

Geneva, 5th November 2019

Press Release

The FBA and SportiveWays Agree Educational Partnership

The Football Business Academy and SportiveWays have entered into an agreement that will see the Swiss educational institution and the Barcelona-based sports agency collaborate.

"It gives us a huge pleasure partnering with an institution such as The FBA. We are excited to welcome dedicated individuals who have a high level of education in the football industry.

- Jose Rey, CEO, SportiveWays

"This partnership with SportiveWays will create invaluable experiences and make a significant impact on the development of the agency and our Candidates' careers. It's always a pleasure to work with Jose and his team, whose reputation in the football industry is built on trust and excellence."

- Kristian Dobrev, Partnerships Director, The FBA

The Football Business Academy is delighted to partner with SportiveWays. Based in Barcelona, the agency's main activities are identifying and pursuing high value sponsorship projects, and providing exhibition matches and summer tour opportunities for TOP football teams around the world.

As part of this partnership, SportiveWays will continue to offer internship placements for FBA Candidates who have an interest in the commercial aspects of the football industry. Through his many years of experience as the former Head of Global Sponsorship and Exhibition Matches at FC Barcelona, SportiveWays CEO Jose Rey will be a great mentor to the FBA Candidates who intern at SportiveWays and guide them to bring an edge to the development of the agency and its clients.

ABOUT SPORTIVEWAYS

SportiveWays is a sports agency based in Barcelona, Spain. It was founded by Jose Rey in 2014. The agency is working with top football clubs, sport properties, players, and promoters/sports events organizers. Additionally, the agency provides marketing consulting services to major brands and companies to define their plans and identify the best sports properties for them to be associated with, ensuring they reach their objectives. Some of SportiveWays' sponsorship projects include Global & Regional Official Partnership Agreements for clubs, football leagues, international competitions, players and legends. SportiveWays is always focused on creating unique and innovative sports related stories for their clients.

ABOUT THE FBA

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was 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 Olympique Lyonnais, Galatasaray, Real Mallorca, EFDN and Common Goal.

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