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Press Release

The FBA and Match IQ Enter Educational Partnership

The Football Business Academy and [Match IQ](#) have entered into an agreement that will see the Swiss educational institution and the global sports agency collaborate.

"We are excited to partner with such a highly respected institution like the FBA to expand our professional network. The partnership will allow us to have better access to the future talents of the football industry. We believe that the FBA candidates will bring valuable know-how into our team and benefit from being part of our projects in return. We are confident that this will lead to a win-win situation for all of us."

- Simon Gubisch, Head of International, Match IQ

"We are happy to welcome the new member of our FBA Family and start our collaboration with Match IQ. Sharing knowledge and working together on topics such as international tours, match-day executions, marketing activations and training camps, will bring added value to our mission of educating the leaders of tomorrow within the football industry".

- Marcin Chmielewski, Head of Partnerships, The FBA

The Football Business Academy is pleased to announce its partnership with Match IQ, one of the leading European agencies in the field of sports events and part of the SPORT1 MEDIEN Group.

The sports agency with German DNA has been developing international footprint since its foundation in 2013 and later expansion through North America in 2019, acting as strategic partner of many European top clubs by developing a wide variety of services including training camp support, friendly match acquisition, marketing-tours and international strategy consulting; according to their business needs and unexplored profitability opportunities. Some of Match IQ's client list include top football clubs like Bayern Munich, Chelsea FC, Ajax Amsterdam, Celtic F.C., VfL Wolfsburg, Hertha BSC Berlin and more.

This alliance unlocks great collaboration opportunities for The FBA's Candidates, providing a challenging and learning environment for first-hand experiences of what a day-to-day is like in a sporting company focused on creating impact and contributing to the development of the football industry.

The FBA's Professional Master in Football Business selects Candidates from different academic and professional backgrounds who are exposed to real industry knowledge, networking opportunities and practical experience through the 12-months program. With this alliance, Match IQ will be joining a global network of more than 50 Partners who contribute to the transitioning of FBA Candidates into the world of football while enriching their team with a high-quality talent pool.

ABOUT MATCH IQ

Match IQ GmbH, which has been part of the SPORT1 MEDIEN Group since August 2018, is a full-service event and sports consulting agency. The agency, which was founded in 2013 and is based in Hamburg, Munich and New York, has its core competence in event conception, organization, medialization, and marketing.

As an official and long-term partner, Match IQ advises national and international top clubs from the Bundesliga, Premier League, Eredivisie, and other leagues in internationalization topics as well as in the development, acquisition and implementation of friendlies, tournaments, training camps and trips abroad. Match IQ draws on an international network and, together with the clubs and sponsors, creates new approaches to generate economic added value. The agency also develops innovative sports marketing concepts for club brands, associations, rights holders, and sponsors.

Follow Match IQ on [LinkedIn](#), [Instagram](#), and [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: NWSL, Rangers FC, Socios.com, Portland Timbers & Portland Thorns, SL Benfica, Common Goal, Club Nacional de Football and MatchWornShirt.

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International Media Relations
Camille Bouchet & Kristian Dobrev
press@the-fba.com

The Football Business Academy, SA
Cours de Rive 6, 1204 Geneva, Switzerland
www.the-fba.com