

AFC INSPIRING LEAGUE FORUM 2017

As we strive to establish and promote financial stability and security across Asian football, the AFC organised a two-day forum with the main objective to address and tackle issues related to clubs' over-spending and accumulating debts.

The forum took place on July 3 - 4, 2017 in Kuala Lumpur, Malaysia, and the participants were key strategic decision-makers of national leagues and club licensing personnel from twelve Inspiring Member Associations, as defined by the AFC Champions League slot allocation.

The forum allowed the AFC and the participating Member Associations/leagues to identify that even though there is a steady increase in revenue, on average, clubs are still making losses over three years until 2016. In this context, the MA/league representatives shared their respective challenges, cost control mechanisms and their implementation strategies. Furthermore, a discussion was

held to allow participants to exchange ideas and thoughts on the implementation of cost control mechanisms at a confederation level.

In addition, Mr Alex Phillips, UEFA's Head of Asia-Europe Affairs, shared his experience and insights on the development of cost control in Europe.

Through this forum, the AFC and participants agreed that many clubs might struggle to sustain their finance position in Asia and there is a need for an action to be taken before the issue begins to have a major impact on the clubs' daily operations.

The AFC, with the collaboration of the Member Associations, is working on finding a medium to assist clubs to be self-sustainable in their operations.

This assistance falls under the AFC's Mission Statement on Member Association development, which pledges "focused and dedicated services to maximise the potential of MAs."



CLUB LICENSING MANAGER – PROFILE



Mr Kanybek Kadyshv
Football Federation of
the Kyrgyz Republic

How did your career in football start and how did you progress to your current position as Club Licensing Manager?

I started as the Club Competitions Manager in the Football League of the Kyrgyz Republic in January 2016 and later was appointed as the Club Licensing Manager.

What are the main challenges that you are currently facing in club licensing in your MA?

We often face very difficult challenges while implementing the club licensing regulations in the Kyrgyz Republic, in relation to infrastructure management, financial management and coaching.

What are the main goals that you are trying to achieve in/through club licensing in your MA?

The main goals are developing a professional football administration, improving the infrastructure and financial management of the clubs, promoting education of specialists in football management and increasing the level of training and supporting the growth of young football players through the required youth development programmes.



Mr Soheil Mehdi
Football Federation
Islamic Republic of Iran

How did your career in football start and how did you progress to your current position as Club Licensing Manager?

Having 20 years of experience in areas related to management and sports and upon receiving the offer from the Football Federation Islamic Republic of Iran, I started as the Control Project Manager of the Strategic Plan in 2007. When the AFC club licensing system was launched in 2008, I was nominated as the Club Licensing Manager in the Football Federation Islamic Republic of Iran.

What are the main challenges that you are currently facing in club licensing in your MA?

The main challenges are related to the international economic sanctions on the IR Iran government. Clubs in the country are facing difficulties in developing and generating revenues, marketing initiatives and infrastructure management.

What are the main goals that you are trying to achieve in/through club licensing in your MA?

My main goal is to implement club licensing in lower divisions to improve the clubs' quality.

FIFA MEETING OF CONFEDERATIONS' CLUB LICENSING MANAGERS

A meeting was held by the FIFA Professional Football Department on 7 June 2017 at the home of FIFA, gathering all Club Licensing Managers from the six different Confederations.

The meeting involved informing Club Licensing Managers of two decisions which were taken on 23 March 2017 by the FIFA Football Stakeholders Committee:

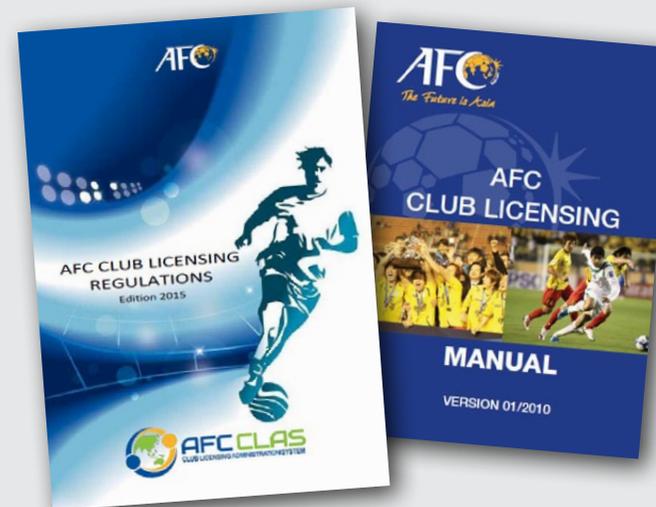
“The Committee endorsed FIFA Administration continuing to transform FIFA CL into a flexible & principle-based club professionalization program”

“FIFA Administration was mandated to begin actions to replace existing prescriptive FIFA CL Regulations with broad mandatory CL principles”

FIFA is in the process of revising the club licensing principles for the FIFA Statutes.

The FIFA Professional Football Department used the opportunity to also discuss a collaborative strategy to inform the Confederation Club Licensing Managers about the status of FIFA Dispute Resolution Chamber cases in relation to overdue payables to players, coaches and clubs.

REVISION OF AFC CLUB LICENSING REGULATIONS AND MANUAL



The AFC is planning to revise the AFC Club Licensing Regulations and Manual to incorporate new initiatives such as (1) the AFC Grassroot Charter, (2) AFC Coaching Convention and (3) the AFC Youth Scheme introduced by the AFC Technical Committee.

In conjunction with this opportunity, the AFC will also carry out a thorough review of the current regulations and manual to strengthen and protect the quality of club licensing and ultimately to safeguard the integrity of the AFC club competitions.

If you have any suggestions or comments on this project, please email the AFC Club Licensing Unit at club.licensing@the-afc.com no later than 28 July 2017 (Friday). Do take note that all your suggestions and comments will be read with interest but the AFC reserves the right for the final decision on the contents of the regulations and the manual.

AFC CLUB LICENSING ADMINISTRATION CORNER



Announcement(s):

1. AFC Club Licensing Task Force Members

We would like to extend our warm welcome to Mr Mosallam Suhail Alkathiri in replacement of Mr Omar Al Hai Khadem Al Muhairi from the United Arab Emirates Football Association as a member of the AFC Club Licensing Task Force.

Also, we would like to express our sincerest appreciation to Mr Omar Al Hai Khadem Al Muhairi for his contribution and support in the AFC Club Licensing Task Force.

2. AFC Club Licensing Annual Seminar 2017

- Tentative date: The week of 3rd December 2017
- Location: Kuala Lumpur, Malaysia

Other Matters:

All Club Licensing Administrations are expected to have already:

- Submitted all relevant information related to your respective club licensing administration: the details of the club licensing administration and decision-making bodies (First Instance Body [FIB] and Appeal Body [AB]) to the AFC.
- Submitted their regulations via CLAS for the AFC's approval and begin the clubs' document submission process.
- Submitted any exceptions policy requests for the AFC's approval 60 days prior to the start of the core process timeline, except Art. 7.1.2.
- In addition, all Club Licensing Administrations have to notify the AFC of any potential extraordinary applications in writing at the latest by 31 August 2017.