

GENEVA • WASHINGTON DC • LISBON • SÃO PAULO

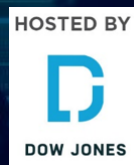
#SIW2023  
WEEK SIGA SPORT  
2 - 9  
SEPT  
2023  
INTEGRITY

IV EDITION - WORLDWIDE

## EVENT GUIDE

**SIGA SPECIAL SESSION ON FINANCIAL  
TRANSPARENCY IN SPORT**

**8 SEPTEMBER 2023 • 11:00 - 14:00**



# EXECUTIVE EDUCATION CERTIFICATION: GOOD GOVERNANCE IN SPORT



EXECUTIVE EDUCATION CERTIFICATION FOR CURRENT AND ASPIRING SPORTS LEADERS AND INTEGRITY PRACTITIONERS. ACTIONABLE KNOWLEDGE, DELIVERED BY EXPERTS, GROUNDED BY THEORY, PRESENTED IN AN ACCESSIBLE AND INCLUSIVE FORMAT.

## ENROLL NOW!

- GLOBAL OUTLOOK**  
Globally Relevant delivered by International Experts.
- ACCESSIBLE CONTENT**  
Delivered via synchronous and asynchronous sessions.
- FLEXIBLE**  
Bespoke digital Executive Education Programme for maximum possible accessibility.
- INDUSTRY RELEVANT QUALIFICATION**  
Become a SIGA Certified Sport Integrity Practitioner.
- LEARN FROM THE BEST**  
Content from leading academics and engaging leaders representing the diversity of the Sports Ecosystem.
- FORGE A CAREER**  
Access to the SIGA Integrity Network and membership to the SIGA Alumni Network.
- ADDED VALUE**  
Priority access to other SIGA opportunities, including the SIGA Mentorship Programme, thought leadership events, the SIGA University Network, SIGA Career Partners and more.
- BUILD RELATIONSHIPS, NETWORK AND GROW**  
Supercharge your career through the SIGA Executive Education Programme and by becoming an active member of the SIGA Network.

# SIGA-SPORT INTEGRITY GLOBAL ALLIANCE

## ABOUT SIGA

SIGA is the world's leading organisation for Sport Integrity.



We are creating a whole new landscape for the sports industry by delivering independent global rating and certification for world Sport to ensure it is governed and operates under the highest integrity standards: **The SIGA Universal Standards.**

Funded by our Members, SIGA is a non for profit global independent organisation. We pursue one vital aim: To ensure sport is governed under the highest integrity standards and its reputation is protected.



## OUR VISION

SIGA works towards a vision of sport played and governed under the highest integrity standards, free from any form of unethical, illicit, and criminal activity, to safeguard sports values and ensure its positive impact and benefits to all citizens.



## OUR MISSION

The mission of SIGA is to provide global leadership, promote good Governance and safeguard the integrity of sport through a set of universal standards operated by an independent, neutral, and global body.



# SPORT INTEGRITY WEEK AROUND THE WORLD



# SIW2023 HOSTING PARTNERS



### AGENDA

*Financial Integrity and transparency are cornerstones of good governance in Sport. However, concerns regarding the opaqueness of sports finances and its vulnerability to criminal influence are ubiquitous and unresolved. The sport sector itself has both deep-rooted concerns and a direct responsibility to be part of the solution, and so do governments, financial regulators, supervision authorities and law enforcement. Only through meaningful and result-driven collaboration, appropriate governance reforms and stakeholder buy-in can we aspire to a fiscally responsible and financially sustainable sport, free from the ever-present threat of corruption, money laundry and tax evasion. This insightful session addresses these concerns directly and what needs to happen to get the much-needed reforms done. Join us!*

# SIGA SPECIAL SESSION ON FINANCIAL INTEGRITY AND TRANSPARENCY IN SPORT

FRIDAY, 08 SEPTEMBER 2023 • IN PERSON

1 LONDON BRIDGE ST SE1 9GF • LONDON – UK

HOSTED BY



DOW JONES

OPENING SESSION • 11:00 - 11:10

SPEAKERS



DOW JONES

**JOEL LANGE**  
GENERAL MANAGER, RISK &  
COMPLIANCE, DOW JONES



**EMANUEL MACEDO DE MEDEIROS**  
GLOBAL CEO, SIGA

11:10 – 11:25 | KEYNOTE & INTERVIEW • EUROPEAN FOOTBALL FINANCIAL LANDSCAPE: LATEST TRENDS

SPEAKER



**ANDREA TRAVERSO**  
DIRECTOR OF FINANCIAL  
SUSTAINABILITY & RESEARCH, UEFA

MODERATOR



**INSIDE**  
WORLD FOOTBALL

**PAUL NICHOLSON**  
EDITOR IN CHIEF, INSIDE WORLD  
FOOTBALL



FERNANDO DE ALMEIDA  
PRESIDENT, GENERAL ASSEMBLY,  
SIGA EUROPE | PARTNER,  
ABREU ADVOGADOS



SIGA-SPORT.COM



SIGALLIANCE



SIGALLIANCE



SIGALLIANCE



info@siga-sport.com

# SIGA SPECIAL SESSION ON FINANCIAL INTEGRITY AND TRANSPARENCY IN SPORT

FRIDAY, 08 SEPTEMBER 2023 • IN PERSON

1 LONDON BRIDGE ST SE1 9GF • LONDON – UK

11:25 – 12:10 | PANEL 1

## WHAT MONEY CAN'T BUY: USING DUE DILIGENCE AND RISK ASSESSMENTS AS A GROWTH CATALYST IN SPORT

*Integrity through your business relationships is critical, through every jurisdiction and sector - the sports industry included. Regulatory risk - from complex sanctions regimes, demanding anti-money laundering and anti-corruption laws - and reputational risk, present significant challenges to organisations operating in the industry. But identifying and mitigating these risks across your value chain is easier said than done. This panel will consider the nature of the risks and discuss practical steps for how sports organisations and companies working with them can identify, assess, and manage them.*

### SPEAKERS



THEMIS

**DICKON JOHNSTONE**  
CEO, THEMIS



**DOW JONES**  
**GAVIN PROUDLEY**  
HEAD OF THIRD-PARTY RISK  
PROPOSITION, DOW JONES



**OLIVER WIRZ**  
COO/CFO, SWISS FOOTBALL LEAGUE

### SPEAKERS



**RAFFAELE D'ORSI**  
HEAD OF INTELLIGENCE &  
INVESTIGATIONS, UK MINISTRY OF  
DEFENSE



**SANJAY BHANDARI**  
CHAIR, KICK IT OUT

### MODERATOR



# SIGA SPECIAL SESSION ON FINANCIAL INTEGRITY AND TRANSPARENCY IN SPORT

FRIDAY, 08 SEPTEMBER 2023 • IN PERSON

1 LONDON BRIDGE ST SE1 9GF • LONDON – UK

HOSTED BY



DOW JONES

FIRESIDE CHAT • 12:10 - 12:25

*The way global society consumes sport is changing, quickly, irreversibly and in unpredictable ways. Not too long ago the 'metaverse' would be considered the realm of sci-fi fiction, not the next frontier of sports tech. At a time where Sports Media Rights are at an unprecedented high, this session explores the challenges the industry faces to maintain control. This fireside chat will shine a light on the evolutions, risks, opportunities, and implications of how Sport can be accessed, consumed, and monetised in both legal and illegal ways. The speakers will share their expert knowledge to help inform and enable others to navigate these shifting sands and better protect the Integrity of Sport.*

## SPEAKERS



**SROC**  
SPORTS RIGHTS OWNERS COALITION

**MARK LICHTENHEIN**  
CHAIRMAN, SPORTS RIGHTS OWNERS  
COALITION (SROC)



**SIGA**  
SPORT INTEGRITY  
GLOBAL ALLIANCE

**EMANUEL MACEDO DE MEDEIROS**  
GLOBAL CEO, SIGA



FERNANDO DE ALMEIDA  
PRESIDENT, GENERAL ASSEMBLY,  
SIGA EUROPE | PARTNER,  
ABREU ADVOGADOS



SIGA-SPORT.COM



SIGALLIANCE



SIGALLIANCE



SIGALLIANCE



info@siga-sport.com

# SIGA SPECIAL SESSION ON FINANCIAL INTEGRITY AND TRANSPARENCY IN SPORT

FRIDAY, 08 SEPTEMBER 2023 • IN PERSON

1 LONDON BRIDGE ST SE1 9GF • LONDON – UK

12:25 – 13:05 | PANEL 2

## SIRVS: DELIVERING ACCOUNTABILITY TO THE SPORTS INDUSTRY

*Integrity has become a go-to catchphrase in many industries, including sport. However, the definition of integrity is often politically evoked whilst conveniently fluid. For integrity to be meaningful it must be implemented on a day-to-day basis. To deliver the much-needed cultural change from rhetoric to reality SIGA is facilitating an independent solution: The SIGA Independent Rating and Verification System (SIRVS). The purpose of SIRVS is to assess and rate the sporting organisations' level of implementation of, and compliance with, the SIGA Universal Standards. Accountability and scrutiny are key to integrity. Tune in to hear the thoughts of industry leaders who are at the forefront of this revolution.*

### SPEAKERS

  <p><b>DAVID BUTLER</b> GENERAL MANAGER, EUROPEAN RUGBY LEAGUE</p>	  <p><b>DENSIGN WHITE</b> CEO, INTERNATIONAL MIXED MARTIAL ARTS FEDERATION (IMMAF)</p>	   <p><b>KATE BEAVAN</b> ADVISOR TO THE BOARD, MORE THAN EQUAL DEPUTY CHAIR, SIGA EUROPE ADVISORY BOARD   MEMBER, SIGA COUNCIL</p>
---	--	---

### SPEAKERS




**FRANK LEE**  
HEAD OF SIGA'S INDEPENDENT AUDIT TEAM, SIGA

### MODERATOR




**KATIE SIMMONDS**  
CHIEF OPERATING OFFICER, SIGA  
MANAGING PARTNER, SIGAWOMEN



# SIGA SPECIAL SESSION ON FINANCIAL INTEGRITY AND TRANSPARENCY IN SPORT

## FRIDAY, 08 SEPTEMBER 2023 • IN PERSON

1 LONDON BRIDGE ST SE1 9GF • LONDON – UK

HOSTED BY



DOW JONES

CONCLUSIONS: FITS & ACTION PLAN • 13:05 - 13:15

### SPEAKERS



DOW JONES

**JOEL LANGE**

GENERAL MANAGER, RISK & COMPLIANCE, DOW JONES



**KATIE SIMMONDS**

CHIEF OPERATING OFFICER, SIGA  
MANAGING PARTNER, SIGAWOMEN

NETWORKING & LUNCH • 13:15 - 14:00



FERNANDO TEN ROMEU  
PRESIDENT, GENERAL ASSEMBLY,  
SIGA EUROPE | PARTNER,  
ABREU ABOGADOS



SIGA-SPORT.COM



SIGALLIANCE



SIGALLIANCE



SIGALLIANCE



[info@siga-sport.com](mailto:info@siga-sport.com)

GENEVA • WASHINGTON DC • LISBON • SÃO PAULO

#SIW2023

WEEK SIGA SPORT  
2 - 9  
SEPT  
2023  
INTEGRITY

IV EDITION - WORLDWIDE



[Click here for more information on #SIW2023!](#)



[Register now to secure your place!](#)

