

Geneva, 9th December 2021

Press Release

The FBA welcomes FC Zenit as Educational Partner

The Football Business Academy and [FC Zenit](#) have entered into an agreement that will see the Swiss educational institution and the Russian football club collaborate.

“It is an honour for us to sign this partnership agreement with The FBA, they are now the first international educational company to partner with the Club. This is another step for us in increasing our brand’s presence abroad and this will enable FC Zenit to foster its reputation as one of the leading European clubs in the world. As part of this agreement, every year two FBA students will get a chance to experience an internship at the Club and gain first-hand experience of how FC Zenit operate. We believe that this exchange of ideas, experience and knowledge are the keys to success in the football business, and with this collaboration we commit ourselves to both opening our doors to a new generation of industry professionals and to sharing our own expertise with the wider football community.”

- *Alexander Sapega, Strategic & Business Development Director, FC Zenit*

“We are delighted to welcome FC Zenit as the new Partner of The FBA! Our collaboration will seek to inspire and further develop Zenit’s global appeal and strengthen their position alongside top football teams on the continent, due to the diverse background and experience of our Candidates. Cooperating with such a well-established organization will help build the future leaders of the football industry that are part of our educational programs.”

- *Marcin Chmielewski, Partnerships Manager, The FBA*

The FBA is excited to partner with FC Zenit, the reigning champions of the Russian Premier League. The club has been founded in 1925 and is based in the city of Saint Petersburg.

FC Zenit has won the last three league titles consecutively and was the winner of the UEFA Cup and UEFA Super Cup in 2008. They play their home games at Gazprom Arena with a capacity of 67,800 people. To build on their local success, the club is looking to strengthen their position abroad and grow their international footprint.

This collaboration will focus on providing internships for FBA Candidates during which they will put their knowledge and understanding of the football business into practice and

support FC Zenit with developing projects that are part of the club's international strategy.

ABOUT FC ZENIT

FC Zenit have won a total of eight league titles including winning three championships consecutively since 2018-19. The Russian team won the UEFA Cup and UEFA Super Cup in 2008 with wins over Glasgow Rangers and Manchester United respectively. The Blue-White-Sky-Blues play their football at one of the world's most impressive stadiums, the Gazprom Arena and the club have one of the most successful media teams in world football, winning the prestigious Football Content Award for the best international team in 2021.

Follow Zenit on [LinkedIn](#), [Instagram](#), [Twitter](#), [Facebook](#).

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 with 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, Portland Timbers & Thorns, Fnatic, Venezia FC, Brighton Hove & Albion, Double Pass and Socios.com.

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