



SPORTS MEDIA & TECHNOLOGY CONVENTION

Press Release

Monaco, 26 February 2019

OCEANS SPORTS FOOTBALL PANEL AT SPORTELASIA

7 days before the opening of SPORTELAsia, we are delighted to announce our last panel confirmed in collaboration with Ocean Sports dealing with international football in China.

This panel will welcome different professionals working in both international and Chinese football industries sitting together to discuss how to play with the “Glocal” football business scenarios: **to implement international professional football standards into current and potential China football environment.**

Moderated by Mr. Shoto ZHU, who was in charge of FIFA China Office during the whole preparation and operation process of 2007 FIFA Women World Cup in China and also the founder & CEO of Oceans Sports & Entertainment Inc; this panel will also see Mr. Benjamin WAHL, Head of China Borussia Dortmund, Mr. Robbie YANG, Marketing Director of AC Milan China and Mr. David BELENGUER, CEO of Hope Football Group. The panel will answer the following interesting questions:

What is the European club and/or international Chinese ownership of clubs' strategy in the Chinese market? Do we have any experiences to be shared?

What are the main challenges of the European club and/or Chinese ownership club in the Chinese market?

Sponsorship sales, public relationship, fan engagement, or players' development, for the coming years what is the most important focus of a club in China? How to deal with interactive relationship among different aims?

How to deliver club values? What international fans valued much to themselves and how to benefit from the support and likeness of international fans?

Tuesday 5th March 2019 – 13:30

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For more information:
Delphine Facondini - Press Manager
+377 93 30 60 61
d.facondini@monacomediax.com