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The Charm of the Atlantic Coast

#SIW2022

WEEK SIGAS SPORT  
12 - 16  
SEPT  
2022  
INTEGRITY

III EDITION - HYBRID

NOVA SCHOOL OF BUSINESS & ECONOMICS  
CARCAVELOS - CASCAIS - PORTUGAL

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SANTACASA  
uma boa aposta

EVENT GUIDE



GENEVA | LONDON | BRUSSELS | WASHINGTON D.C | LISBON | SÃO PAULO

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## WELCOME TO THE 2022 SPORT INTEGRITY WEEK!

The Sport Integrity Week™ is aimed at promoting the implementation of the highest integrity standards at all levels and across all areas of Sport.

Bringing together relevant industry leaders, decision-makers and top experts, the Sport Integrity Week™ offers a unique, powerful platform to raise awareness about the most critical challenges facing Sport and the wider industry, facilitate collective action and pave the way to the necessary reforms.

Following the success of last year's inaugural Sport Integrity Week™, the third edition will take place on an engaging hybrid platform allowing you to network with like minded peers. The week comprises of live interactive panel discussions and will host a series of interviews and keynotes with some of the most senior leaders from the world of Sport.

## 5 DAYS OF THOUGHT LEADERSHIP & INSIGHTFUL DISCUSSIONS:

Structured around 5 core themes, the third Sport Integrity Week™ offers insightful discussions, knowledge sharing and networking opportunities. It will also promote best practice, enhance dialogue and cooperation, as well as instigate cultural, global approaches and action-oriented solutions. Join us! #SIW2022

# FIVE DAYS

## DEDICATED TO SPORT INTEGRITY



The Most Influential Leaders



All Sports



All Continents



Thought leadership



Leading the Way for Sport Integrity Worldwide



Action-Oriented Discussions



Global Digital Event



All Key Stakeholder Groups

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SIGA WoW SUNSET LOUNGE



SESSION PARTNERS



OFFICIAL SUPPLIER



VIP RECEPTION

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OFFICIAL HOTELS



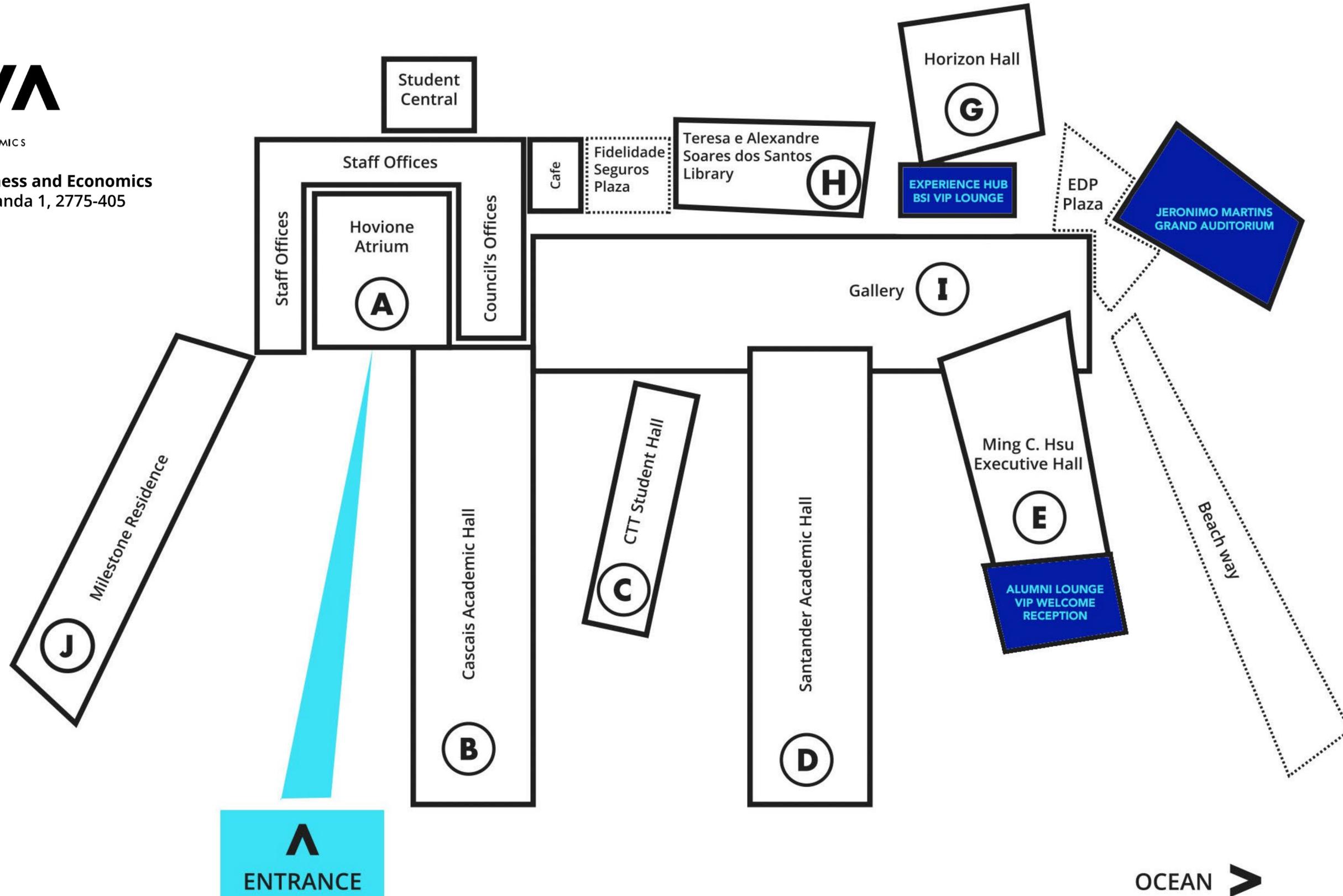
INTERCONTINENTAL. CASCAIS - ESTORIL



SHERATON Cascais Resort

# SIW 2022 PARTICIPATING ORGANISATIONS





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# DAY 1 | MONDAY, 12 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

ACCREDITATION | 17:00 - 18:00

OFFICIAL OPENING CEREMONY | 18:00 - 19:00

## WELCOME & INTRODUCTION



**Pedro Pinto**  
MC of the Sport Integrity  
Week 2022 | Founder &  
CEO, **Empower Sports**



## SPECIAL MESSAGE



**Franco Frattini**  
Chairman, **SIGA** | President,  
Supreme Court of Justice of Italy |  
former Vice President of the European  
Commission | former Minister of  
Foreign Affairs of Italy



## SIGA CHAMPIONS



**Louis Saha**  
SIGA Champion |  
International Football  
Legend | Founder &  
CEO, **AxisStars**



**Telma Monteiro OLY**  
Judoka, SL Benfica | 5x European Champion | 4x  
World Vice-Champion | Bronze Medalist  
2016 Olympic Games



**Miguel Oliveira**  
MotoGP Racer |  
SIGA Champion



# DAY 1 | MONDAY, 12 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## OFFICIAL ADDRESSES



**José Manuel Constantino**  
President, Olympic Committee of Portugal



COMITÉ OLÍMPICO DE PORTUGAL



**Carlos Carreiras**  
Mayor of Cascais

**CASCAIS**

The Charm of the Atlantic Coast



**Daniela Bas**  
Director, Division for Inclusive Social Development, Department of Economic & Social Affairs, United Nations



UNITED NATIONS



**Emanuel Macedo de Medeiros**  
Global CEO, SIGA | Chairman & CEO, SIGA AMERICA | Executive Chairman, SIGA EUROPE | Chairman & CEO, SIGA LATIN AMERICA



SPORT INTEGRITY GLOBAL ALLIANCE



**João Paulo Correia**  
Secretary of State of Youth and Sport of Portugal



GOVERNO DE PORTUGAL

WELCOME RECEPTION | 19:00 - 21:00 - VENUE: PEDRO SANTA CLARA SUITE & ROOFTOP TERRACE



**Katie Simmonds**  
Global COO, SIGA  
Member, Board of Directors, SIGA AMERICA & SIGA EUROPE



SPORT INTEGRITY GLOBAL ALLIANCE



**Pedro Brinca**  
University Professor, Nova School of Business & Economics

**NOVA**

NOVA SCHOOL OF BUSINESS & ECONOMICS

# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

WELCOME & ACCREDITATION | 8:00 - 09:00

OPENING SESSION | 09:00 - 09:50



**Aleksander Ceferin**  
President, UEFA



**Maria Francesca Spatolisano**  
Assistant Secretary General,  
United Nations



UNITED NATIONS



**Emanuel Macedo de Medeiros**  
Global CEO, SIGA | Chairman & CEO,  
SIGA AMERICA | Executive Chairman,  
SIGA EUROPE | Chairman & CEO,  
SIGA LATIN AMERICA



# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## PANEL SESSION 01: IMMEDIATE ACTION: SPORT FOR A SUSTAINABLE WORLD | 10:00 - 10:50

Sport, like all other industries, understands the necessity to build a better future by embedding integrity and sustainability into its core. SIGA is leading the way by incorporating sustainability into its Universal Standards on Sport Integrity as part of its good governance reform. This panel showcases how stakeholders are harnessing the power of Sport to facilitate, amplify and deliver positive change for a more sustainable world. Join us to find out the pioneering projects and initiatives that are trailblazing this cultural revolution and becoming the catalyst for societal change through sustainability reform.



**Daniela Bas**  
Director, Division for Inclusive  
Social Development, Department of  
Economic & Social Affairs,  
**United Nations**



UNITED NATIONS



**Matt Parish**  
CEO, Liverpool FC  
Foundation



L.F.C.  
Foundation  
THE CLUB'S OFFICIAL CHARITY



**Hannah Brown**  
Chief of Staff,  
Formula E



Formula-e



**Murray Sayce**  
Global Head, Sustainability  
Assurance, BSI



bsi.



**MODERATOR**  
**André Veríssimo**  
Senior Reporter, Eco



ECO

## KEYNOTE SPEECH & FIRESIDE CHAT | 11:00 - 11:20



**Pedro Proença**  
President,  
Liga Portugal



LIGA PORTUGAL



**INTERVIEWED BY:**  
**Fernando Torrão**  
President, Instructors Committee,  
Liga Portugal | Director, Law Faculty  
Lusíada University



LIGA PORTUGAL

## SIGNING CEREMONY | 11:20 - 11:30

LIGA PORTUGAL – SIGA INDEPENDENT RATING & VERIFICATION SYSTEM (SIRVS)

# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## PANEL 02: NO TIME TO LOSE: GOOD GOVERNANCE AND ANTI-CORRUPTION IN SPORT | 11:30 - 12:20 | MODERATED BY PAUL NICHOLSON

Sport requires the highest governance and integrity standards to operate as a credible and respected industry. The plethora of examples to the contrary resonates globally and compromises Sport's good name and reputation. Moreover, the lack of a robust, adequate, and updated regulatory approach leaves Sport vulnerable to increasing risks of corruption and the pernicious influence of transnational organised crime. This timely session brings these issues to the fore and outlines what must be done to root corruption out of Sport and preserve its role in today's society, and global economy.



**Giovanni Tartaglia Polcini**  
Coordinator, Anti-Corruption International Activities, Italy | Former Chair, Anti-Corruption Working Group, **G20 Italy** | Co-Chair, Standing Committee on Good Governance, International Cooperation & Anti-Corruption in Sport, SIGA



**Lorenzo Salazar**  
Deputy Prosecutor General to the Court of Appeal of Naples | Vice-Chair, Working Group on Bribery, **OECD**



**Ana Celeste Carvalho**  
Appeal Judge | President of the Administrative and Tax Courts of Lisbon, Azores and Madeira | Vice-President of the Sports Arbitration Board, Court of Arbitration for Sport | Member, Women and Sports Commission of the Olympic Committee of Portugal | PhD in Law



**David Luna**  
Founder & Executive Director, **International Coalition for Illicit Economies (ICAIE)** | President & CEO, LGN | Chair, Anti-Illicit Trade Expert Group, OECD



**Ronan O'Laoire**  
Responsible for the United Nations Office on Drugs and Crime (**UNODC**) Programme on Safeguarding Sport from Corruption and Crime



**Luis Ribeiro**  
Coordinator, National Unit Against Corruption, **Portuguese Judiciary Police**



## TESTIMONIALS | 12:30 - 12:40

### SPORTS JUSTICE IN PORTUGAL: SEARCHING FOR URGENT REFORMS



**Alexandre Miguel Mestre**  
University Professor | Lawyer, **Abreu Advogados** | Former Secretary of State of Youth and Sport of Portugal | Member, UEFA Governance and Compliance Committee, UEFA



### GOVERNANCE STANDARDS AND SOUND PRACTICES: WHY IT MATTERS FOR SPORT INTEGRITY



**Pedro Machado**  
Board Management, European Union's **Single Resolution Board**, Former Director, Legal Services & Chief Legal Counsel, Bank of Portugal Chair, Audit & Compliance Committee, SIGA



# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

**KEYNOTE SPEECH & FIRESIDE CHAT | UNLOCKING THE INTEGRITY CODE: WORLD RUGBY | 12:40 - 13:00 | GRAND AUDITORIUM**

Sport Integrity Week 2022 marks the passing of the one year to go milestone until the 2023 Rugby World Cup. Join this intimate discussion between World Rugby CEO Alan Gilpin and SIGA's Global CEO Emanuel Macedo de Medeiros as they address the Integrity implications and legacies of this upcoming Mega Event. World Rugby is currently embedding a new Integrity Code, which recently included the recruitment of Independent Ethics Officer. The implications, barriers and opportunities of this evolution will be unpacked in this session. The new Integrity Code is intended to reflect best-practice in corporate and sporting governance and this session will explore the wider implications of World Rugby's strategic mission and how they relate and align with SIGA.

 <p><b>Alan Gilpin</b> CEO, World Rugby</p>	 <p><b>WORLD RUGBY</b></p>	 <p><b>Emanuel Macedo de Medeiros</b> Global CEO, <b>SIGA</b>   Chairman &amp; CEO, SIGA AMERICA   Executive Chairman, SIGA EUROPE   Chairman &amp; CEO, SIGA LATIN AMERICA</p>	 <p><b>SIGA</b> SPORT INTEGRITY GLOBAL ALLIANCE</p>
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**LUNCH AND NETWORKING BREAK | 13:00 - 14:00 | WESTMONT HOSPITALITY HALL**

## SPORT INTEGRITY: BUILDING BRIDGES BETWEEN ISLANDS

This enlightening session explores the specific Sport Integrity issues that are shared by Island geographies. It defines the platform, means and mechanisms that can be implemented to enable appropriate knowledge exchange to occur and solutions to be identified. Join us as we outline the path for strengthening cohesion and underpin a prosperous socio-economic development strategy built upon the core principles of Sport Integrity

 <p><b>Robert DaCamara</b> President, Ponta Delgada Football Association</p>	 <p>ASSOCIAÇÃO DE FUTEBOL DA PONTA DELGADA</p>	 <p><b>Rui Marote</b> President, Football Association of Madeira</p>	 <p>ASSOCIAÇÃO DE FUTEBOL DA MADEIRA</p>	 <p><b>Igo Gomes</b> President, Ilha do Sal Football Association, Cape Verde</p>	
 <p><b>Freddie Evans</b> President, Bermuda National Athletic Association</p>					

# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

## VENUE: GRAND AUDITORIUM

### PANEL 03: THE EMPEROR'S NEW CLOTHES: STRAIGHT TALKING AND SOLUTIONS FOR FINANCIAL INTEGRITY AND TRANSPARENCY IN SPORT | 14:00 - 14:50

POWERED BY **Abreu:**  
advogados

Financial Integrity and transparency are cornerstones of good governance in Sport. However, concerns regarding the opaqueness of sports finances and its vulnerability to criminal influence are ubiquitous and unresolved. The sport sector itself has both deep-rooted concerns and a direct responsibility to be part of the solution, and so do governments, financial regulators, supervision authorities and law enforcement. Only through meaningful and result-driven collaboration, appropriate governance reforms and stakeholder buy-in can we aspire to a fiscally responsible and financially sustainable sport, free from the ever-present threat of corruption, money laundry and tax evasion. This insightful session addresses these concerns directly and what needs to happen to get the much-needed reforms done. Join us!



**Claus Thomsen**  
Chairman, **European Leagues** |  
CEO, Danish Professional Football  
League | Member, Professional  
Football Strategy Council, UEFA



**Philippe Rasmussen**  
Head of Financial  
Sustainability, **UEFA**



**Matt Page**  
Managing Director, UK  
and Ireland. **BSI**



**João Pedro Paro Neto**  
President, Southern Cone,  
**Mastercard**



**MODERATOR**  
**Fernando Veiga Gomes**  
Partner, **Abreu Advogados** |  
President, General Assembly,  
**SIGA EUROPE**



### SIGNING CEREMONY | 14:50 - 15:00

### COOPERATION AGREEMENT BETWEEN SIGA & THE DANISH FOOTBALL LEAGUE (DIVISIONSFØRENINGEN)

# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## KEYNOTE SPEECH & FIRESIDE CHAT | BECOMING A GLOBAL BENCHMARK FOR SPORT INTEGRITY | 15:00 - 15:30

LaLiga President Javier Tebas returns to Sport Integrity Week to address the hottest topics facing European and world football and on-going Sport Integrity challenges with SIGA's Global CEO Emanuel Macedo de Medeiros. There are many issues to unpack. The European Super League shadow still looms large, match-fixing, digital piracy and corruption are ever present threats, and tensions, conflicts and court cases continue hitting the headlines with alarming regularity. That said, there are many reasons for optimism. Join this engaging session to hear the inside track on how LaLiga is positioning Integrity at the heart of Football and expanding its brand globally.



**Javier Tebas**  
President, **LaLiga**  
Member, Board of Directors,  
European Leagues



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO,  
SIGA AMERICA | Executive Chairman,  
SIGA EUROPE | Chairman & CEO,  
SIGA LATIN AMERICA



## PANEL 04: RISKY BUSINESS: NEW MARKET OPPORTUNITIES AND CHALLENGES IN SPORTS BETTING INTEGRITY | 15:30 - 16:20

New betting markets are under starters orders and an industry holds its breath to see if Integrity will fall at the first hurdle. As we progress through the post-covid economic landscape, this panel explores how the sports betting industry is evolving. The new markets being created due to legislative changes bring risks and opportunities and the speakers share their industry expertise to outline where the most pressing challenges will arise and how best to maximise the opportunities whilst maintain core integrity principles that serve to protect sport and all stakeholders. Join this panel as it provides expert analysis of the strategies and tactics being employed to navigate these evolving frontiers and considers whether they are as significant, fit for purpose, implementable and sustainable, as they need to be.



**Edmundo Martinho**  
Chairman, Holy House of  
Mercy of Lisbon



**Martin Lycka**  
Senior Vice President,  
Regulatory Affairs and  
Responsible Gambling,  
**Entain**



**Joseph Solosky**  
Managing Director,  
Sports Betting,  
**NASCAR**



**Affy Sheikh**  
Head of Integrity Services,  
**Starlizard** | Member, Standing  
Committee on Gender, Race,  
Inclusion and Diversity, SIGA



**Adrian Ford**  
CEO, **Football DataCo**



**MODERATOR**



**Ian Smith**  
Commissioner,  
Esports Integrity  
Commission, **ESIC**



# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

**SIGNING CEREMONY | 16:20 - 16:30**

MEMBERSHIP & COOPERATION AGREEMENT SIGA – HOLY HOUSE OF MERCY OF LISBON (SANTA CASA DA MISERICÓRDIA DE LISBOA)

**HOTSHOT INTERVIEW | 16:30 - 16:50**



**Telma Monteiro OLY**  
Judoka, SL Benfica | 5x  
European Champion | 4x  
World Vice-Champion | Bronze  
Medalist 2016 Olympic Games



**INTERVIEWED BY:**  
**Andreia Vale**  
News Anchor,  
TVI / CNN Portugal



**LAUNCH EVENT | 16:50 - 17:00**

## SIGA – LUNEX UNIVERSITY EXECUTIVE EDUCATION PROGRAMME

Join us as we launch the SIGA LUNEX Executive Education Certificate: Good Governance in Sport. Don't miss this session to find out more about this unique, practitioner driven programme specifically designed to turbo charge Integrity careers, upskill organisational capacities and promote the transition to greater Integrity and Good Governance in Sport.

[Click here](#) to find out more about the course and to register your interest in attending.



**Andreas Mierau**  
University Professor |  
Academic Director, Head  
of Department of Exercise  
Science, Senate Chair,  
**LUNEX University**



**Mathieu Winand**  
University Professor | Head of  
Department of International  
Sport Management, Chair of  
Teaching and Learning Council,  
**LUNEX University**



# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## LAUNCH EVENT | THE SIGA UNIVERSAL STANDARDS ON YOUTH DEVELOPMENT & PROTECTION IN SPORT | 17:00 - 17:15

The time has come for the official unveiling of the **SIGA Universal Standards on Sport Integrity: Youth Development and Protection in Sport**. The development of this set of standards involved an extensive and inclusive internal and external consultation process led by SIGA AMERICA and drafted by a highly experienced multi-stakeholder task force to ensure they are sound, implementable and fit for purpose to become the game changer that is much needed across the entire sport ecosystem. This is a must watch for all those invested in the future of sport and all those that engage within.



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO, SIGA AMERICA | Executive Chairman, SIGA EUROPE | Chairman & CEO, SIGA LATIN AMERICA



**Ju'Riese Colon**  
CEO, **US Center For Safe Sport** | Deputy Chair, Standing Committee on Gender, Race, Inclusion and Diversity, SIGA



**Victoria Brennan**  
Global Head, New Solutions Development, Product & System Certification, **BSI**



## PANEL 05: STANDING ON THE SHOULDERS OF GIANTS: YOUTH DEVELOPMENT & PROTECTION IN SPORT | 17:15 - 18:05

The future of Sport depends on one critical factor: integrity. Participation, investment and support fluctuate, but exposure, accessibility and interest are at an all-time high. The proliferation of new media has facilitated the eyes of the world to see more and more cases of sports' failure to adequately safeguard those involved – both historic and contemporary. The question on everyone's minds now is why isn't Sport proactively addressing these issues? How can sport's governing bodies, and the sponsors and broadcasters that support them, validate the mere self-certification of their own safeguarding capabilities, when they consistently fall short? Join us to see how we can move from words to action.



**Ju'Riese Colon**  
CEO, **US Center For Safe Sport** | Deputy Chair, Standing Committee on Gender, Race, Inclusion and Diversity, SIGA



**Joao Paulo Almeida**  
Director General, **National Olympic Committee of Portugal** | Member, SIGA Council



**Doug Burns**  
Vice President, Legal Affairs, **United States Major League Soccer (MLS)**



**Joaquim Evangelista**  
President, **Portuguese Footballers' Union** | Vice President, FIFPRO EUROPE | Member, UEFA Professional Football Strategy Council



**MODERATOR**  
**Filipa Pereira**  
Journalist, **SIC**



# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

SIGA UNIVERSE - AFTER DARK | SIGA - SIGA AMERICA - SIGA EUROPE - SIGA LATIN AMERICA | 18:30 - 21:00



## OPENING REMARKS



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO, SIGA AMERICA | Executive Chairman, SIGA EUROPE | Chairman & CEO, SIGA LATIN AMERICA



## SPECIAL RECOGNITION AWARD (POSTHUMOUS)



**João Paulo Diniz**  
President, **Pacto pelo Esporte** |  
Founder & President, Componente Holding

# DAY 2 | TUESDAY, 13 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

LEADING THE WAY FOR SPORT INTEGRITY WORLDWIDE - CONTINENT BY CONTINENT

## SIGA EUROPE



**Kate Beavan**

Founder, New Quebec Advisory |  
former Global Director, Hospitality  
& Experiences, Formula 1 |  
Member, Council, SIGA



**Fernando Veiga Gomes**  
Partner, **Abreu Advogados** |  
President, General Assembly,  
SIGA EUROPE



## SIGA AMERICA



**Haley Price**

Head, North America  
Sports Sponsorships,  
**Tata Consultancy  
Services**



**Ju'Riese Colon**

CEO, **US Center For Safe  
Sport** | Deputy Chair,  
Standing Committee on  
Gender, Race, Inclusion and  
Diversity, SIGA



**Dan Mannix**

Founder & Chairman,  
**underdog venture team** |  
Chairman, Advisory Board,  
SIGA AMERICA



## SIGA LATIN AMERICA



**Daniela Castro**  
COO, **SIGA  
LATIN AMERICA**



**Reinaldo  
Carneiro Bastos**  
President, **São Paulo  
Football Federation**



## MODERATORS



**Katie Simmonds**

Global COO, **SIGA**  
Member, Board of Directors,  
SIGA AMERICA & SIGA  
EUROPE



**Pedro Trengrouse**

Senior Partner, **Trengrouse  
& Gonçalves Advogados**  
Law Professor at Fundação  
Gertúlio Vargas, Brazil



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## PANEL 06: ACCOUNTABILITY AND SCRUTINY IN SPORT MEANS SIRVS | 09:00 - 09:50

Integrity has become a go-to catchphrase in many industries, including sport. However, the definition of integrity is often politically evoked whilst conveniently fluid. For integrity to be meaningful it must be implemented on a day-to-day basis. To deliver the much-needed cultural change from rhetoric to reality SIGA is facilitating an independent solution: The SIGA Independent Rating and Verification System (SIRVS). The purpose of SIRVS is to assess and rate the sporting organisations' level of implementation of, and compliance with, the SIGA Universal Standards. Accountability and scrutiny are key to integrity. Tune in to hear the thoughts of industry leaders who are at the forefront of this revolution.



**Alison Giordano**  
Vice President, Global Sponsorships, **Mastercard** | Vice Chair, Global Business, SIGA



**António José Silva**  
President, **Ligue Européenne de Natation (LEN)** | President, Portuguese Swimming Federation | Vice President, International Swimming Federation (FINA)



**Frank Lee**  
Director, UK & Ireland, Product Certification, **BSI**



**David Butler**  
General Manager, **European Rugby League**



**Densign White**  
CEO, **IMMAF** | Vice Chair, SIGA COUNCIL



**MODERATOR**  
**Katie Simmonds**  
Global COO, **SIGA**  
Member, Board of Directors, SIGA AMERICA & SIGA EUROPE



## TESTIMONIAL | 09:50 - 10:00



**Miguel Laranjeiro**  
President, **Portuguese Handball Federation**



FEDERAÇÃO DE ANDEBOL DE PORTUGAL



**Manuel Fernandes**  
President, **Portuguese Basketball Federation**



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

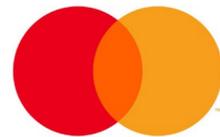
VENUE: GRAND AUDITORIUM

## PANEL 07: WITH GREAT EARNING POWER COMES GREAT RESPONSIBILITY: WHY BRANDS ARE STEPPING UP FOR SPORT INTEGRITY | 10:00 - 10:50

The use of Sport as a tool to simply market products and raise brand awareness has gone the way of the dinosaurs. Society, and more importantly, prospective customers now have the expectation that brands demonstrate a commitment to core principles, values and causes that resonate with a more accountable, integrity-underpinned, society. This panel explores the surrounding issues and explores the realities of how, why, and where big business can, and should, facilitate change through the allocation of their sponsorship policies and budgets. One not to be missed!



**Michael Robichaud**  
Senior Vice President,  
Global Sponsorships,  
Mastercard



**Haley Price**  
Head, North America  
Sports Sponsorships,  
Tata Consultancy  
Services



**Clementine Painter**  
Director, Strategic  
Planning – Purpose &  
Sustainability, ADIDAS



**Aldo Kafie**  
Senior Vice President,  
Octagon



**MODERATOR**  
**Kate Beavan**  
Founder, New Quebec Advisory |  
former Global Director, Hospitality  
& Experiences, Formula 1 |  
Member, Council, SIGA



## TESTIMONIALS | 10:50 - 11:00



**Ashley Brown**  
Head of Governance,  
Crisis Club Support  
& Club Liaison, Football  
Supporters Association



**Juan de Dios Crespo**  
CEO, RH&C Sports Lawyers |  
University Professor | Member,  
Executive Committee, AIAF



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

KEYNOTE SPEECH & FIRESIDE CHAT | 11:00 - 11:20

SPORT INTEGRITY ASIA 2030



**Mohammed Hanzab**  
Founder & Chairman, **The ICSS** |  
Vice Chair, Civil Society, SIGA



**Paul Nicholson**  
CEO & Editor-In-Chief,  
**Inside World Football**



SIGNING CEREMONY | 11:20 - 11:30

MEMORANDUM OF UNDERSTANDING SIGA – EUROVISION SPORT



**Glen Kilane**  
CEO, Eurovision Sport,  
European Broadcasting  
Union (EBU)



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## PANEL 08: FIGHT FOR YOUR RIGHTS: MEDIA, IP & ANTI-PIRACY IN SPORT | 11:30 - 12:20

The way global society consumes sport is changing, quickly, irreversibly and in unpredictable ways. Not too long ago the 'metaverse' would be considered the realm of sci-fi fiction, not the next frontier of sports tech. At a time where Sports Media Rights are at an unprecedented high, this session explores the challenges the industry faces to maintain control. The speakers will shine a light on the evolutions, risks, opportunities, and implications of how Sport can be accessed, consumed and monetised in both legal and illegal ways. The panel will share their expert knowledge to help inform and enable others to navigate these shifting sands and better protect the Integrity of Sport.



**Tomasz Frankowski**  
Member of the **European Parliament** | Co-Chair of the European Parliament's Sports Group



**Grégoire Polad**  
CEO, Association of **Commercial Television and Video on Demand Services in Europe (ACT)**



**Glen Kilane**  
CEO, Eurovision Sport, **European Broadcasting Union (EBU)**



**Mark Lichtenhein**  
Chairman, **Sports Rights Owners Coalition, (SROC)**



**Miguel Cardenal**  
Director, **Mediapro** | Member, Advisory Board, SIGA EUROPE



**MODERATOR**  
**Richard Ayers**  
Chairman, **Seven League**



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

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## PANEL 09: BEYOND THE SCOREBOARD: HOW TECHNOLOGY & INNOVATION CAN DRIVE SPORT INTEGRITY | 12:25 - 13:15

Success in Sport often comes down to marginal gains; glory or defeat can be determined by inches or milliseconds. As such, the quest for legal ways to improve is unending. The influx of technological advances in society has seen sports technology thrive and Sport benefit exponentially. This session explores the risks associated with this 'arms race' and how technological innovation can be harnessed to safeguard sport integrity, rather than jeopardise it. The speakers draw upon their raft of experience to help others avoid the potential minefield of what may eventually become known as technological doping.



**Sandra Lopez**  
Chief Marketing Officer /  
Vice President / General  
Manager, **Microsoft** |  
Member, Advisory Board,  
SIGA AMERICA



**Daniel Hubert**  
Vice-President,  
Business Development  
& Industrialisation,  
**INEXO**



**Richard Ayers**  
Chairman,  
**Seven League**



**Nadia Banks**  
Senior Vice President,  
Business Operation,  
**Quintar**



**MODERATOR**  
**Kevin Benedict**  
Partner, Futurist, **TATA**  
Consulting Services



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## PANEL 10: PLAYING TO WIN: FEMALE LEADERSHIP IN SPORT | 14:00 - 14:50

If you can see it, you can be it! Showcasing what is possible is part of breaking down stigmas and shattering the gender glass ceiling. This panel, comprising of some of the brightest stars in the Sport leadership solar system, unpacks the way Sport is currently governed, what barriers remain and how we can work together to overcome them. There can be no doubt that enhanced standards of governance has led to more diversity and inclusion in Sport, however, how far are we actually away from a level playing field? Join our esteemed panellists as they challenge perceptions, re-write the status-quo and truly illuminate the path for others to follow on their own quest for a seat in the upper echelons of Sports leadership – irrespective of gender, race, creed, colour, ethnicity, sexuality or any other defining factor.



**Jessica Berman**  
Commissioner, **National Women's Soccer League, USA** | Deputy Chair, Advisory Board, SIGA AMERICA



NATIONAL WOMEN'S SOCCER LEAGUE



**Yvonne Nolan**  
General Counsel, **World Rugby**



WORLD RUGBY



**Emine Bozkurt**  
Member, Council, SIGA | Chair, **International Alert Europe** | Former Member of the European Parliament



**Mary Davis**  
Capstone Professor, Jackson School of Global Affairs, **Yale University**



Yale University



**Lorin Hamlin**  
Head of Open Innovation Partnerships, **Under Armour, Inc**



UNDER ARMOUR



**MODERATOR**  
**Katie Simmonds**  
Global COO, **SIGA**  
Member, Board of Directors, SIGA AMERICA & SIGA EUROPE



SIGA  
SPORT INTEGRITY  
GLOBAL ALLIANCE

## TESTIMONIAL | 14:55 - 15:00



**Sabrina Ibañez**  
Secretary General, **Fédération Equestre Internationale (FEI)** | President, Association of Paralympic Sports Organisations (APSO) Relations, WNBA



FÉDÉRATION  
ÉQUESTRE  
INTERNATIONALE

# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: GRAND AUDITORIUM

## KEYNOTE SPEECH & FIRESIDE CHAT | 15:00 - 15:20



**Louis Saha**  
Founder & CEO, **AxisStars** |  
Former Football Player, France,  
Manchester United | SIGA  
Champion | Advisory Board  
Member, SIGA EUROPE



**INTERVIEWED BY:**

**David Nelson**  
Director, **AS USA**



## PANEL 11: ATHLETE ACTIVISM: CHAMPIONING SPORT INTEGRITY | 15:30 - 16:20

Today's athletes are amongst the most significant influencers of our times. Their actions, beliefs, preferences and choices have consequences and, by association, value. The impact of which is highly significant, with athletes recognising, cultivating and disseminating their individual brand for various ends. This session showcases athletes that have used their platforms for the promotion of Integrity in Sport and kick starts the debate of how, and why, stakeholders can do more to harness this power for positive change.



**Louis Saha**  
Founder & CEO, **AxisStars** |  
Former Football Player, France,  
Manchester United | SIGA  
Champion | Advisory Board  
Member, SIGA EUROPE



**Angela LaChica**  
President & CEO,  
**LaChica Sports**



**Joe Leavitt**  
Vice President, Head of  
Brand Partnerships,  
**Overtime**



**Erica Wiebe**  
Olympic Champion,  
Wrestling, Canada



**MODERATOR**

**Reem Abdalazem OLY**  
Sports Writer, **Diario AS** | former  
Assistant Coach USA Synchro | Two-  
time Egypt Olympian, Synchronised  
Swimming



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

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## TESTIMONIAL | 16:20 - 16:30



**Karin Korb OLY**  
2-Time Paralympian  
&10-Time member  
of USA World Team |  
Member, SIGA GRID |  
Member, Council, **SIGA**



## LAUNCH EVENT: SIGA LATIN AMERICA | 16:30 - 17:20

SIGA, together with its Brazilian Members Pacto Pelo Esporte and Arena Hub, has recently announce the launch of SIGA LATIN AMERICA. This critical advancement towards upholding and implementing Integrity and Good Governance across two continents populated by 700 million people with an unrivalled passion for Sport is another exciting development for all sport stakeholders, particularly those within Latin America. Led by the Chairman & CEO of SIGA LATIN AMERICA, this session will introduce the structure, clarify the mission and unveil the key strategic objectives. It will outline the path ahead and serve as a call to action for all likeminded regional stakeholders to join the Integrity (R)evolution in Latin America.



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO,  
SIGA AMERICA | Executive Chairman,  
SIGA EUROPE | Chairman & CEO,  
SIGA LATIN AMERICA



**Daniela Castro**  
COO, **SIGA**  
LATIN AMERICA



**Hugo Passarelli Scott**  
Vice President,  
Pacto pelo Esporte



**Reinaldo Carneiro Bastos**  
President, São Paulo  
Football Federation



**Ricardo Mazzuca**  
CEO, Arena Hub



**MODERATOR**  
**Pedro Trengrouse**  
Senior Partner, **Trengrouse & Gonçalves Advogados**  
Law Professor at Fundação  
Gertúlio Vargas, Brazil



DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

SIGA WOW - SUNSET LOUNGE RECEPTION & NETWORKING - SPONSORED BY MASTERCARD | 17:30 - 20:00



The SIGAWoW (Women on Wednesdays) Show is dedicated to celebrating and promoting female leadership in sport as part of our good governance Global Agenda. The philosophy is simple: if you can see it you can be it!

Sponsored by SIGA's Founding Member Mastercard, join us for drinks and canapes in a dynamic networking environment and listen to the career journeys, challenges and inspiring stories of how these dynamic global female leaders are conquering the sports world and breaking barriers in our industry.

PRODUCED AND HOSTED BY:



**Katie Simmonds**  
Global COO, SIGA  
Member, Board of Directors,  
SIGA AMERICA & SIGA  
EUROPE



# DAY 3 | WEDNESDAY, 14 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## SESSION 1



**Kate Beavan**

Founder, New Quebec Advisory | former Global Director, Hospitality & Experiences, Formula 1 | Member, Council, SIGA



**Ju'Riese Colon**

CEO, US Center For Safe Sport | Deputy Chair, Standing Committee on Gender, Race, Inclusion and Diversity, SIGA



**Haley Price**

Head, North America Sports Sponsorships, Tata Consultancy Services



**Reem Abdalazem OLY**

Sports Writer, Diario AS | former Assistant Coach USA Synchro | Two-time Egypt Olympian, Synchronised Swimming



## SESSION 2



**Mislaine Scarelli**

Vice President, Corporate Management | Paulista Football Federation (FPF)



**Fernanda Borba**

Vice-President, Ponta Delgada Football Association | SIGA Women Global Mentor



ASSOCIAÇÃO DE FUTEBOL DA PONTA DELGADA



**Ines Franco Alexandre**

Top 100 Women in Social Enterprise 2022, European Commission | Entrepreneur | Ideas Generator



**Helena Pires**

Executive Director, Liga Portugal



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## II SIGA GRID FORUM | 09:00 - 10:20

### STEP UP OR STAND DOWN – DELIVERING GRID IN SPORT

SIGA has long advocated that urgent action is required to deliver the inclusive, representative sport that we all demand. Discrimination has no place within good governance; moreover, those that inhibit, delay or avoid organisational change are as much a part of the problem as those that perpetuate the acts. This session underscores the necessity for immediate action and outlines the route forwards to progress from words to action. Following the successful inaugural edition (Miami, March 2022), the SIGA GRID FORUM is back to raise awareness, drive collective action and instigate positive, meaningful change.

## OPENING REMARKS | 09:00 - 09:10



**Brian Lewis**  
Chairman, Trinidad & Tobago Olympic Committee | Chairman, **Caribbean Association of National Olympic Committees (CANOC)** | Chairman, Standing Committee on Gender, Race, Diversity & Inclusion, SIGA



**Daniela Bas**  
Director, Division for Inclusive Social Development, Department of Economic & Social Affairs, **United Nations**



UNITED NATIONS

## ROUNDTABLE 1 | 09:10 - 09:35



**Densign White**  
CEO, **IMMAF** |  
Vice Chair, SIGA COUNCIL



**Paul Elliott**  
MBE CBE, Chairman, Inclusion Advisory Board, **The Football Association**



**Yath Gangakumaran**  
Commercial Director,  
**Sky Sports**



**Matt McCann**  
Founder and CEO,  
**Access Earth**



**MODERATOR**  
**Kate Hamer**  
COO, Co-Founder,  
**AxisStars**



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## TESTIMONIAL | 09:35 - 09:40



**Hudson Taylor**  
Founder & Executive  
Director, Athlete Ally



## ROUNDTABLE 2 | 09:40 - 10:05



**Keith Jones**  
Founder & President,  
**Soul Touchin' Experiences**  
| 2-time Emmy Award  
Winner



**Affy Sheikh**  
Head of Integrity Services,  
**Starlizard** | Member, Standing  
Committee on Gender, Race,  
Inclusion and Diversity, SIGA



**Siyabulela Loyilane**  
Founder & Chairperson,  
**Shumba Football Development**  
Acting Chief Executive Officer,  
National African Football  
Supporters Association



**Francis Wong**  
Chief Experience Officer,  
**WARC**



**MODERATOR**  
**Kate Hamer**  
COO, Co-Founder,  
**AxisStars**



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## OFFICIAL LAUNCH: SIGA GRID AWARD | 10:05 – 10:15



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO,  
SIGA AMERICA | Executive Chairman,  
SIGA EUROPE | Chairman & CEO,  
SIGA LATIN AMERICA



**Ju'Riese Colon**  
CEO, **US Center For Safe Sport** | Deputy Chair,  
Standing Committee on  
Gender, Race, Inclusion and  
Diversity, **SIGA**



**Arun Kang**  
Chief Executive,  
**Sporting Equals Ltd.**



## TESTIMONIAL | 10:15 – 10:20



**Ashish Babu**  
Chief Marketing  
Officer, **TATA CS**  
Europe and UK



## SIGA EXPERT FORUM ON INTELLECTUAL PROPERTY RIGHTS PROTECTION & ANTI-DIGITAL PIRACY | 10:30 - 12:00

The mechanisms and range of markets that Sport can disseminate its product to has never been more diverse. This presents Sport stakeholders many opportunities for positive evolution and growth. A key consequence of this changing landscape is that limiting access to information and protecting IP has never been more complex. As such, organised criminal groups are exploiting innovation to facilitate illicit gain with those who are negatively impacted often needing equally innovative methods to rectify and proactively safeguard their assets. This expert panel addresses the core components of these issues and roadmaps the way forward for others to follow

## OPENING REMARKS | 10:30 - 10:35



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO,  
SIGA AMERICA | Executive Chairman,  
SIGA EUROPE | Chairman & CEO,  
SIGA LATIN AMERICA



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## ROUNDTABLE 1: PROTECTING THE SPORT'S INDUSTRY FROM DIGITAL PIRACY: THE STATE OF PLAY | 10:35 – 11:15



**Marco Giorello**  
Head of the Copyright  
Unit, DG Connect,  
European Commission



**Adriana Moscoso  
del Prado Hernández**  
Director of Cultural  
Industries, Intellectual  
Property and Cooperation,  
Ministry of Culture and  
Sport, Government of Spain



**Daniel Friedlaender**  
Director of EU Affairs &  
Head of EU Office, Sky



**Jan Nordemann**  
Partner, NORDEMANN |  
Specialist Lawyer on Copyright,  
Media and Intellectual  
Property Law | former Chair  
of the International Copyright  
Committee of AIPPI

**NORDEMANN**



**MODERATOR**

**Laura Vilches**  
Sport and Media Law Expert | Founder, Vilches  
European Legal and Policy Affairs

## ROUNDTABLE 2: WHAT THE EUROPEAN UNION CAN & SHOULD DO | 11:15 -12:00



**Grégoire Polad**  
CEO, Association of  
Commercial Television  
and Video on Demand  
Services in Europe (ACT)



**Mark Lichtenhein**  
Chairman,  
Sports Rights Owners  
Coalition, (SROC)



**Diego Dabrio**  
Senior Expert, Media Rights  
(Legal) UEFA



**Adrian Ford**  
CEO, Football DataCo



**MODERATOR**

**Diogo Guia**  
COO & Director of Sports  
Public Policies,  
ICSS EUROPE



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

EXPERT FORUM: SPORTS BETTING INTEGRITY | 12:10 - 13:30

ROUNDTABLE 1 | 12:10 - 12:50

The SIGA Sports Betting Forum brings all sides of the betting industry together with one fundamental objective: to assess the current sports betting landscape and navigate a path towards a prosperous future, built on the foundations of Integrity and sustained by the most adequate regulatory frameworks. Sports Betting Integrity is fundamental to the future of Sport and it cannot be implemented or upheld without the coordinated commitment of all stakeholders, including governments, sports competition organisers and their members, as well as betting regulators and operators. There is an unambiguous need for fit-for-purpose regulatory frameworks and stronger trans-national involvement to create a fully regulated solution and efficient scrutiny. There is an urgent need to address the key issues and, more importantly, define the way forwards. The intent of this forum is to move from knowledge to action and to drive positive change in the industry through collaborative approaches to defining and implementing best practice.



**Affy Sheikh**

Head of Integrity Services,  
**Starlizard** | Member, Standing  
Committee on Gender, Race,  
Inclusion and Diversity, SIGA



**Matt Zarb-Cousin**  
Co-Founder & Director of  
External Affairs, **Gamban**



**Ricardo Domingues**

Head of International  
Markets & Member of the  
Management Committee,  
Betclik Group | President,  
Portuguese Association of  
Online Betting (**APAJO**)



**Adrian Ford**  
CEO, **Football DataCo**



**Ricardo Bianco  
Rosada**  
CMO, **galera.bet**



**MODERATOR**

**Diogo Nabais**  
Legal and Capacity Building  
Director, **Portuguese National  
Olympic Committee**



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

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## ROUNDTABLE 2 | 12:50 - 13:30

The SIGA Sports Betting Forum brings all sides of the betting industry together with one fundamental objective: to assess the current sports betting landscape and navigate a path towards a prosperous future, built on the foundations of Integrity and sustained by the most adequate regulatory frameworks. Sports Betting Integrity is fundamental to the future of Sport and it cannot be implemented or upheld without the coordinated commitment of all stakeholders, including governments, sports competition organisers and their members, as well as betting regulators and operators. There is an unambiguous need for fit-for-purpose regulatory frameworks and stronger trans-national involvement to create a fully regulated solution and efficient scrutiny. There is an urgent need to address the key issues and, more importantly, define the way forwards. The intent of this forum is to move from knowledge to action and to drive positive change in the industry through collaborative approaches to defining and implementing best practice.



**Ian Smith**  
Commissioner,  
Esports Integrity  
Commission, **ESIC**



**James Parker**  
General Counsel and  
Team Integrity Officer,  
**Boston Celtics**



**Rute Soares**  
Director, Integrity  
& Compliance Unit,  
**Portuguese Football  
Federation**



**FEDERAÇÃO  
PORTUGUESA  
DE FUTEBOL**



**Ana Bárbara  
Costa Teixeira**  
Legal Counsel,  
**galera.bet**



**José Carlos Oliveira**  
Director of the Legal  
Department, **Sporting Club  
of Portugal**



**MODERATOR**  
**David Nelson**  
Director, **AS USA**



## LUNCH & NETWORKING BREAK | 13:30 - 14:00

# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## GLOBAL MEDIA PARTNERS NETWORK SESSION | 14:00 - 14:50

Media is evolving practically every day with new apps, updates, platforms, and innovative ways of customising content. Gone are the days where everyone read the newspaper or tuned in to the news on the hour. Led by industry leaders and the SIGA Global Media Partners Network, this interactive session builds on the earlier one by addressing the most pressing challenges facing Sports Journalism and growing threats to the Integrity of Sport. This interactive session will supercharge and signpost a way to proactively overcome the challenges ahead.



**Manuel Queiroz**  
President, Association of Sports Journalists (CNID)



**David Nelson**  
Director, AS USA



**Paul Nicholson**  
CEO & Editor-In-Chief, Inside World Football



**Renato Ribeiro**  
Director, Sports Content, TV Globo



**Haresh Deol**  
Founder, TwentyTwo13



**Luís Filipe Simões**  
President, Portuguese Journalists' Union



**MODERATOR**  
**José Manuel Ribeiro**  
Journalist, immediate past Director, O Jogo



## TESTIMONIAL | 14:50 - 15:00

### THE BUSINESS CASE FOR CYBER SECURITY



**Steve Brown**  
Director of Cyber Intelligence, Mastercard



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

SIGA TECH HUB | 15:00 - 15:50

## SPORT INTEGRITY TECH TALKS

Technology and Sport have a deeply rooted, symbiotic relationship. When utilised correctly, technology extends the limits of Sports performance, provides unparalleled excitement, unrivalled accessibility and top-level entertainment. It can also be utilised to enhance integrity and trust. This session, with some of the most creative and innovative minds in the industry, will deliver dynamic and forward-thinking insight into the current technological Sports landscape and identify what is on the horizon to ensure Integrity continues to be turbocharged by technology.

 <p><b>Pedro Duarte</b> Director, Corporate, External &amp; Legal Affairs, Microsoft Corporation</p>		 <p><b>Kevin Benedict</b> Partner, Futurist, TATA Consulting Services</p>	
 <p><b>Louis Saha</b> SIGA Champion   International Football Legend   Founder &amp; CEO, AxisStars</p>		 <p><b>Daniel Hubert</b> Vice-President, Business Development &amp; Industrialisation, INEXTO</p>	
 <p><b>MODERATOR</b> <b>Kate Hamer</b> COO, Co-Founder, AxisStars</p>			

# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

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SIGA YOUTH FORUM | 16:00 - 17:00

Organised by the SIGA Youth Council, the SIGA Youth Forum is a global platform for young people to address the most pressing challenges the world of sport is facing from a youth perspective. The Youth Forum will focus on key topics, including eSports and safeguarding children in Sport and will discuss how to amplify and create a global movement driven and lead by the next generation of Sport Integrity leaders. During this session, the SIGA Youth Council will trigger a call for action inviting young people globally to push for greater Sport Integrity worldwide and push for the indispensable solutions and reforms to be adopted.

## OPENING REMARKS



**Tomás Mcedo de Medeiros**  
Youth Council Member,  
SIGA



## MODERATOR



**Ed Bowers**  
Co-Founder, **Sports Career Academy** & Podcast Host  
Member, SIGA Youth Council



## CLOSING REMARKS



**Taylor Green**  
Chair, **SIGA Youth Council** |  
Member, SIGA GRID | Board  
Member, Black Girl Hockey Club



## SAFEGUARDING CHILDREN IN SPORT



**Grace Glaser**  
Education Coordinator,  
US Centre for SafeSport |  
Member, **SIGA Youth Council**



**Carla Di Pierro**  
Psychologist, **Brazilian Olympic Committee**  
& Brazilian Volleyball Confederation



**Tarryn Horner**  
Programmes and Grants  
Manager, Laureus | Member,  
**SIGA Youth Council**



## INTEGRITY IN SPORTS MEDIA



**Francisco Guimarães**  
SIGA Champion, Football  
Youth Coach | Football  
Analyst, **Sport TV**



**Shanari Fearon**  
Sport Coordinator, University  
of West Indies | Producer,  
SportsMax TV, Jamaica |  
Member, **SIGA Youth Council**



**Likhaya Ntlokankulu**  
Co-Host, The Sports Show,  
Bush Radio | Africa | Market  
Research & Data Analyst,  
Nielsen Sports Africa |  
Member, **SIGA Youth Council**



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

SIGA EARTH FORUM | 17:00 - 18:30

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The kick-off of a paradigm changing, cross-industry SIGA initiative that unites leading sports foundations behind the SIGA mission to supercharge governance and integrity reform. This session will pave the way for SIGA to collaborate with leading stakeholders in the field to identify the key areas and shape solutions where collaborative, multi-agency programmes can be the game changer sport needs to increase access to, and awareness of, actionable knowledge and clear interventions to improve capacities in affordable, accessible and fit-for-purpose ways for all sport stakeholders.

## ROUNTABLE 1: CLEAN SPORT: A ENABLER FOR PEACE | 17:00 - 17:30



**Joël Bouzou**  
President, Peace and Sport Foundation



**Monsignor Melchor Sanchez**  
Under Secretary, Pontifical Council for Culture – Holy See | Board Director, Sport at the Service of Humanity Foundation



**SPORT** at the SERVICE OF **HUMANITY**



**Yuriy Sviridov**  
Director, Department of Marketing & Communication, FC Shakhtar Donetsk



**MODERATOR**  
**Fernando Urbano**  
Editor-in-Chief, A Bola



**A BOLA**

# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

VENUE: WESTMONT HOSPITALITY HALL

## ROUNDTABLE 2: THE SOCIAL VALUE OF SPORT | 17:30 - 18:00



**Hani Balan**  
CEO,  
Qatar Stars League



**Tiago Madureira**  
Executive Director,  
Liga Portugal



**Carlos Moía**  
Executive Chairman,  
Benfica Foundation



**MODERATOR**  
**Filipe Dias**  
Executive Editor,  
Record



## ROUNDTABLE 3: SPORT & SOCIAL RESPONSIBILITY | 18:00 - 18:30



**Jorge Miranda**  
Executive Coordinator,  
Benfica Foundation



**Hanspeter Rothmund**  
Founder & CEO, Football is  
More Foundation



**Ana Maria Diniz**  
President,  
Instituto Península



**MODERATOR**  
**Ed Bowers**  
Co-Founder, Sports Career  
Academy & Podcast Host  
Member, SIGA Youth Council



# DAY 4 | THURSDAY, 15 SEPTEMBER 2022

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## SPORT INTEGRITY PACT | 18:30 - 18:50



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO, SIGA AMERICA | Executive Chairman, SIGA EUROPE | Chairman & CEO, SIGA LATIN AMERICA



**Pedro Proença**  
President, Liga Portugal



**Joaquim Evangelista**  
President, Portuguese Footballers' Union | Vice President, FIFPRO EUROPE | Member, UEFA Professional Football Strategy Council



**José Pereira**  
President, National Association of Football Coaches (ANTF)



**Luciano Gonçalves**  
President, Portuguese Association of Football Referees (APAF)



## CONCLUSIONS & CLOSING SESSION | 18:50 - 19:15



**Luís Marques Mendes**  
Member, State Council of Portugal | Lawyer & Political Commentator



**Emanuel Macedo de Medeiros**  
Global CEO, **SIGA** | Chairman & CEO, SIGA AMERICA | Executive Chairman, SIGA EUROPE | Chairman & CEO, SIGA LATIN AMERICA



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# SIGA

SPORT INTEGRITY  
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