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Press Release

The FBA and NewC to Collaborate Through Educational Partnership

The Football Business Academy and [NewC](#) have entered into an agreement that will see the Swiss educational institution collaborate with the Danish digital ticketing solutions provider.

“At NewC, we rely on being ahead of the curve when it comes to improving the businesses of sports clubs with innovative digital solutions. That is why we are very excited about the new cooperation with The FBA. It gives us access to both the newest knowledge and the sharpest young minds in the football industry. We’re looking forward to giving promising talents the chance to work with real-life digital development in football clubs globally”.

- Mikkel Skou, Chief Executive Officer, NewC

“We are happy to welcome the new member of our FBA Family and start our collaboration with NewC! The idea behind their digital solutions goes in line with what we are striving to do at The FBA which is to help further innovate and prepare football clubs for the new digital era of our industry by shaping its future leaders. Through this partnership, our Candidates will have the ability to put their knowledge into practice and work directly with football stakeholders from around the world.”

- Marcin Chmielewski, Partnerships Manager, The FBA

The FBA is delighted to partner with NewC, a full-service provider of digital solutions for football clubs. The Copenhagen-based company offers ticketing systems with integration functionality for subscription solutions, access control, financial reports, real-time monitoring, hospitality and season ticket options, among others.

Their mission is to help football clubs create long-term relationships with fans and sponsors, and to use data intelligently to strengthen clubs commercially. NewC’s digital solutions for ticketing, communication, and access control are fitted to the specific needs of the club and integrated with existing systems.

Their current clients list includes S.E. Palmeiras in Brazil, the Danish Football Association, FC Copenhagen, FC Midtjylland and Brøndby IF in Denmark, and other clubs across the European continent such as Cardiff City FC, Malmö FF, and HJK Helsinki.

ABOUT NEWC

NewC is a full-service provider of customized digital solutions for football clubs and associations world-wide. The company helps their partners create long-term, digital relationships with fans and sponsors under the motto: *Nothing is more valuable for a club than the people who support it.* The international ticketing company has clients in a number of different countries such as Brazil, Wales, Denmark, Sweden, and England. NewC has succeeded in continuously expanding since launching a growth strategy in 2018 – with further ambitions to help many more football clubs globally. Headquarters are in Denmark with offices in the UK and Brazil as well.

Follow NewC on [LinkedIn](#) and [Twitter](#).

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 Benfica, ESSMA, Brighton & Hove Albion, Standard Liège, Tonsser and Fortuna Sittard.

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