

07 March 2015  
SS/AS

**Presidents  
AFC Member Associations**

Dear President,

I am truly humbled and honoured by the overwhelming and unanimous vote of confidence I received from all AFC Member Associations following the expiration of the Presidential nomination deadline. By bestowing me with your trust and confidence you have provided me with the opportunity to continue serving as your President and as the FIFA Vice President within the FIFA Executive Committee.

Two years ago the Asian Football Family took the initiative to vote for change and to send out a positive message to the Football Community. Our family was determined to restore its credibility and bring back stability to our Confederation by tackling the various challenges together. As your President, I have proudly embraced this responsibility from the very beginning and considered it my duty to reunite the Asian Football Family and pave the way for a prosperous future based on solidarity and trust. Today, dear President, I am particularly pleased to witness that we have been able to deliver concrete and positive results for our Member Associations not only by introducing a fair, open and transparent process of dialogue but also by providing the necessary support mechanisms.

From the very beginning it has been my objective to produce tangible solutions to our Member Associations which can make a real difference both on and off the field of play. With this in mind, we have revamped the format of our flagship competition – the Asian Cup by increasing the number of participating teams to 24. At the same time we have enhanced the excitement of the qualifiers by merging the preliminary qualifiers for the FIFA World Cup™ with the qualifiers for the Asian Cup. Moreover the amended participation criteria for our club competitions will improve the level of accessibility and support the local and regional development of our game on club level.

In addition the AFC leadership has introduced a number of provisions which support the process of reform and are fully in-line with FIFA's highest standards of good governance and compliance. We have also taken initiatives to strengthen the AFC Administration in order to be able to provide the best level of service to our Member Associations.

It is thanks to your faith in me that we will carry on with the on-going determination, professionalism and passion to develop our game, spread its values across all corners of Asia and use our diversity as a source of uniqueness and strength. I am looking forward to our fruitful collaboration for the next four years!

Thank you for your support! Asia United -

With my warmest personal wishes,



**SALMAN BIN EBRAHIM AL KHALIFA**