



**PROFESSIONALIZATION,  
A BRIDGE FOR AN INDUSTRIALIZATION  
OF FOOTBALL IN AFRICA**

**AFRICA  
FOOT GOAL**

**10 - 13 FEBRUARY  
2021**

Organized by



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# EXPECTATIONS AND THE DIFFERENT OBJECTIVES



**Annual  
conference**

**Initiated by  
Jappo Sports &  
Entertainment**

**Sports  
conference  
centered on  
football**

**Initiative  
inspired by  
the need and  
desire of  
profesionnalisation  
of football in  
Africa**

**Contribute  
to empower  
professionals of  
african football  
and familiarise  
them with all the  
steps of the  
performance  
chain**

**Support the  
willingness of  
professionalisation  
in order for it to  
become a tangible  
and measurable  
reality in Africa**

# AFRICA FOOTGOAL'S AMBITIONS

**AFGoAL**



**2021**



Contribute to the establishment of a football industry in Africa



Offer to leading companies and organizations in the football industry the opportunity to present and promote their products and services to football actors



Discuss the development of professional football and the legal evolution of football clubs and leagues



Provide tools to improve the Governance of football clubs and federations



Connect Africa with the rest of the football world



An opportunity for institutions (both public and private) to better understand the stakes of financing football and to contribute to the development of football in the continent



Contribute to the improvement of the chain of performance



Allow the host country to promote its projects and its local football



Reward the most deserving people and football institutions



Provide a platform to allow the exchange of experiences and partnerships



Provide a platform to allow the exchange of experiences and partnerships

# 03 A MULTI-PRODUCT CONFERENCE

- **Plenary sessions** with current topics
- **Workshops** to exchange and discuss on specific themes of given targets

CONFERENCES  
AND WORKSHOPS



EXHIBITIONS



UAn opportunity for leading international companies / suppliers and brands working in the football field to showcase their products and services but also to network and partner with the various actors of African football.

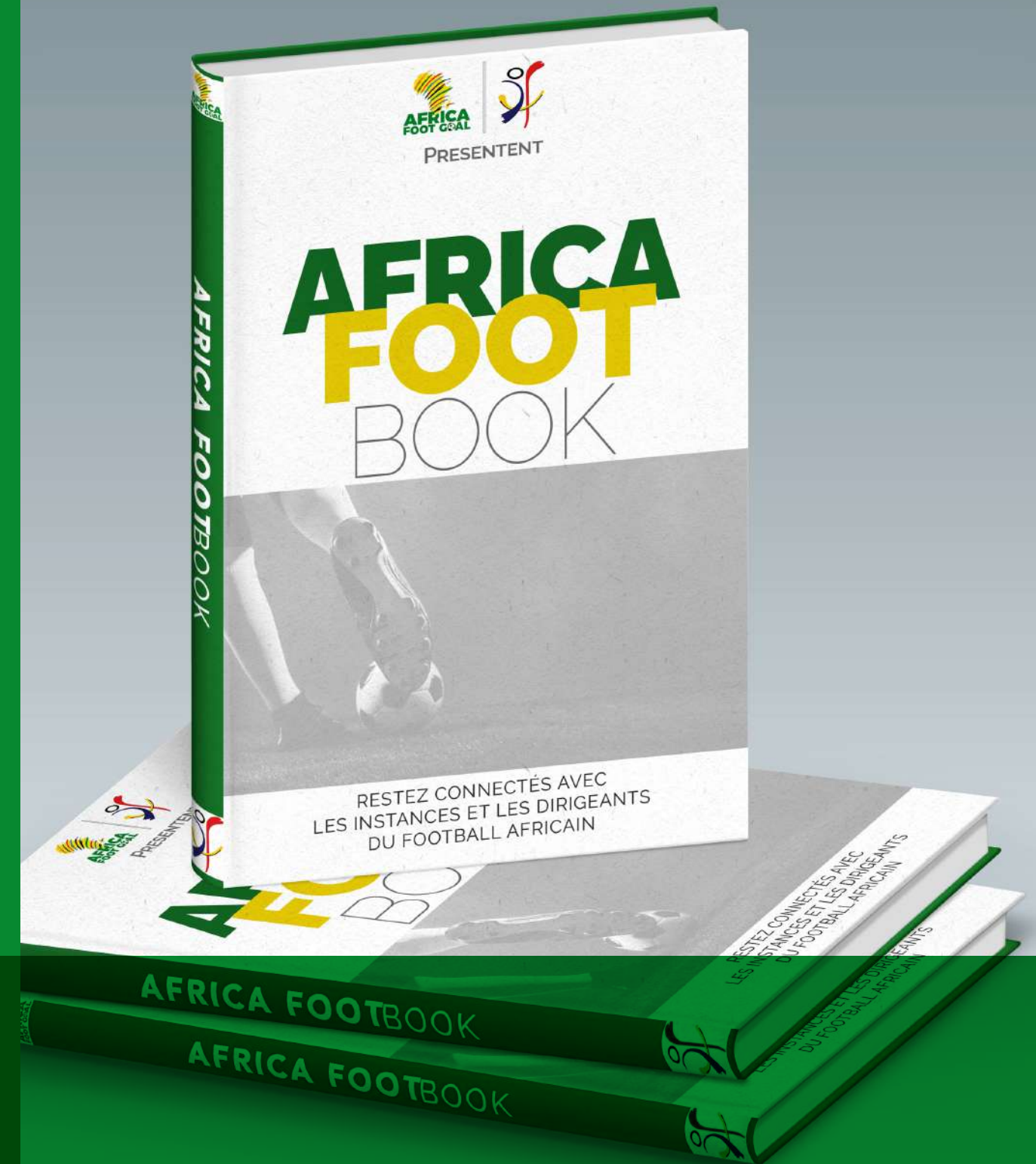
# 04 PUBLICATION OF THE AFRICAN FOOTBALL DIRECTORY

Publication of the « Africa FootBook » directory that will give more visibility to the various actors and stakeholders of African Football.

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[www.africafootgoal.com](http://www.africafootgoal.com)

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# 05 THE PROGRAM

The 1st edition of the Africa FootGoal convention will take place over three days with a combination of plenary sessions and workshops with themes related to the football problematic designed so as to be an added value and an unique platform of exchange and collaboration with the Football Federations and the renown speakers.

## Day 1 - 10 February

### OPENING CEREMONY

**Theme 1:**  
Prerequisites for the organisation of a football event

**Theme 2:**  
The price of professionalization of football in Africa

## Day 2 - 11 February

**Theme 3:**  
Governance of football

**Theme 4:**  
Football and rights

## Day 3 - 12 February

**Theme 5:**  
The post-football careers: challenges and opportunities

**Theme 6:** Performance management in Football

**Theme 7:**  
What future and project for CAF?

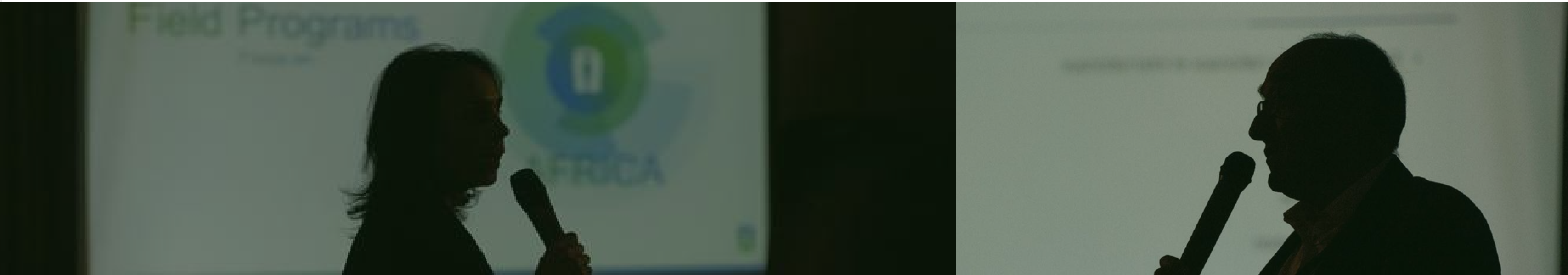
## Day 4 - 13 February

**Theme 8:**  
The market of football players : opportunities and threats

**CLOSING CEREMONY**

# 06 THE SPEAKERS

The first edition of Africa FootGoal will be an opportunity to highlight speakers of international renown coming from different countries chosen for their experience; their knowledge of football and especially their knowledge of african football and its evolution.



*These speakers include:*

Leaders of Football Institutions

Stakeholders of the Football Industry

Football players (active or retired)

Club Presidents

Coaches

Football Marketers

Sports Ministers

Sports journalists

Representation of countries organizing football events

For the most updated of speakers, please log on to our website [www.africafootgoal.com/the-speakers](http://www.africafootgoal.com/the-speakers)

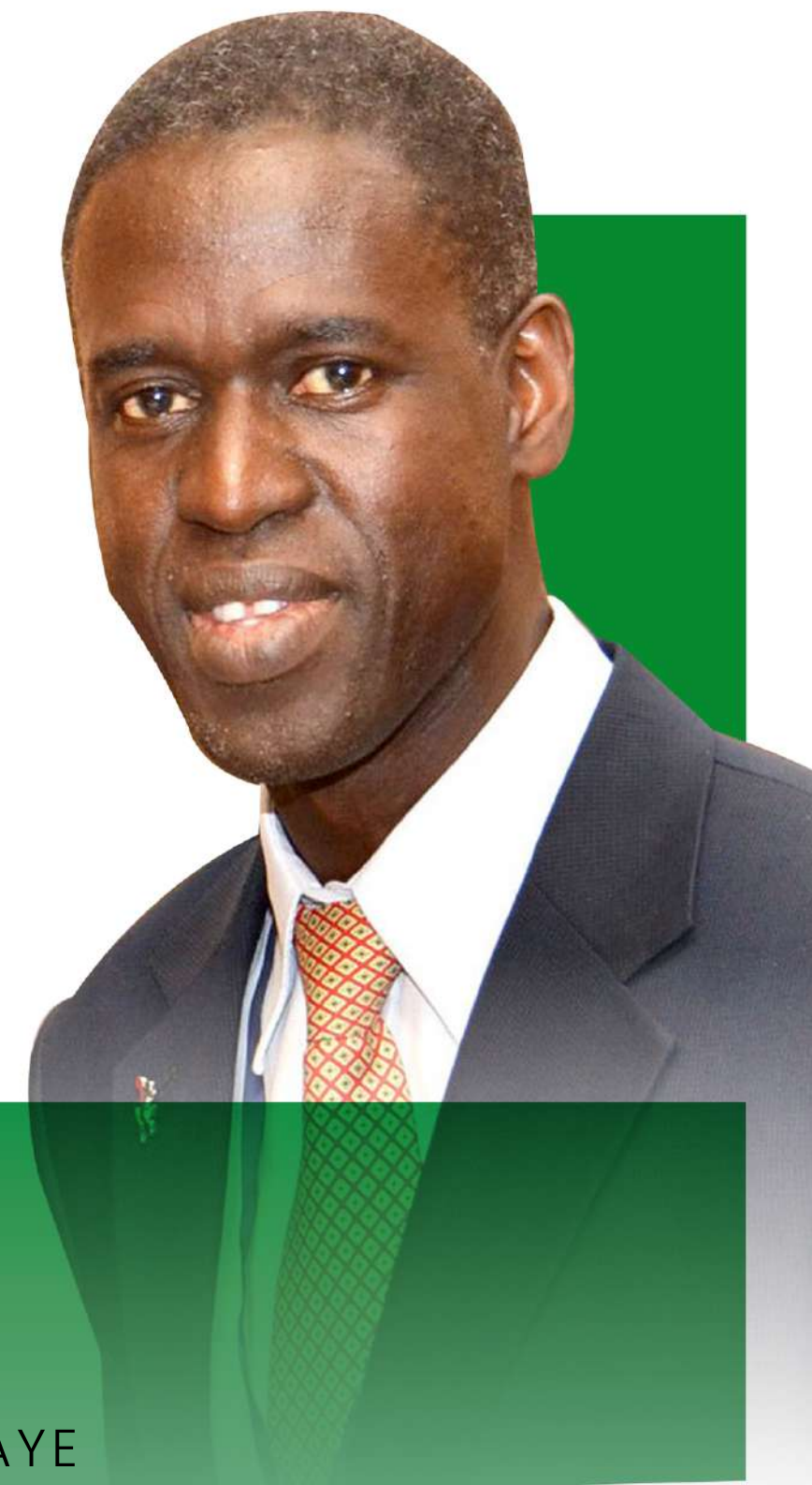


# 07 INITIATOR

Diamil Faye is the founder and President of JAPPO Sports & Entertainment (JSE). Rich in experience within the Olympic Movement since 1993, he has worked on numerous sports projects on the international level (Olympic Games, Asian Games, African Games, Youth Olympic Games and African Youth Games, Olympic Bids, restructuring and/or development of Olympic Committees, national football federations, etc).

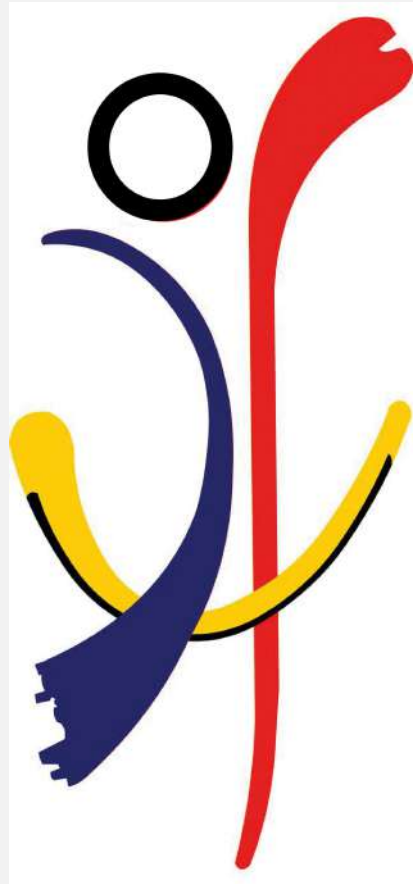
FIFA Expert and former President of a Senegalese Ligue 1 professional club, he knows very well the problematic of Football in Africa.

Besides FIFA, Diamil currently works as a senior adviser for the Saudi Arabian Olympic Committee



DIAMIL FAYE

# 08 THE ORGANIZER



## JAPPO SPORTS & ENTERTAINMENT

Founded in 2005, JAPPO Sports & Entertainment (JSE) is a company specialized in Consulting, Sports Management and sports and cultural event management. Based in Dakar, Senegal.

JSE today is a leading company in Africa that has worked on continental and international projects, including a great experience in the organization of sports conferences with 10 editions of the annual Africa International Sports Convention (CISA) which was organized between 2006 and 2016 in 9 different african countries continuously.

JSE will base itself on this experience to organize this first conference on football.

Since its establishment JAPPO has worked for several organisations and/or projects such as:



# 09 COMMUNICATION

The success of AFRICA FOOTGOAL depends largely on its promotion at the continental and international level.

In order to improve the reach of the event and give good visibility to partners, « pre-event », « during » and « post-event » communication will be essential with an effective communication plan and the involvement of several specialised media.

- +150 African Journalists
- +50 International Journalists
- TV Channels
- Continental and international sports media
- YouTube Live
- Twitter
- +50 Communication Agencies
- Internet websites specialised in football

# 10 HOW TO PARTICIPATE

To register and participate at Africa Footgoal, please follow the link below

[www.africafootgoal.com/registration](http://www.africafootgoal.com/registration)



*THANK YOU!*



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