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Press Release

The FBA and ESSMA Renew Strategic Partnership

The Football Business Academy and the European Stadium and Safety Management Association (ESSMA) have agreed to continue their partnership which covers learning, networking and work experience opportunities for The FBA Candidates.

“The partnership with The FBA proved to be a perfect match from the start so we are glad to see this strong cooperation continued. ESSMA and The FBA share a strong commitment to support knowledge sharing and to professionalise the stadium industry by offering high quality education. We aim to foster our close collaboration and look forward to this new chapter. We are convinced that this will lead to new experiences and opportunities for both organisations.”

- John Barrow, Director at ESSMA Services

“We are delighted to extend our partnership with ESSMA. They have been with us from the very beginning, believing in our vision and supporting the development of The FBA in various ways. Through this renewal, we can continue to demonstrate our joint commitment to collaborate closely with the football industry, accelerate its professionalization, and offer unique opportunities to The FBA Candidates so they can enter the industry with a cutting-edge and comprehensive understanding of how the world of football operates.”

- Kristian Dobrev, Partnerships Director, The FBA

During the 5th annual ESSMA Summit, which took place at the *Estádio do Dragão*, home of FC Porto, on 22-23 January, both organizations signed off on a renewal of the partnership that started in June 2017, just months before The FBA's inaugural program kicked off.

The partnership, which saw the first two editions of The FBA's Professional Master in Football Business benefit from it, will now offer similar opportunities for the 3rd through 5th Edition of the program. From a 10-week online course on Stadium Operations “Powered by ESSMA” with high-level guest lecturers from the ESSMA network, in-depth field trips to some of Europe's most iconic stadiums, special invitations to the next ESSMA Summit in Budapest at Ferencváros' *Groupama Arena*, to dedicated internship opportunities at ESSMA and its

member clubs, leagues and associations, this strategic partnership offers a comprehensive framework through which Candidates of The FBA can develop knowledge, experience and practical insight into the world of stadium operations and management.

ABOUT ESSMA

ESSMA, the European Stadium and Safety Management Association is built around three pillars: Workshops and Events, Business Intelligence and Strategic Support. The Association unites more than 350 European clubs/stadiums, 17 leagues/federations and 80 corporates in the stadium industry.

ESSMA offers a platform to stadium professionals where they can share, learn and discuss topics related to ESSMA's areas of expertise: Stadium Development, Operations & Ticketing, Sustainability & SMART, Safety & Security, Fan Entertainment & Hospitality and Pitch Management.

ABOUT THE FBA

The Football Business Academy is a Swiss-based high level international educational institution which was created to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship programme, a Professional Master in Football Business, has been co-developed with international football industry experts from around the world around one foremost objective: to provide candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Benfica, Soccerex, Girona FC, Ukrainian Premier League, streetfootballworld and Olympique Lyonnais.

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