

AIAF
ASSOCIATION INTERNATIONALE
DES AVOCATS DU FOOTBALL



CHANGE IS HAPPENING

9th AIAF
CONGRESS
RIO DE JANEIRO
27/28 OCTOBER 2022

Scientific Partner:

Main Partners:





A think tank specialised in Football Law



About AIAF

The International Association of Football Lawyers is a forum for the exchange of information and experience between lawyers specialized in this field. The Association aims to value and assert the activity and image of football lawyers.

Missions and Activities

AIAF intends to be a main referent with the public and private authorities which regulate football and to actively take part in the development of international and national football regulations. AIAF's mission is to emphasize the expertise of lawyers and

their professional ethics with all the actors of football, particularly the clubs, the players, the agents, the sponsors, the national and international authorities of football and the public authorities. To achieve this mission, we think that it is crucial to develop the exchanges of knowledge and experience between lawyers specialized in the field of football from all the countries and the continents. To achieve this goal, AIAF provides intranet service for its members, with a forum and privileged access to information, cases, decisions, regulations and publications.

The AIAF members are encouraged to participate in discussions on any specific subjects in football law through different task groups.

AIAF organizes an annual Congress focusing on a relevant theme in football law, which is held every time in a different country.



Who are the members of the AIAF?

AIAF gathers lawyers from all countries whose point of mutual interest is their professional practice in the field of football and who want to create and develop a professional network in order to exchange views and reflect on football law.



Words of AIAF President



Patricia Moyersoen

Patricia Moyersoen has been a lawyer at the Paris Bar since 1985. She founded and has managed Moyersoen & Avocats since 1988.

She advises numbers of French football clubs, as well as sports federations, athletes, and sports agents both before ordinary courts and before national and international sports bodies (UEFA, FIFA, CAS).

She served as a member of the UEFA Appeals Body between 2011 and 2015 and as arbitrator at the Chamber of Sport Arbitration, under the aegis of the French National Olympic Committee.

Patricia Moyersoen is President of the International Association of Football Lawyers (AIAF).

She is a board member of Wislaw (Women in Sports Law) as well as the French Sports Lawyers Association (AADS).

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9th AIAF Congress - Rio de Janeiro 2022

The Association Internationale des Avocats du Football (AIAF) is the first and only 'laboratory of ideas' created by lawyers specialized in football law. Analyzing, comparing and putting ideas forward are the main motivations which have led us to create and join this international thinktank. Our aim is to share our experience and to work together with all the football stakeholders on the evolution of international football law by questioning and suggesting concrete recommendations to the governing bodies for the improvement of this global system.

Today, the AIAF gathers more than 120 lawyers specialized in football law, spread over five continents and 37 countries. Each year, the AIAF organizes a Congress which is a place for an open debate, and which allows all its members to meet and discuss with the main stakeholders of football through workshops. These workshops, dedicated to specific topics related to football law, have always been fruitful.

The AIAF Congresses are also an opportunity for lawyers who are not members of the association, as well as in-house lawyers, young lawyers or students, to meet and exchange with the leading practitioners

of our sector, and thus discover their daily professional practice.

Thanks to our partnership with Football Legal, our Congresses are based on very serious scientific documentation and our debates have an international resonance.

Last year, we had the great pleasure of meeting in Seville, Spain, after a year of turmoil around the world in 2020, thanks to our dear colleagues Juan de Dios CRESPO, Reyes BELLVER, Maite NADAL and Natalia SIMEONE. The commitment of their firms also allowed us to make this event a great success.

This year, thanks to our dear colleague, Marcos MOTTA and his firm, we have the immense privilege to hold the 9th AIAF Congress in Brazil, a great football country, in the wonderful city of Rio de Janeiro.

While our 8th Congress was dedicated to the future of football with the motto «Quo vadis football?», this year's AIAF Congress goes one step further: Now, that's it, change is happening!

Our debates will focus on the assets of clubs and players which are becoming increasingly

diversified. At the same time, investments in clubs and in player's career are intensifying around the world. In this context, both clubs and players must evolve in view of the current changing environment if they want to increase and protect their assets.

Obviously, with these changes, legal challenges are everywhere. Football lawyers play therefore a key role by confronting every day to these mutations. Together with their clients, they have to move forward with a good knowledge of football law but also an open mind and a great sense of anticipation.

Finally, recognising the importance of the AIAF as an organisation that has much to say and collaborate on improving its rules and practices, FIFA has literally opened its doors in June 2022 to listen to the AIAF's suggestions regarding the current regulatory framework. The details of this cooperative effort will be discussed at our Congress in Rio, as well as an essential overview of FIFA's latest innovations.

Patricia MOYERSON

Lawyer - Paris

Words of the Organizer

On behalf of the Organizing Committee, I welcome all the AIAF Members to its 9th Congress in Brazil.

The program will feature dedicated technical sessions on the congress themes, high-level keynotes by expert speakers, and unique networking opportunities. The backdrop of the beautiful city of Rio de Janeiro will add to the pleasure of the event and provide lasting memories beyond the topics of discussion.

You can expect a stimulating, fruitful, and enjoyable time in Brazil. We look forward to welcoming you to Rio de Janeiro for the 9th Congress of the AIAF!



Marcos Motta

Lawyer (Brazil), AIAF Member Partner, Bichara e Motta Advogados



Museu do Amanhã

An amazing venue to welcome the AIAF signature event.

Located in the bay, this museum was inaugurated in 2015 as part of the "Porto Maravilha" renovation project in the city centre. This impressive building is intended to be a symbol of development towards the future by using renewable energy for its operation.

A place that perfectly embodies the topics we will address this year: "Change is happening!"



A wonderful theatre to welcome the 9th AIAF Congress

A post-modern, organic and sustainable construction that is currently an icon of the local and cultural identity of the city of Rio de Janeiro. The building has solar spines that move along the skylight, designed to adapt to changing environmental conditions. The main exhibition is mostly digital and focuses on ideas rather than objects.

An exceptional city. Discover Rio de Janeiro!

Golden beaches, lush mountains, business centre and samba-fueled nightlife, welcome to the Cidade Maravilhosa. Not forgetting, of course, football, which in Brazil is much more than a sport.

Gala Dinner

At the end of the first day, AIAF will invite all attendees to a gala dinner at the Assador restaurant. The Assador is located in one of the most charming places in Rio de Janeiro, with a privileged view of the Sugar Loaf, Cristo Redentor and Guanabara Bay.



Programme



CHANGE IS HAPPENING

DAY 01 → 27 October 2022

9:00 Welcome Speeches

Patricia Moyersoen, AIAF President
Marcos Motta, Partner, Bichara e Motta Advogados

TOPIC 1 **DEVELOPING THE ECONOMIC ASSETS OF FOOTBALL CLUBS**

9:30 Round-table 1 → The Legal Challenges to Improve the Traditional and New Assets of Football Clubs

What makes football clubs so valuable? How is this value assessed? We invite you to navigate from the mainland of the Traditional Assets – such as Player Trading, Stadium/Ticketing, Academy, Media Rights, Brand– to the open sea, into the deep and troubled waters of the so-called New Assets – Fan engagement, Web 3.0, Fan token, crypto partnership. This cruise will address the legal challenges and strategies behind the commercial approach, and the role of the lawyer as the ship's captain.



Moderator: Emin Ozkurt, Lawyer (Turkey), AIAF Member

Speakers:

Felipe Ribbe, Director in Brazil, Socios.com
Marcos Senna, Marketing Director, Clube de Regatas do Flamengo
Antonio Quintero, Lawyer (Venezuela), AIAF Member

11:15 Coffee break

11:45 Round-table 2 → Strategies for Investing in Football Clubs

What are investors actually looking for and how to satisfy their appetite, considering the limits and peculiarities of the regulatory framework in place, internationally and domestically (multi-club ownership, FFP, national owners' test, etc.), and the "pros" and "cons" of different clubs/countries? What is the process that investors must follow to acquire control of a club and what role can lawyers play at each stage? Let's take a closer look at the different approaches utilized worldwide and the recent experiences in Brazil.



Moderator: Gianluca Cambareri, Lawyer (Italy), AIAF Member

Speakers:

Gabriel Lima, CEO of Cruzeiro – Head of Business Development at Real Valladolid Club de Futbol
Juan Arciniegas, Managing Director, 777 Partners
Roman Dubov, Chairman of Total Sports Investments LLP
Leonardo Coelho, Managing Director of Sportainment, Alvarez & Marsal

13:15 Quick Lunch

TOPIC 2 **SAFEGUARDING THE ECONOMIC ASSETS OF FOOTBALL PLAYERS**

14:30 Round-table 3 → The Player and his/her IP Rights and Data

Assembling the puzzle: What type of IP rights (image rights, nfts, other new rights) are somehow linked to a Player? Who legally or contractually owns them? Who indeed exploits them? How are they exploited? How is the emergence of data in football legally addressed and what control do players have over their data (performance and medical data)? How to protect the Player's interest, either by directly exploiting or assigning such assets?



Moderator: Stefano La Porta, Lawyer (Italy), AIAF Member

Speakers:

María Balsa, IP Lawyer, CEO Contratos Digitales
Christopher Dougan, Chief Communication Officer, Genius Sports Group

16:00 Coffee break

16:30 Round-table 4 → The Player's Closest Affairs: his/her Club, Agent and Lawyer

18:00

What should the Player fear or be aware of in such relationships? We'll scrutinize the biggest difficulties and the major improvements, in normative and jurisprudential terms, related to defense of the Player's interest v. Club. The new FIFA Agent's Regulations: Is there any reason for Players to rejoice? The role of lawyers vis-à-vis players is also changing. Lawyers are becoming real advisors at the centre of the players' interests.



Moderator: Marcos Motta, Lawyer (Brazil), AIAF Member

Speakers:

Frederico Pena, Founder and CEO, TFM Agency

Michael R. Yormark, President of Roc Nation Sports International & Co-CEO of Roc Nation Unified

Sebastien Ledure, Lawyer (Belgium), AIAF Member

19:30

Gala Dinner at Assador ('Carioca Style')



DAY 02 → 28 October 2022

TOPIC 3 NEW FIFA TRENDS

10:00 Round-table 5 → Summary Report of the AIAF-FIFA Workshop – Q&A

Recognizing the importance of the AIAF as an organization that has a lot to say and to collaborate in the improvement of its rules and practices – thanks to the prominent performance of its more than one hundred members in the field of Football –, FIFA literally opened its doors to listen AIAF's suggestions regarding the current rules framework. The details of this cooperative effort will be addressed in this round-table.



Host: Patricia Moyersoén, Lawyer (France), AIAF President

Speakers:

Emilio Garcia Silvero, Chief Legal and Compliance Officer at FIFA

Carol Couse, Lawyer (UK), AIAF Member

Martin Auletta, Lawyer (Argentina), AIAF Member

Horacio Gonzalez Mullin, Lawyer (Uruguay), AIAF Member

Juan de Dios Crespo, Lawyer (Spain), AIAF Member

11:30 Round-table 6 → Update on the Latest News from FIFA

An essential overview of the latest FIFA innovations. Football Tribunal, FIFA Legal Portal, Clearing House, Loans, Women's Football, Covid-19, New edition of FIFA RSTP and Commentary on the FIFA RSTP, among others, make up such rich portfolio.



Moderator: Daniel Cravo, Lawyer (Brazil), AIAF Member

Speakers:

Erika Montemor Ferreira, Head of Players' Status at FIFA

Jan Kleiner, Director of Football Regulatory at FIFA

Maite Nadal, Lawyer (Spain), AIAF Member

13:00

Closing Remarks

14:00 – 16:00

General Assembly + Lunch (AIAF members only)



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