

Time	Session Title	Speakers	Moderators
03:00-03:50		Registration	
04:00-04:15		Opening Ceremony	
Time	Professional Ethics and Future of Football	Speakers	Moderator
04:15-05:15	- UEFA Plan	Michel Platini – President UEFA	Tony Damascelli - Editoralist of the “Il Giornale” newspaper
05:15-05:30	Break	15 min	
Time	Professional Players and Codes of Conduct	Speakers	Moderator
05:30-06:30	- Spanish players’ management model and its effects on their values - Players ‘ code of conduct in Pro-League - Players ‘ code of conduct in football companies	Alexandre Rosell - FC Barcelona Chairman Mohammed Thani Al Rumaithi , - head of the UAE Pro-League Abdullah Al Nabooda – Al Ahli Club Chairman	Hamid Al Harithy - Presenter, Abu Dhabi Sports Channel
Time	Football Market Value	Speakers	This panel is sponsored by Etisalat
06:30-07:30	- Football market value - Investment in football - Commercial development of Asian football	Dr. Ahmed Al Sharif - Secretary General of Dubai Sports Council Ali Al Ahmed - Chief Corporate Communications ETISALAT Dr. Hafez Al-Medlej – Head of Marketing Committee, AFC	
07:30-07:45	Break	15 min	
Time	Sports Strategies & Planning	Speakers	Moderator
07:45-08:35		José Mourinho - Real Madrid Manager Diego Armando Maradona - Former Argentina National Team Manager	Umberto Gandini – AC Milan Director

Time	Session Title	Speakers	Moderators
Time	The manager in professional football club	Speakers	Moderator
09:30-10:30	Conduct 's impact on results (technically & commercially)	Fabio Capello - Russia National Team Manager Alberto Zaccheroni – Japan National Team Manager Walter Zenga - Al Nasr club Manager	Mohammed Saadon Al-Kuwari - Senior presenter – Al Jazeera sports
Time	Sport Arbitration - Round Table	Speakers	
10:30-11:30	- Football related disputes : - FIFA internal bodies - CAS - National arbitration chambers	Marc Goddard – FIFA TMS General Manager Michael Chamber - President of juridical commission, ANOC Marc Theisen - President of juridical commission, Luxembourg National Olympic Committee	Jirayr Habibian - Sports lawyer
11:30-11:45	Break	15 min	
Time	Players' International Transfers: the future of transfer business	Speakers	Moderator
11:45-01:00	- FIFA plan on the future of transfers business	Marc Goddard – FIFA TMS General Manager Miguel Angel Gil Marin - Atletico Madrid Chairman Jorge Mendes - Player Agent (Portugal) Rob Jansen - European Football Agents Association Chairman	Mario Gallavotti - International Sports Lawyer
Time	The Ideal Player	Speakers	Moderator
01:00-02:00		Radamel Falcao Eric Abidal	Mustafa Al Agha - Head of sports programs, MBC
Time			
02:00-02:15		•Recommendations of the Conference	