

SOCCEREX MENA

AGENDA

CONCEPT

The Pharaohs in focus

This panel explores the rich history and enduring legacy of Egypt's national football team affectionately known as "The Pharaohs."

With a legacy that includes African Cup of Nation dominance and remarkable performances on the world stage, the Pharaohs stand as a symbol of pride and unity in Egyptian and African football.

The session will reflect on the team's storied past, celebrate its successes, and discuss its future in the context of modern football.



Trailblazers

A discussion dedicated to the leaders in women's football.

This engaging panel will spotlight the inspiring leaders driving the growth of women's football in the Middle East and North Africa (MENA) region. With unprecedented momentum behind the sport globally and regionally, this session will delve into the strategies, challenges, and opportunities shaping its future. The panel will celebrate achievements, address barriers, and highlight the innovative approaches being taken to empower women and girls through football.

The Rise of African Football

The Role of CAF in Shaping the Future

This dynamic panel will focus on the Confederation of African Football (CAF) and its critical role in the development and global rise of African football.

From fostering grassroots initiatives to enhancing professional leagues and elevating the continent's presence on the world stage, CAF's influence is pivotal.

The discussion will explore past achievements, current strategies, and future goals for unlocking the immense potential of African football.





2034 and Beyond

Saudi Arabia's Vision for the FIFA World Cup

With Saudi Arabia set to host the 2034 FIFA World Cup, this panel will explore the nation's ambitious plans for organizing the world's biggest football tournament.

The discussion will focus on Saudi Arabia's preparations, infrastructure development, and commitment to delivering an event that showcases the country's culture, innovation, and passion for football.

It will also examine the tournament's anticipated impact on football's growth in the Middle East and globally.

Beyond the Game: Innovating Fan Engagement in the Digital Age

As football continues to evolve, fan engagement has become a cornerstone of the sport's growth and popularity. This panel will explore how clubs, leagues, and organizations are leveraging innovative strategies to connect with fans, enhance their experiences, and build loyalty both on and off the pitch.

From digital platforms and immersive technologies to traditional community outreach, the session will examine how the MENA region is embracing fan engagement to elevate the game's profile and create lifelong supporters.

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Levelling the Playing Field: Driving Equality in Football

Football is often celebrated as a universal language, but achieving true equality within the game remains a pressing challenge.

This panel will examine the strides being made and the obstacles that persist in ensuring inclusivity and equality across all aspects of football, from gender and race to socioeconomic access.

Featuring thought leaders, players, and advocates, the discussion will focus on actionable strategies to make football a more equitable sport at every level.

Navigating the legal landscape of football

This panel will explore the critical role of football law in shaping the modern game. As the sport becomes increasingly globalized and commercialized, legal frameworks are essential for addressing issues such as player transfers, contracts, intellectual property, governance, and disputes.

Legal experts, club executives, and industry stakeholders will share their insights on the evolving challenges in football law and discuss innovative solutions to ensure fair play and integrity across the football ecosystem.

Bottom (goal) line: Unlocking Football Finance and Revenue Opportunities in the MENA Region

This panel will provide an in-depth look at the financial mechanisms powering football clubs and the unique revenue opportunities emerging in the MENA region.

As clubs and leagues navigate the challenges of sustaining profitability and growth, this session will highlight key revenue sources such as broadcasting rights, sponsorships, ticketing, and merchandising, while exploring innovative financial models, investment strategies, and the MENA region's expanding role in the global football economy.

The Game Changer: Exploring Technology's Role in Modern Football

Technology has become a transformative force in football, enhancing performance, fan experiences, and operational efficiency. This panel will explore the latest innovations reshaping the sport, from advanced data analytics and wearable tech to immersive fan engagement platforms and AI-driven decision-making.

With a focus on how these advancements are being adopted globally and in the MENA region, this session will showcase the future of football in a tech-driven world.



Tech-Driven Talent: The Future of Scouting and Performance Analysis in Football

Technology is revolutionizing football scouting and performance analysis, enabling clubs to identify talent more efficiently and optimize player performance like never before.

This panel will dive into the role of advanced data analytics, artificial intelligence (AI), wearable technology, and video analysis in scouting and performance management.

Experts will discuss how clubs and academies are using these tools to gain a competitive edge, and how the MENA region is embracing these innovations to enhance their football development strategies.

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Forging MENAingful relationships: Unlocking sponsorship opportunities in the MENA region

Football sponsorship is a multi-billion-dollar industry that plays a crucial role in funding clubs, leagues, and global tournaments. This panel will explore the vast opportunities for brands in the MENA region, where football's popularity is skyrocketing.

The session will cover how clubs, leagues, and federations in MENA are increasingly becoming attractive to global and regional sponsors, the strategies driving this shift, and how brands are capitalizing on the region's football boom to reach new audiences.

Like a dry sponge: Developing the Next Generation of MENA Football Stars

The MENA region is rich with untapped football talent, and youth development is at the heart of creating the next generation of global stars.

This panel will bring together coaches, academies, and federation leaders to discuss strategies for nurturing young players, building robust talent pipelines, and providing the necessary infrastructure for success.

The discussion will highlight regional challenges, success stories, and the role of innovation and collaboration in creating a sustainable future for MENA football.

The Pride of the Nile: Exploring the Legacy and Future of FC Zamalek

FC Zamalek, one of Africa's most storied and successful football clubs, has built a rich legacy of triumphs, passionate fans, and cultural significance. This panel will celebrate Zamalek's illustrious history while exploring its future in the evolving football landscape. From its successes on the pitch to its impact on Egyptian and African football, the discussion will delve into the club's strategy for sustained excellence, fan engagement, and its role in shaping the next generation of talent.



It's ok to not be ok: A focus on footballer wellness

Player wellness has emerged as a critical focus in modern football, encompassing physical health, mental well-being, nutrition, and recovery.

This panel will examine the comprehensive strategies clubs, federations, and players adopt to optimize performance while safeguarding long-term health.

Experts will explore innovative approaches to player care, the importance of mental health, and the role of technology in enhancing wellness across the football ecosystem.

Foundations for the Future: Building World-Class Stadia and Football Infrastructure

Modern football demands state-of-the-art infrastructure that enhances the fan experience, supports player development, and drives commercial growth.

This panel will explore the latest trends in designing and constructing world-class stadiums and training facilities, with a particular focus on projects in the MENA region.

Experts will discuss sustainable design, technology integration, and the business models that ensure long-term value for clubs and communities.

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The Jewel of African Football and Its Global Impact: AFCON

The Africa Cup of Nations (AFCON) is the pinnacle of football in Africa, showcasing the continent's rich talent, passion, and culture on a global stage.

This panel will explore AFCON's evolution, its significance in the global football landscape, and its role in driving football development across Africa.

Experts will discuss the tournament's impact on the MENA region, the opportunities it presents for players, sponsors, and broadcasters, and the future of AFCON as a key driver of African football's growth.

Representation across the African nations: Athlete management

In modern football, athlete management and representation have become pivotal in shaping players' careers on and off the pitch.

This panel will delve into the dynamic role of agents and management firms in football, exploring how they navigate contract negotiations, sponsorship deals, career planning, and personal branding for players.

It will also discuss the unique challenges and opportunities for agents operating in the MENA region, where football talent is on the rise.

Expanding Horizons: Developing regional and global scouting networks in football

Scouting is the lifeblood of football's talent pipeline, connecting emerging players with clubs and opportunities across the globe.

This panel will focus on building and enhancing regional and global scouting networks, with a particular emphasis on the MENA region's growing influence in the football ecosystem.

Experts will share strategies for identifying talent, leveraging technology, and navigating the unique challenges of cross-border scouting.



The Flagbearer of African Football Excellence: **Al Ahly SC**

As one of the most successful and celebrated football clubs in the world, Al Ahly SC is a cornerstone of African football and a symbol of excellence in the MENA region.

This panel will dive into the club's illustrious history, its achievements on the continental stage, and its vision for the future.

Experts will explore Al Ahly's dominance in African competitions, its role in Egyptian football, its passionate fan base, and its innovative approaches to staying ahead in the ever-evolving world of football.



Breaking Barriers

The Rapid Rise of Women's Football in the MENA Region

Women's football in the MENA region is experiencing unprecedented growth, fuelled by increased investment, grassroots initiatives, and a growing cultural shift.

This panel will spotlight the transformative journey of women's football in the region, the challenges still to be addressed, and the opportunities that lie ahead for athletes, clubs, and federations.

Experts will discuss the strategies driving this evolution and the role of global partnerships in accelerating progress.