



SIGA

INTER-REGIONAL SUMMIT

DOHA | QATAR

16 -17 SEPTEMBER 2019

MARSA MALAZ KEMPINSKI

SPORT INTEGRITY

THE POWER OF COLLECTIVE ACTION IN THE MIDDLE EAST, ASIA AND AFRICA

UNDER THE PATRONAGE OF



MINISTRY OF CULTURE AND SPORTS
STATE OF QATAR

HOSTED BY



SUPPORTING PARTNER



CONTRIBUTING PARTNER



#SIGASUMMIT

AGENDA AT A GLANCE

DAY 1 MONDAY, 16 SEPTEMBER 2019

12:30	LUNCH AND REGISTRATION
14:00	WELCOME AND INTRODUCTION
14:10	OPENING ADDRESS BY SUMMIT HOSTS AND PARTNERS
15:00	SIGA - COLLECTIVE ACTION AND THE GLOBAL PUSH FOR SPORT INTEGRITY
15:10	QATAR: HOST NATION OF THE FIRST MEGA SPORTING EVENTS IN THE REGION
15:35	COFFEE BREAK
16:00	GLOBAL CHALLENGES, REGIONAL APPROACHES AND INTERNATIONAL COOPERATION
16:50	CHAMPIONING SPORT INTEGRITY ON THE FIELD OF PLAY
17:45	OFFICIAL RECEPTION DINNER

DAY 2 TUESDAY, 17 SEPTEMBER 2019

08:00	REGISTRATION (COFFEE AND REFRESHMENTS)
09:00	SPORT INTEGRITY AND GLOBAL BUSINESS
09:50	MEDIA RIGHTS AND DIGITAL PIRACY - A HOT ISSUE AT THE HEART OF SPORT INTEGRITY
10:10	SPORT INTEGRITY: A CATALYST FOR DEVELOPMENT, LEGACY AND PEACE
11:00	COFFEE BREAK
11:20	FEMALE LEADERSHIP IN SPORT - A CALL FOR ACTION
12:10	MAJOR SPORTS: WHAT IS BEING DONE TO ENSURE THE HIGHEST INTEGRITY?
13:00	CONCLUSIONS AND CLOSING OF THE SUMMIT



THE PROGRAMME

16 - 17 SEPTEMBER 2019

DAY 1 – MONDAY, 16 SEPTEMBER 2019

12:30 LUNCH AND REGISTRATION

14:00 WELCOME AND INTRODUCTION



Mohammed Hanzab
Chairman & CEO, ICSS Group
Vice-Chairman, SIGA

14:10 OPENING ADDRESS BY SUMMIT HOSTS AND PARTNERS



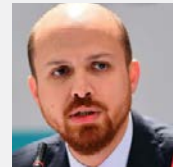
MASTER OF CEREMONIES – RHODRI WILLIAMS, BROADCASTER AND DIGITAL MEDIA EXPERT



HE Akbar Al Baker
Group CEO, Qatar Airways
Secretary General, Qatar
National Tourism Council



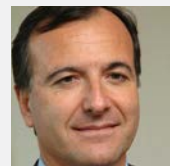
Salam Al Shawa
Senior Vice President Marketing & Corporate
Communications, Qatar Airways



Bilal Erdogan
President, World Ethnosport
Confederation



**Sheikh Nasser bin Hamad
bin Nasser Al Thani**
Chief Business Officer, Ooredoo



Franco Frattini
Chairman, SIGA

15:00 SIGA - COLLECTIVE ACTION AND THE GLOBAL PUSH FOR SPORT INTEGRITY

KEYNOTE SPEECH



Emanuel Macedo de Medeiros
CEO, SIGA / Executive Chairman,
SIGA AMERICA

15:10 QATAR: HOST NATION OF THE FIRST MEGA SPORTING EVENTS IN THE REGION

KEYNOTE SPEECH FOLLOWED BY INTERVIEW WITH RHODRI WILLIAMS, BROADCASTER AND DIGITAL MEDIA EXPERT

With 11 days to go until the Opening Ceremony of the World Athletic Championships here in Doha 2019, the 17th edition of the IAAF World Championships will take place at the renovated multi-purpose Khalifa International Stadium, in the Aspire Zone. This is the first time we will host the IAAF World Championships in the Middle East and aside from the ground-breaking cooling technology being used, this will also see the debut of a midnight marathon along Doha's iconic Corniche.

Doha will be welcoming 205 countries; 3,500 athletes with around 10,000 international guests; 30,000 spectators with over 2,000 media here to cover the Championships.

The man leading the charge is Dahlan Al Hamad - we speak to him about what is set to be a memorable World Athletics Championships and will discuss the importance he and his sport place on achieving the highest standards of integrity.



Dahlan Jumaan Al Hamad
President, Asian Athletics Association / Vice President, IAAF / Vice Chairman & General Director,
2019 IAAF World Athletics Championships / Board Member of Qatar National Olympic Committee

15:35 COFFEE BREAK

SIGNING OF SIGA AND PARTNER COOPERATION AGREEMENTS

16:00

GLOBAL CHALLENGES, REGIONAL APPROACHES AND INTERNATIONAL COOPERATION

Sport is one of the fast-growing global industries. It enjoys unrivalled popularity and global appeal, generating unprecedented revenue streams and social impact. Sport however is confronted with increasingly complex and sophisticated challenges, often involving multiple jurisdiction and, even, organised crime. Against this background, what can the sport movement, international organisations, governments, law enforcement and civil society really do to effectively tackle these problems, and how can SIGA best contribute to deliver the shared vision of a clean and trustworthy sport, for the benefit of all citizens and future generations?

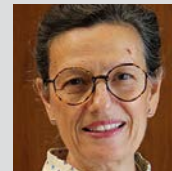
To address these and other pressing questions in a lively and action-oriented discussion, SIGA is proud to bring together senior representatives from leading international organisations and governments.



Lord John Stevens
 Chairman, Quest / Chairman,
 SIGA Ethics Committee



Houtan Homayounpour
 Head of Project Office for the State of Qatar,
 International Labour Organisation (ILO)



Bettina Tucci Bartsiotas
 Director, United Nations
 Interregional Crime and Justice
 Research Institute (UNICRI)



Ismayil Ismayilov
 First Vice Minister of Youth and Sport,
 Republic of Azerbaijan



Moderator: Dale Sheehan,
 Director, Capacity Building and Education,
 ICSS Sport Integrity Unit

16:50 CHAMPIONING SPORT INTEGRITY ON THE FIELD OF PLAY

At the heart of sport are the athletes, the players, the teams.

While off the field of play, work is being done to establish the governance, structure and rules around efforts to clamp down on corruption and doping – but it is on the field of play, in front of millions of fans, that the spotlight shines.

The focus is on the athletes, players and referees and, as such, these are the protagonists that are mostly impacted.

To ensure the highest integrity standards on the field of play, what are the policies and initiatives being put in place by sports, leagues and competition organisers? What are the main challenges in this regard for sports organisations, what legal framework exists to protect our athletes and what training and education is being developed to safeguard athletes and players to ensure that they develop an integrity mentality?



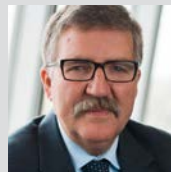
Hani Taleb Ballan
CEO, Qatar Stars League
(QSL)



Salman Al-Ansari
Vice President, Qatar Sports Arbitration
Foundation (QSAF) / Deputy Chairman,
Appeals Committees, Asian Football
Confederation (AFC) / Member, Appeals
Committee at FIFA



Jassem Mohammed Al-Jaber
Education and Student's Affairs,
School Principal, Aspire Academy



Rod Buckingham
Director of Security
Canadian Football League



Moderator: Angus Scott
beIN Sport Presenter

17:45 OFFICIAL RECEPTION DINNER

DAY 2 – TUESDAY, 17 SEPTEMBER 2019

08:00 REGISTRATION (COFFEE AND REFRESHMENTS)

09:00 SPORT INTEGRITY AND GLOBAL BUSINESS

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 act as a united front and usher sport into a new era? Why global sponsors, broadcasters and media must join SIGA and support its reform agenda. This panel will address these pressing issues, and give the floor to those that invest, not just their money, but also their reputation in sport.



Michael Robichaud
 Senior Vice President, Global Sponsorships,
 Mastercard / Vice-Chairman, SIGA



Babar Rahman
 Vice President, Marketing
 and Sponsorships & IFEC,
 Qatar Airways



Mauro Baldissoni
 Executive Vice President, AS Roma



Moderator: Angus Scott
 belN Sport Presenter

09:50 MEDIA RIGHTS AND DIGITAL PIRACY – A HOT ISSUE AT THE HEART OF SPORT INTEGRITY

INTERVIEW AND DISCUSSION BETWEEN PROFESSOR CRAIG LAMAY, JOURNALIST/PROFESSOR IN RESIDENCE AT NORTHWESTERN UNIVERSITY, QATAR

The commercialisation of sports intellectual property rights, with audiovisual rights at the top, represents the largest income stream of sport competition organisers and the wider industry. With the rising cannibalisation of those rights and its consequent drop in commercial value, sport's economic viability is at stake, and so its ability to pursue its social and economic role to the fullest.

In the face of new and more aggressive digital piracy platforms and other unscrupulous operators, how can competition organisers, broadcasters and other legitimate partners protect their legitimate rights and ensure their sustainability? Will governments, international organisations regulators and law enforcement continue to navel gaze, or will they take the necessary action? The protection of intellectual property rights and the fight against digital piracy is at the heart of sport integrity. What is SIGA's position and what is SIGA willing to do to effectively tackle this global threat? These are some of the critical questions that will be addressed in this session.



Emanuel Macedo de Medeiros
CEO, SIGA / Executive Chairman,
SIGA AMERICA



Duncan Walkinshaw
Director of Programming,
belN Sport



Prof. Craig LaMay
Journalist, Professor in Residence
at Northwestern University in Qatar

10:10 SPORT INTEGRITY: A CATALYST FOR DEVELOPMENT, LEGACY AND PEACE

Sport has increasingly been recognised as a powerful catalyst for development, legacy and peace. However, if sport is not clean, if it is corrupt and riddled with doping, bribery, poor governance and weak financial transparency, then how can sport really be this positive and inspirational catalyst for peace, development and legacy.

We need sport to be the best it can be, and we need to ensure that the same principles of good governance and transparency are fully embraced by organisations working across these sectors, at all levels of the sport pyramid.

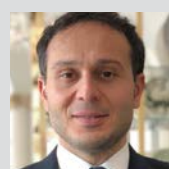
We ask our international experts what sport has achieved in the field of development, legacy and peace and how, when its actual integrity is at question, the very opposite can happen. We discuss how the sport integrity agenda can positively contribute to bring 'sport for development and peace' to the next and highest level.



Ângela Melo
Director of Policies and Programmes,
Sector for Social and Human Sciences,
United Nations Educational, Scientific
and Cultural Organisation (UNESCO)



James P. Moore
Founder & CEO,
Washington Institute for
Business, Government
and Society



Ramil Hasanov
Diplomat /
Former Secretary
General, Turkic
Council



Moderator:
Massimiliano Montanari
CEO, ICSS INSIGHT /
Executive Director, Save the Dream

11:00**COFFEE BREAK****11:20****FEMALE LEADERSHIP IN SPORT – A CALL FOR ACTION**

Whether in sports bodies, marketing, broadcasting, sponsorship or in policy, women remain underrepresented in decision-making roles, which has a knock-on effect on how sport is run and governed. This panel will address how best to create more pathways to ensure equal opportunities for women in leadership positions and promote long-lasting systemic cultural change. What is the current reality in sports organisations' governance structures, both regionally and globally? What's the percentage of female representation in decision-making structures of international sports federations? How can we respond to the challenges to effect change now to secure more diverse and representative leaders at board room level? What role can both men and women play in shaping mentalities to create this cultural shift?

**Liz McColgan**

Olympic Silver and World Champion,
 double Commonwealth Games Gold
 Medallist Winner of London, Tokyo &
 New York Marathons

**Nicola Crosby**

belN Sport Presenter

**Karen Webb-Moss**

Group COO, ICSS and former VP
 Image & Marketing Communications,
 International Olympic Committee

**Claire Furlong**

Director of Communications,
 International Cricket Council
 (ICC)

**Valentina Biffin**

Director, Croatian Volleyball Federation

**Katie Simmonds**

General Counsel & Senior Director
 Global Partnerships, SIGA

**Moderator: Ben Jacobs**

Sports Commentator & Presenter,
 ESPN FC

12:10 MAJOR SPORTS: WHAT IS BEING DONE TO ENSURE THE HIGHEST INTEGRITY?

In an age where sport competition, media coverage and increased scrutiny are relentless and fierce. At a time when the Middle East and other regions are about to host their first mega sporting events – the effort to maintain the highest standards of integrity is paramount. Representing leading national and international sports federations, the Olympic Movement and other key stakeholders in sport governance, our line-up of speakers will share their insights on the current state of affairs and the most pressing challenges ahead.



Oliver Jaberg
 Director of Integrity &
 Institutional Legal, FIFA



Densign White
 CEO, International Mixed
 Martial Arts Federation
 (IMMAF)



Besim Hasani
 President, Kosovo National
 Olympic Committee



Ettore Mazzilli
 Legal Director, Qatar Football Association / President, Rex
 Sport / Managing Partner MCA Sports Law LLP

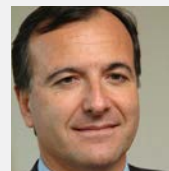


Moderator: Angus Scott
 beIN Sport Presenter

13:00 CONCLUSIONS AND CLOSING OF THE SUMMIT




Emanuel Macedo de Medeiros
 CEO, SIGA / Executive Chairman, SIGA AMERICA



Franco Frattini
 Chairman of SIGA



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