



SOCCEREX
EUROPE

2026 AGENDA CONCEPT

DAY ONE: STUDIO ONE

GLOBAL STRATEGY, CAPITAL & COMMERCIAL POWER

The State of the Global Game: Football's Power Shift

A strategic overview of how global football power is being reshaped by new markets, capital flows, and political influence. This session explores the rise of MENA, the US, and Asia, the role of sovereign wealth, and how European football must adapt to remain competitive in an increasingly globalised industry.



ROAD TO 2026:

The FIFA World Cup as a Commercial Catalyst

An in-depth look at how the 2026 FIFA World Cup is reshaping sponsorship strategy, fan engagement, media rights, and infrastructure investment. Speakers will explore how clubs, leagues, brands, and host cities can leverage World Cup momentum for long-term commercial gain.

FINANCING THE FUTURE:

Investment, Ownership & Capital in Football

Private equity, sovereign wealth, multi-club ownership and new investment vehicles are changing football's financial landscape. This panel examines what investors want, how clubs can position themselves for capital, and the risks and rewards of modern football finance.



GOVERNANCE, REGULATION & COMPETITIVE BALANCE

With financial regulation tightening and competitive balance under scrutiny, this session examines UEFA, FIFA, domestic league policies and their real-world impact. How can football remain sustainable, competitive, and globally attractive while managing regulation effectively?



WOMEN'S FOOTBALL:

From Growth Phase to Global Business

Women's football has moved beyond potential into a serious commercial proposition. This panel explores investment models, media rights, sponsorship growth, club integration strategies, and what's required to build a sustainable women's football economy globally.



FOOTBALL WITHOUT BORDERS:

Expanding into New Markets

From Africa to Asia and the Middle East, football's future growth lies beyond traditional strongholds. This session explores market entry strategies, cultural considerations, grassroots development, and commercial opportunities in emerging football regions.

STUDIO TWO



STADIUMS AS STRATEGIC ASSETS:

Beyond Matchday Revenue

Modern stadiums are year-round commercial platforms. This panel explores how clubs and cities are monetising venues through entertainment, mixed-use developments, data capture, and non-matchday experiences.

THE SMART STADIUM:

Technology, Data & Fan Experience

From biometrics to cashless systems and smart connectivity, this session examines how technology is transforming stadium operations, fan journeys and commercial efficiency.



FAN ENGAGEMENT IN THE EXPERIENCE ECONOMY

Today's fans expect more than 90 minutes of football. This panel explores how clubs are building communities, leveraging data, personalising content, and creating lifelong engagement through digital and physical experiences.





MEDIA, CONTENT & THE NEW FOOTBALL NARRATIVE

Traditional broadcasters, OTT platforms, creators and club-owned media are reshaping football storytelling. This session looks at monetisation, audience growth, and how football content is evolving globally.



SPONSORSHIP:

From Exposure to Partnership

Modern sponsorship is about integration, storytelling, and measurable impact. This panel explores how brands and rights holders are building deeper, more authentic partnerships that deliver ROI beyond logos.

FOOTBALL INNOVATION SHOWCASE:

The Next Big Ideas

A fast-paced session highlighting cutting-edge start-ups and technologies shaping football's future, from performance and fan tech to sustainability and media innovation.



DAY TWO: STUDIO ONE

LEADING MODERN FOOTBALL ORGANISATIONS

What does leadership look like in today's football industry? CEOs and presidents discuss culture, decision-making, crisis management, and leading organisations under constant public scrutiny.



FOOTBALL & CITIES:

Economic, Cultural and Social Impact

Football events and clubs play a major role in urban development and tourism. This panel examines how cities and football organisations collaborate to deliver long-term economic and social value.

SUSTAINABILITY, ESG & FOOTBALL'S RESPONSIBILITY

Environmental impact, social responsibility and governance are now board-level priorities. This session explores how clubs and organisations are embedding ESG into operations and their commercial strategy.



THE BUSINESS OF YOUTH & ACADEMY FOOTBALL

Youth development is both a sporting and commercial strategy. This panel examines global academy models, talent pathways, education, and long-term value creation.

AGENTS, INTERMEDIARIES & THE MODERN TRANSFER

With regulation evolving, this session explores the role of agents, data, compliance, and transparency in today's global transfer ecosystem.



EUROPEAN FOOTBALL FORWARD

A forward-looking discussion on where European football is heading competitively, commercially, and culturally in the next decade.

STUDIO TWO

GLOBAL PLAYER DEVELOPMENT & TALENT PATHWAYS

How are clubs developing talent across continents? This panel looks at scouting, education, welfare, and cross-border development strategies.

DATA, ANALYTICS & SCOUTING INTELLIGENCE

Data is redefining recruitment and performance. This session explores how clubs are using analytics to identify talent, manage risk, and gain competitive advantage.

THE MATCHDAY BUSINESS:

Tickets, Hospitality & Revenue Growth

Matchday remains a core revenue driver. This panel explores pricing strategy, premium experiences, hospitality innovation and fan monetisation.



FOOTBALL BUSINESS TV:

Media, Storytelling & Industry Influence

A look at the rise of football business media platforms, thought leadership, and how content is shaping industry narratives and commercial value.