

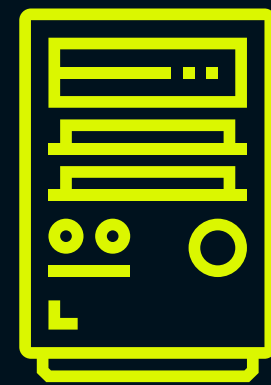
Conference Concept

WORLD
FOOTBALL
SUMMIT
ASIA

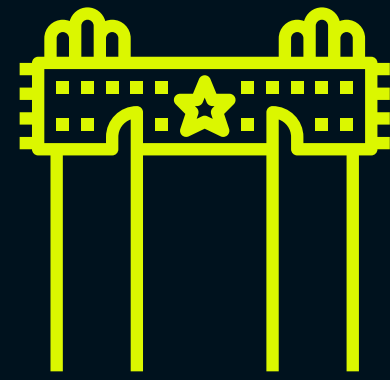
Tracks



Performance



SportsTech



Partnerships &
Fan Engagement



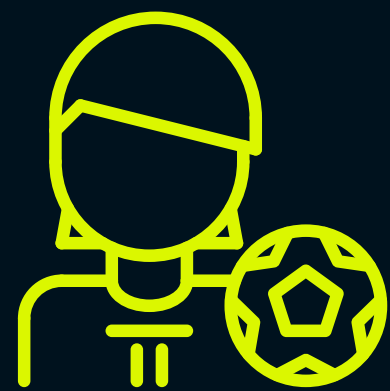
Investments
& Finance



Governance & Legal



Purpose, Sports
Integrity & Ethics



Women's Football



Sustainability



eSports



Blockchain, AI
& NFT's



Broadcasting & OOT



A new performance standard

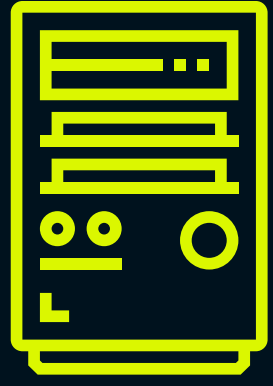
Why Asian athletes form key cogs in the finest European clubs

Optimal Performance equal WC success story

The Japanese fairy-tale at Qatar 2022

Excelling Abroad

Understanding Saudi athletes' contributions at European football clubs



SportsTech

Embrace Advancement

Asia leading Digital Transformation in football

Updating the whistle

Technological innovation improving refereeing standards in AFC competitions

What is the role of high-tech investments in advancing Saudi's booming football industry?



Level the playing field

Tapping fan-engagement based partnerships in Middle-East and Asia

Where's the next-hub for World Cup football

A multi-continental partnership on the cards?

Revolutionizing Fan Engagement

Saudi Arabia's strategic partnerships in football



**Investments
& Finance**

European player transfers to Asia

A new regularity bordering on future destination?

Western deals in place

Aligned investment interests to build a post-oil future for clubs?

Investment patterns

How has Saudi Pro League reshaped broadcasting rights in global football?



Governance & Legal

Governing change

Where is the next decade of football finding its leaders?

FIFA World Cup 2026 Qualifying

New format a platform for the rise of Asian football?

Leadership in transition

The rise of new leaders in Saudi Arabian football



**Purpose, Sports
Integrity & Ethics**

Football for good

Addressing the need to create a better footballing future for all

A wholesome environment

How football is showcasing diversity and inclusion at the highest level

Football for better future

Saudi Arabia's efforts in upholding integrity and ethics in sport



Women's Football

A year on

Asian Cup 2022 showcases sustainable growth key for women's football

Competitive balance & new venues

Measures to build the women's sport in Asia

The growth trajectory

Women's football development in Saudi Arabia



The Long Play

What are the sustainable financial models for football clubs of the next decade?

Leading from the Top

FIFA & AFC lead the charge for corporate sustainability

Towards Sustainable Success

Understanding the Financial Models of Saudi's Football Clubs



eSports and Asia

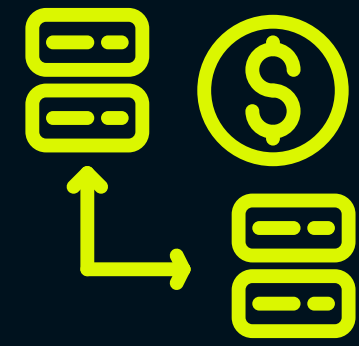
Match made in tech-heaven?

Bring in Billions

What makes the global gaming industry so flush?

The future of eSports

A new trend in Saudi Arabia?



Blockchain, AI
& NFT's

AI and football

Global tech wizards to reshape the sport?

Sports betting in Asian football

Now a viable partnership

The digitization of Saudi football

The impact of AI, blockchain, and sports betting



Broadcasting & OOT

The CR7 effect

What happens when a G.O.A.T. plays in Middle-East?

Access to Asian football

How can the biggest stakeholders improve the sport viewership?

Coming up next

How has Saudi Pro League reshaped broadcasting rights in global football?



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