

MARCH 26TH, 2019

FORUM V



SIGA

SPORT INTEGRITY FORUM ✓

WWW.SIGA-SPORT.NET

Event Guide
March 26th

**NEW YORK
ATHLETIC CLUB**

9am to 6pm
Reception to follow

🐦 @SIGAlliance
#SPORTINTEGRITYFORUM

2019 FORUM V GUIDE



Agenda at a Glance —

08:00	Welcome & Registration
09:00	Opening Session
09:15	SIGA - Leading The Way For Sport Integrity Worldwide
09:45	A United Front For Sport Integrity
10:45	Coffee Break
11:00	Keeping Corruption & Criminal Infiltration Out Of Sport
12:00	Global Business: A Catalyst For Sport Integrity
13:00	Lunch/Networking Break
14:00	Sport Betting Integrity - The Future
15:00	Fireside Chat
15:20	Coffee Break
15:35	Human Trafficking: Testimony of a Survivor Who Broke a World Record
15:40	Youth Development And Child Protection In Sport
16:40	SIGA Champions For Sport Integrity
17:40	Take-Aways From The 5th SIGA Sport Integrity Forum
17:45	Closing Session

Special Welcome

from the SIGA Chairman and CEO

Dear Delegates and Friends of Sport Integrity,

It is our pleasure to welcome you to our first Sport Integrity Forum here in the United States, and our fifth Forum overall. We are thrilled to be in New York City and delighted to be taking these important steps at the iconic New York Athletic Club.

This event represents a transformational moment in sports history, as the most pressing challenges facing the governance and integrity of sport will be addressed by leaders of sport, government, business and civil society. There's no better place than New York City, the epicenter of sports where the world's best athletes compete in marquee events like the US Open Tennis Championship and NYC Marathon, where 14 professional men's and women's teams play basketball, baseball, hockey, football and soccer, and where the headquarters of multiple professional sports leagues are located.

We are excited about this foray into the U.S. The presence of so many delegates in our Sport Integrity Forum, coming from a wide range of geographies, is confirmation of the shared values and commitment to stand up for the values that matter most in sport. To continue to stand up for good governance and integrity. And, to prevent and fight corruption, so that we can ensure a trustworthy future for the industry we all love.

This SIGA Sport Integrity Forum is the perfect step to do this. You all have the opportunity to share ideas, experiences and passion points with each other, as well as debate issues with the illustrious industry leaders we have assembled here today.

We will spare no effort to bring about the much-needed cultural change and long-overdue reforms. We've already made substantial progress through our work in Europe and other parts of the world. Now, it's time for "SIGA AMERICA," and our event is just the first step.

We are looking forward to welcoming you at the New York Athletic Club and instigating positive change together.

Yours sincerely,



Franco Frattini
SIGA Chairman

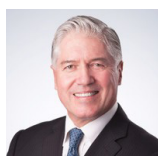


Emanuel Macedo De Medeiros
SIGA CEO

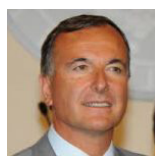


08:00 **Welcome & Registration**

09:00 **Opening Session**



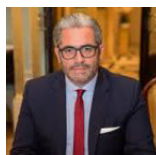
James B. Rafferty
President, New York
Athletic Club



Franco Frattini
Chairman, SIGA

09:15 **SIGA - Leading The Way For Sport Integrity Worldwide**

KEYNOTE ADDRESS



Emanuel Macedo de Medeiros
CEO, SIGA

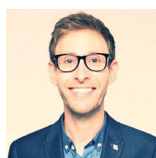
ANNOUNCEMENT

SIGA Independent Rating & Verification System – SIRVS

*Public Announcement of the outcome of the International Public Tender
launched by SIGA for the Development of SIRVS and
the Independent Third-Party to whom the contract is awarded.*

TESTIMONIALS

Leaders In Sport, Government, Global Business and Civil Society



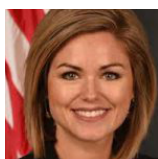
MC & Moderator:
Ben Jacobs
Sports Commentator & Presenter, ESPN FC

09:45 A United Front For Sport Integrity

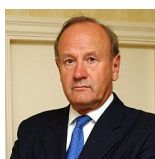
Corruption has, unfortunately, become engrained in modern day society. It is not a problem exclusive to sport - rather it permeates all industries, undermining the rule of law and our fundamental ethical values. In many ways, sport reflects society, and the corruption we hear about is systematic of the problems faced by leaders across all sectors and industries.

After decades of poor governance and lax attitudes by sports governing bodies and governments, the reputation of sport has reached an all-time low, due to the destructive impact of corruption. The need for global leadership, meaningful reforms and enhanced international corporation is greater than ever.

The important questions to discuss in this session include: Why has corruption remained a barrier to integrity reform in sport? What is being done to eradicate corruption from sport? What legacy will we leave for future generations if the issue of corruption is not tackled head on? Rather than accepting the status quo and lamenting the lack of legal instruments, how will we take action now on a global level within the sport sector?



Keynote
Holli Richmond
Executive Director, US
President's Council on
Sports, Fitness & Nutrition



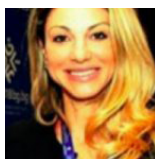
Lord John Stevens
Member of the House
of Lords of the United
Kingdom / International
investigations expert /
Chairman, QUEST / Former
Commissioner of the United
Kingdom's Metropolitan
Police



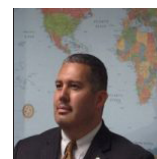
Densign White
CEO, International Mixed
Martial Arts Federation



Felipe Sigollo
Vice Minister of Citizenship
(responsible for Sport) of
Brazil



Viktoria Slavkova
Director of European
Programs, Projects and
International Cooperation,
Ministry of Youth and Sports
of Bulgaria



Moderator:
David Luna
President & CEO, Luna
Global Networks / former
Chairman of the OECD's
Task Force on Countering
Illicit Traffic and Senior
Director of the US State
Department

10:45 Coffee Break

11:00 Keeping Corruption & Criminal Infiltration Out Of Sport

Sport has been confronted with the most serious and devastating integrity crisis in its history, showing that the need for concerted action has never been greater and more urgent. The problems are simply too big and too widely known to be ignored.

While corruption and criminal infiltration spread out in sport, exposing its current vulnerabilities and undermining its integrity, so do the forces trying to eliminate them.

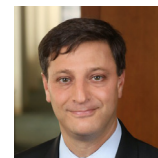
But what exactly is being done by sporting authorities, governments, international organizations and law enforcement to stop crime in sport? With what means? How effective has international cooperation been in this field? Are sports governing bodies and regulators doing enough? What lessons can be learned from the past four years? And what new revelations will next be brought to light by law enforcement, court trials and the media? These are some of the questions to be addressed by the highest qualified experts in this field, including some of those who first initiated and now lead the criminal investigation and prosecutions on the case commonly known as "FIFA-Gate."



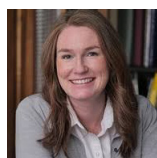
Keynote
Robert L. Capers
Former United States
Attorney for the Eastern
District of New York
/ Co-Practice Leader,
Government Enforcement &
White Collar, Arent Fox LLP



Richard Weber
Former United States IRS
Criminal Investigation Chief



Paul Tuchmann
Former Assistant United
States Attorney in the
Eastern District of New York,
and former Deputy Chief of
the Public Integrity Section
and co-Chair of the FIFA
Task Force.



Ellen Lafferty
Senior Vice President, United
States Head of Anti-Bribery &
Corruption, HSBC Bank USA



Moderator:
Pablo Quiñones
Former Deputy Chief of the Fraud Section,
United States Department of Justice /
Founder, Quinones Law PLLC

12:00 Global Business: A Catalyst For Sport Integrity

Sport is one of the most powerful vehicles to promote brands, values and institutions. It has unrivalled popularity and the potential to reach global audiences in a way no other sector can. However, when the integrity of sports organizations or competitions are tainted, the reputational damage suffered by brands, broadcasters and partners can be fatal.

With the recurring scandals at the top of some of the world's most important governing bodies, the spotlight is increasingly falling on those closely connected.

Against this background, what is the stance of the global business community? How can they influence sport to enhance its governance and transparency? Is there sufficient trust amongst sponsors, broadcasters and commercial partners to usher sport into a new era? This panel will address these pressing issues and give the floor to those that invest, not just their money, but also their reputation.



Keynote
Michael Robichaud
Senior Vice President, Global
Sponsorship Marketing,
Mastercard



Takumasa Kosugi
Senior Manager for Global
Initiatives, Marketing &
Communications, Panasonic



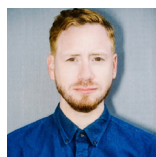
Jill Gregory
Chief Marketing Officer,
NASCAR



Daniela Castro
Executive Director,
Pact for Sport, Brazil



Charles H. Baker
Co-Chair, O'Melveny
Sports Industry Group



James Allan
Director, Strategy
& Planning, Troika
Mission



Moderator:
Patricia Ginestiere
Legal Counsel, Leverage
Agency

13:00 Lunch/Networking Break



Tom Brasuell
Former Vice President, Community
Projects, Major League Baseball



Q & A Session with:
Joe Favorito
Director, Industry Relations, Columbia University
Sports Management



14:00 Sports Betting Integrity - The Future

In the past year, the U.S. Supreme Court has repealed the ban on sports betting and opened the doors for state-to-state legalization. Slowly, but inevitably, sports betting is becoming widely accepted. But the reality is clear: States, sports betting operators and sporting organizations are entering into uncharted territory, and the focus is being predominantly given to the awaited jackpot rather than sport integrity.

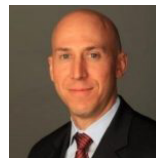
The U.S., Brazil and other countries are now opening their sports betting markets. How will they, as well as individual states, betting operators, sport organizations and law enforcement regulate this new landscape? What's the plan to prevent and combat the inevitability of illegal betting, match fixing, sport betting fraud and even transnational organized crime? What best practice can be learned from the European regulatory experience? Will the players, coaches, staff and other key participants be prohibited from betting within their own leagues? What supervision and information exchange mechanisms will be put in place? What level of cooperation between competition organizers and law enforcement will be implemented? What training and education, if any, is being planned, and what sort of safeguards will be available for the most vulnerable individuals in sport, the youngsters?



Keynote
Mohammed Hanzab
Chairman & CEO,
International Centre for
Sport Security (ICSS)



Don Fehr
CEO, National Hockey
League Players'
Association



Bill Ordower
Executive Vice President
& General Counsel, Major
League Soccer



Patrick Hughes
Co-founder, Fantasy
League



Pedro Trengrouse
Professor of Law, Gertulio
Vargas University, Brazil



Moderator:
Joe Favorito
Director, Industry Relations,
Columbia University Sports
Management

15:00 Fireside Chat

After more than 20 years of leadership in national and international football, HRH Prince Ali Bin Al Hussein of Jordan will be in conversation with the senior team of his social enterprise, AFDP Global. Items for discussion will include current challenges undermining the integrity of football and sport generally, the lessons that need to be learnt and the connection between integrity and social impact.



HRH Prince Ali Bin Al Hussein of Jordan
Chairman & Founder, AFDP Global
/ Chairman, Jordan Football Association



JF Cecillon
CEO, AFDP Global



Shimon Cohen
Director of Communications,
AFDP Global

15:20 Coffee Break

15:35 Human Trafficking: Testimony Of A Survivor Who Broke A World Record



Norma Bastidas
Ultra-athlete/Women's Rights
Activist, Ultrarunwild

15:40 Youth Development And Child Protection in Sport

Each day, millions of people participate in sport as players, coaches, trainers, staff, volunteers, and spectators. For the majority, this is an incredibly positive experience that drives social engagement, confidence and skills. But for a smaller group, this experience can be negative and downright damaging.

With growing incidents of smuggling and trafficking of young athletes, as well as mental and physical abuse of children, both on-and-off the field, it's more important than ever to safeguard our youth. This issue hasn't been given the attention it deserves. Commonly concealed and refuted, this is leaving children vulnerable and, in the long-term, severely affected. Until now, the industry has been more reactive than proactive. This is no longer acceptable.

In this panel, senior leaders will discuss the most critical issues currently facing sport and what needs to be done to ensure that children and young people can enjoy a safe and sound atmosphere free from all forms of abuse and discrimination.



Prince Ali Bin Al Hussein of Jordan
Chairman & Founder,
AFDP Global / Chairman,
Jordan Football
Association



Shellie Pfohl
Former CEO, United
States Centre for
SafeSport



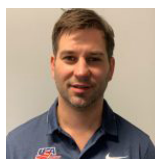
Cedric Jones
Director of Athletics,
New York Athletic Club /
former Director of Youth
Football, National Football
League / former New
England Patriots player



Theo van Seggelen
Secretary General,
FIFPro



Fernando Veiga Gomes
President, Sports Law
Commission, Union
Internationale d'Avocats
(UIA)



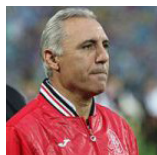
Rich Hansen
Regional Manager, Athlete
Development Model, USA
Hockey



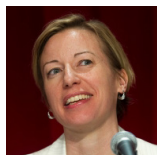
**Moderator:
Ben Jacobs**
Sports Commentator &
Presenter, ESPN FC

16:40 SIGA Champions For Sport Integrity

Top-level athletes are role models both on-and-off the field. While some athletes embrace this role more than others, the fact remains that athletes influence millions of fans by showcasing that it is possible to excel at the highest level while still embracing values and basic ethics. As we usher in a new era where sports integrity is placed at the forefront, we are thrilled to welcome several world-renowned athletes who will share their experiences, insights, and hopes for the future in sport.



Hristo Stoichkov
Soccer Legend (Bulgarian national team and FC Barcelona team captain) / World's Best Soccer Player 1994, sports commentator at Univision



Cameron Myler
Clinical Assistant Professor, New York University Tisch Institute of Global Sport/ Four-time luge Olympian, 7-time US National Champion, 11 World Cup medals, lawyer, arbitrator with the Court of Arbitration for Sport



Phaidra Knight
USA Rugby Player of the Decade, World Rugby Hall of Fame and decorated international rugby player, lawyer, entrepreneur, motivational speaker and sports media talent



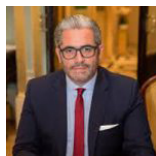
Francisco Guimarães
Youth Soccer Coach / SIGA Champion



Moderator:
Ben Jacobs
Sports Commentator & Presenter, ESPN FC



17:40 Take-Aways From The 5th SIGA Sport Integrity Forum



Emanuel Macedo de Medeiros
CEO, SIGA

17:45 Closing Session



James B. Rafferty
President, New York Athletic Club



Franco Frattini
Chairman, SIGA



SIGA

SPORT INTEGRITY
GLOBAL ALLIANCE

HOW TO JOIN SIGA

We invite you to hear this call to action and engage with us to help lay the foundations for a deeper level of integrity, transparency and good governance throughout sport.

To become a SIGA Member, please contact SIGA at info@siga-sport.com.

JOIN THE CONVERSATION

[@SIGAlliance](https://twitter.com/SIGAlliance)

www.siga-sport.net