

LEADING THE WAY TOWARDS SPORT INTEGRITY WORLDWIDE


<p>#SIW2023</p> <p>WEEK SIGA SPORT</p> <p>2 - 9 SEPT 2023</p> <p>INTEGRITY</p> <p>IV EDITION - WORLDWIDE</p>	<p>SPORT INTEGRITY FORUM</p> <p>LATIN AMERICA</p> <p>4 . S E P T . 2 0 2 3</p>	<p>ORGANISED BY:</p>  <p>SIGA</p> <p>LATIN AMERICA</p>
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4 SEPTEMBER 2023  
MORUMBI STADIUM • SÃO PAULO • BRAZIL

HYBRID (DIGITAL & IN PERSON) • 9:00 - 18:00 (BRAZILIAN TIME ZONE)

 [SIGA-SPORT.COM](https://siga-sport.com)

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

HOSTING PARTNER:



MEDIA PARTNER:



# SIGA - SPORT INTEGRITY GLOBAL ALLIANCE



## ABOUT SIGA AND SIGA LATIN AMERICA

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.

**SIGA LATIN AMERICA** is committed to to promote the highest integrity and governance standards in Sport, throughout the whole region, as part of an ongoing global reform to restore the sector's reputation and regain its much-needed credibility. To this end, SIGA LATIN AMERICA is working with all key Latin America public and private stakeholders, in a framework of positive dialogue, constructive cooperation and mutual respect. It's the third of SIGA's continental structure and was established in July 2022.



## 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.



# #SIW2023 • SPORT INTEGRITY FORUM LATIN AMERICA 2023

ORGANISED BY SIGA LATIN AMERICA

Venue: Morumbi Stadium, São Paulo FC



In its first edition in Latin America, the **Sport Integrity Forum 2023** will be a memorable and longstanding thought leadership event for the entire region and beyond! Over 250 renowned professionals from the world of sports, government, finance, business, and civil society will join the event.



The Sport Integrity Forum provides the best platform for stakeholders to exchange knowledge on best practices and instigate changes on critical topics, such as good governance, financial integrity, sports betting integrity, inclusion and diversity, technology, innovation, sustainability, and social responsibility in sport.



Organised by **SIGA LATIN AMERICA**, this Forum is a fundamental milestone in the calendar of **Sport Integrity Week (#SIW2023)**. Between 2-9 September, SIGA and its growing network of members and committed supporters will hold events around the world to promote sport integrity. So far, we have publicly announced an impressive number of 60+ Hosting Partners in 30+ cities and about 20 countries around the world.



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# SPORT INTEGRITY FORUM PAST 5 EDITIONS



# LEADING THE WAY TOWARDS SPORT INTEGRITY IN LATIN AMERICA



THE MOST  
INFLUENTIAL  
LEADERS



ALL SPORTS



ALL LATIN  
AMERICA REGION



THOUGHT  
LEADERSHIP



LEADING THE WAY  
FOR SPORT  
INTEGRITY IN THE  
REGION



ACTION-  
ORIENTED  
DISCUSSIONS



HYBRID  
EVENT



ALL KEY  
STAKEHOLDER  
GROUPS

## HOSTING PARTNER



## MEDIA PARTNER



## INSTITUTIONAL PARTNER



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# AGENDA



## MORNING

- 9:00** REGISTRATION & COFFEE BREAK
- 9:30** OPENING SESSION (WELCOME AND OFFICIAL ADDRESSES)
- 10:30** ADMISSION NEW SIGA AND SIGA LATIN AMERICA MEMBERS
- 10:45** NETWORKING & COFFEE BREAK
- 11:00** INTRODUCING THE SIGA INDEPENDENT RATING & VERIFICATION SYSTEM (SIRVS)
- 11:20** SILVER BULLETS FOR SPORT INTEGRITY: SIRVS & SIGA SOLUTIONS
- 12:00** SUSTAINING THE GAME: THE IMPORTANCE OF SPORTS BETTING INTEGRITY
- 12:40** LUNCH & NETWORKING BREAK

## AFTERNOON

- 14:00** G20 & B20 – KEY PRIORITIES OF THE BRAZILIAN PRESIDENCY ON SPORT
- 14:40** GLOBAL BUSINESS: USHERING LATIN AMERICA INTO A NEW ERA OF SPORT INTEGRITY
- 15:20** NETWORKING & COFFEE BREAK
- 15:30** GAME CHANGED? GENDER EQUITY, ANTI-RACISM, DIVERSITY AND INCLUSION
- 16:10** HARNESSING SPORT AS AN AMPLIFIER: ENVIRONMENT, SUSTAINABILITY, AND SOCIAL RESPONSIBILITY
- 16:50** THE INTEGRITY EFFECT: THE POWER OF SPORT FOR ECONOMIC GROWTH
- 17:30** CONCLUSIONS AND CLOSING SESSION

## BRASILIA TIME (BRT)



**09:00 | REGISTRATION & WELCOME COFFEE**

**09:30 | OPENING SESSION**

**WELCOME ADDRESSES**



**JULIO CASARES**  
PRESIDENT,  
SÃO PAULO FC

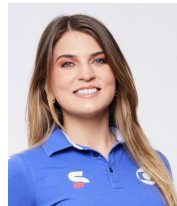


**REINALDO CARNEIRO BASTOS**  
PRESIDENT,  
PAULISTA FOOTBALL  
FEDERATION



**PAULO KAKINOFF**  
PRESIDENT,  
PACTO PELO ESPORTE

**M C**



**GABRIELA RIBEIRO**  
JOURNALIST,  
GLOBO



**OFFICIAL ADDRESSES**



**EMANUEL MACEDO DE MEDEIROS**  
GLOBAL CEO, SIGA | CHAIRMAN & CEO, SIGA  
LATIN AMERICA



**ANA MOSER**  
MINISTER OF SPORT OF BRAZIL





**10:20 | SIGNING CEREMONY**

MEMORADUM OF UNDERSTANDING BETWEEN THE MINISTRY OF SPORT OF BRASIL, SIGA & SIGA LATIN AMERICA

	<p><b>EMANUEL MACEDO DE MEDEIROS</b> GLOBAL CEO, <b>SIGA</b>   CHAIRMAN &amp; CEO, <b>SIGA LATIN AMERICA</b></p>		<p><b>ANA MOSER</b> MINISTER OF SPORT OF BRAZIL</p>
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**10:45 | NETWORKING & COFFEE BREAK**

INTRODUCING THE SIGA INDEPENDENT RATING & VERIFICATION SYSTEM (SIRVS)

	<p><b>EMANUEL MACEDO DE MEDEIROS</b> GLOBAL CEO, <b>SIGA</b>   CHAIRMAN &amp; CEO, <b>SIGA LATIN AMERICA</b></p>		<p><b>KATIE SIMMONDS</b> GLOBAL COO, <b>SIGA</b> / VICE CHAIR, <b>SIGA LATIN AMERICA</b></p>
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**11:20 | SILVER BULLETS FOR SPORT INTEGRITY: SIRVS & SIGA SOLUTIONS**

Integrity has become a go-to catchphrase in many realms, not least within sport. However, the definition of Integrity seems too often be both politically convenient and fluid – to say the least. For Integrity to be meaningful it must be implemented on a day-to-day basis, and evidence must be produced – proclamations and self-assessments are not enough. To help 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 the keys to Integrity. In this panel you will hear the opinion of leading players on the importance of mechanisms such as SIRVS to guarantee that sport is governed and operated by the highest standards of integrity.

**SPEAKERS**



**PEDRO DANIEL**  
EXECUTIVE DIRECTOR, EY



**SARAH BUCHWITZ**  
VP MARKETING, MASTERCARD



**TIAGO HORTA**  
MEMBER OF THE FAIR PLAY  
COMMITTEE,  
COMITÊ OLÍMPICO DO BRASIL

**SPEAKERS**



**RENATO RENATINO**  
SENIOR LAWYER, FPF | DEPUTY  
GENERAL SECRETARY,  
INSTITUTO BRASILEIRO DE DIREITO  
DESPORTIVO (IPDD)



**KATIE SIMMONDS**  
GLOBAL COO, SIGA / VICE  
CHAIR, SIGA LATIN AMERICA

**MODERATOR**





## 12:00 | SUSTAINING THE GAME: THE IMPORTANCE OF SPORTS BETTING INTEGRITY

Betting's range and diversity continue to evolve at a rapid pace and as such, it is critical to continually assess the impact and relevance of its regulation. As Sports betting markets grow and mature, become more accessible and more interactive, and regulatory frameworks need to be able follow this process closely. This Expert Panel will open our eyes to the complexities and cast an eye to the future of sports betting, and also make a point on the importance of education for prevention regarding sports values breaches.

### SPEAKERS



  
FEDERAÇÃO PAULISTA  
DE FUTEBOL  
**MAURO SIVA**  
VICE PRESIDENT,  
FEDERAÇÃO PAULISTA DE FUTEBOL



  
**EPIC**  
RISK MANAGEMENT  
**MARTIN BLAND**  
DIRECTOR OF BUSINESS  
DEVELOPMENT,  
EPIC RISK MANAGEMENT



  
**PAULO SCHMITT**  
INTEGRITY CONSULTANT,  
COMITÊ OLÍMPICO DO BRASIL (COB)

### SPEAKERS



MINISTÉRIO DO  
ESPORTE  
  
UNião e RECONSTRUÇÃO  
**JOSÉ FRANCISCO MANSSUR**  
SPECIAL ADVISOR TO THE  
EXECUTIVE SECRETARY OF THE  
MINISTRY OF FINANCE OF BRAZIL



**FRED JUSTO**  
CONSULTANT AND SPECIALIST IN  
COMBATING MATCH-FIXING IN  
FOOTBALL

### MODERATOR



  
**ANDREI KAMPFF**  
JOURNALIST AND LAWYER, LEI  
EM CAMPO

## 12:40 | LUNCH BREAK





**14:00 | G20 & B20 – KEY PRIORITIES OF THE BRAZILIAN PRESIDENCY ON SPORT**

In 2024, Brazil will assume the G20 presidency, being responsible for organizing the next Summit of Heads of State and Government and holding high-level preparatory meetings with engagement groups, such as the B20. This will be a decisive moment for Brazil to take the lead on major discussions, including tackling corruption in different sectors. In sports, for example, it is urgent to attack the deep roots of institutional corruption, led by individuals and criminal organizations. This panel reveals what is being discussed in readiness for the G20 and B20 in Brazil and shows how sport can be included in the debate agenda, promoting consensus that could shape the future of the industry.

<p><b>KEYNOTE SPEAKER</b></p>   <p><b>GIOVANNI TARTAGLIA POLCINI</b> INDEPENDENT CHAIR, <b>SIGA</b> CO-CHAIR WORKING TASK ANTI-CORRUPTION, <b>G20</b></p>	<p><b>SPEAKERS</b></p>   <p><b>REYNALDO GOTO</b> CHIEF COMPLIANCE OFFICER, <b>BRF   BRAZILIAN B20</b> REPRESENTANT</p>	  <p><b>GABRIELLA DORLHIAC</b> EXECUTIVE DIRECTOR, <b>ICC BRASIL</b></p>
<p><b>SPEAKERS</b></p>   <p><b>LUCAS PADILHA</b> PRESIDENT, <b>G20</b> RIO DE JANEIRO'S COMMITTEE</p>	<p><b>MODERATOR</b></p>   <p><b>RENATO PETERS,</b> JOURNALIST, <b>GLOBO</b></p>	



**14:40 | GLOBAL BUSINESS: USHERING LATIN AMERICA INTO A NEW ERA OF SPORT INTEGRITY**

Throughout sport, from grassroots to professional, from recreation to competition Sport and business are linked. From manufacturers of sports goods and services to those that wish to be associated with athletes, clubs, leagues or sports events, all can use Sport to forward their agendas, amplify their outreach and grow their market share. What is less straight forward is the role that business can have in the realm of sports development and in its professionalization. This Expert Panel sheds light on how companies can best use their influence to instigate profound cultural change and better embed integrity in sports.

**SPEAKERS**



**RENATO RIBEIRO**  
SPORTS DIRECTOR, GLOBO



**EDUARDO ANDREASSA BARALDI**  
FOUNDER AND CO-CEO,  
ODDZ NETWORK(OCTAGON,  
BEYOND AND TALENTZ)



**CLÁUDIA ROMANO**  
PRESIDENT, INSTITUTO YDUQS  
VICE-PRESIDENT, GRUPO  
EDUCACIONAL YDUQS

**SPEAKERS**



**CARLOS HENRIQUE NASCIMENTO**  
PARTNER/DIRECTOR OF BUSINESS  
DEVELOPMENT, ARENA HUB

**MODERATOR**



**DANIELA CASTRO,**  
EXECUTIVE DIRECTOR,  
PACTO PELO ESPORTE



**15:20 | NETWORKING AND COFFEE BREAK**

**15:30 | GAME CHANGED? GENDER EQUITY, ANTI-RACISM, DIVERSITY AND INCLUSION**

There is no social phenomenon as powerful as sport to involve, awaken emotions and serve as a behavioral reference for people. Even if relatively late and with some setbacks, the sport has taken its first steps towards diversity and inclusion, in line with its potential to be a space for everyone. In this long path, gender equality and fighting racism gained projection and important allies. On the one hand, sport must guarantee equal development opportunities for men and women, boys and girls. On the other hand, it is not acceptable that social diseases such as racism and prejudice of any kind are part of the sporting environment and oppress athletes because of their origin and skin color. In this panel we have experts to address these issues and how we can keep moving forward.

**KEYNOTE SPEAKER**



**ANASTASIA DIVINSKAYA**  
COUNTRY REPRESENTANT,  
UN WOMEN BRAZIL

**SPEAKERS**



**SANDRA SANTOS**  
NATIONAL DIRECTOR OF FOOTBALL  
AND PROMOTION OF WOMEN'S  
FOOTBALL, SPORTS MINISTRY



**RENATA MALUF**  
MARKETING DIRECTOR IN TRANSITION  
SIGAWOMEN GLOBAL MENTOR



**MARCELO MEDEIROS**  
EXECUTIVE DIRECTOR,  
OBSERVATÓRIO DA  
DISCRIMINAÇÃO RACIAL NO  
FUTEBOL

**SPEAKERS**



**PABLO PEREL**  
COORDINATOR OF THE GENDER  
AND HUMAN RIGHTS DEPARTMENT,  
RACING CLUB

**MODERATOR**



**LUIZ TEIXEIRA**  
JOURNALIST, GLOBO





## 16:10 | HARNESSING SPORT AS AN AMPLIFIER: ENVIRONMENT, SUSTAINABILITY, AND SOCIAL RESPONSIBILITY

Sport, like all other industries, has understood the need to build a better future by embedding integrity and sustainability into its core. Athletes and sports entities can lead the way for ESG reform by using their platform for awareness to mobilize and inspire action. This panel showcases how stakeholders are harnessing the power of Sport to facilitate, amplify, and deliver positive change towards for a more sustainable world, both socially and environmentally. Specialists invited, with relevant work in sports organizations, civil society, universities and companies, will share pioneering projects and initiatives that contribute to fostering the desired changes.

### SPEAKERS



**HELOISA RIOS**  
CEO, UNIVERSIDADE DO FUTEBOL



**ANA MARIA DINIZ**  
FOUNDER,  
INSTITUTO PENÍNSULA



**JOICE PORTELLA**  
SUSTAINABILITY AND SOCIAL  
RESPONSIBILITY MANAGER,  
YDUQS INSTITUTE



**RODRIGO M. WEINHARDT**  
PMO, CORITIBA FOOT BALL CLUB I  
ENVIRONMENTAL FAIR PLAY

### MODERATOR



**Pacto Global**  
Rede Brasil

**CAMILA VALVERDE**  
COO,  
UN GLOBAL COMPACT BRAZIL





**16:50 | THE INTEGRITY EFFECT: THE POWER OF SPORT FOR ECONOMIC GROWTH**

The adoption of compliance or integrity systems (or their improvement) has already proven, in other industries, to be decisive for overcoming crises and improving management, results and reputation. It also attracts more and better investments. In this panel, outstanding professionals with backgrounds in process implementation will share their experiences, aiming to help the sports industry to reach the same results.

**SPEAKERS**



**Tozzini  
Freire.**  
ADVOGADOS

**MARCELO ZENKNER**  
PARTNER CO-HEAD OF THE  
REGULATORY PRACTICE GROUP,  
TOZZINIFREIRE ADVOGADOS



**Neoway**

**LUCIANA SILVEIRA**  
CCO, NEOWAY



**CHANTAL PILLET**  
CORPORATE AND INTEGRITY  
EXECUTIVE

**SPEAKERS**



**ORACLE**

**DANIEL SIBILLE**  
SENIOR COMPLIANCE DIRECTOR,  
ORACLE LATIN AMERICA

**MODERATOR**



*Roberta Codignoto*  
compliance & integridade

**ROBERTA CODIGNOTO,**  
INDEPENDENT MEMBER, INTEGRITY COMMITTEE,  
PETROBRAS | CO-CHAIR, PERMANENT COMMITTEE  
ON FINANCIAL INTEGRITY AND TRANSPARENCY  
IN SPORT, SIGA



**17:30 | CONCLUSIONS AND CLOSING SESSION**

**SPEAKERS**



**JOÃO PEDRO PARO NETO**  
CHAIRMAN,  
PACTO PELO ESPORTE



**EDUARDO BANDEIRA DE MELLO**  
BRAZILIAN CONGRESSMAN |  
PRESIDENT, PARLIAMENTARY  
FRONT FOR THE MODERNIZATION  
OF FOOTBALL



**EMANUEL MACEDO DE MEDEIROS**  
GLOBAL CEO, SIGA | CHAIRMAN &  
CEO, SIGA LATIN AMERICA

**17:45 | INTEGRITY MATCH (CONCEPTS AND OBJECTIVES)**



**ROBERTO ARMELIN**  
LEGAL AND COMPLIANCE  
DIRECTOR, SPFC

**19:00 | THE INTEGRITY MATCH**





**#SIW2023**

**SPORT INTEGRITY MATCH, HOSTED BY SÃO PAULO FC**  
**4 SEPT. 2023, 7PM (BRT)**



Foto: Lancel

**Venue: Cícero Pompeu de Toledo Stadium, Morumbi**

**2 mixed teams – men and women - no referee.**

Diversity and Respect = Integrity

We are all different, and we respect each other.

“The Integrity Match proves that we can change anyone's mindset to respect integrity in sports, preserving the exciting unpredictability of game results and promoting fair play.

Sports show us that it's not only possible but also natural to embrace diversity respectfully and include everyone. By doing so, we reject all forms of prejudice, like racism, sexism, and any kind of exclusion of those who are different.”

**ROBERTO ARMELIN, Legal Director, and Compliance Officer, São Paulo FC**



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# SIW2023 HOSTING PARTNERS – 23 AUGUST 2023 ANNOUNCEMENT

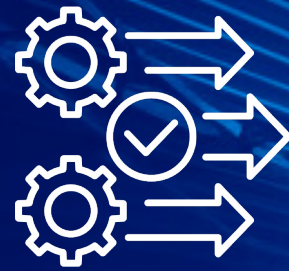


# SPORT INTEGRITY WEEK AROUND THE WORLD (TO DATE)



# GLOBAL SCALE THOUGHT LEADERSHIP

## SIW2023 IN NUMBERS



8 ACTION-ORIENTED DAYS



70+ HOSTING PARTNERS CONFIRMED



33+ CITIES TO HOST EVENTS  
21 COUNTRIES FROM 5 CONTINENTS COVERED



4 PROFESSIONAL FOOTBALL CLUBS:  
SÃO PAULO, ATLÉTICO MINEIRO (BRAZIL), RACING CLUB (ARGENTINA) & CF BELENENSES (PORTUGAL)

### 6 HOSTING MEDIA OUTLETS



### HOSTING PARTNERS INCLUDE

Professional Football Leagues, International Sports Federations, professional football clubs, Universities and non-for profits, National and Local Governments, international organisations, international media outlets



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# SIGA MEMBERS, COMMITTED SUPPORTERS & PARTNERS

#SIW2023  
WEEK 2-9  
SIGA SPORT  
INTEGRITY 2-9 SEPT 2023  
IV EDITION - WORLDWIDE

SPORT  
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LATIN AMERICA  
4 . SEPT . 2023

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#SIW2023

WEEK SIGA SPORT  
INTEGRITY

2 - 9  
SEPT  
2023

IV EDITION - WORLDWIDE

**SPORT  
INTEGRITY  
FORUM**

LATIN AMERICA  
4 . S E P T . 2 0 2 3

ORGANISED BY:

  
**SIGA**  
LATIN AMERICA

JOIN US IN THE SPORT INTEGRITY FORUM  
CONTACT: [VINICIUS.SOUSA@SIGA-SPORT.COM](mailto:VINICIUS.SOUSA@SIGA-SPORT.COM)

LEADING THE WAY TOWARDS SPORT INTEGRITY IN LATIN AMERICA