

MOROCCO SESSION

PROGRAMME OVERVIEW

03 – 09 February 2023



3th

Friday

Arrival of participants in Tangier

19:00 – 22:30

LEISURE ACTIVITY

Welcome dinner with Arab Andalous music show
La Terraza de la Medina restaurant

4th

Saturday

10:30 – 10:45

Welcome by Academic Board & opening speech

Ornella D. Bellia, Director of Professional Football Relations and Development, FIFA
Steven G. Mandis, Adjunct Professor in Finance and Economics, Columbia Business School

10:45 – 12:00

SESSION 01

The FC Barcelona Youth Development methodology

Mike Puig, La Masía Director, FC Barcelona

12:00 – 12:15

COFFEE BREAK

12:15 - 13:00

SESSION 02

Negotiating contracts with Head Coaches

Natalia Simeone, Agent of Diego Pablo Simeone

13:00 – 14:30

LUNCH

14:30 - 16:00

SESSION 03

Business case study of Udinese Calcio

Steven G. Mandis, Adjunct Professor in Finance and Economics, Columbia Business School

18:30

Seattle Sounders FC vs Al Ahly FC
Tangier Stadium

5th

Sunday

11:30 - 12:30

SESSION 01

Seattle Sounders FC: how to remain relevant in a sports-populated market

Craig Waibel, General Manager and Chief Soccer Officer, Seattle Sounders

12:30 – 14:30

FREE TIME / LUNCH

14:30 - 16:00

SESSION 02

The Real Madrid way: keys to success of the most successful club in the world

Steven G. Mandis, Adjunct Professor in Finance and Economics, Columbia Business School

16:00 – 21:00

LEISURE ACTIVITY

- Kasbah in the old part of the city
- Visit of the souks and free time for shopping
- Visit of the grand Socco & Mandobia gardens
- Socco & pause-café at Palais Zahia
- Guiding tour in the old Medina
- Diner at restaurant Menzah with local animation

6th

Monday

10:30 – 11:30

SESSION 01

Engaging with new audiences through social media

Aviv Levy, Host and Content Creator, AFC Ajax

11:30 – 12:00

COFFEE BREAK

12:00 - 13:30

SESSION 02

Al-Ahly FC: managerial keys to sporting success in Africa

Khaled Mortagy, Treasurer and Head deputy, Al-Ahly SC

13:30 – 15:30

FREE TIME / LUNCH

15:30 - 16:30

SESSION 03

Wydad AC: the comeback of the greatest club in Morocco

Mehdi Ezzouate, Vice-president, Wydad AC

16:30 - 17:30

SESSION 04

CR Flamengo business model

Bruno Spindel, Executive Football Director, CR Flamengo

7th

Tuesday

10:00 - 11:30

SESSION 01

Strategic planning and innovation from different points of view
Javier Sobrino, Managing Partner, Aser Ventures

11:30 – 11:45

COFFEE BREAK

11:45 - 12:45

SESSION 02

Strategic plan workshop
Steven G. Mandis, Adjunct Professor in Finance and Economics, Columbia Business School

12:45 - 15:00

FREE TIME / LUNCH

15:00 - 16:00

SESSION 03

The case of Saudi Arabian football: leadership in modern and globalized football
Ibrahim Alkassim, AFC Asian Cup 2027 Bid CEO, Saudi Arabian Football Federation

16:30 - 17:15

Club Football Talks with the FIFA President Gianni Infantino

20:00

CR Flamengo vs Winner M3
Tangier Stadium

8th

Wednesday

12:00 - 13:30

CLUB VISIT

Visit of Raja Club Athletic in Casablanca
 • Visit of facilities and interviews with the club's executives

9th

Thursday

12:30 - 17:00

CLUB VISIT

Visit of Wydad Athletic Club in Casablanca
 • Visit of facilities and interviews with the club's executives

MATCH SCHEDULE – FIFA CLUB WORLD CUP 2022

	1ST ROUND			2ND ROUND			SEMI-FINALS		3RD PLACE & FINAL		
	WEDNESDAY 1 February	THURSDAY 2 February	FRIDAY 3 February	SATURDAY 4 February	SUNDAY 5 February	MONDAY 6 February	TUESDAY 7 February	WEDNESDAY 8 February	THURSDAY 9 February	FRIDAY 10 February	SATURDAY 11 February
TANGIER Tangier Stadium	M1 20:00 Al Ahly FC VS Auckland City FC	REST DAYS		M2 18:30 Seattle Sounders FC VS Winner M1	REST DAYS		M4 20:00 CR Flamengo VS Winner M3	REST DAYS			
				M3 15:30 Wydad AC VS Al-Hilal SFC						M5 20:00 Winner M2 VS Real Madrid CF	
RABAT Prince Moulay Abdellah Stadium										M6 16:30 3er Place	
									M7 20:00 FINAL		

PARTICIPANTS TEAMS

Al-Hilal SFC
Wydad AC
Seattle Sounders FC
CR Flamengo
Auckland City FC
Real Madrid CF
Al Ahly FC

AFC Nominee
CAF Champions League Winner
Concacaf Champions League Winner
CONMEBOL Libertadores Winner
OFC Champions League Winner
UEFA Champions League Winner
CAF Champions League Runner-up

