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SÃO PAULO



DUBAI



CYCLE OF DEBATES

THE FUTURE OF SPORT IN EUROPE

 14 April 2026

 14:00

Sotto Mayor Palace, Av. Fontes Pereira de Melo 16, [Lisbon, Portugal](#)

EVENT GUIDE

ABOUT SIGA



ABOUT US

We are 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, we are a non for profit global independent organisation, pursuing one vital aim:

To ensure sport is governed under the highest integrity standards and its reputation is protected.



OUR VISION

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



OUR MISSION

Our mission 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.



CYCLE OF DEBATES - THE FUTURE OF SPORT IN EUROPE



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The SIGA EUROPE Cycle of Debates – The Future of Sport in Europe serves as a high-level forum dedicated to examining the evolving governance, regulatory and economic landscape of sport in Europe.

The initiative brings together SIGA Members, institutional partners, policymakers, sport organisations and industry leaders for structured dialogue on the key forces shaping the European sport ecosystem.

Positioned alongside SIGA's governance activities, including the Annual General Assembly, the Cycle of Debates connects strategic governance discussions with thought leadership and stakeholder engagement. The platform strengthens collaboration across sectors and contributes to advancing integrity, transparency and accountability in sport.

Hosting Partner



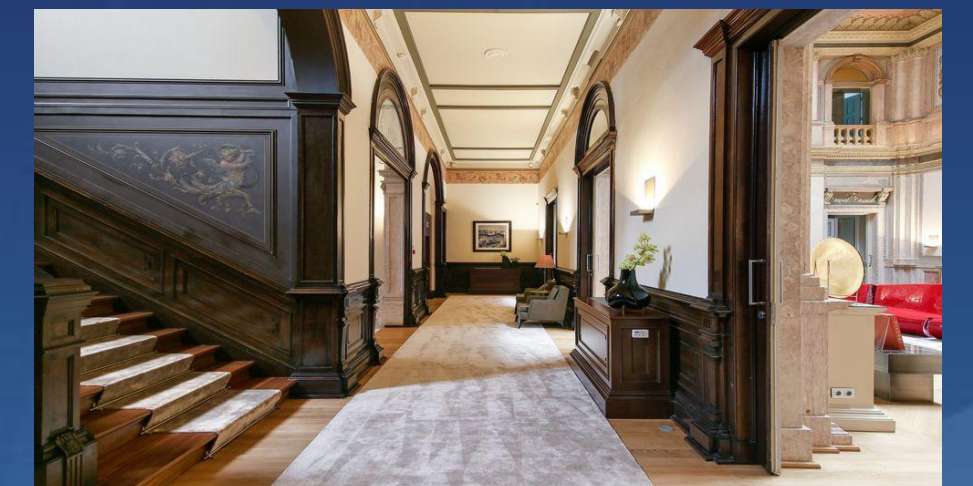
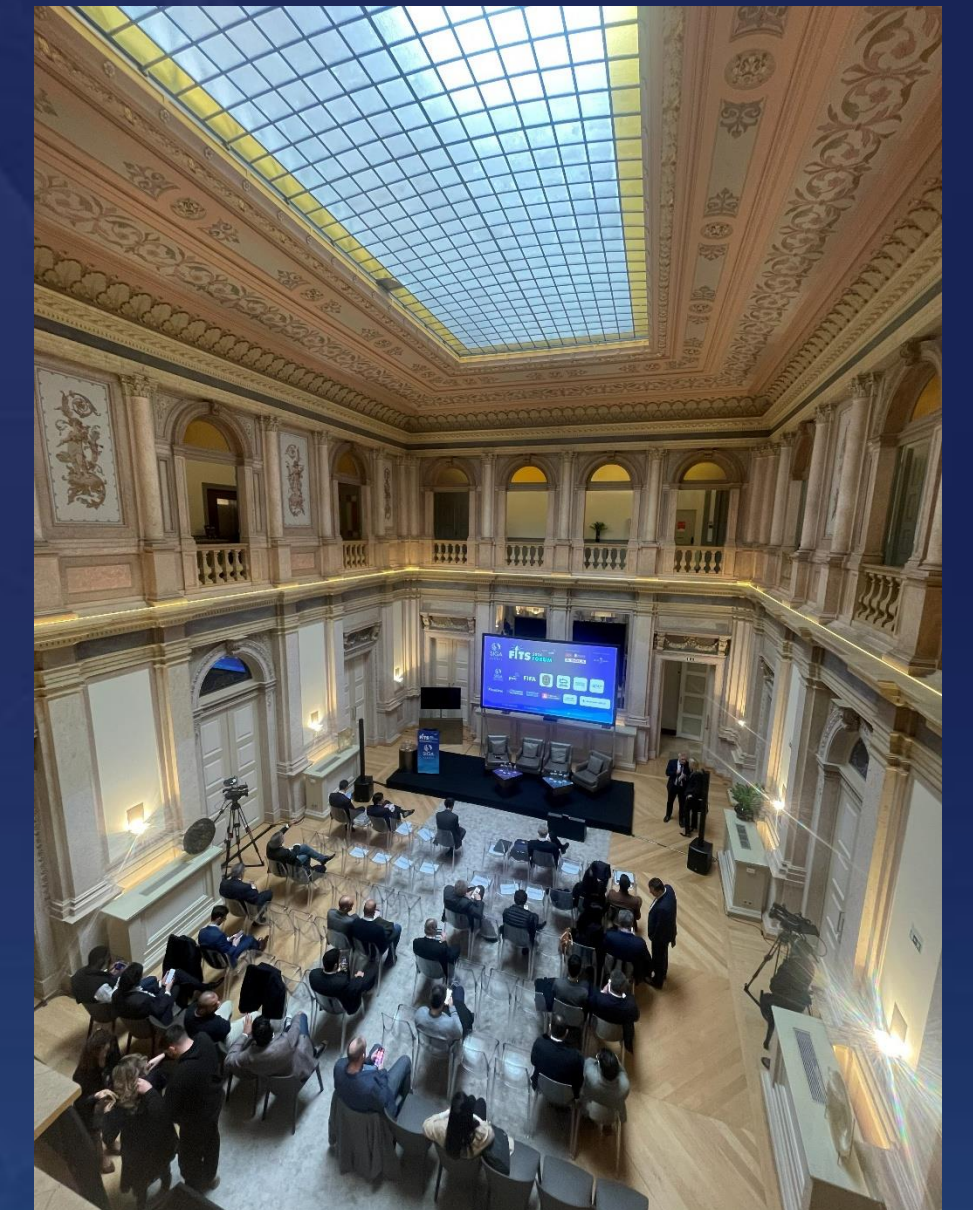
CYCLE OF DEBATES - THE FUTURE OF SPORT IN EUROPE

The SIGA EUROPE Cycle of Debates – The Future of Sport in Europe will be hosted by PwC Portugal at the Palácio Sotto Mayor in Lisbon, providing an exceptional setting that reflects the strategic importance and ambition of this high-level forum. Built in the early 20th century, the Palácio Sotto Mayor is one of Lisbon’s most iconic landmarks, renowned for its grand architecture, ornate interiors and historical significance as a symbol of prestige and influence. Its imposing presence and refined atmosphere offer a fitting backdrop for bringing together senior leaders to shape the future of sport in Europe.



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CYCLE OF DEBATES - THE FUTURE OF SPORT IN EUROPE

Preliminary Agenda

14:00 – **Welcome & Registration**

14:30 – **Opening Session**

15:00 – Debate Session 1: **The European Sports Model: Governance, Competition and Economic Sustainability in an Era of Global Disruption**

15:40 – Debate Session 2: **Countering Criminal Infiltration in a Fragmented World: Multilateral Cooperation, Geopolitics and the Future of Sport**

16:15 – **Coffee Break & Networking**

16:25 – Debate Session 3: **Technology and the Future of Sport Integrity: Managing Risks, Governance and Innovation**

17:05 – Debate Session 4: **Beyond the Logo: How Global Brands Can — and Why They Must — Advance Sport Integrity**

17:40 – **Closing Session**

18:00 – **Cocktail & Networking**



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OPENING SESSION



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António Brochado Correia
Territory Senior Partner, PwC Portugal



Helena Pires
CEO, Portuguese Football Federation



Emanuel Macedo de Medeiros
Co-Founder & Global CEO, SIGA |
Executive Chairman, SIGA EUROPE

CYCLE OF DEBATES - THE FUTURE OF SPORT IN EUROPE

Debate Session 1

The European Sports Model: Governance, Competition, and Economic Sustainability in an Era of Global Disruption

European Sport is facing a defining governance test as global disruption reshapes competition structures, investment flows, media ecosystems, and fan behaviour. Debates reignited by the European Super League and similar initiatives have exposed tensions between commercial ambition, private influence and the regulatory role of federations, raising fundamental questions about competitive balance, solidarity, and sporting merit. In an era of geopolitical volatility, transnational capital and rapidly shifting global markets, this session examines how the European Sports Model can evolve without compromising integrity, accessibility, inclusivity, and long-term sustainability, and what governance frameworks are required to protect its core values.



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Alberto Colombo
Managing Director,
and Secretary
General, European
Leagues



Alexandre Mestre
Member,
Governance &
Compliance
Committee, UEFA;
Member, Aquatics
Integrity Unit, World
Aquatics



Andida Bouma
Board Treasurer,
European Aquatics



António Miguel
Cardoso
President, Vitória
Sport Clube



Dalila Carvalho
Invited Lecturer,
Nova University

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Debate Session 2

Countering Criminal Infiltration in a Fragmented World: Multilateral Cooperation, Geopolitics and the Future of Sport

As Sport becomes more global, interconnected and financially attractive, it is also increasingly exposed to several threats, including criminal infiltration, illicit financial flows, betting manipulation and opaque transnational networks. Weak oversight, uneven scrutiny and cross-border regulatory blind spots can create permissive environments where suspicions thrive and public trust erodes. In a context shaped by geopolitical volatility, digital betting markets and increasingly sophisticated criminal methods, this session examines how multilateral cooperation, intelligence-sharing and stronger governance standards can reinforce resilience, asking what collective mechanisms are needed to protect Sport integrity across jurisdictions and how SIGA Universal Standards on Sport Integrity can safeguard the industry.



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António Delicado
Board Member, National
Anti-Corruption Mechanism
of Portugal (MENAC); Vice-
President, Group of States
Against Corruption (GRECO)



Giovanni Tartaglia Polcini
Independent Chair, SIGA;
Italian Magistrate;
Former Chair, G20 Anti-
Corruption Working Group



Moderator
Fernando Veiga Gomes
Chair, Ethics Committee, SIGA;
Senior Partner, Abreu Advogados

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Debate Session 3

Technology And the Future Of Sport Integrity: Managing Risks, Governance and Innovation

Sport is increasingly exposed to criminal infiltration as global instability, fragmented governance systems, and geopolitical tensions create new, and increasing, vulnerabilities across the Sport ecosystem. These threats are significant, varied and wide-reaching, ranging from match-fixing and financial corruption, to the exploitation of opaque ownership structures, criminal networks exploiting gaps between jurisdictions, regulators, and Sport bodies, and many more besides. At the same time, the internationalisation of Sport, through cross-border competitions, investment flows, and digital betting markets, demand forms of cooperation that many institutions are not equipped to deliver. This panel examines how multilateral collaboration, intelligence-sharing, and governance structures must evolve to protect the Integrity of Sport and strengthen its' resilience against increasingly sophisticated criminal threats.



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André Mosqueira do Amaral
Executive Director, Liga Portugal



Sam Stewart
Director of Product,
StreamAMG



Sebastian Dieguez
Global Head of Public
Affairs, Chilliz



Moderator
Lina Santos
Executive Director, ECO Avenida

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Debate Session 4

Beyond the Logo: How Global Brands Can — and Why They Must — Advance Sport Integrity

Global brands are no longer passive sponsors. They are increasingly influential actors, shaping the values, visibility and governance expectations of Sport. Their reach across events, digital ecosystems, athlete platforms and fan communities gives them both the capacity and the responsibility to promote transparency, ethical conduct and stronger accountability standards. As integrity failures increasingly carry reputational and societal consequences, this session explores how brands can — and why they must — move beyond visibility to become active partners in prevention, compliance, education, and cultural change across the Sport ecosystem.



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Miguel Gouveia de Brito
CEO, Trueclinic; Vice-Chair,
SIGA Council



Tiago Simões
Country Manager, Betclíc Portugal



Alessandra Priante
President, Italian National Tourist
Board (ENIT)



Katie Simmonds
Global Chief Commercial Officer,
SIGA | Chair, Council, SIGAWomen

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Closing Session



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Joaquim Evangelista
President, Portuguese
Players Union; Board
Member, FiFPro



Reinaldo Teixeira
President, Liga Portugal



Emanuel Macedo de
Medeiros
Global CEO, SIGA



Giovanni Tartaglia Polcini
Independent Chair, SIGA;
Italian Magistrate;
Former Chair, G20 Anti-
Corruption Working Group

SIGA UNIVERSAL STANDARDS ON SPORT INTEGRITY



SIGA: Setting the Industry Standard for Sport



SIRVS CERTIFICATE OF EXCELLENCE
SIRVS: A Service to Sport for Sport



JOIN OUR GLOBAL COMMUNITY

SIGA MEMBERS, COMMITTED SUPPORTERS, PARTNERS & INSTITUTIONAL RELATIONS INCLUDE AMONGST OTHERS:





Join Our Global Community

Leading the way for Sport Integrity Worldwide