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PRESS RELEASE

Global Sports Forum Barcelona confirms Sandro Rosell and Juan Antonio Samaranch Jr for 2012

FC Barcelona President and Spanish IOC member to lead debate on future of the sports industry

17 November, 2011: Barcelona:

Global Sports Forum Barcelona, the world's leading exchange platform for sporting movements, has today announced that two of Spain's most influential sporting figures will lead the line-up for its 4th edition in March 2012.

Sandro Rosell, President of FC Barcelona and Spain's IOC member, Juan Antonio Samaranch Jr, will both take part in the annual Forum, between 7 – 9 March, 2012 at the Palau de Congressos de Catalunya (PCC) in Barcelona. The Forum will once again be attended by the world's leading athletes, government institutions, rights holders, governing bodies and businesses from the sport industry, featuring workshops and networking opportunities for key decision-makers from across the globe.

Lucien Boyer, General Commissioner of the Global Sports Forum Barcelona, said:

"Next year is the 20th anniversary of Barcelona '92 and the FC Barcelona dream team winning the European Cup, so it's fitting to have two of Spain's most influential sporting figures with us, as the Olympic Games come back to Europe once again for London 2012 and FC Barcelona are the European champions."

"We are delighted to welcome Sandro Rosell and Juan Antonio Samaranch Jr to our fourth Global Sports Forum Barcelona and greatly anticipate their thoughts and insight into the future of the sports Industry"



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First speakers confirmed

With FC Barcelona continuing to excel in European club football, the Spanish national football team holding both the FIFA World Cup and UEFA European Championships, the Forum represents a unique opportunity to hear from two of the driving forces behind Spain's success in world sport.

Commenting on his role in the Forum, where he will be speaking on the subject of *Giving back; the role of Philanthropy in Sport*, Sandro Rosell, President at FC Barcelona, said:

"The Global Sports Forum is one of those rare occasions when the entire sports community gathers together to exchange ideas and learn from each other's expertise in order to move the sport forward. I'm delighted to have been asked to speak on what is an important topic for FC Barcelona, as giving something back to the fans and those that need it most are important elements of our club strategy."

Global Sports Forum Barcelona Trophies

As in previous editions, the Global Sports Forum Barcelona will once again host its own Trophy Award Ceremony in 2012, putting innovative sport-based projects at the heart of the conference debate. For the fourth edition, Juan Antonio Samaranch Junior will be on hand to present the special J.A. Samaranch Trophy, in memory of his father, Spain's former President of the International Olympic Committee.

The Global Sports Forum's '**Sport: What's next?**' signature has seen it quickly establish itself as one of the most influential thought leadership platforms in the sports industry. In 2011, the Forum was attended by more than 1,000 delegates from 54 countries, featuring the likes of Didier Drogba, Carlos Nuzman (Rio 2016), Dmitry Chernyshenko (Sochi 2014), Sergei Bubka (IOC) and Guy-Laurent Epstein (UEFA) amongst its 40 different speakers from a wide range of backgrounds.

The Global Sport Forum Barcelona 2012 is being organised by Havas Sport & Entertainment, the global sports and entertainment communication network. For further information, or to reserve



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- Ends -

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About Global Sports Forum Barcelona 2012

Officially supported by the City of Barcelona, the Global Sports Forum Barcelona is an exchange platform attracting a wide range of personalities from the world of sport. Thanks to its unique emphasis on the position of sport at the heart of modern society, the Forum is a place where people come together and debate issues, the aim being to highlight sport in all its dimensions: economic, social, political and cultural

Web address: www.globalsportsforum.org

Facebook: www.facebook.com/globalsportsforum

Twitter: [@globalsportsfor](https://twitter.com/globalsportsfor)

The Global Sports Forum Barcelona was conceived and is organized by Havas Sports & Entertainment:
www.havas-se.com

Speaker information

Sandro Rosell, President, FC Barcelona

Sandro Rosell holds a degree in Business Administration and MBA for ESAD and in 1990, started working in COOB'92 in the International Marketing Department as Director of the International Sponsors. In 1993 he was Director of the Swiss company ISL, which is a sport marketing company and the commercial agent of CIO, FIFA, FIBA, UEFA and IAAF, as well as of the LFP.

In 1996 he joined Nike, as Director of Sports Marketing for Spain and Portugal, a position which he held for three years. He was also responsible for the Futbol Club Barcelona contract, which is still in force today.

In 1999 he went to Rio de Janeiro and worked there as Sports Marketing Manager of Nike in Latin America. Among others, he managed the contract between Nike and the Brazilian Football Confederation.

He returned to Spain in 2002 and founded the company Bonus Sports Marketing, S.L (BSM), which operates in the sports marketing field. Among other projects the company has developed one specifically called Football Dreams. It is now in its 3rd edition and takes place in Africa, Asia and Latin America. The main goal of this project is to use football to help the social development of the African continent.

He was also Vice-President of FC Barcelona for two years (2003-2005). In June 2010 he was elected as the new President of FC Barcelona.

Juan Antonio Samaranch Jr, IOC Member, Spain

With a degree in Industrial Engineering from the University of Barcelona and an MBA from New York University, he began his professional career as an Account Manager at International Flavors & Fragrances. From 1985 to 1989, he was a Senior Associate at The First Boston Corporation, working on projects in both



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Spain and Latin America. Prior to the creation of GBS Finanzas, Juan Antonio Samaranch was Vice President of S.G. Warburg Spain.

Currently, he is member of the Board of Directors of Port Aventura. He is also Member of the Advisor Board of AON Gil y Carvajal.

In addition, he is a member of the International Olympic Committee, Vice-President of the Real Automóvil Club de Cataluña (R.A.C.C.), President of RACC Travel and President of the Spanish Laureus Foundation.

