™ team, having been appointed Tournament Director by the Swiss Football Association in 2003.

Christian Schmölzer

(Austria, born on 25 June 1968)

Tournament Director, Austria

Responsibilities: Coordinating cooperation with the authorities, stadium contracts, contact person for partners in Austria and implementation of the volunteer programme in Austria.

Background: After playing in goal for the Austrian Under-18 and Under-21 teams, Christian Schmölzer lost no less than three years of his football career after a car accident on his 20th birthday, when he tore a nerve in his right shoulder. The Carinthian nevertheless made a comeback and played for a further seven years as a professional with FK Austria Vienna.

A degree in commerce opened the door for Schmölzer to join the Austrian Football League, where he became head of Marketing and then deputy CEO. In 2004, he was appointed Tournament Director, Austria, for UEFA EURO 2008™.

EURO ABC – from A for accreditation to Z for Zurich

Accreditation

Players, officials, organising committee members, service staff, stewards, media representatives, technical staff, etc., all need accreditation for UEFA EURO 2008™. Up to ten different access areas are defined – from the pitch to the dressing room area and VIP club to the media centre and catering zone. A total of around 30,000 accreditations will be required.

UEFA EURO 2004™: accreditations

Basle

The Basle region is where Germany, France and Switzerland all meet. The city of Basle, with an official population of 166,000, is a small, distinguished European city. Not least because of its geographical location in the heart of Europe, it has developed over the centuries into a cosmopolitan, innovative economic, cultural and research centre. Thanks to Baselworld, the world watch and jewellery show, as well as Art Basel, the world's leading art fair, it is also Switzerland's most important exhibition and conference city. The adjacent Baselbiet provides a scenic contrast to the city. Numerous historical sites, such as the Roman town of Augusta Raurica, are well worth a visit. Basle's St Jakob Park stadium, home to FC Basel 1893, will host six matches, including the opening match, two quarter-finals and one semi-final.

The Rhine with the bridge known as Mittlere Brücke and the cathedral

Berne

Founded in 1191, capital city of Switzerland and home of the Swiss Parliament since 1848. Its Wankdorf stadium was the venue of the 1954 World Cup final, where the so-called miracle of Berne took place. Berne has 127,000 inhabitants and is on the Aar river, nestling between the Jura and the world-renowned Jungfrau region. The ancient city centre has been on the UNESCO World Heritage List since 1983. The Young Boys Berne football club is one of Switzerland's oldest sports clubs. Berne's ice hockey club, the SCB, boasts Europe's highest average attendance of around 16,000 spectators per match. Three UEFA EURO 2008™ group matches will be held in the Stade de Suisse Wankdorf, which has a capacity of 30,000.

Berne's Münster cathedral against the backdrop of the Jungfrau massif

Countdown

The qualifying matches will be played between 16 August 2006 and 21 November 2007. The draw for the final round will be staged in Lucerne (Switzerland) on 2 December 2007 (four groups with four teams in each, Switzerland will be in Group A and Austria in Group B). Around 100 days before the tournament, in early March 2008, the customary workshop for all the participating teams will be held in Austria and a publicity tour featuring the official mascot and the Henri Delaunay trophy will be launched. In April, the twelve referees will gather in Switzerland for a final training session. The eight stadiums will then be officially handed over to UEFA in early May. The opening match will kick off in Basle at exactly 6 p.m. on 7 June 2008.

Doping controls

These will be carried out at all 31 final round matches. Tests will also be conducted in the run-up to the finals and at many qualifying matches. Over the last ten years (1995–2005), around 3,900 players have been tested at UEFA competitions – of those, only twelve have tested positive. UEFA spends around CHF 2.5 million (EUR 1.6 million) on its rigorous doping control programme each year. UEFA currently has a pool of 30 anti-doping experts and hopes to increase the number to 40. Each expert has to pass annual aptitude tests.

euro2008.com

The official website of the UEFA European Football Championship. Figures from Portugal: in 2004, the site recorded an incredible 500 million hits and more than 40 million users between May and July. This represents a 285 per cent increase compared to 2000. 45 per cent of users came from Europe, 27 per cent from Asia and 20 per cent from America.

Fans

More than 1 million spectators are expected, including around 600,000 from abroad. In Portugal, the "average fan" stayed for seven days, spent a total of EUR 1,320 and was 32 years old.

Dutch fans at UEFA EURO 2004™

Geneva

Meeting place for people and ideas, culture, finance and sport, Geneva is the home of the European headquarters of the United Nations. The Canton of Geneva has a total of 450,000 inhabitants and lies at the heart of a dynamic region on the shores of Western Europe's largest lake. The city's history, dating back more than 2,000 years, provides a rich cultural heritage. Today, Geneva is not only an important financial centre and a well-known congress and exhibition venue, it is also a city of watches, industry, science and gastronomy, with a famous wine-growing area on its doorstep. Geneva, home of FC Servette, also stands for a high quality of life and is described as the "smallest of metropolises" on account of its manageable size. The football stadium can hold 30,000 spectators and will host three group matches.

The Jet d'Eau, the water fountain, is the emblem of the City of Geneva

Host broadcasting

Approximately 1,200 people (including producers, cameramen and cable carriers) will be working to provide high-quality TV coverage of all 31 final round matches.

According to Alexandre Fourtoy, CEO of UEFA Media Technologies, the host broadcaster has three main tasks: "Firstly, it produces the international picture signal from all eight match venues. It looks after the broadcast partners and provides them with the necessary technical infrastructure such as commentary boxes and studios. And last but not least, it ensures that the international broadcasting centre in Vienna operates smoothly."

Innsbruck

The former home city of Emperor Maximilian I has twice hosted the Olympic Winter Games (1964 and 1976) and has a population of around 130,000, including 20,000 or so students. Innsbruck, the capital city of Tyrol, lies exactly 575 metres above sea level and is located between the Nordkette (2334 m) and the Patscherkofel (2247 m) mountains. The city's emblem is the Golden Roof, a magnificent balcony covered with 2,657 gold-plated copper tiles (commissioned by Emperor Maximilian I). Three group matches will be held in Innsbruck's Tivoli NEU stadium, home to FC Wacker Tirol, which can hold 30,000 spectators.

The Golden Roof, emblem of Innsbruck

Klagenfurt

With a population of 92,000, Klagenfurt is the southernmost regional capital of Austria. The city, home of FC Kärnten, lies directly on the warmest European Alpine lake, the Wörthersee. It is the regular venue of the Beach Volleyball Grand Slam, which attracts more than 100,000 visitors each year, the Ironman Austria competition, in which over 2,000 competitors take part, and the Snowboarding Big Air World Cup. The Wörthersee stadium is being rebuilt for UEFA EURO 2008™. It will include a youth football academy, a ball sports skills centre and a sports park. Stadium capacity: 30,000.

The Lindwurm fountain is the emblem of Klagenfurt

Media

Photographers during UEFA EURO 2004™

Around 7,000 media representatives are expected, including some 2,500 newspaper journalists, 700 photographers and 3,500 TV and radio employees (including technicians). The host broadcaster will have around 1,200 staff.

Merchandising

As in Portugal, Warner Bros. Consumer Products are responsible for the licensing of items such as the official mascot, official song and official shirt. In 2004, 35 licensees manufactured no less than 2,000 official products, which were sold in 5,000 shops across Europe. More than 6 million Adidas "Roteiro" matchballs were sold – a new record. A million copies of the official UEFA EURO 2004™ video game were also sold, as well as 100 million Panini stickers, probably another record.

UEFA EURO 2004™:
Mascot Kinas and the official ball, "Roteiro"

Organisation

"We want to organise the best UEFA European Football Championship of all time," says Martin Kallen, COO of Euro 2008 SA. Preparations are under way in three offices – the headquarters in Nyon as well as in Berne and Vienna. In July 2006, Euro 2008 SA had 51 full-time members of staff; by the time the tournament begins in 2008, it is likely to have around 300. Approximately 1,500 people (including volunteers) will be involved with the organisation of each of the 31 final round matches, including stewards, security staff, technicians and officials. French-speaking Geneva and German-speaking Vienna are around 1,000 kilometres apart; their laws and mentalities could hardly be more different. Nevertheless, the tournament is meant to be a harmonious celebration – what a challenge!

Publications

The official magazine of the UEFA European Football Championship, "inside," is published by Euro 2008 SA in three languages (German, English and French). The first issue was published in January 2006, with the eighth and final edition planned for early 2008. The magazine contains 44 pages on average and 10,000 copies are printed. It can also be downloaded as a PDF file on the Internet at euro2008.com. "inside" deals primarily with organisational matters, providing as much first-hand information as possible.

First issue of the UEFA EURO 2008™ magazine "inside"

Salzburg

This city is famous not only as part of the world's cultural heritage with its historic old town, but also as a lively international cultural centre with Easter and Summer Festivals. The city's most famous son is Wolfgang Amadeus Mozart, who was born there on 27 January 1756. Salzburg is surrounded by a fantastic landscape of lakes and mountains, which also formed the set for the film "The Sound of Music." In recent years, the city, which has a population of 150,000, has made a name for itself as the venue of major international sports events. Three group matches will be staged at Salzburg's Wals-Siezenheim stadium, home to SC Austria Salzburg (capacity: 30,000).

The fortress Hohensalzburg, emblem of the city

Security

As part of the bidding process in 2001 and 2002, the federal governments of both countries assumed responsibility for public security during the tournament. A disturbance-free UEFA European Football Championship is a top priority. Euro 2008 SA, on behalf of both host associations, will provide stewards inside the stadiums, team hotels and training facilities.

Tickets

Just over 1 million tickets will be available for the 31 matches. They will only be sold via the Internet (euro2008.com) from spring 2007. Anyone who orders tickets at that early stage stands a good chance of success.

Tournament structure

308 matches, i.e. 27,720 minutes of football, plus stoppage time, are needed in order to establish who the 16 final round participants will be. Matches will be played in seven groups (six with seven teams and one with eight). The top two teams in each group will qualify for the final tournament, where a further 2,790 minutes of football will be played (excluding stoppage time and extra time). Each of the 16 teams will play three group matches, with the top two in each of the four groups contesting the quarter-finals.

From there, the knock-out system continues and, if any match ends as a draw after normal time, two 15-minute periods of extra time will be played. If there is still no winner, the match will be decided on penalties.

Transport

In June 2008, the Organising Committee will have around 100 coaches and 600 cars at its disposal to transport teams, referees, VIPs, sponsors, media representatives and staff members. The official Hyundai-KIA fleet will eat up more than 2 million kilometres in Switzerland and Austria during the tournament alone. The shortest distance between two match venues is 85 kilometres (between Zurich and Basle), while the longest is 1,032 kilometres (between Geneva and Vienna).

The 16 official Hyundai team buses for UEFA EURO 2004™

UEFA Stands for the Union of European Football Associations. European football's governing body is one of six confederations that form the global football federation, FIFA. It comprises 52 national associations, from Albania to Wales. UEFA was founded on 15 June 1954 in Basle, Switzerland. Its headquarters were in Paris until 1959, when they moved to Berne, Switzerland. UEFA has been based in Nyon, near Geneva, since 1995. The UEFA president, currently Lennart Johansson, also acts as vice-president of FIFA.

UEFA presidents:

- Ebbe Schwartz (Denmark, 1954–1962)
- Gustav Wiederkehr (Switzerland, 1962–1972)
- Artemio Franchi (Italy, 1973–1983)
- Jacques Georges (France, 1984–1990)
- Lennart Johansson (Sweden, since 1990)

UEFA general secretaries (known officially as chief executives since 1999):

- Henri Delaunay (France, 1954–1955)
- Pierre Delaunay (France, 1956–1959)
- Hans Bangerter (Switzerland, 1960–1988)
- Gerhard Aigner (Germany, 1989–2003)
- Lars-Christer Olsson (Sweden, since 2004)

Vienna

The Austrian capital was once the stronghold of the Habsburgs. Emperor Franz Joseph had the city walls torn down and replaced with a ring road 130 years ago. Vienna was the home of great composers such as Haydn, Mozart, Beethoven, Schubert, Mahler and Schönberg. With a population of 1.5 million, the city lies at the foot of the Wienerwald, the most north-easterly foothills of the Alps. The Danube (which is up to 285 m wide) flows through the city.

Vienna's Ernst-Happel stadium, home to FK Austria Vienna and SK Rapid Vienna, will host more EURO 2008 matches than any other city (seven), the highlight being the final at 8.45 p.m. on 29 June. Stadium capacity: 50,000.

The Giant Ferris Wheel at the Vienna Prater

Volunteers

Voluntary helpers make an essential contribution to all major events. For them, being there means everything. No fewer than 2,500 unpaid staff will be needed for UEFA EURO 2008™. Recruitment begins in summer 2007.

Volunteer team at the UEFA EURO 2008™ qualifying competition draw in Montreux on 27 January

Zurich

Switzerland's largest city, with 367,000 inhabitants, lies at the northern end of Lake Zurich. The Limmat and Sihl rivers flow through the city. Zurich, home to FC Zurich and Grasshopper-Club, is famous as a global banking and financial centre and for Europe's best known shopping street, Bahnhofstrasse. A wide range of cultural activities, lively nightlife and numerous events also make Zurich an exciting, fun-loving city. Three group matches will be played in the newly constructed Letzigrund stadium (completion date: September 2007). Stadium capacity: 30,000.

The Old Town of Zurich on the Limmat river with a view of the Great Church *Grossmünster*

The EURO history

It seems incredible that thirty years separated the dream and the reality. The archives reveal that Henri Delaunay, as General Secretary of the French Football Federation, proposed a European Championship for national teams during a FIFA meeting held on 5 February 1927. He pointed out that South America had had a continent-wide competition since 1916. However, FIFA – and, in particular, its president, Jules Rimet – was too busy consolidating the World Cup to take a new tournament on board. So, even though regional tournaments such as the British Home Championship, the Scandinavian Cup (renamed the Nordic Cup when Finland entered), the Baltic Cup and the Balkan Cup had been in existence for many years, it was not until UEFA was founded in 1954 that the idea fell on more receptive ears.

When he became UEFA's first general secretary, Henri Delaunay found himself ideally placed to blow the dust off his blueprint for the new competition. Cruelly, he did not live to witness its launching. But, after his death on 9 November 1955, his son, Pierre, became UEFA's general secretary and continued the project. The proposal was submitted at a meeting chaired by the UEFA president, Ebbe Schwarz, in Cologne in 1957 and finally approved at the UEFA Congress held in the House of Parliament in Copenhagen on 28 June 1957. It seemed only natural that the trophy should bear Henri Delaunay's name.

From 1960 to the present day

The first UEFA European Football Championship was held in France in 1960. The final in Paris was won by the USSR, who beat Yugoslavia 2-1 in the final in front of 17,966 spectators.

The competition's biggest ever crowd watched the 1964 final at the Estadio Santiago Bernabéu in Madrid. Around 125,000 fans witnessed the hosts' 2-1 victory over the USSR. However, the official attendance was given as only 79,115.

UEFA EURO 2008™ is the 13th final tournament of the UEFA European Football Championship. A total of 173 final round matches have been played to date, watched by 6.5 million spectators (an average of 37,500 per match) and featuring 426 goals (2.48 per match). Germany is the most successful nation with three victories, followed by France with two. The USSR, Spain, Italy, the Czech Republic, the Netherlands, Denmark and Greece have each won the tournament once.

Gustav Wiederkehr, UEFA President, hands the trophy to Franz Beckenbauer, Captain of European champions Germany, in 1972

Henri Delaunay trophy

A familiar name with a new look: the old trophy, designed by Arthus Bertrand in Paris in 1960, had been in service for 45 years. Now, nearly half a century later, it is being confined to the trophy cabinet and replaced by the new Henri Delaunay trophy. The new trophy is 18 centimetres taller and 400 grams lighter (i.e. 60 cm high and 7.6 kg in weight). The modern design was conceived by British lifestyle house Asprey of London.

Another new feature is the inscription of the names of previous winners on the back. The trophy – named after UEFA's first general secretary – will be presented to the newly crowned European champions on 29 June 2008. It will remain the property of UEFA until a country either wins it three times in a row or five times in all.

The finals

Date	Teams	Result	Venue	Attendance	Referee
10.07.1960	USSR – Yugoslavia	2-1 *	Paris	17,966	Arthur Ellis (ENG)
21.06.1964	Spain – USSR	2-1	Madrid	79,115	Arthur Holland (ENG)
08.06.1968	Italy – Yugoslavia	1-1 *	Rome	68,817	Gottfried Dienst (SUI)
10.06.1968	Italy – Yugoslavia	2-0 **	Rome	32,886	José Ortiz de Mendibil (ESP)
18.06.1972	Germany – USSR	3-0	Brussels	43,066	Ferdinand Marschall (AUT)
20.06.1976	Czechoslovakia – Germany	2-2 ***	Belgrade	30,790	Sergio Gonella (ITA)
22.06.1980	Germany – Belgium	2-1	Rome	47,860	Nicolae Rainea (ROM)
27.06.1984	France – Spain	2-0	Paris	47,368	Vojtech Christov (CZE)
25.06.1988	Netherlands – USSR	2-0	Munich	62,770	Michel Vautrot (FRA)
26.06.1992	Denmark – Germany	2-0	Gothenburg	37,800	Bruno Galler (SUI)
30.06.1996	Germany – Czech Republic	2-1 ****	Wembley	73,611	Pierluigi Pairetto (ITA)
02.07.2000	France – Italy	2-1 ****	Rotterdam	48,100	Anders Frisk (SWE)
04.07.2004	Greece – Portugal	1-0	Lisbon	62,865	Markus Merk (GER)

* after extra time / ** replay / *** 5-3 on pens / **** Golden Goal

The winning Captains

1960: Igor Netto (Soviet Union)
1964: Fernando Olivella (Spain)
1968: Giacinto Facchetti (Italy)
1972: Franz Beckenbauer (Germany)
1976: Anton Ondrus (Czechoslovakia)
1980: Bernard Dietz (Germany)
1984: Michel Platini (France)
1988: Ruud Gullit (Netherlands)
1992: Lars Olsen (Denmark)
1996: Jürgen Klinsmann (Germany)
2000: Didier Deschamps (France)
2004: Theodoros Zagorakis (Greece)

The Champion Coaches

1960: Gavril Katchalin (Soviet Union)
1964: José Villalonga / Miguel Muñoz (Spain)
1968: Ferruccio Valcareggi (Italy)
1972: Helmut Schön (Germany)
1976: Vaclav Jezek (Czechoslovakia)
1980: Jupp Derwall (Germany)
1984: Michel Hidalgo (France)
1988: Rinus Michels (Netherlands)
1992: Richard Møller Nielsen (Denmark)
1996: Berti Vogts (Germany)
2000: Roger Lemerre (France)
2004: Otto Rehhagel *(Greece)

* German

4,728 goals in 1,685 matches

	Total (including finals)			Final tournaments		
	Goals	Matches	Average	Goals	Matches	Average
1958-60	108	28	3.86	17	4	4.25
1962-64	171	54	3.16	13	4	3.25
1966-68	311	102	3.05	7	5	1.40
1970-72	292	109	2.68	10	4	2.50
1974-76	308	108	2.85	19	4	4.75
1978-80	354	122	3.31	27	14	1.93
1982-84	382	131	2.91	41	15	2.73
1986-88	313	131	2.38	34	15	2.27
1990-92	365	138	2.64	32	15	2.13
1994-96	744	262	2.84	64	31	2.06
1998-00	737	259	2.84	85	31	2.74
2002-04	643	241	2.67	77	31	2.50
Total	**4,728**	**1,685**	**2.76**	**426**	**173**	**2.46**

Attendances

	Final tournaments				
	Teams	Matches	Attendance	Average	Host country
1960	4	4	78,958	19,740	France
1964	4	4	156,253	39,063	Spain
1968	4	5	260,939	52,188	Italy
1972	4	4	106,510	26,628	Belgium
1976	4	4	106,087	26,522	Yugoslavia
1980	8	14	350,655	25,047	Italy
1984	8	15	599,655	39,977	France
1988	8	15	849,844	56,656	Germany
1992	8	15	429,241	28,616	Sweden
1996	16	31	1,276,171	41,167	England
2000	16	31	1,126,443	36,337	Belgium/Netherlands
2004	16	31	1,148,886	37,061	Portugal
Total		**173**	**6,489,642**	**37,512**	

It was at the UEFA Congress in London in July 1966 that the decision to change the competition's name from Cup of Nations to "European Football Championship" was approved.

Team of the Tournament

As from EURO 96 the UEFA Technical Study Group, led by UEFA's Technical Director Andy Roxburgh, has elected the Team of the Tournament.

EURO 96

Goalkeepers
David Seaman (England)
Andreas Köpke (Germany)

Defenders
Radoslav Latal (Czech Republic)
Laurent Blanc (France)
Marcel Desailly (France)
Matthias Sammer (Germany)
Paolo Maldini (Italy)

Midfielders
Didier Deschamps (France)
Steve McManaman (England)
Paul Gascoigne (England)
Rui Costa (Portugal)
Karel Poborsky (Czech Republic)
Dieter Eilts (Germany)

Strikers
Alan Shearer (England)
Hristo Stoichkov (Bulgaria)
Davor Suker (Croatia)
Youri Djorkaeff (France)
Pavel Kuka (Czech Republic)

Player of the Tournament
Matthias Sammer (Germany)

EURO 2000

Goalkeepers
Fabien Barthez (France)
Francesco Toldo (Italy)

Defenders
Laurent Blanc (France)
Lilian Thuram (France)
Marcel Desailly (France)
Fabio Cannavaro (Italy)
Paolo Maldini (Italy)
Alessandro Nesta (Italy)
Frank de Boer (Netherlands)

Midfielders
Demetrio Albertini (Italy)
Patrick Vieira (France)
Josep Guardiola (Spain)
Rui Costa (Portugal)
Edgar Davids (Netherlands)
Luís Figo (Portugal)
Zinédine Zidane (France)

Forwards
Thierry Henry (France)
Savo Milosevic (Yugoslavia)
Raúl González (Spain)
Patrick Kluivert (Netherlands)
Nuno Gomes (Portugal)
Francesco Totti (Italy)

Player of the Tournament
Zinédine Zidane (France)

EURO 2004

Goalkeepers
Petr Cech (Czech Republic)
Antonios Nikopolidis (Greece)

Defenders
Sol Campbell (England)
Ashley Cole (England)
Traianos Dellas (Greece)
Olof Mellberg (Sweden)
Ricardo Carvalho (Portugal)
Georgios Seitaridis (Greece)
Gianluca Zambrotta (Italy)

Midfielders
Michael Ballack (Germany)
Luís Figo (Portugal)
Frank Lampard (England)
Maniche (Portugal)
Pavel Nedved (Czech Republic)
Theodoros Zagorakis (Greece)
Zinédine Zidane (France)

Forwards
Milan Baros (Czech Republic)
Angelos Charisteas (Greece)
Henrik Larsson (Sweden)
Cristiano Ronaldo (Portugal)
Wayne Rooney (England)
Jon Dahl Tomasson (Denmark)
Ruud van Nistelrooy (Netherlands)

Player of the Tournament
Theodoros Zagorakis (Greece)

Fixture list for the UEFA EURO 2008™ qualifying competition

The qualifying competition consists of seven groups (six groups of seven teams and one group of eight). Each group winner and runner-up will go through to the final round of UEFA EURO 2008™. The full fixture list for all seven qualifying groups is as follows.

GROUP A
Armenia
Azerbaijan
Belgium
Finland
Kazakhstan
Poland
Portugal
Serbia

GROUP B
Faroe Islands
France
Georgia
Italy
Lithuania
Scotland
Ukraine

GROUP C
Bosnia-Herzegovina
Greece
Hungary
Malta
Moldova
Norway
Turkey

GROUP D
Cyprus
Czech Republic
Germany
Republic of Ireland
San Marino
Slovakia
Wales

GROUP E
Andorra
Croatia
England
Estonia
FYR Macedonia
Israel
Russia

GROUP F
Denmark
Iceland
Latvia
Liechtenstein
Northern Ireland
Spain
Sweden

GROUP G
Albania
Belarus
Bulgaria
Luxembourg
Netherlands
Romania
Slovenia

GROUP A

16/08/2006	Belgium – Kazakhstan
02/09/2006	Serbia – Azerbaijan
02/09/2006	Poland – Finland
06/09/2006	Azerbaijan – Kazakhstan
06/09/2006	Finland – Portugal
06/09/2006	Poland – Serbia
06/09/2006	Armenia – Belgium
07/10/2006	Armenia – Finland
07/10/2006	Kazakhstan – Poland
07/10/2006	Serbia – Belgium
07/10/2006	Portugal – Azerbaijan
11/10/2006	Belgium – Azerbaijan
11/10/2006	Kazakhstan – Finland
11/10/2006	Serbia – Armenia
11/10/2006	Poland – Portugal
15/11/2006	Finland – Armenia
15/11/2006	Portugal – Kazakhstan
15/11/2006	Belgium – Poland
24/03/2007	Poland – Azerbaijan
24/03/2007	Portugal – Belgium
24/03/2007	Kazakhstan – Serbia
28/03/2007	Azerbaijan – Finland
28/03/2007	Poland – Armenia
28/03/2007	Serbia – Portugal
02/06/2007	Finland – Serbia
02/06/2007	Kazakhstan – Armenia
02/06/2007	Azerbaijan – Poland
02/06/2007	Belgium – Portugal
06/06/2007	Finland – Belgium
06/06/2007	Kazakhstan – Azerbaijan
06/06/2007	Armenia – Poland
22/08/2007	Finland – Kazakhstan
22/08/2007	Armenia – Portugal
22/08/2007	Belgium – Serbia
08/09/2007	Azerbaijan – Armenia
08/09/2007	Serbia – Finland
08/09/2007	Portugal – Poland
12/09/2007	Armenia – Azerbaijan
12/09/2007	Finland – Poland
12/09/2007	Kazakhstan – Belgium
12/09/2007	Portugal – Serbia
13/10/2007	Azerbaijan – Portugal
13/10/2007	Belgium – Finland
13/10/2007	Armenia – Serbia
13/10/2007	Poland – Kazakhstan
17/10/2007	Kazakhstan – Portugal
17/10/2007	Azerbaijan – Serbia
17/10/2007	Belgium – Armenia
17/11/2007	Serbia – Kazakhstan
17/11/2007	Finland – Azerbaijan
17/11/2007	Portugal – Armenia
17/11/2007	Poland – Belgium
21/11/2007	Azerbaijan – Belgium
21/11/2007	Serbia – Poland
21/11/2007	Portugal – Finland
21/11/2007	Armenia – Kazakhstan

GROUP B

16/08/2006	Faroe Islands – Georgia
02/09/2006	Georgia – France
02/09/2006	Italy – Lithuania
02/09/2006	Scotland – Faroe Islands
06/09/2006	Ukraine – Georgia
06/09/2006	Lithuania – Scotland
06/09/2006	France – Italy
07/10/2006	Italy – Ukraine
07/10/2006	Scotland – France
07/10/2006	Faroe Islands – Lithuania
11/10/2006	Ukraine – Scotland
11/10/2006	Georgia – Italy
11/10/2006	France – Faroe Islands
24/03/2007	Scotland – Georgia
24/03/2007	Faroe Islands – Ukraine
24/03/2007	Lithuania – France
28/03/2007	Ukraine – Lithuania
28/03/2007	Georgia – Faroe Islands
28/03/2007	Italy – Scotland
02/06/2007	Faroe Islands – Italy
02/06/2007	Lithuania – Georgia
02/06/2007	France – Ukraine
06/06/2007	France – Georgia
06/06/2007	Lithuania – Italy
06/06/2007	Faroe Islands – Scotland
08/09/2007	Georgia – Ukraine
08/09/2007	Scotland – Lithuania
08/09/2007	Italy – France
12/09/2007	Ukraine – Italy
12/09/2007	France – Scotland
12/09/2007	Lithuania – Faroe Islands
13/10/2007	Scotland – Ukraine
13/10/2007	Italy – Georgia
13/10/2007	Faroe Islands – France
17/10/2007	Georgia – Scotland
17/10/2007	Ukraine – Faroe Islands
17/10/2007	France – Lithuania
17/11/2007	Lithuania – Ukraine
17/11/2007	Scotland – Italy
21/11/2007	Italy – Faroe Islands
21/11/2007	Georgia – Lithuania
21/11/2007	Ukraine – France

GROUP C

02/09/2006	Moldova – Greece
02/09/2006	Hungary – Norway
02/09/2006	Malta – Bosnia-Herzegovina
06/09/2006	Turkey – Malta
06/09/2006	Bosnia-Herzegovina – Hungary
06/09/2006	Norway – Moldova
07/10/2006	Moldova – Bosnia-Herzegovina
07/10/2006	Hungary – Turkey
07/10/2006	Greece – Norway
11/10/2006	Turkey – Moldova
11/10/2006	Malta – Hungary
11/10/2006	Bosnia-Herzegovina – Greece
24/03/2007	Moldova – Malta
24/03/2007	Greece – Turkey
24/03/2007	Norway – Bosnia-Herzegovina
28/03/2007	Hungary – Moldova
28/03/2007	Turkey – Norway
28/03/2007	Malta – Greece
02/06/2007	Greece – Hungary
02/06/2007	Norway – Malta
02/06/2007	Bosnia-Herzegovina – Turkey
06/06/2007	Greece – Moldova
06/06/2007	Norway – Hungary
06/06/2007	Bosnia-Herzegovina – Malta
08/09/2007	Moldova – Norway
08/09/2007	Hungary – Bosnia-Herzegovina
08/09/2007	Malta – Turkey
12/09/2007	Bosnia-Herzegovina – Moldova
12/09/2007	Turkey – Hungary
12/09/2007	Norway – Greece
13/10/2007	Moldova – Turkey
13/10/2007	Hungary – Malta
13/10/2007	Greece – Bosnia-Herzegovina
17/10/2007	Malta – Moldova
17/10/2007	Turkey – Greece
17/10/2007	Bosnia-Herzegovina – Norway
17/11/2007	Moldova – Hungary
17/11/2007	Greece – Malta
17/11/2007	Norway – Turkey
21/11/2007	Turkey – Bosnia-Herzegovina
21/11/2007	Hungary – Greece
21/11/2007	Malta – Norway

GROUP D

02/09/2006	Czech Republic – Wales
02/09/2006	Germany – Republic of Ireland
02/09/2006	Slovakia – Cyprus
06/09/2006	San Marino – Germany
06/09/2006	Slovakia – Czech Republic
07/10/2006	Czech Republic – San Marino
07/10/2006	Wales – Slovakia
07/10/2006	Cyprus – Republic of Ireland
11/10/2006	Republic of Ireland – Czech Republic
11/10/2006	Slovakia – Germany
11/10/2006	Wales – Cyprus
15/11/2006	Republic of Ireland – San Marino
15/11/2006	Cyprus – Germany
07/02/2007	San Marino – Republic of Ireland
24/03/2007	Czech Republic – Germany
24/03/2007	Republic of Ireland – Wales
24/03/2007	Cyprus – Slovakia
28/03/2007	Wales – San Marino
28/03/2007	Republic of Ireland – Slovakia
28/03/2007	Czech Republic – Cyprus
02/06/2007	Germany – San Marino
02/06/2007	Wales – Czech Republic
06/06/2007	Germany – Slovakia
22/08/2007	San Marino – Cyprus
08/09/2007	San Marino – Czech Republic
08/09/2007	Wales – Germany
08/09/2007	Slovakia – Republic of Ireland
12/09/2007	Czech Republic – Republic of Ireland
12/09/2007	Slovakia – Wales
12/09/2007	Cyprus – San Marino
13/10/2007	Cyprus – Wales
13/10/2007	Republic of Ireland – Germany
13/10/2007	Slovakia – San Marino
17/10/2007	Germany – Czech Republic
17/10/2007	Republic of Ireland – Cyprus
17/10/2007	San Marino – Wales
17/11/2007	Czech Republic – Slovakia
17/11/2007	Germany – Cyprus
17/11/2007	Wales – Republic of Ireland
21/11/2007	Cyprus – Czech Republic
21/11/2007	Germany – Wales
21/11/2007	San Marino – Slovakia

GROUP E

16/08/2006	Estonia – FYR Macedonia
02/09/2006	Estonia – Israel
02/09/2006	England – Andorra
06/09/2006	Russia – Croatia
06/09/2006	Israel – Andorra
06/09/2006	FYR Macedonia – England
07/10/2006	England – FYR Macedonia
07/10/2006	Croatia – Andorra
07/10/2006	Russia – Israel
11/10/2006	Croatia – England
11/10/2006	Russia – Estonia
11/10/2006	Andorra – FYR Macedonia
15/11/2006	Israel – Croatia
15/11/2006	FYR Macedonia – Russia
24/03/2007	Israel – England
24/03/2007	Estonia – Russia
24/03/2007	Croatia – FYR Macedonia
28/03/2007	Andorra – England
28/03/2007	Israel – Estonia
02/06/2007	Estonia – Croatia
02/06/2007	Russia – Andorra
02/06/2007	FYR Macedonia – Israel
06/06/2007	Andorra – Israel
06/06/2007	Croatia – Russia
06/06/2007	Estonia – England
22/08/2007	Estonia – Andorra
08/09/2007	England – Israel
08/09/2007	Russia – FYR Macedonia
08/09/2007	Croatia – Estonia
12/09/2007	Andorra – Croatia
12/09/2007	FYR Macedonia – Estonia
12/09/2007	England – Russia
13/10/2007	England – Estonia
17/10/2007	Croatia – Israel
17/10/2007	FYR Macedonia – Andorra
17/10/2007	Russia – England
17/11/2007	FYR Macedonia – Croatia
17/11/2007	Israel – Russia
17/11/2007	Andorra – Estonia
21/11/2007	England – Croatia
21/11/2007	Israel – FYR Macedonia
21/11/2007	Andorra – Russia

GROUP F

02/09/2006	Spain – Liechtenstein
02/09/2006	Northern Ireland – Iceland
02/09/2006	Latvia – Sweden
06/09/2006	Iceland – Denmark
06/09/2006	Sweden – Liechtenstein
06/09/2006	Northern Ireland – Spain
07/10/2006	Sweden – Spain
07/10/2006	Denmark – Northern Ireland
07/10/2006	Latvia – Iceland
11/10/2006	Iceland – Sweden
11/10/2006	Liechtenstein – Denmark
11/10/2006	Northern Ireland – Latvia
24/03/2007	Spain – Denmark
24/03/2007	Liechtenstein – Northern Ireland
28/03/2007	Northern Ireland – Sweden
28/03/2007	Liechtenstein – Latvia
28/03/2007	Spain – Iceland
02/06/2007	Denmark – Sweden
02/06/2007	Latvia – Spain
02/06/2007	Iceland – Liechtenstein
06/06/2007	Liechtenstein – Spain
06/06/2007	Sweden – Iceland
06/06/2007	Latvia – Denmark
22/08/2007	Northern Ireland – Liechtenstein
08/09/2007	Sweden – Denmark
08/09/2007	Latvia – Northern Ireland
08/09/2007	Iceland – Spain
12/09/2007	Iceland – Northern Ireland
12/09/2007	Spain – Latvia
12/09/2007	Denmark – Liechtenstein
13/10/2007	Denmark – Spain
13/10/2007	Liechtenstein – Sweden
13/10/2007	Iceland – Latvia
17/10/2007	Sweden – Northern Ireland
17/10/2007	Liechtenstein – Iceland
17/10/2007	Denmark – Latvia
17/11/2007	Spain – Sweden
17/11/2007	Northern Ireland – Denmark
17/11/2007	Latvia – Liechtenstein
21/11/2007	Spain – Northern Ireland
21/11/2007	Denmark – Iceland
21/11/2007	Sweden – Latvia

GROUP G

02/09/2006	Romania – Bulgaria
02/09/2006	Belarus – Albania
02/09/2006	Luxembourg – Netherlands
06/09/2006	Netherlands – Belarus
06/09/2006	Albania – Romania
06/09/2006	Bulgaria – Slovenia
07/10/2006	Romania – Belarus
07/10/2006	Bulgaria – Netherlands
07/10/2006	Slovenia – Luxembourg
11/10/2006	Belarus – Slovenia
11/10/2006	Luxembourg – Bulgaria
11/10/2006	Netherlands – Albania
24/03/2007	Netherlands – Romania
24/03/2007	Luxembourg – Belarus
24/03/2007	Albania – Slovenia
28/03/2007	Romania – Luxembourg
28/03/2007	Slovenia – Netherlands
28/03/2007	Bulgaria – Albania
02/06/2007	Albania – Luxembourg
02/06/2007	Belarus – Bulgaria
02/06/2007	Slovenia – Romania
06/06/2007	Luxembourg – Albania
06/06/2007	Bulgaria – Belarus
06/06/2007	Romania – Slovenia
08/09/2007	Belarus – Romania
08/09/2007	Netherlands – Bulgaria
08/09/2007	Luxembourg – Slovenia
12/09/2007	Slovenia – Belarus
12/09/2007	Bulgaria – Luxembourg
12/09/2007	Albania – Netherlands
13/10/2007	Romania – Netherlands
13/10/2007	Belarus – Luxembourg
13/10/2007	Slovenia – Albania
17/10/2007	Luxembourg – Romania
17/10/2007	Netherlands – Slovenia
17/10/2007	Albania – Bulgaria
17/11/2007	Bulgaria – Romania
17/11/2007	Albania – Belarus
17/11/2007	Netherlands – Luxembourg
21/11/2007	Belarus – Netherlands
21/11/2007	Romania – Albania
21/11/2007	Slovenia – Bulgaria

Contact details

Euro 2008 SA Headquarters

Route de St-Cergue 9
CH-1260 Nyon 1
Switzerland
Tel.: +41 (0) 848 00 2008
Fax: +41 (0) 848 01 2008
www.euro2008.com
info@euro2008.com

Euro 2008 SA Tournament Office, Austria

Ernst-Happel-Stadion, Sektor B
Meiereistrasse 7
AT-1020 Vienna
Austria
Tel.: +43 (0) 1 729 2008 0
Fax: +43 (0) 1 729 2008 10

Euro 2008 SA Tournament Office, Switzerland

Nussbaumstrasse 21
PO Box 186
CH-3000 Berne 22
Switzerland
Tel.: +41 (0) 848 00 2008
Fax: +41 (0) 848 707 2166

Media contact

Tel.: +41 (0) 22 707 2001
Fax: +41 (0) 22 707 2002
media@euro2008.com

Job applications

jobs@euro2008.com