

DECEMBER 6<sup>th</sup>, 2018  
Stadium DUESSELDORF | GERMANY

# Conference “FOOTBALL BUSINESS CHINA 2018”

Status Quo of the European-Chinese  
Football Cooperations



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# PROGRAM – CONFERENCE “FOOTBALL BUSINESS CHINA 2018”



9:30 am	Registration & Networking
10:15 am	Welcome & Intro (Britta Heidemann, Dr. Markus Kern)
10:45 am	Current Activities of European Football Clubs in China (S5, S6, S7, S8, S17)
12:15 pm	Coffee Break
12:30 pm	FIFA, AFC and CFA - Projects and the Road Towards FIFA World Cup 2030 (S9, S13, S19)
1:15 pm	Lunch Buffet & Networking
2:30 pm	Development of Chinese Professional Football (S1, S2, S3, S4)
3:45 pm	Coffee Break
4:00 pm	„Coach-the-Coaches“ education in China - status quo and „European“ projects (S10, S11, S12, S18, S19)
5:00 pm	Coffee Break
5:15 pm	Industry cooperations in football between China and Europe (S14, S15, S16)
6:15 pm	Get Together & Networking
7:00 pm	Departure for Casual Dinner (Restaurant: Brauerei Schumacher – Shuttle Service available)

## Speakers

- S1: Felix Magath, Former Head Coach Shandong Luneng, German Champion with Bayern Muenchen & VfL Wolfsburg  
 S2: Michael Henke, Assistant Coach, Shanghai Greenland Shenhua FC  
 S3: Felix Bastians, Professional Player, Tianjin Teda, CSL  
 S4: Marc Schweinshaupt, Assistant Coach, Beijing Guoan
- S5: Peter Hambüchen, Executive Director China, Borussia Moenchengladbach  
 S6: Marcel Obry, Manager Marketing & International Relations, Werder Bremen  
 S7: Tim Jägeler, Chief Representative China & Director International Sales Asia, VfL Wolfsburg  
 S8: Markus Weidner, Director International Relations, Eintracht Frankfurt
- S9: Rongtian He, Oversea Business Officer, Aston Villa FC  
 S10: Wei Xing, Coach Education, Chinese Football Association  
 S11: Mark Sutcliffe, CEO, Hong Kong Football Association  
 S12: Peng Zhao, Head of Operations, Zibo Sunday FC  
 S13: Yuan Bi, Author & Expert on Chinese football / Host of Asian “Ballon D’Or” / TITAN Sports
- S14: Heidi Klocker, Managing Director, two ten eight GmbH  
 S15: Dieter Wirsching, Jokerarea  
 S16: Isa Said, circo plus  
 S17: Britta Heidemann, Olympic Fencing Champion / China expert  
 S18: Xiaofei Sui, Moderator/Speaker, Hanfei GmbH  
 S19: Dr. Markus Kern, Founder & CEO, FBC Football Business China



Note: Due to speaker’s availability, schedule might be subject to change.