



THE FORUM

Powered by **APOLLO**
SPORTS CAPITAL

RECEPTION AND OPENING

08:30 – 09:30 Reception & Acreditations + Welcome Coffee

Complimentary coffee, protocol, VIP arrival

09:30 – 09:40 Institutional welcome: Enrique Cerezo, *Atlético de Madrid* President

09:40 – 09:55 Introduction and vision of the industry: Miguel Ángel Gil, *Atlético de Madrid* CEO

INVESTMENT FUNDS IN SPORTS

09:55 – 10:25 Panel: Investment Funds in Sports

*Apollo Sports Capital: Rob Givone - Quantum Pacific: Antoine Bonnier - MARI GROUP: Ben Enowitz
Moderator: Guillem Balagué*

FOOTBALL BUSINESS INDUSTRY: PANEL I

10:25 – 10:55 Panel I: “Leading Football Clubs”

CITY FOOTBALL GROUP: Ferrán Soriano - INTER MIAMI CF: Jorge Mas - Moderator: Ainhoa Pérez

COFFEE BREAK

10:55 – 11:15 Coffee Break & Networking - Area adjacent to the auditorium

SPANISH DNA, GLOBAL IMPACT

11:15 – 11:25 Panel: José Luis Martínez-Almeida — “Madrid, The Capital of Sports & Entertainment”

11:25 – 11:50 Executive Kick-off

LALIGA: Javier Tebas – “A Global Brand in the Football Industry”

RFEF: Rafael Louzán - “2030 World Cup” – Moderator: Óscar Mayo

11:50 – 12:20 Spanish DNA, Global Impact

MAHOU SAN MIGUEL: Alberto Rodríguez-Toquero

FEVER: Francisco Hein

CABIFY: Maite Gómez Fraile

Moderator: Ainhoa Arbizu

LUNCH & SHOW

12:20 – 13:35 LUNCH (75') - *Networking lunch*

13:35 – 14:00 SHOW 1 (25') - *Mariano Torrente Performance*

FOOTBALL BUSINESS INDUSTRY: PANEL II

14:00 – 14:30 Panel II: Leading Football Players

David Villa - Jorge Mendes - Luís Figo - Sonia Bermúdez

Moderator: Ainhoa Pérez



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LEADING BRANDS

14:30 – 15:00 Panel: “Inside the game: Shaping tomorrow’s football”

NIKE: Camilo Andrade – Atlético de Madrid: Pablo Barrios - Moderator: Óscar Mayo

15:00 – 15:30 Panel: “Redefining Sport through Innovation and fandom”

EA SPORTS: Jeff Sharma - Atlético de Madrid: Fernando Torres - Moderator: Guillem Balagué

GLOBAL BRANDS

15:30 – 15:45 *RIYADH AIR: Adam Boukadida - Moderator: Ainhoa Arbizu*

15:45 – 16:00 *VISIT RWANDA: Maëva Haguma - Moderator: Ainhoa Arbizu*

COFFEE BREAK

16:05 – 16:35 Coffee Break & Networking - Area adjacent to the auditorium

GLOBAL SPORTS PROPERTIES

16:35 – 17:05 Panel: Global Sports Properties

FIBA: Jorge Garbajosa - MotoGP: Carmelo Ezpeleta - RELEVANT: Boris Gartner - Moderator: Ainhoa Arbizu

ENTERTAINMENT

17:05 – 17:35 Panel: Entertainment

Oak View Group: Chris Granger - LIVE NATION: Jordan Zachary - Moderator: Guillem Balagué

«EXCLUSIVE TALK WITH»

17:35 – 18:05 “Exclusive Talk with”

Nasser Al-Khelaifi, European Football Clubs Chairman - Interviewer: Guillem Balagué

18:05 – 18:35 **UEFA Unplugged:** “Exclusive Talk with”

Aleksander Čeferin, UEFA President - Interviewer: Vicente Vallés

AFTERWORK

18:35 – 21:00 Afterwork – Outdoor Terrace