

WORLD
FOOTBALL
SUMMIT

Expanding the **Business**,
honouring the **Essence**

Press Kit 2026

What is World Football Summit?

World Football Summit is the global platform where the leaders of the football industry connect to expand the business while honouring the essence of the game. We bring together the entire ecosystem to turn connections into partnerships and visions into impact through world-class events, market insights, and cross-industry initiatives that champion innovation on and off the pitch.



10 years connecting the football industry

32 Events

across 4 continents, bringing global expertise to regional hubs.

42,000+ attendees

with 80% holding C-Level or Director positions.

120+ Countries

represented.

1,500+

Top-notch speakers from global leaders to investors, & innovators.

150,000+ members

connected year-round across our digital community.

500M+

Media value generated.

Our Events

Since 2016, World Football Summit has hosted over 30 events across the globe, from Madrid to New York, and from Riyadh to Mexico. These events gather the industry's top decision-makers, including club and league executives, investors, and innovators. Each edition is tailored to its host region, ensuring that global perspectives are directly applied to the specific challenges and opportunities of each market.

Our current event series spans the three markets driving football's global evolution, from established powerhouses to fast-growing regions.



Where the Americas connect - June 3-4

WFS Mexico is the strategic meeting point where the scale and ambition of North American football meet the deep-rooted tradition and competitive identity of the South. It's the platform where professionals across the region harness innovation and collective momentum to accelerate growth and international influence. This is where the Americas turn regional strength into global impact, just days before the World Cup puts the region in the spotlight.

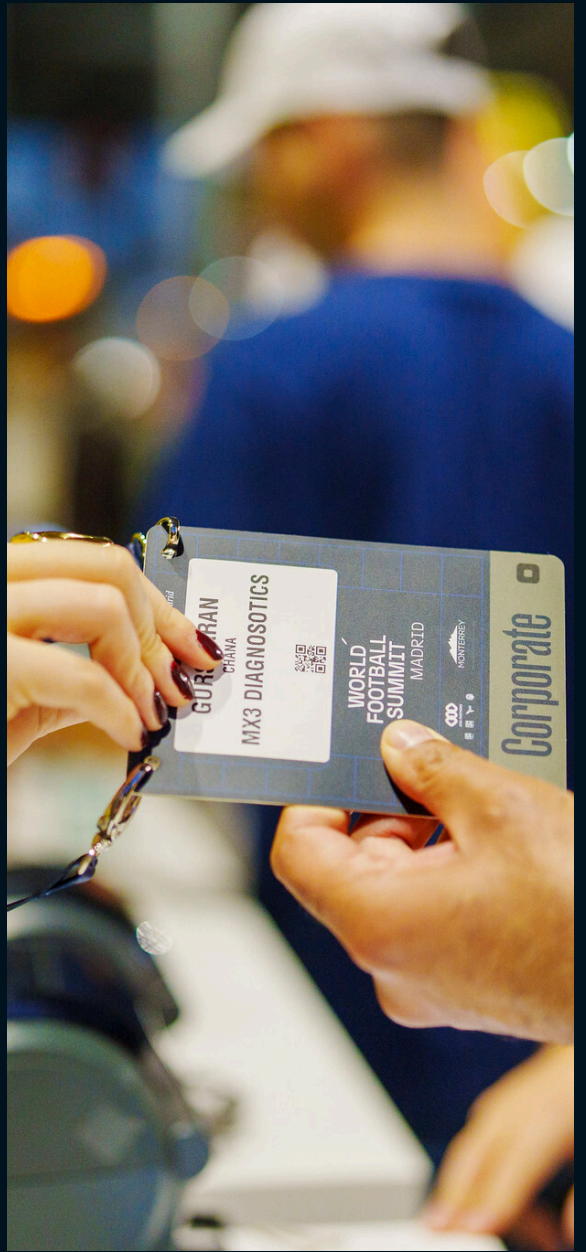
Where legacy meets innovation - September 15-16

WFS Madrid is the meeting point connecting the tradition and legacy of European football with the business innovation expanding the industry worldwide. It's the platform where those who built the game's foundations engage with those scaling it. This is where the sport's legacy connects with the forces driving its transformation, days after the first Formula 1 GP cements Madrid as a global sports capital.



Where vision come to life - January 2027

WFS Riyadh is the meeting point between Saudi Arabia's sports leadership and football's global community. It's the platform where regional organisations articulate their long-term vision and international decision-makers engage directly with the ideas, projects, and ambitions shaping the next chapter of the game. This is where the business finds new scale and the game expands into new territory.



Our Speakers

WFS brings together the full spectrum of the football industry and the strategic sectors connected to it. From global and regional governing bodies and elite clubs to global tech founders and Nobel Prize winners, our stage captures an evolving landscape where traditional leadership meets the entrepreneurs transforming the game.



Andrea Agnelli



Pier Luigi Collina



Rio Ferdinand



Gianni Infantino



Nadine Kessler



Víctor Montagliani



Ronaldo Nazario



Fatma Samoura



Sir Martin Sorrell



Muhammad Yunus

The WFS Awards

The WFS Awards recognise the professionals and organisations, in the spotlight and behind the scenes, whose work elevates the game, expands the business, and deepens its impact on society. Created in 2017, they celebrate the people strengthening the industry while honouring the essence and values of the sport. This is where the industry recognises professional excellence and celebrates global impact.



Our Community



The WFS Community spans over **150,000 professionals from every corner of the football ecosystem**, including governing bodies, clubs, brands, investors, and innovators. This global network engages year-round through industry reports, strategic content, newsletters, and exclusive gatherings designed for collaboration and long-term partnerships.

Our Commitment:

The football we **Want**, the football we **Need**

The business of football exists to preserve and amplify the essence of the game, a force that unites billions, breaks down barriers, and transforms lives.

A professional, connected industry fuels that transformative power and drives football toward a more inclusive, diverse, and sustainable future.

As the industry's neutral meeting point, **we curate the conversations that matter**, give voice to the entire ecosystem, keep the fan at the center, and ensure every debate honours the game's impact on society.

Expanding the Business, Honouring the Essence.
Because that's **the football we want. The football we need.**

Our Impact Initiatives

Guided by our commitment to inclusion, gender equality, and social impact, WFS promotes initiatives that go beyond business to strengthen football as a force for good, inside the industry and across society.



Female Leaders Gathering

Where women come together to promote and celebrate female leadership across the game.



The Most Inclusive Match

A yearly match that unites professional players, athletes with disabilities, and legends to promote equality and inclusion.



The WFS Menina Tour

A travelling exhibition celebrating equality, resilience, and women's leadership in sport.



Common Goal Pledge

As members of the Common Goal movement, we commit at least 1% of our total revenue to the platform's collective fund.

Our History

World Football Summit was **born in Madrid in 2016**, at a moment when football was beginning to change faster than the structures surrounding it. The industry was growing in scale, complexity and global reach, but its conversations remained fragmented. Clubs, leagues, federations, brands, investors and innovators were all moving in the same direction, yet rarely sharing the same room.

The idea behind WFS was simple: **create a space where the entire football industry could come together and speak openly, across sectors, interests and geographies**. What started as a single event in Spain quickly revealed a clear reality. The industry was increasingly demanding a common platform where ideas could meet, be challenged and move forward.

Over the years, that initial gathering evolved into a global series of summits, expanding to new regions while keeping the same principle at its core: remain open, neutral and inclusive. By giving the same relevance to established institutions and emerging players, to global organisations and specialised voices, this approach firmly established WFS's credibility across the industry.

Today, World Football Summit is not defined by a single event or location. **It is a global meeting point for the football industry, where connections translate into business growth and where the essence of the game remains central to that expansion.**

Our Founders



Marian Otamendi

Co-Founder & CEO

With a background in publishing, international trade, and event management, Marian has led the strategic growth and global expansion of WFS, turning it into a leading platform for football business and innovation.

Jan Alessie

Co-Founder & Managing Director

With more than 18 years of experience building international partnerships in sport, business, and investment, Jan has been instrumental in connecting WFS with global football's key decision-makers and driving its development across new markets.



WORLD FOOTBALL SUMMIT

Contact

Paco Roche

Communications Director

paco@worldfootballsummit.com

press@worldfootballsummit.com

www.worldfootballsummit.com