



GLOBAL
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BARCELONA

7-9 MARCH 2012
PALAU DE CONGRESSOS DE CATALUNYA

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PRESS RELEASE

Éric Cantona to speak at Global Sports Forum 2012

New York Cosmos Director of Soccer confirmed for March event

9 January, 2012: Barcelona:

Global Sports Forum Barcelona, the world's leading exchange platform for sporting movements, has today announced that ex-international footballer turned actor, Éric Cantona, will take part in the 4th edition of the Forum, 7 – 9 March, 2012.

Cantona, the newly appointed Director of Soccer at New York Cosmos, will join many of the world's leading brands, government institutions, rights holders and governing bodies from sport already signed-up to attend the Forum, which has quickly established itself as one of the industry's most influential thought leadership platforms. The Manchester United legend will focus on the various projects he has been involved in since retiring from football in a session on "Life after Sport."

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

"We are extremely excited to announce that one of the most influential footballers of his generation will be attending the Forum this year, to provide his thoughts on his new role in America and look ahead to the future of sport. Signing up such a sporting icon is further evidence of the Forum's growing reputation in the industry and I am very much looking forward to hearing what he has to say."



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Cantona joins a distinguished line-up of speakers already confirmed to take part in the Forum, which provides a year-long community for people to debate the latest issues and share opinions on sport. LOCOG Chairman, Sebastian Coe, FC Barcelona President, Sandro Rosell, Head of Global Sports and Entertainment Marketing at Coca-Cola, Emmanuel Seuge, YouTube's Head of Sports Content, Claude Ruibal, and England 2015 CEO, Paul Vaughan, are already confirmed to take part.

"Eric Cantona's career has developed full-circle since he finished his playing career, with acting, painting, photography and charity work all featuring in his life after sport," continued Lucien Boyer. "Now that he's back in football with New York Cosmos, I am sure many of our delegates will be keen to hear from him, along with many of the other fantastic speakers we already have lined-up to discuss the future of the sports industry."

Early-bird discount

The Global Sports Forum Barcelona 2012 will take place at the Palau de Congressos de Catalunya (PCC) in Barcelona from 7 – 9 March. Interested delegates are invited to register online at: <http://globalsportsforum.mediactive.fr> and follow the on-screen instructions. A special early-bird discount of **€450 + VAT** for an individual three-day pass is currently available to anyone registering before **29 January, 2012**. Five person Corporate passes (€1,800 + VAT) and special discounts for NGO representatives and students (€250 + VAT) also available.

Members of the press are invited to attend free of charge.



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In 2011, the Forum was attended by more than 1,000 delegates from 54 countries, featuring the likes of global superstar Didier Drogba, Carlos Nuzman (Rio 2016), Sergei Bubka (IOC) and Guy-Laurent Epstein (UEFA) amongst its 40 different speakers from diversified backgrounds.

- Ends -

Notes to editors

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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: @globalsportsforum

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

Speaker information

Éric Cantona, Director of Soccer, New York Cosmos

Éric Cantona is a French football player and actor, born in Marseille in May 24th, 1966. His sports career in France and England where he was nicknamed "King Éric" raises a lot of passion for his technical skills as well as controversies about his attitude on and off the field. With 45 caps with the French National Team and 20 goals, Cantona was a talented and very inspired striker. In England, Éric became Champion of England with Leeds United and four times with Manchester United, which is why he has become one of the most renowned historical figures of the Red Devils. Elected by the supporters of Manchester United as the best player developed within the club and best player in the history of the Premier League by a survey led by Barclays, King Éric is one of the best strikers of his time. Since his retirement from sport, Éric Cantona is a stage and cinema actor and is beginning to become involved in a series of other activities: painting, photography, and charities (Éric Cantona is one of the faithful patrons of the Abbé Pierre Foundation). Cantona is also active in the promotion of Beach Soccer in France and worldwide. In 2005, the French National Team became the first FIFA Beach Soccer World Cup Champions with Éric Cantona doubling as both a player and a coach. In 2011 he also became Director of Soccer for the New York Cosmos, an American team attempting to reintegrate into Major League Soccer in 2013.



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Global Sports Forum Barcelona 2012 – Delegate packages:

Register at: <http://globalsportsforum.mediactive.fr>

Classic delegate package – individual 3-day pass

- **Early bird:** €450 + VAT (25% discount if payment received by 29/01/2012)
- **Full price:** €600 + VAT
- **NGOs / associations / students – Individual 3-day pass :** €250 + VAT (*)
- **Corporate Delegate Package – 5 individual 3-day passes :** €1,800 + VAT

- **Press:** Free entry pass under conditions (*)

(*): justification required during registration

The Global Sports Forum Barcelona Individual 3-day pass includes:

- Access to all conferences, workshops and special events
- Access to the Networking area
- Access to the MyGSFB device / application
- Welcome drink (March 7th – 19:00-21:00)
- Invitation to the Official Party (March 8th – 21:00-23:00)
- Lunch and coffee breaks
- Delegate bag including the Official Guide and useful information
- Free wifi and wired internet access on site
- Preferential hotel rates*

(* Accommodation and transport are not included in the conference fee)



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