FIFA LEGENDS

SERVING FOOTBALL

CARLES PUYOL  +++ MIA HAMM  +++ CARLOS VALDERRAMA  +++ CÉLIA ŠAŠIĆ  +++ EMMANUEL AMUNEKE  +++ KAKÁ  +++
CARLI LLOYD  +++ PARK JI-SUNG  +++ RONALDO  +++ CLARENCE SEEDORF  +++ JAVIER ZANETTI  +++ ZLATAN IBRAHIMOVIC
FIFA inspiring girls and boys to play football.

FIFA’s Grassroots programme is the core foundation of our development mission, aimed at encouraging girls and boys around the world to play and enjoy football without restrictions. Grassroots focuses on the enjoyment of the game through small-sided team games, and teaching basic football technique, exercise and fair play.

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As a child, my favourite players were Cobi Jones and Ronaldinho. I had posters of them in my bedroom and loved their style of play. My parents signed me up at the age of five. Football has been my love and passion since then. I was highly competitive and always wanted to be outside competing against boys. I never had to be told twice to get ready for soccer practice. I was living football. I was crazy for football.

Then I started competing. My favourite memory is winning the state championship with my team, the Medford Strikers Soccer Club. It was such a big accomplishment for us and it took a lot of hard work from everyone on the team. To this day it remains special as it brings back so many amazing memories we shared together.

But a career consists not only of memories. A world-player career like mine comes with an obligation. My goal is to continue to be the best that I can be and do all the right things on and off the field. I have always been passionate about giving back to the next generation. I hope that my story continues to inspire the younger generation to never give up and see the positives that come through adverse situations. When I retire, I hope to be able to travel the world and continue to inspire the next generation.

The legends of the game all have walked their own paths and come with valuable lessons that we can all learn from. I think listening, taking recommendations and having FIFA Legends involved in the game can only improve the game on every level.

I plan to retire in 2020 after the Tokyo Olympics. After that I hope to stay involved in the game, help the game continue to grow on both the men’s and women’s side. I have tossed around many ideas and haven’t nailed anything down yet, but I definitely want to continue to inspire and transform the game for generations ahead. A career comes with an obligation, after all.

Yours truly,
Carli Lloyd
CONTENTS

DROPPING IN ON THE FIFA LEGENDS

8 Legendary Spain and FC Barcelona defender CARLES PUYOL enjoyed a glittering career, winning the World Cup, the European Championship, three Champions Leagues, six Spanish league titles ... we paid him a visit in football-crazy Barcelona.

18 EMMANUEL AMUNEKE's pace and power once struck fear into the hearts of defenders. Today, the former Nigerian winger lives in Santander, where we caught up with him.

24 Colombian legend CARLOS VALDERRAMA made his mark both on and off the pitch, and he recently spoke to us about the joy of football, his role as a FIFA Legend and his trademark hairstyle.

33 Mia Hamm, the pioneer of women's football in the USA, is still at football's service – all around the world.

34 CÉLIA ŠASIĆ, a U-19 world champion, two-time European champion and Champions League winner, brought her career to a rather premature end. The German, who became a mother a year ago, sat down with us to answer some questions.

38 FACES OF FOOTBALL Four FIFA Legends take a look at photos of themselves taken ten (or more) years ago.

42 THE BEST FIFA FOOTBALL AWARDS The FIFA Legends play a key role in deciding who wins the coveted awards.

45 THE FIFA LEGENDS don't just represent FIFA – the FIFA Legends think tank also advises FIFA President Infantino.

COVER PHOTO:
pictured in Barcelona. Photo: Jonathan Miller
FOOTBALL IN PICTURES

4 THE MONTH IN PICTURES FIFA Legend Jorge Campos with Indian fans in Mumbai – FIFA Legend Marcel Desailly at the Ganesh Chaturthi Festival in Mumbai.

46 FIRST LOVE Goma, Congo DR.

55 PANINI Javier Zanetti.

56 THEN AND NOW From Dortmund to Belo Horizonte.

66 PHOTO ARCHIVE Pre-match preparations for the first-ever game in Hyde Park (1929).

THE WORLD OF FOOTBALL

49 PRESIDENT’S MESSAGE The process to select FIFA World Cup™ hosts will be as objective and transparent as it can get.

50 FIFA NEWS and the FIFA/Coca-Cola men’s and women’s world rankings.

58 FIFA MEMBER ASSOCIATIONS

64 A FIFA LEGEND’S CAREER Clarence Seedorf.

69 CARTOON Mordillo.

70 INNOVATIONS The smart phone has replaced the trusty match programme.

71 FANS A call for better stadium infrastructure for women.

72 PUBLICATION DETAILS/COMING UP
A divine selfie
FIFA Legend Marcel Desailly at the Ganesh Chaturthi Festival in Mumbai (5 September 2017).
Smile and the world smiles with you
FIFA Legend Jorge Campos with Indian fans at the DY Patil Stadium in Mumbai (5 September 2017).
A

WINNER

FOR ALL

Always looking ahead. With his glittering playing career now over, world champion Carles Puyol is determined to give something back to the game. We dropped in on a FIFA Legend who is always on the move.

By Perikles Monioudis (text) and Jonathan Miller (photos) in Barcelona.
Carles Puyol, 39 The World Cup winner only ever played for one club: Barça.
Still in shape  - Carles Puyol sprinting on his favourite trail high above Barcelona.
“NOT EVERYBODY IS FORTUNATE ENOUGH TO ACHIEVE WHAT I WAS ABLE TO.”

Carles Puyol
Carles Puyol jogs purposefully on a wide path high above the city – his city – Barcelona. He knows the Carretera de les Aigües, a trail that winds in and out of the hills for nearly ten kilometres, like the back of his hand. This was where he came to put in the extra miles outside of training during his glorious playing career, and now, with his playing days behind him, he still comes here as he knows he can jog in peace, switch off, and admire the views over the city. “People come up here on their bikes, or with their families, to do some sport,” says the 39-year-old, who is seemingly still never short of breath.

The panoramic views over the Catalan capital from up here truly are spectacular. In the distance, the Mediterranean glistens above the spires of La Sagrada Familia, the world-famous basilica designed by Antoni Gaudi, which appears to be tiny from up here. The city is now basking in the fading embers of sunlight, and in the air is the unmistakeable aroma of pine needles. Carles Puyol and Carretera de les Aigües – if you really want to understand this great champion, you have to come up here with him. For when he is jogging in these hills, against the backdrop of his beloved city, the image almost merges into one: Puyol and Barcelona, Barcelona and Puyol – you can’t have one without the other.

“PRESSURE? WHAT PRESSURE?”

Puyol, the son of cattle farmers from La Pobla de Segur, a tiny Pyrenean town some two-and-a-half hours away by car, arrived in Barcelona at the age of 17. The football- and Barça-mad teenager was now ready to try and make his dream of playing for his boyhood team come true. Everything up until that point had been rather hard work. Like most kids, he had spent his spare time kicking a ball around while also finding time for a little athletics here and there, but he had never really been taught the finer points of the game. It was not until he was 15 that he learnt to trap the ball and pass it correctly. It says so much about Puyol’s dedication and will to win, then, that today, 20 years later, he can look back on a career that saw him win the World Cup, the European Championship and three Champions League titles among his haul of no fewer than 21 major honours.

The foundations for his exemplary career were laid in part at La Masia, the academy of FC Barcelona – and built on Puyol’s skills and will power, as well as his family upbringing and values. After impressing in his first trial, arranged for him by his very first coach, he was allowed to stay on – initially for a month. “I wasn’t worried about moving to Barcelona,” he recalls. “Even when I arrived, I still wasn’t afraid. This was my dream, after all. I didn’t want to do anything else.” But how did the young Puyol cope with the pressure? “Pressure? What pressure? I was playing football every day, and whenever Barça were playing, we just went next door to the Camp Nou. What more could you possibly want?” He knew that his team-mates were more developed than he was, but they had also joined La Masia much earlier too so he simply resolved to simply train even harder and never give up on a ball. He then switched from attack to defence. He quickly caught up with his team-mates, and it wasn’t long before he had moved ahead them of them with a stronger physique and a greater tactical understanding. He became the linchpin, the man who held the defence together.
Power and elegance A Puyol header settled Spain’s 2010 World Cup semi-final against Germany.
PUYOL THE TRADEMARK

Puyol was soon invited to train with Barcelona’s “B” team and he was also called up to the first-team squad for training whenever they needed extra bodies. It was there that Louis van Gaal, then head coach at the Catalan giants, first set eyes upon him. The rest, as they say, is history – and one of the biggest success stories in modern football. Puyol was known for his hard but extremely fair play, as well as for his ability to motivate others and his will to win. Think about Carles Puyol and you will think about the many titles and cups that he won. He went on to play 100 times for Spain, and was captain of Barcelona for many years. He became a brand in his own right. Puyol and the number five shirt became a trademark – not least due to the humility and modesty with which this universally respected player conducted himself throughout his glorious career. Puyol was also a one-club man, playing for Barça for his entire 15-year career.

Young and old wave to Barcelona’s sporting icon from the pavement, and others ask him for a selfie. Puyol – of course – is only too happy to oblige with a smile. In their eyes, he can not only see their joy and delight at their unexpected encounter with a living legend, but also their gratitude. Puyol made people happy with his performances. They will never forget that. But people here also appreciate all of the work he does for the greater good.

DETERMINATION AND HUMILITY

Puyol does not find it hard to put something back into the community and society. Far from it. “Not everybody is fortunate enough to achieve what I was able to,” he says. “But you also have to be humble in victory as well as in defeat.” But what exactly makes the difference between victory and defeat? “You have to give your all, that’s true. But that’s not enough. You have to be part of a team. There’s no room for egos – either on or off the pitch. You can only achieve great things as part of a team. Everyone in the team has to give everything, and also be in the form of their lives. Only then do you have a chance.” He knows that a professional footballer has to be willing to push himself to the very limit without ever losing sight of the importance of fair play. “It was undoubtedly my parents and my upbringing that taught me about being hard but fair, and about being humble about all that you have achieved.”
Casual kickabout
When a world champion meets tomorrow’s stars...
Puyol retired in 2014 and now, three years later, he has completely reinvented himself. “It was very hard for me to call it a day. I wanted to play until I was 41. But then it was all over at the age of 35,” he says. You can hear a tinge of regret in his voice but Puyol would not have been Puyol if he hadn’t tried everything to get his knee, which had undergone the surgeon’s knife many, many times, back into shape. But it just wasn’t meant to be. And he would not have been the fighter that we all saw on the pitch if he hadn’t immediately set his sights upon new goals.

Today, he knows that he can organise a charity match and raise a considerable amount for a local children’s cancer hospital. He also knows that he owes his profession so much. “I want to give back to society what football has given me,” says the father of two young daughters matter-of-factly. “It made me the man I am today.”

LIFE AS A FIFA LEGEND

Puyol is still deeply committed to the game, and he has become a key member of the FIFA Legends programme too, quickly and naturally slotting into his new position as a role model for young footballers all over the world. When he talks, people listen. There is a presence and an aura about him. He recently travelled to India for the launch of ticket sales for the upcoming FIFA U-17 World Cup (6-28 October), and as soon as he arrived, he was mobbed by fans. Wherever he went, crowds would follow. Ticket sales soon went through the roof too. All of a sudden, the U-17 World Cup received a boost in terms of its profile and status, as did the issue of football development in India.

It is not just India that has benefited, however, as he also travelled to Russia earlier this year ahead of the FIFA Confederations Cup to draw attention to the volunteers’ programme and to publicly thank the many volunteers from Russia and beyond, to give them the recognition they so richly deserve. Later, when media reports suggested that the pitch at the new Krestovsky Stadium in Saint Petersburg would not be ready for the opening match, Puyol headed back to Russia. He stepped out onto the pitch himself and, at a press conference later that day, insisted that the pitch was already ready for action – even in 15 minutes’ time, if need be, swiftly putting an end to all speculation once and for all. In December last year, he also accompanied FIFA President Gianni Infantino to Brazil to attend the funeral service after the tragic Chapecoense plane crash in Colombia.

LIVING FOR THE MOMENT

His jog on the Carretera de les Aigües now over, Puyol drives through the city as the night begins to draw in. Does he ever...
find himself thinking about the titles he won? Do images of the 2010 World Cup final in Johannesburg, of the World Cup Trophy in his hand, flicker across his mind’s eye? “They’re all memories. I don’t live in the past, and I don’t often look at photos of my triumphs either. My daily life challenges me in other ways,” he says.

When you see just how attentive he is when moving around with his family, it is clear that he means being a husband – he’s married to designer and model Vanesa Lorenzo – and a father.

Puyol always keeps his eyes on his young children, on the cars and cyclists going past, on the many joggers he passes – just as he never lost track of where his fellow defenders or the opposition strikers were on the pitch. He then receives an MMS from his great friend and former team-mate Xavi, who is somewhere out there on the streets of Barcelona. Matches always end, but friendships never do. “You can only win in a team.”

“HELPING WITH EXPERIENCE”

FIFA Legend Carles Puyol and former Spain international Iván de la Peña are committed to helping and advising the next generation of players.

Carles Puyol joined La Masia, the legendary FC Barcelona academy, at the age of 17, rather late by modern standards. La Masia is one of the most famous academies in the world. The three nominees for the 2010 FIFA Ballon d’Or – Andrés Iniesta, Lionel Messi and Xavi – are all graduates of the institution where Puyol also laid the foundations for his own trophy- and medal-laden career. He knows exactly what young players need in terms of psychological and strategic management to allow their fledgling careers to flourish. With that in mind, Puyol and former Barça team-mate Iván de la Peña have come together to provide up-and-coming players with the benefit of their experience. Puyol says: “Our system goes much further than that of a football agent. We act as mentors to our footballers. With our experience, we help them not only with contract issues but also with everything that a player needs to have a career that is as long and as successful as possible. This includes football advisory work by analysing each individual player’s game and that of those around him; advise on the hidden aspects of training – diet, physiotherapy, recuperation, supplements – and advise on the emotional side of the game to help them cope with pressure, victory, defeat, everything else going on around them. He continues: “I stand up for the players. I help them with my experience.” He recently helped to seal a transfer for Marc Bartra, another La Masia graduate, to Borussia Dortmund.

Old friends Iván de la Peña (left) and Puyol know just what young players need.
Emmanuel Amuneke was part of Nigeria’s golden generation that won the Africa Cup of Nations and Olympic gold in the 1990s, but he thinks there is a lot of work to be done before Nigeria can taste success again.

By Annette Braun (text) and Xavier Cervera (photos) in Santander, Spain
The Atlantic crashes onto the fine sandy beach and the jagged rocks alongside it. The spray off the waves is a small yet impressive reminder of the power of the ocean. Looking further out to sea, there are a few dots on the horizon – surfers riding metre-high waves and eventually disappearing from view the further out they venture.

Emmanuel Amuneke is standing on the Magdalena peninsular and gazing out over the Bay of Santander, which is now bathed in soft light. This city in northern Spain is now his home, the peninsular one of his favourite places. He comes here to unwind and enjoy the peace and quiet, something that he has come to appreciate more and more since his stint in charge of the Nigerian U-17 team. He guided his charges to two World Cup titles during his time in the position, which required a lot of travelling. “In Nigeria, there are no youth leagues like there are here in Europe. I had to travel all over the country, sometimes for as long as four months a year, just to find the best players,” he says before admitting that he thought the time was right for a change after the second of those two titles.

That change brought him here, to Santander, and today to his little oasis of calm on the city’s famous peninsula. The Palacio de la Magdalena, a palace that the Spanish royal family used as a summer residence in the early part of the 20th century, draws visitors up here for the views, not only of the palace itself, but also of the surrounding area. While making his way up here, the FIFA Legend passed a small harbour and a playground full of children, some on swings, some clambering up a climbing wall, some enthusiastically chasing a ball. There is nothing more fascinating for a child than a ball, and in that respect Santander is no different to Owerri, the town in the heart of Igboland where Amuneke was
born, or Lagos, Nigeria’s biggest city with 18 million people where Amuneke spent part of his childhood. “I only ever wanted to play football,” he says. His dad wasn’t exactly thrilled, believing as he did in the importance of a good, solid education.

“Today, everyone in Nigeria is crazy about football and knows just what the sport can give you. Back then though, football was seen as something fun, but ultimately as a waste of time,” he recalls. Amuneke did not let his family’s doubts get in the way of his passion. “I was stubborn. I wouldn’t go straight home after school, and instead I stayed out on the streets with my friends to kick a ball about.” While still wearing his school uniform of course. “I knew I would be in trouble when I got home. But I didn’t care.” At home, it wasn’t just the wrath of his father that would await him, but also the chore of having to wash his clothes.

NEXT STEP EUROPE

Like many Nigerians born in the 1970s and 1980s, Amuneke’s dream was to play for his state’s representative team. The foundations were put in place at school under the watchful eye of a “gamemaster”. “These days, every kid’s dream is to go straight to Europe, and the players making the move are getting younger and younger,” he says. The U-17 World Cup is the perfect stage for talented youngsters, such as two from the 2015 world champions – Kelechi Nwakali and Victor Osimhen – who secured switches to Arsenal and VfL Wolfsburg, respectively.

Amuneke knows just how hard it is to make your own way in a new country, and even on a new continent. He had only played nine games for Julius Berger FC, a company team based in Lagos, before moving to Zamalek in Egypt where he was promptly floored by homesickness. He found himself living in a hotel, confronted by a brand new culture, and without the support network of family and friends. “Eventually I went up to the manager and told him that I wanted to go home.” The manager was persuasive, however, and Amuneke was convinced to give it another go. Slowly but surely he found his feet, his career took off and he soon found himself moving to Sporting Lisbon and later to FC Barcelona. “It is important that these young, privileged players understand that moving to Europe is only the next step in their career. It takes commitment, hard work and discipline to succeed there. They must be willing to continue to make sacrifices.”

Turning his attention back to youth football in Nigeria, Amuneke is painfully aware that the senior national team has so far been unable to replicate the youngsters’ recent success. “It’s all about continuity,” he says. “There are so many factors to being successful in the game. At some point, talent alone is not enough. A player cannot only listen to his gut instinct. He has to know exactly what he needs to do on the pitch. That improves his decision-making and
The Cantabrians are obviously delighted that Amuneke, an Africa Cup of Nations champion in 1994 and an Olympic gold medallist in 1996, is now one of them, listening intently whenever he talks about Nigeria’s golden generation with players of the ilk of Stephen Keshi, Nwankwo Kanu and Jay-Jay Okocha. “We were all talented players but we all respected each other and stuck together like a family,” he says. The younger players also had an important role to play in the team, as proven by the fact that Amuneke actually made his international debut in the final of the 1994 Africa Cup of Nations. How did he react? He simply took the coach’s decision in his stride – and promptly scored the winner, just as he would do two years later in the Olympic final. “I always stayed focused and simply waited for my chance,” he says casually.

He then sits down on a bench and stretches his legs out. It is a brief moment of reflection and a chance to take the weight off his knee that plagued him throughout his career and prevented him from making his mark in the legendary Barça shirt. While he is enjoying the evening sun, passers-by cast a quick glance in his direction. Amuneke is a much-loved and respected figure here, even though he never wore the colours of the local side, Racing Santander, simply because he takes the time to return people’s smiles, to mingle amongst them, to chat with them and to shake their hands.

**THE GOLDEN GENERATION**

The Cantabrians are obviously delighted that Amuneke, an Africa Cup of Nations champion in 1994 and an Olympic gold medallist in 1996, is now one of them, listening intently whenever he talks about Nigeria’s golden generation with players of the ilk of Stephen Keshi, Nwankwo Kanu and Jay-Jay Okocha. “We were all talented players but we all respected each other and stuck together like a family,” he says. The younger players also had an important role to play in the team, as proven by the fact that Amuneke actually made his international debut in the final of the 1994 Africa Cup of Nations. How did he react? He simply took the coach’s decision in his stride – and promptly scored the winner, just as he would do two years later in the Olympic final. “I always stayed focused and simply waited for my chance,” he says casually.

The players from that successful era are still in touch, and Amuneke appreciates that he was in the right place at the right time. “The generations before us also had out-

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**THE SOUND OF AMUNEKE**

Singing, clapping, dancing – music is part and parcel of the pre-match ritual for African teams with a variety of beats pumping out on team coaches and smiling faces all around. “That is our way of trying to motivate ourselves,” says Emmanuel Amuneke. “But as soon as we go through those dressing room doors, we are all focused!” Music was a constant companion throughout his career and it has lost none of its power now that his career is over. Amuneke sat down with FIFA 1904 to put together his dream playlist. These five songs show that his passion for rap music has gradually been replaced by pop music. “It shows that I’m getting older more like,” he says with a smile. “And maybe more responsible!”

1. “Dear Mama” – 2pac
2. “Nothin’ But a ‘G’ Thang” – Dr. Dre feat. Snoop Dogg
3. “One Dance” – Drake feat. WizKid
4. “A Sky Full Of Stars” – Coldplay
5. “The Troubles” – U2
standing players, but we were lucky in that we worked fantastically well as a group,” he admits. His generation of players also made history as they became the first Nigerian side to qualify for the FIFA World Cup™ at USA ’94. “We wanted to make a statement and show that we really could play football,” he says. They did exactly that in the group stage but then slipped to a narrow 2-1 extra-time defeat at the hands of Italy in the round of 16.

So when will an African team win the World Cup? “I am always happy to hear that question because it shows that people like Africa and would be happy for our continent. FIFA has done a lot for development. There is potential, but it needs to be tapped into at all levels,” he says. “We don’t want to merely make up the numbers, we want to challenge the very best in the world. Morocco and South Africa have put good structures in place, but there is still a long road ahead of us.”

Amuneke wants to be part of that challenge, with youth development work holding a special place in his heart. He recently travelled to India with a group of fellow FIFA Legends to promote the upcoming FIFA U-17 World Cup, and aside from his work for the governing body, he also wants to work as a coach again to pass on the benefit of his experience: “I want to share my expertise with youngsters to help them get even better.”

And maybe, just maybe, those youngsters will one day go on to repeat his success with Nigeria. “Who knows?” he smiles. Amuneke also has another job – he is the father of two young boys. Joseph, the younger of the two, has just started training with a team but his favourite club – despite his father’s Barça past – is Real Madrid. Amuneke simply shrugs his shoulders and smiles: “What can you do?” Matthew, the older of his two sons, is leaning more towards the world of athletics or even acting. It is also possible, though, that Matthew and Joseph – who are both keen surfers – will one day be one of those little dots out on the horizon, riding metre-high waves in the idyllic Bay of Santander as their father watches on proudly from his favourite bench high up on the Magdalena peninsular...
COLOMBIA’S GENIUS

A footballing genius, the Colombian Carlos Valderrama was also a bit of a character off the pitch who did not achieve global fame until his late twenties. We pay him a virtual visit in his homeland.

By Alan Schweingruber (text) and, in Barranquilla, Charlie Cordero (photos).

Unmistakeable
Carlos Valderrama, 56, relaxes by the beach in Barranquilla.
“Easy like Sunday morning”

“If there’s no fun, football loses its most important quality,” says Valderrama.
The meeting with Carlos Valderrama was supposed to take place in Barranquilla on 12 September: a hot and sticky time of the year, according to a South American colleague, who knows about these things. Sure enough, an internet search revealed that the temperature was guaranteed to be well over 30 degrees – hence the need to pack light clothing, not forgetting sunglasses, sun cream and sun hat – anything to avoid heat stroke. With autumn already making its chilly presence felt in Central Europe, it was time to dig out the summer gear again.

Located in the far north of Colombia, Barranquilla is a port city on the Caribbean Sea. Colombian currency and people with a touch of Caribbean flair. It is also a business and industrial centre with a number of grey skyscrapers and thus unprepossessing in appearance. Not the sort of place you picture when thinking of Colombia, with its lush forests that stretch as far as the eye can see, preening flamingos and ancient buildings, all of which were on display in the recent Netflix series Narcos, about the life of the powerful drug baron Pablo Escobar.

A rumour began to circulate that Valderrama had had his hair cut. Rumours are more interesting when they conjure up images, and when the image in question relates to Valderrama with short hair, it takes on the appearance of a “Samson and Delilah” scenario.

No, the city’s appeal has always been somewhat different. It certainly inspired Gabriel García Márquez, who wrote the novel One Hundred Years of Solitude and won the Nobel Prize for his contribution to literature. Barranquilla is also known for its carnival, the second-largest in South America. Among the city’s most famous sons and daughters are singer Shakira, who grew up there, actress Sofia Vergara and Knox Martin, an artist working in New York.

Unfortunately, events conspired to spoil my travel plans: two days before departure, a rumour began to circulate that Valderrama had had his hair cut. Whether it started on Twitter, in the tabloids, or a whisper on the train – who knows? Rumours are more interesting when they conjure up images, and when the image in question relates to Valderrama with short hair, it takes on the appearance of a “Samson and Delilah” scenario – and an interview with a shorn superstar would be no interview at all. In the world of fashion, it would be like Karl Lagerfeld turning up clad in scruffy jeans and a T-shirt.

On the other hand, the rumour was not without a certain appeal: readers would undoubtedly be interested in seeing pictures of Valderrama sporting a short back and sides or even with no hair at all, as they were a few years ago, when he had his shaggy blond locks died pink for charity. Social media went berserk: “Pibe, what have you done?” (Pibe means “kid” and was the nickname given to the young Carlos by his father’s football coach.)

However, by the afternoon, the rumour had died down. “Fake news”, wrote photographer Charlie Cordero in an email from Colombia. And he should know: he lives in Barranquilla and was due to take the pictures for the article. The relief was evident in his email, but he was probably only half-joking when he finished by saying: “Maybe we should have the shoot in a hairdresser’s salon!”

Another option on the table was photographing him driving from Barranquilla to Santa Marta in an old convertible, a two-hour drive on the scenic coastal route. Once in Santa Marta, where the most famous Colombian footballer on the planet was born, we could have gone to the El Pescaíto district to showcase his keepy-uppie skills or find the spot by the sea where he used to go diving for coins that tourists had superstitiously tossed into the water.
Love conquers all

Valderrama came to the photo shoot clad in one of his beloved T-shirts.
The second communication reached the author of these words a few hours after the fake news. Printing the boarding pass for the flight was already an option, but the WhatsApp message that came from none other than Valderrama himself dispelled all thoughts of that. “Stuck at an airport abroad because of Hurricane Irma. Will have to postpone the meeting. Sorry.”

“Stuck” was also how a Colombian journalist described Valderrama’s situation in 1988, but the circumstances were different. El Pibe had been the first Colombian to sign for a French club, in this case Montpellier. He was the first South American Footballer of the Year to go to Europe. The best on the continent, no less, which was all the more impressive when you consider that outstanding talents like Maradona and Zico were also around at this time.

At Montpellier, however, the precision passer found it hard going. The club was in chaos, and although Valderrama had been on the chairman’s shopping list, the Colombian did not figure in the manager’s plans. A tricky situation, to be sure, but the contract had been signed and although any team in South America would have gladly had the then 27-year-old playmaker on their books, Valderrama spent weekend upon weekend in Montpellier either warming the bench or sitting in a language class.

“We can’t postpone the meeting. Can we do a phone interview instead?” El Pibe replied half an hour later with a thumbs-up emoji. The sun hat and the rest of it went back in the cupboard, the flight ticket was cancelled, and the research files taken out again.

When did this sublime footballer, who used the outside of his right foot as others would use their index finger to turn on the light, first come to the world’s attention? He played at Montpellier until he was 30, winning the French Cup with them before moving to Real Valladolid in Spain for a year. However, Valderrama is not remembered for his four-year spell in Europe but for his performances for the national team, starting in earnest at the 1990 World Cup.

Italia ’90: a World Cup year dominated by short hair, with synth-pop, gaily coloured headbands and Levi’s 501s seemingly all consigned to the past. Then came along this moustachioed

NAME Carlos "El Pibe" Valderrama
BORN 2 September 1961 in Santa Marta, Colombia
INTERNATIONAL CAREER 111 matches, 11 goals, appeared at 3 World Cups
MAJOR HONOURS 1 French Cup, 2 Colombian league titles, 1 MLS Supporters’ Shield, 2 South American Footballer of the Year awards (1987 and 1993)
guy in Bologna wearing a reggae necklace and sporting a shaggy mane of golden locks that looked as though it had been shaped by the Jackson Five’s hair stylist. It was on 9 June 1990 that Carlos Valderrama burst onto the scene. Who was this player who hardly seemed to move at all but had such dexterous control of the ball?

The age of gifted athletes with outrageous outfits had already begun, and by the end of the 1990s, with Beckham in his pomp, the term “pop star” began to be bandied around. But El Pibe was no pop star – he was just himself. He wore his hair like he did as that was what he’d decided in his teens, and adorned his body with colourful chains because that was the fashion in the Caribbean, and he had in fact done so since he sold ice creams as a boy in Santa Marta for some extra pocket money.

Colombia beat the United Arab Emirates 2-0 on that day in Bologna. It was the country’s first World Cup match for 28 years, and a turning point in Valderrama’s career. The victory proved crucial to the team making it through to the round of 16 – after some nifty work by Valderrama in the final group match against West Germany (a one-two followed by a through-ball for goalscorer Freddy Rincón to equalise in the last minute). Suddenly, everyone was talking about the Colombian with the crazy hair, and soon, neutral fans started to wear blond wigs in tribute. (Incidentally, this turned out to be a canny long-term investment, as Valderrama also helped Colombia qualify for the 1994 and 1998 World Cups.)

14 September 2017: the hurricane has now gone, and blue skies and swaying palm trees are once again in evidence in Barranquilla. A passenger ship is unloading its human cargo. Next stop Jamaica, Haiti or Guadeloupe… then the phone rings. An infectious laugh can be heard on the other end of the line, followed by a husky voice: “I’ve got time now. Where would you like to start?”
“THE SEA HELPS ME TO RELAX”

Carlos, how important is it to enjoy playing football?
Carlos Valderrama: enjoyment is everything – without it, football wouldn’t exist. We must always keep in mind why we’re in the game. If there’s no fun in it, football loses its most important quality.

Did you always enjoy playing?
Most of the time. I was a playmaker, I had to be creative. I made a lot of decisions intuitively.

Are there fewer creative players nowadays?
No, I don’t think so. Just take Lionel Messi, for example, or Neymar. James Rodriguez from Colombia plays attractive football. And of course you also need players who can put the ball in the net, though whether the goals are beautiful or not is another matter.

How is the current Colombian team doing?
We have some great players and are sure to qualify for Russia next year. I’m already looking forward to the tournament and will definitely go to some of the matches.

You had great technique. Were exceptional players like you excused from chasing and harrying?
I never used to run very much. In my position, the key thing was not to lose the ball and to pass it to the right player. If it went to the right place, things happened quickly. You don’t really need to run much for that – or at least, you didn’t in those days. A lot more is demanded of playmakers now on the physical side.

You tended to be a man of few words, but were you a leader nevertheless?
As a playmaker, you were always moving: your role was to lead. I used to talk a lot to my team-mates on the pitch, but also in the dressing room before and after the game.

Does having peace and quiet mean a lot to you?
Yes, it does. I grew up by the water and still live by the sea. Being by the sea and the beaches keeps me grounded and helps me to relax. I live in Barranquilla during the week and then on the weekend I go with my wife to my hometown of Santa Marta, where there are some beautiful beaches.

What is your new role as a FIFA Legend like?
It’s a great honour to represent football around the world, and I love getting together with people. I love travelling, and football is my life. It’s important to me that the game moves in the right direction.

What would you change in football?
I’d get rid of offside. Seriously?
It’s worth a try. I think football can manage without offside. There’d be more goals and more entertainment for the fans, which is what it’s all about.

I have a question about your trademark. [laughs] You mean my hair?

How did it come about?
I used to like letting it grow when I was a kid, and then it just somehow became my trademark. It belongs to me, and I’ve never changed it, through all the years.

There were rumours that you’d had it cut short.
I’d never do that.

Do you go to the barber’s often?
My wife cuts my hair – I think she does a good job.
Driven by e-motion.

IONIQ

plug-in   hybrid   electric
MIA HAMM: “I WANT TO MAKE FOOTBALL BETTER”

Having set off a boom in women’s football stateside in the 1990s, Mia Hamm is now helping to grow the game after hanging up her boots.

By Annette Braun

As some children noisily kicked a ball around in a backstreet of Florence, their impromptu game attracted the attention of a girl who was walking past. Her name was Mariel Margaret Hamm and she was visiting the Tuscan city with her mother. She immediately caught the football bug and wasted no time in joining in with the other children.

What was the American girl doing in Florence? Her father was taking a master’s degree at the local university and he had brought the family with him to Italy for 18 months. Back in the USA, American football, baseball and basketball were naturally this sport-mad dad’s physical pastimes of choice, but his European sojourn had turned the die-hard Washington Redskins fan into an ardent Fiorentina supporter who always took his daughter to home matches. Mariel Margaret Hamm later became Mia Hamm, one of the most popular female footballers in the world.

Hamm challenged Michael Jordan in various sports in a TV commercial and adorned many a magazine cover. She was the inspiration behind a range of sports shoes as well as a Barbie doll. Back in the nineties, she was the face of women’s football, scoring 158 times for the national team, winning the World Cup twice and garnering two Olympic gold medals, which led the side went on to conquer all before them at USA ’99, attracting a sell-out crowd of 90,000 for the final at the Rose Bowl in Pasadena and a TV audience of over 17 million viewers as they overcame China on penalties.

Despite Hamm’s superstar status, she remains as shy and modest as she has always been. She has also never been one to rest on her laurels, telling CNN in an interview back in 1999: “Celebrate what you’ve accomplished, but also raise the bar a little higher each time you succeed.”

She took on the role of a FIFA Legend with typical gusto: “I really like the idea of it. While you are playing so much of your focus is what you do on the field, so it’s only once you step away from the game you are more able to really think through ‘how can I, as a former player, help to make the game better?’” she says, highlighting the benefits that ex-pros can bring to take the game forward: “Because these athletes spend every single day inside the lines, they have good ideas about rule changes for the rules that are there now, or how to make the lives and experiences on the pitch better for players and thus better for the fans.” Good news for the kids on the streets of Florence – and the world over, for that matter.

New York Times to state: “She is the best-known soccer player in this country, man or woman.”

LEGENDARY 1999 WORLD CUP ON HOME SOIL

Hamm helped to popularise the game in the USA, despite only appearing for the national team for many years due to the lack of a women’s league. But what a team! Having won the first-ever Women’s World Cup in 1991 and the inaugural women’s football tournament at the 1996 Olympics,
“WOMEN SHOULD BE ALLOWED TO PLAY FOOTBALL IN EVERY COUNTRY”

Célia Šašić

Happy in her new life after calling time on her illustrious career.
**FIFA 1904**: Célia, is there any particular moment in football from your youth that has really stayed with you?

**Célia Šašić**: I would not highlight any moment in particular. The good thing was the being together on the pitch, the game, everything about it. Anywhere where a lot of people come together amicably and have fun, I felt right at home. No matter whether that was in the national youth team at 15 or 16 or the really small club I started at. I have great memories of those times.

**What inspired you to play football as a child?**

My mother is French and when the World Cup was held in France in 1998, of course that was great. We were visiting my family at the time, and we could sense the special atmosphere emanating from the World Cup. Being in a country where the World Cup was being held was something special. It’s possible that this was the experience that inspired me to carry on with football. I was ten years old at the time.

**What role did your older brother play?**

I got into football through my brother, who played for a club. I always met him there after training. He actually didn’t play football for very long. He stopped when he was very young.

**Why did you keep going with it?**

It’s all about what type of person you are. For me, football is the most wonderful sport in the world. I had developed a passion for it quickly. I liked being outside, I needed to breathe fresh air every day after coming home from school. I also liked the idea of being part of a team. You do everything together, chasing your goals together. I liked that from the start.

**What else did you do after school?**

I did all kinds of other sports, I tried everything there was to try. I was very active. But I liked football the best.

You also had to study for your school leaving exams. I was able to combine the two quite well at the time. The fact that I was not at school sometimes was never a problem. In that case, I would learn everything at home and catch up on my work. The other boys and girls at school always supported me, as did the teachers.

**Has the situation improved for girls since then?**

With sports grammar schools, for example, it is easier for girls nowadays to combine football and school than it was in my day, as they provide for everything there. As a rule, you don’t need to catch up on the work later, as the timetable takes into account the special situation that the aspiring girls playing football are in. Today, the girls can really dedicate themselves to their passion without neglecting school. Of course, it varies from school to school. But you can say that the schools are looking at sports that take up a lot of time more positively and don’t tend to say no any more.

**Does this mean that girls can plan a career as a professional footballer?**

For me, I never combined specific plans with football. I didn’t really see it as a possible job for me as an adult. I played football because I love the sport. I had also never trained and given my all solely for a job and to one day play for the national team. No, I played for fun and pleasure.

**But you had plans.**

There are still not a lot of female role models for a career as a professional footballer. My role models were men. Before I played in the women’s Bundesliga, I never knew that it existed. That has changed for women today. Women’s football is in the public eye. And the goal of playing in the Bundesliga is one that can now be set at a young age. As girls are being trained at a far younger age than in my time. But the main thing is always developing your own personality. And every girl does that at her own pace.
How did you get your football education?
I went to the regional youth facilities set up by the German Football Association and played for various youth teams. Today, there is a more extensive set-up by comparison, as the fundamental acceptance of women’s football in Germany has grown. There are more courses, more clubs and the national team is now enjoying a certain level of respect thanks to its success.

What advice do you have for young female players who want to become professionals?
You have to come to terms with it yourself, make a decision and follow that path consistently. Becoming a “normal” female Bundesliga player is one thing. Wanting to become a professional female footballer and maturing into an experienced, well-known member of the women’s national team is another thing.

What does that entail?
You have to prepare everything around you properly. Nutrition, training, the mental aspects, the absolute desire to achieve your goals: all of this demands a certain lifestyle and a certain strictness. Everything that goes on behind the scenes is just as important as the sporting aspects. Nothing comes without a price. If you really want to achieve your goals, you have to make a very conscious decision. But I think that even a “normal” female Bundesliga player should be able to live off football.

Is that the case?
Well, of course, a young player will ask herself before her school leaving exams or during her vocational training whether she can take a step towards becoming a professional footballer and live off the couple of hundred euros that she would earn initially or whether she would be better off staying in the profession she is learning. The important thing here is that the surroundings, such as the club, on the one hand offer the players the chance to develop and become a professional. On the other hand, there needs to be assurances that if it does not work out, the players can carry on in the profession they are learning. Having a secure daily life is the target.

How do things stand regarding the development of women’s football in other countries?
There isn’t a great deal of acceptance of women playing football in many cultures. The first thing is to establish that it is normal for women to play football, that this is part of football. By running a league, you can get that regularity. That way, women who want to play football have the chance to actually do just that. Women should be allowed to play football in every country.

You have won major honours. What do you need to do that?
A mixture of several things. One characteristic or one circumstance alone is not enough. But in any case, the team itself plays a vital role. If someone has an excellent attitude, but the majority of the team don’t, that person’s good attitude will get them nowhere. Football is a team sport. No matter how good you are, you can only win if your team are good.

What is the best way to help your team?
To be successful, you need to be very self-sacrificing — that goes for all of the girls in the team. You have to sacrifice yourself for the team, even if that means putting yourself in the background a little.

What are your plans for the future?
I would like to remain in football. That’s my passion, and I owe a lot to football. I am the way I am because I played football. My personal development would have been completely different without football. My daughter was born last year and she takes up all of my time. In time, it will become more clear what I will do as a profession. But I know one thing for sure: whatever I do, I will do it with passion.
NAME: Célia Šašić
(born Célia Okoyino da Mbabi)
DATE AND PLACE OF BIRTH: 27 June 1988,
Bonn (Germany)
POSITION: attacker
CLUBS: SC 07 Bad Neuenahr 2004-2013,
1. FFC Frankfurt 2013-2015
NATIONAL TEAM Germany 2005-2015
(caps: 111)
HONOURS: German Women’s Cup 2013/14,
Women’s Champions League 2014/15,
Women’s EURO 2009 and 2013
AWARDS (SELECTED) German Women’s
Footballer of the Year 2012 and 2015,
Women’s Bundesliga top scorer 2013/14
and 2014/15, Women’s Champions League
top scorer 2014/15, winner of the adidas
Golden Boot at the Women’s World Cup 2015

Looking ahead
The FIFA Legend takes a keen interest
in youth development work.
"That photo really takes me back. It reminds me of when I was a kid and used to dream of making it as a pro. It was around then that I realised I'd made it."

Kaká

This is a snap of you after a game, shot during the 2005/06 season by the Swiss photographers Mathias Braschler and Monika Fischer. What comes to mind when you see your younger self today?
"When I see this image, firstly it brings back all the memories and mixed emotions I felt throughout my career as if it was happening now. It also makes me ask the question, 'Since then, have I been able to find anything I love and am as passionate about as playing football? My answer is: Not yet. I’ve tried but it’s not easy.'

Park Ji-sung
“When I look at this photo, I can hear the final whistle of the referee and the happiness of the crowd celebrating another victory! I can feel again the call of the most wonderful game in the world and immediately, I want to give my best to football, both on and off the pitch! Let’s play football and experience this shared passion!” — Ronaldo
"Powerful." Zlatan Ibrahimović
THE LONG WAIT IS (NEARLY) OVER

then no other side has as much experience of setbacks and shown as much patience as England. Let us rewind to EURO 1996, when the Lightning Seeds’ hit *Three Lions* had taken the charts by storm. “Football’s coming home!” sang Ian Broudie, the frontman of the Scouse band, with comedians Frank Skinner and David Baddiel. It was a catchy tune alright, backed up with a few modern Britpop beats. It struck a note with the public too, and soon the entire country was singing along to a song that was not just about a major tournament taking place in the motherland of football but also laid bare England’s longing for their first title after “30 years of hurt”. The song was released again with reworked lyrics for France ‘98, and there were further outings for the track in 2002 and 2006 as well. Today, some might say fortunately, we have Spotify. And we also have

On 23 October, the players of the year in the men’s and women’s games will pick up their awards at The Best FIFA Football Awards 2017 in London. Before then, FIFA tapped into the knowledge and insight of the FIFA Legends...

By Alan Schweingruber

Bloomsbury Ballroom, London FIFA Legends Roberto Di Matteo, Jay-Jay Okocha, Alex Scott, Andriy Shevchenko and Peter Shilton (left to right) at the announcement of the nominees on 22 September 2017.

Football’s coming home. Sometimes, things may well come back to you if you wish hard enough. Achieving something that you long for also means never giving up – an admirable trait shared by the likes of Lionel Messi and Cristiano Ronaldo. The first shots to be fired in the (ongoing) battle to be the best player in the world came from the Portuguese in 2008, only for the Argentinian to then claim all four subsequent awards. Ronaldo bounced back in 2013 and 2014, but Messi snatched the crown back in 2015. And so on and so forth. Now, after almost ten years of this tug of war, the score stands at 5-4 to Messi.

But if we are to put thoughts of the World Player of the Year award to one side and turn our attentions to national teams, then no other side has as much experience of setbacks and shown as much patience as England. Let us rewind to EURO 1996, when the Lightning Seeds’ hit *Three Lions* had taken the charts by storm. “Football’s coming home!” sang Ian Broudie, the frontman of the Scouse band, with comedians Frank Skinner and David Baddiel. It was a catchy tune alright, backed up with a few modern Britpop beats. It struck a note with the public too, and soon the entire country was singing along to a song that was not just about a major tournament taking place in the motherland of football but also laid bare England’s longing for their first title after “30 years of hurt”. The song was released again with reworked lyrics for France ‘98, and there were further outings for the track in 2002 and 2006 as well. Today, some might say fortunately, we have Spotify. And we also have
Ahead of the award ceremony, world football’s governing body called upon the expertise of the FIFA Legends, with representatives of all six confederations scrutinising the long list of players, coaches and goals before whittling the lists down. Now, fans in London will have to wait just a little longer before they clap their eyes on the limousines ferrying the stars of the game to the bash. But what are days and weeks when you have waited 51 years?

So is football actually coming home? The truth is: if it ever actually left, it will be going home twice in 2017.

The Best FIFA Football Awards™ – The Nominees:

The Best FIFA Men’s Player:
Cristiano Ronaldo, Lionel Messi, Neymar.

The Best FIFA Women’s Player:
Deyna Castellanos, Carli Lloyd, Lieke Martens.

The Best FIFA Men’s Coach:
Massimiliano Allegri, Antonio Conte, Zinédine Zidane.

The Best FIFA Women’s Coach:
Nils Nielsen, Gérard Précheur, Sarina Wiegman.

The Best FIFA Goalkeeper:
Gianluigi Buffon, Keylor Navas, Manuel Neuer.

FIFA Puskás Award:
Kevin-Prince Boateng, Alejandro Camargo, Deyna Castellanos, Moussa Dembélé, Olivier Giroud, Avilés Hurtado, Mario Mandžukić, Oscarine Masuluke, Nemanja Matić, Jordi Mboula.

FIFA Fan Award:
Borussia Dortmund, Celtic FC, FC København.

English world champions again. They didn’t even need to dust off the Lightning Seeds’ anthem either as their U-20 national team went all the way in Korea in June to claim England’s first world title in 51 years.

So is football actually coming home? The truth is: if it ever actually left, it will be going home twice in 2017. It is not just the U-20 World Cup trophy heading for England but also a whole host of gongs as FIFA will be presenting its 2017 awards in London on 23 October. The Best FIFA Football Awards will see the players of the year in both men’s and women’s football, the best goalkeeper of the year and the best coaches of the year walk off with awards, and that is not to mention the prizes for the best goal of the year and the best fans (see inset).
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Wise advice from the FIFA Legends

FIFA President Gianni Infantino headed up the latest think-tank session with the members of the FIFA Legends team in Manama, Bahrain, in May 2017, one year after the first session in Mexico City.

FIFA’s think-tank gatherings give some of the leading figures on planet football the opportunity to express their views on some of the burning issues of the day. “The main focus has to be on football, and to achieve that we have to listen to the central characters, who are none other than you. We want to get you even more involved in everything that we do and to find out what you think about the decisions we want to take,” said President Infantino at the start of the latest session, which brought together more than 20 elite players, past and present, from every confederation.

Among other issues, the group discussed how to make the most of future meetings to achieve a greater impact in countries where the game has yet to be developed. “You get the sense that FIFA is listening to the people who’ve played football, which is crucial because we have a sharper vision of the game when it comes to new developments taking place around the sport,” said former Argentina international Pablo Aimar. The session also included a clear explanation of how video refereeing works and a discussion of the main challenges facing both the men’s and women’s games today.

Alex Scott, who formed part of the England side that finished third at the Women’s World Cup Canada 2015, added: “The opportunity to be listened to and to have our opinions taken into consideration alongside some of the greatest players in history is vital to strengthening the development and the image of the game. The way to do that is by meeting up and exchanging ideas.”

Former Canada international Karina LeBlanc echoed that view: “FIFA invited us to make our views known a year ago and they’re backing that up. These meetings are very important, and there’s no question we’ll all be taking away a lot of things that we can discuss and share in our countries. The focus is on improving the game and making football better. I’m sure that everything’s being done to make that happen.”

Coach José Mourinho also welcomed the initiative. “This is the first time that FIFA has called on players, which is great and very much appreciated by us,” he said. “We can only understand the game better by listening to those who actually play the game – that’s the players.” “It’s the beginning of something, and I’m sure it will be something great,” summarised President Infantino.
FIRST LOVE

PLACE Goma, Congo DR
DATE 18 June 2016
TIME 13:08
PHOTOGRAPHER Jérôme Delay
Even before I took office, I had already embraced a firm commitment: the process to select the host – or hosts – of the 2026 FIFA World Cup™ could not leave any room for doubt. It is FIFA’s responsibility to the world of football to conduct these bidding and selection procedures in an ethical, transparent, objective and unbiased way.

By the time we announce who will host the first 48-team FIFA World Cup, every football fan on the planet should be able to know why that choice was made. And we should all expect nothing but the excellence that the greatest show on earth deserves.

FIFA has reviewed and radically enhanced the mechanisms for selecting the location of our showpiece event. The process is as objective and transparent as it can get.

This starts with the assessment of each bid. For this purpose, FIFA will establish a 2026 Bid Evaluation Task Force comprising experts from within the administration and from FIFA’s committees. Their appraisal of the candidatures will be guided by clear and objective criteria – with a rating for each component of the bid.

This evaluation process will generate reports, which will serve as a basis for appraisal by the FIFA Council. Our strategic body will study these reports and shortlist the bids that qualify to be voted on by the FIFA Congress. This is how the final decision on the host or hosts of the 2026 FIFA World Cup will be taken: in an open vote by our 211 member associations.

Open: that is another key word here. The bid book content, the hosting requirements, the evaluation reports for each candidature, the individual votes by the FIFA Council, the final decision by the Congress: every step of the bidding process will be open to public examination – and, for the first time, the process will be scrutinised by an independent audit company.

Whoever ends up hosting the FIFA World Cup must prove that they have what it takes to deliver the tournament. Not only that, they must formally commit to conducting their activities based on sustainable event management principles and to respecting international human rights and labour standards in accordance with the United Nations Guiding Principles on Business and Human Rights.

It is a lot. The organisation of the FIFA World Cup is anything but a simple endeavour. It involves a vast amount of resources, a great deal of talent and many hours of very hard work. But I am sure that everyone will agree with me when I say that this is just what football’s crown jewel deserves.

Yours in football,

Gianni Infantino
FIFA President
WOMEN’S WORLD CUP 2019 EMBLEM UNVEILED

Paris was lit up in all its glory on 19 September 2017 for the launch of the countdown to the FIFA Women’s World Cup 2019™ in France. The presentation of the official emblem and slogan “DARE TO SHINE” is a sure sign that the tournament is edging ever closer, with the best teams in the world due to come together in nine host cities – Grenoble, Le Havre, Lyons, Montpellier, Nice, Paris, Reims, Rennes and Valenciennes – from 7 June 2019 onwards. The slogan is a reflection of the hopes and dreams of all qualified teams, who will all share the same goals: to shine in France, to win the World Cup, and to help drive the development of the women’s game with their performances on the pitch. The final will take place on 7 July 2019.

GORILLA WINS SECOND FIWC GOLD FOR ENGLAND

More than seven million players tried to reach the Grand Final in London during the course of a season that lasted almost a year, but ultimately the player left holding the trophy was local boy GORILLA. Regarded as the best attacker in the history of the FIFA game, Spencer GORILLA Ealing dominated to win England’s second FIFA Interactive World Cup gold medal, 12 years after Chris Bullard. The Englishman scored 46 goals over three days to win the title. Germany’s DETO initially took command of the final, rushing into a 3-1 lead, but GORILLA fought back to claim a 3-3 draw at the end of the PlayStation leg. On the Xbox, GORILLA carried on where he had left off in the knockout stages, scoring four goals to no reply to give his opponent no chance, securing a 7-3 aggregate victory and prize money of USD 200,000.

TRANSFER MARKET REPORT

According to the CIES Football Observatory, the transfer fees paid by “big-5” league teams have significantly increased once again. For the fifth consecutive year, a record was set in 2017 with EUR 5.9 billion spent (+41% in comparison to the previous year). In terms of transfers concluded in the summer window alone, there was a 38% increase compared to 2016 – from EUR 3.7 billion to EUR 5.1 billion. These figures include all conditional payments (add-ons), as well as sums for loans with an obligation to buy. Once again, Premier League clubs spent the most in summer 2017 – approximately EUR 1.55 billion in fixed transfer fees and EUR 220 million in conditional payments. On average, Premier League clubs shelled out EUR 89 million to sign new players. In the other four big leagues, this figure ranged from EUR 34 million (La Liga) to EUR 55 million (Serie A). An analysis of the sums invested by “big-5” league teams during the summer of 2017 shows that most of the money remains within these championships – EUR 3.7 billion (71% of the total), even though only 52% of paid transfers carried out by “big-5” league clubs involved players under contract with teams in these competitions. This imbalance is due to the fact that the most expensive transfers tend to occur between clubs in the “big 5”, with the cases of Neymar, Mbappé and Dembélé being prime examples.

INDIA READY FOR KICK-OFF

Mascot Khaleo, a young and dynamic clouded leopard, is gearing up for the greatly anticipated first-ever FIFA tournament on Indian soil, the U-17 World Cup between 6 and 28 October 2017. There will be three debutants – India, New Caledonia and Niger – and another major refereeing first, as female referees will also officiate in a FIFA men’s tournament for the first time.
As part of its commitment to developing football around the world, FIFA invited the technical directors from every confederation to the Home of FIFA in Zurich for a two-day meeting in late August. Along with a review of FIFA’s new structure, its technical development strategy/philosophy and details about how the Forward Programme will assist in capacity-building, various technical development areas were discussed including best practices in grassroots football, coach licensing, women’s football and the role of technical directors in member associations.

BACK TO SCHOOL WITH THE 2018 WORLD CUP

Returning to school is always a big moment for children in Russia, but this year the Day of Knowledge on 1 September was celebrated with a football-inspired theme dedicated to the upcoming 2018 FIFA World Cup™ held in all 11 host cities. As part of the lessons, volunteers selected and trained by the LOC gave an interactive presentation entitled “A Lesson in Football: Looking Forward to Russia 2018”. Many distinguished guests were in attendance: famous athletes, footballers and host city ambassadors got involved in friendly games and delivered masterclasses in schools throughout the country.

FIFA FORWARD PROGRAMME

As part of its commitment to developing football around the world, FIFA invited the technical directors from every confederation to the Home of FIFA in Zurich for a two-day meeting in late August. Along with a review of FIFA’s new structure, its technical development strategy/philosophy and details about how the Forward Programme will assist in capacity-building, various technical development areas were discussed including best practices in grassroots football, coach licensing, women’s football and the role of technical directors in member associations.

CULTURAL EVENTS AT THE FIFA WORLD FOOTBALL MUSEUM IN ZURICH

Former FIFA World Cup™ referee Abraham Klein documented his career in minute detail, and he recently donated some of his mementoes to the FIFA museum. On 25 October 2017 (19:30-21:00), he will take us on a trip down memory lane back to the 1970s. Entrance: free. Language: English.

German sports journalist Raphael Honigstein writes about English football for the Süddeutsche Zeitung. On 23 November 2017 (19:30-21:00), he will be reading from his new Jürgen Klopp biography, Ich mag, wenn’s kracht. Entrance: free. Language: German.

How does football culture develop in countries where it is not the national sport? The latest edition of the “Anpfiff” podium discussion with illustrious guests on 29 November 2017 (19:30-21:00) will focus on the USA and China. Entrance: free. Language: English.

The renowned Swiss Sport Forum will host its first special edition at the museum on 5 December 2017 (16:00-20:00). Guests such as German World Cup-winning coach Joachim Löw will attend the event entitled “Between Confed Cup 2017 and World Cup finals 2018”. Registration and tickets: www.swisssportforum.ch. Language: German.
**FIFA/COCA-COLA WOMEN’S WORLD RANKING**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Team</th>
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110 | Syria | 4 | 1409 |
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112 | Afghanistan | 4 | 1408 |
113 | Iraq | 4 | 1407 |
114 | Kenya | 4 | 1404 |
115 | Uganda | 2 | 1392 |
116 | Bhutan | 0 | 1388 |
117 | Andorra | 4 | 1386 |
118 | Botswana | 4 | 1370 |
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121 | Paraguay ** | 0 | 1355 |
122 | Ecuador ** | 0 | 1355 |
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159 | St Kitts and Nevis ** | 0 | 1351 |
160 | Guinea-Bissau ** | 0 | 1351 |
161 | Pakistan ** | 0 | 1351 |
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*Inactive for more than 18 months and therefore not ranked.

Provisionally listed due to not having played more than five matches against officially ranked teams.

Last updated: 1 September 2017

http://www.fifa.com/worldranking
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143 caps for Argentina between 1994 and 2011.
615 matches for Internazionale between 1995 and 2014.
1999
DORTMUND, GERMANY

Are you deaf?
Bayern Munich goalkeeper Oliver Kahn (right) makes sure he is clearly understood by Dortmund midfielder Andreas Möller (centre).
Now listen up!
Brazil players Willian (left), Gabriel Jesus (centre) and Fagner enjoy a joke during a training session.

2016
BELO HORIZONTE, BRAZIL
**FIFA MEMBER ASSOCIATIONS**

**DIACRE TAKES OVER AS FRANCE WOMEN’S COACH**

The French women’s national team has a new coach after Corinne Diacre (above) was appointed to replace Olivier Echouafni. The 43-year-old becomes the first female coach of the women’s side since Elisabeth Loisel, who held the position for almost ten years from August 1997 to January 2007. Diacre may not be the first woman to take charge of Les Bleues, but she steps into the role as a genuine trailblazer. Capped 121 times by France, the former defender assumes the reins after becoming the first woman to coach a professional men’s team, having spearheaded Ligue 2 side Clermont Foot since 12 September 2014. In total, she oversaw 50 wins, 39 draws and 44 defeats in 133 games for Clermont, before which she coached her old club ASJ Soyaux and served as assistant to her national team predecessor Bruno Bini. The challenges facing Diacre in her new role could hardly be more intense. France are set to host the FIFA Women’s World Cup 2019™ and the home nation have made no secret of their desire to lift the trophy. Diacre will need to inspire a squad that has fallen short in their last four major tournaments, exiting at the quarter-final stage of UEFA Women’s EURO 2013, the FIFA Women’s World Cup 2015™, the 2016 Women’s Olympic Football Tournament and the UEFA Women’s EURO 2017. “I’m pleased with the appointment of Corinne Diacre,” said the President of the French Football Federation, Noël Le Graët. “Corinne is a very experienced coach who now begins a long-term project with a major immediate goal: preparing for the 2019 World Cup, which we will host.”

**GRAMMENOS AT THE HELM IN GREECE**

Evangelos Grammenos has been elected as the new president of the Hellenic Football Federation (EPO). The election took place in Athens, following a year in which the Greek national association’s affairs have been administered by a normalisation committee appointed by the world football governing body FIFA, owing to matters related to violence at football matches, as well as domestic political issues. Grammenos, who is 57, is a lawyer by profession and has spent many years within the administration of Greek football. His mandate as President will run until 2020. “I want to assure everyone that we will bring equality and fairness,” he said. “Football in Greece needed to take a new path, and that change was unavoidable. Lots of effort and planning is of the essence now, and we are determined to do that.”

**A GREAT STEP FOR WOMEN’S FOOTBALL**

Football is not just a sport in Kosovo, it is a way of life. The love for the game is apparent wherever you go, and it is clear that football’s popularity is set to increase among both men and women. The Football Federation of Kosovo (FFK) is working hard to develop women’s and girls’ football, a move which has been strengthened by FIFA and UEFA’s recognition of the FFK back in 2016. Kosovo already has a women’s football league made up of ten teams, and this year the FFK is also launching an under-16 girls’ league. There will be eight teams to begin with, and hopefully more next year.

The Czech Republic Football Association (FACR) aims to raise awareness about women’s football and to promote the game. They do this through running recruitment programmes, arousing interest in football and increasing the number of active players. The FACR grassroots department created the “Month of Recruitment” project and provides material and funding. The governing body also cooperates with clubs and offers its full support because they are the most important.
factor in increasing the number of women players. Clubs contact schools and kindergartens in order to widen the reach as far as possible. “This project only takes place in May and September and we’ve noticed a great increase in the number of registered players within these two months,” said Nikola Muzikova, who works in the department of development for women’s football at the Czech FA. “Of the seven clubs that held this recruitment project in May, two created new girls’ teams they did not have before and the rest recruited more girls to play football. The feedback has been great this year. Hopefully it’ll continue in the future and we can create as many new teams as possible. We need to let children know that football is for everyone.”

**THAILAND LAUNCHES BEACH SOCCER LEAGUE**

The Thailand Football Association has kicked off the nation’s first-ever Beach Soccer League, taking place at the Rajamangala Beach with six teams competing. The national league is the first in Thailand and South East Asia. It will be played across two legs until 22 October. The six teams competing are Renong Beach Soccer, Pathumthani University, Kasem Bundit University, Sampeng Sq BTU, Pratunam BSB and Chang Junior.

**MOROCCO TO BID FOR 2026 WORLD CUP**

Morocco’s football association (FRMF) announced that it had told FIFA that it would bid to host the 2026 World Cup. It would be Morocco’s fifth candidacy having come up short already in 1994, 1998, 2006 and 2010. In April, the United States, Canada and Mexico had already announced a joint North American bid to host the tournament. If successful, Morocco would become only the second African country to host football’s flagship event following South Africa in 2010. The North Africans have received backing from African Confederation (CAF) President Ahmad, who said he was “convinced” the country was ready to host a World Cup. The 2026 tournament will be the first with an expanded 48-team tournament, up from the current 32 qualifiers. Morocco had won the right to host the 2015 Africa Cup of Nations but pulled out at the 11th hour over concerns related to the Ebola outbreak in western Africa at the time. But the country has embarked on a professionalisation drive to improve its football infrastructure while increasing its candidacies for various tournaments in order to improve its chances of landing a much coveted World Cup.

**TWO-YEAR EXTENSION FOR KOREA WOMEN’S COACH YOON**

Korea Republic women’s football coach Yoon Duk-yeo’s great work has seen him rewarded with an extension that will keep him at the helm for two more years. Yoon, 56, steered the Korea Republic team to the AFC Women’s Asian Cup Jordan 2018 and the two-year contract extension means he will guide the squad through the FIFA Women’s World Cup 2019, should they qualify for the tournament. “I want to thank the Korea Football Association and my players for giving me an opportunity to lead the national team for two more years. I also feel a heavy responsibility,” said Yoon. Yoon has been with the team since December 2012 and renewed his contract after the 2015 Women’s World Cup in Canada, where Korea Republic reached the round of 16 for the first time. Korea Republic won the AFC Women’s Asian Cup Group B qualifying tournament in Pyongyang, where they competed against DPR Korea, Uzbekistan, Hong Kong and India. A top-five finish in the Women’s Asian Cup 2018 will see Korea Republic earn a place in the FIFA Women’s World Cup 2019 in France.

**SANTOS STAYS AT THE HELM IN ANDORRA**

Victor Santos will stay at the helm of football in Andorra for the next four years, after being re-elected for a second term as president of the Andorran Football Federation (FAF). Santos’ first term brought considerable progress within Andorran football. The senior national team has enjoyed victories this year against Hungary in a FIFA World Cup qualifier, and San Marino in a friendly, while development work has also seen encouraging results at U-21 and youth levels. While continuing to develop existing projects, Santos said that emphasis will also be placed on nurturing women’s football. Andorra’s women’s national team has made its first appearances in qualifiers for the UEFA Women’s EURO and FIFA Women’s World Cup in recent times. In addition, Santos’ opening term since becoming president in 2013 saw the completion and opening of Andorra’s Estadi Nacional the following year, and the FAF training centre in 2015. Another project reaching fruition is the La Massana training complex, which will open next year.
In October, the FIFA U-17 World Cup India 2017 kicks off in New Delhi. As this is the first time a FIFA tournament will be held in India, it is no surprise that the event has been a hot topic among local media for several months. Yet youth football is not the only part of the beautiful game hoping for a boost in the world’s second most populous city. The venue for Group C of the U-17 World Cup – featuring Germany, Iran, Guinea and Costa Rica – Goa played host to the women’s football festival “Our Bodies, Our Rights, Our Game” between 5 and 13 August. In organising the event, DISCOVER FOOTBALL, Foot and Ball, and Tibet Women’s Soccer sought to raise the profile of women and girls playing football in India and offer them a platform to share their experiences and learn from each other. In addition to a women’s football tournament contested by eight Indian teams, the festival also included a girls’ football camp, an international coaching programme and a workshop. Eight international coaches, each working alongside an Indian coach, supported the teams as they progressed through the tournament. Women’s football in India is still very much a minority sport and is often subject to prejudice. Thanks to the country’s remarkable religious diversity, the event in Goa brought together more than 100 women from diverse religious backgrounds, including Hindus, Muslims, Buddhists, Christians and Sikhs.

Further development was on the horizon for match officials in Oceania as referee technical instructors, referee fitness instructors and futsal referee technical instructors from across the region gathered in Auckland to upskill at the OFC FIFA FUTURO III course. OFC-based FIFA Technical Instructors Kevin Stoltenkamp and Neil Poloso had been joined by FIFA Technical Instructor Mohd Salleh Subkhiddin, AFC-based FIFA Fitness Instructor Alejo Perez Leguizamon, FIFA Fitness Instructor Kader Touati, FIFA Futsal Instructor Perry Gautier and FIFA Referee Coordinator Dominic Chielens in leading the 40 participants through three separate courses running consecutively at AUT Millennium and Massey University. Although the seven instructors were imparting knowledge from their different areas of expertise, they all shared the same objective – equipping the member association referee instructors with the right tools to upskill match officials and integrate FIFA refereeing standards and procedures across the region.

“What we’re trying to do is get consistency. At the moment we’re getting different interpretations of laws and by having people here from all over the world who specialise in this, we’re giving instructors the right information so that they can go back and impart that knowledge,” said Stoltenkamp. “We’re going through procedures to make sure there’s a uniform approach to testing and training referees in the region,” added Leguizamon.

Fiji Football Association encouraged participants of the recent FIFA Youth Coaching Course to stay motivated and disciplined as they progress as coaches. CEO Mohammed Yusef gave the words of advice during the opening ceremony of the course at Fiji FA headquarters in Vatuwaqa. “Coaches are like teachers on the field. It is important that you maintain discipline – not only for yourself but also your teams and players,” Yusef advised. “You need to be a good example to the players.” Yusef said that the growth of football in Fiji is encouraging and through people like the course participants, the future looks even brighter. In addition, the long-term development of Fiji’s football is in safe hands following the launch of the 2017 edition of the Fiji National U-16 Youth League. Fiji FA technical director Ravinesh Kumar announced 18 participating teams across three divisions with six teams each. “The format will be that all teams will play two rounds of game in a home-and-away
basis, so basically a total of ten pool games and then divisional play-offs which will also be home-and-away,” Kumar said.

**MAGOGO RE-ELECTED FUFA PRESIDENT**

Moses Magogo will steer the Federation of Uganda Football Associations (FUFA) for another four-year term. The CAF Executive Committee member was voted unopposed at the 93rd FUFA Ordinary General Assembly held on 5 August 2017 in the western town of Masinda. He surpassed more than the required 50 per cent of the votes, polling 69 of the 72 valid votes. In his acceptance speech, Magogo expressed appreciation to the various stakeholders, while pledging to improve the fortunes of Ugandan football. “We have proven that what we promised four years ago has been achieved, we have over-delivered,” Magogo said. Justus Mugisha and Darius Mugoyle retained their positions of first and second vice-presidents respectively with Florence Nakiwala Kiyangi voted as third vice-president. Other members of the Executive Committee are Rogers Byamukama (Kitara Region), Rosalou Aria (West Nile), Kirizestom Kalibala (Western Region), Richard Ochom (North East Region), Hamid Juma (Kampala Region) and Agnes Mugena (North East Region).

**QATAR LAUNCHES DESIGN OF SIXTH 2022 FIFA WORLD CUP STADIUM**

The Supreme Committee for Delivery & Legacy (SC) has revealed the design for Al Thumama Stadium – the sixth proposed 2022 FIFA World Cup venue. Designed by Qatari architect Ibrahim M. Jaidah, Chief Architect of the Arab Engineering Bureau (AEB), the stadium is inspired by the gahfiya headdress. H.E. Hassan Al Thawadi, SC Secretary General, said: “We’ve always been very careful to combine the past with the future in our designs. The gahfiya is a continuation of that theme. It’s a blend of our heritage and culture, and a commitment to the future.” Al Thawadi went on to say that the Al Thumama project would shine a light on Qatari talent. “Our vision with this World Cup was always to complement and assist in developing local talent, and shed a light on local industry,” said Al Thawadi. “Ibrahim M. Jaidah is a very well-known architect in Qatar and we believe he has the talent, the passion and the commitment for this project.” Al Thumama Stadium will be built on pitches currently used by the Qatar Football Association. The Al Thumama district is located in Doha’s southern suburbs, 12km from Hamad International Airport. The stadium will seat 40,000 fans in 2022, with the capacity to be reduced to 20,000 after the competition and the excess seats donated to another country in need of sporting infrastructure. Construction work has already begun, with the stadium due to be completed in 2020.

**WALLACE KARIA Elected Tanzania Football Federation President**

Wallace Karia (photo) has been elected as the new president of the Tanzania Football Federation (TFF) for a four-year term. Karia, a former vice-president of the TFF, polled 95 out of 128 votes at the elective General Assembly held in August in Dodoma. Fellow contenders Ally Mayay and Richard Shija garnered nine votes each, Imani Madega got eight votes, Fredrick Mwakalelwa three votes and Emmanuel Kimbe one vote. Speaking after his election, Karia promised that he would not disappoint football lovers in the country, adding that he would be guided by the TFF Constitution and would ensure good governance. “We will work on several challenges that are hindering the development of our football. Let’s cheer this victory by working harder to give back good results to the football community,” said Karia, who succeeds Jamal Malinzi. Meanwhile, former TFF General Secretary Michael Wambura was elected vice-president after polling 85 votes against 21 by his closest rival, Mulamu Ng’habi.

**PROGRESS MADE IN THE IMPLEMENTATION OF THE CLUB LICENSING SYSTEM IN COLOMBIA**

The Colombian Professional Football Division began implementing the club licensing system in Colombia. The first phase of this process was divided into four steps:

1. The development of the National Regulations establishing the parameters, criteria and requirements with which the FPC clubs must comply.
2. Approval of said regulations by the FCF Executive Committee and by the CONMEBOL club licensing unit.
3. Presentation of the official regulations and the functioning of the system at an initial meeting attended by 36 affiliated clubs.
4. Appointment of the members of the body of first instance which will determine whether to grant licences.
Visa. Worldwide Partner of the 2018 FIFA World Cup Russia.
GRASSROOTS PROJECT IN PERU

Back in August 2016, in pursuing his dream of becoming a footballer, Piero Ferreyra Lopez took a three-day boat trip up the Amazon from his village, Caballococha, deep in the Peruvian jungle. Travelling with 13 other young boys and an official from his village, he disembarked in Iquitos, 1,000km away from Lima. Nearly one year on, Piero is playing for Sporting Cristal and Peru’s U-15 national team, something unthinkable prior to the moment he took that journey. His potential would have gone to waste, had it not been for the Minors Plan that the Peruvian Football Federation (FFP) rolled out in March 2016. An ambitious project, it has both a social and competitive aspect to it. Up until 2016, only six professional clubs in the country’s first and second divisions operated youth teams for players aged between 12 and 18, all of them based in Lima. In the rest of the country, meanwhile, there was no professional structure in place for training youngsters of those ages. Thanks to the nationwide plan, teams from other regions around the country have created their own youth set-ups, with 15 now running U-15 and U-17 sides. Next year will see U-13 teams being added, with the objective being to have at least 32 clubs competing against each other at youth level. Development centres were created in 20 regions in 2016, with further centres being set up in the country’s remaining five regions this year, each with a U-14 and U-16 coach and an administrator. Players from all corners of each region were scouted, with the best of them being selected for the development centres before eventually taking part in the inaugural U-14 and U-16 national regional team championships.

CHILDREN’S DAY

The Sports, Social Responsibility and Sustainability Committee of the Argentinian Football Association (AFA) recently staged a special event at the Julio Grondona Centre to celebrate Children’s Day. More than 400 children from various neighbourhoods (including Villa Palito, Puerta de Hierro and Villa 31 de Retiro) took part in the initiative, which was organised by the AFA’s President Claudio Tapia and Sports, Social Responsibility and Sustainability Committee (headed up by Javier Marín), and enjoyed playing at the facilities normally used by the national team. As well as playing football, the children learnt about environmental issues with fun games such as “eco basketball” and “eco penalties”, devised by the Eco House project. After lunch, the children continued to enjoy the facilities at the centre in Ezeiza, in the footsteps of their idols of the national team. They were joined by the President of the AFA who chatted and posed for photos with the kids, and even put on his gloves and tried to save some penalties. Through this initiative, the AFA is showing its openness and willingness to engage with society as part of the reforms led by President Claudio Tapia.

FEDEFUTBOL AND WORLD VISION TRY A LITTLE TENDerness

The Costa Rican Football Association (FEDEFUTBOL) has strengthened its relationship with the organisation World Vision by signing up to the “pacto de ternura” (tenderness pact), World Vision’s campaign launched in June which aims to end violence against children. Currently, 1 billion children and adolescents around the world are affected by violence every year. At a specially arranged press conference, the President of FEDEFUTBOL, Rodolfo Villalobos, signed the “pacto de ternura” on behalf of the association and expressed his support for World Vision and his pleasure at being part of this campaign. “Football needs to become a tool for change. We raised around USD 55,000 for the women’s hospital at our recent matches against Trinidad & Tobago and Panama, and now we have the chance to work together with an important organisation by signing this pact to help children. From each ticket sold for the match against Honduras, CRC 500 will go to World Vision to enable them to support those children,” explained Villalobos.
A FIFA LEGEND’S CAREER

Clarence SEEDORF

01.04.1976

In 1992, Clarence Seedorf graduated from the Ajax Youth Academy to make his first-team debut for the Dutch giants at the tender age of 16. He went on to win two league titles at the Amsterdam club – the Dutch Cup and the UEFA Champions League. In his lengthy career, Seedorf won the Champions League with three different clubs (winning four times in total), the only player so far to have achieved this.

1992-1995, Ajax
2 league titles, 1 Dutch Cup,
1 Champions League. 65 games,
11 goals.
Coach Louis van Gaal nurtures Seedorf’s talent. At just 16, the midfielder plays 18 matches in the first team, and the word is that he could be the new Frank Rijkaard.

1995-1996, Sampdoria
32 games, 3 goals.
After an impressive first season in Serie A, the 20-year-old Seedorf is contacted by AC Milan coach Fabio Capello. “He told me he was going to take over at Real Madrid and asked me if I wanted to go with him.” Seedorf agrees immediately and goes to Spain for three years.

1996-1999, Real Madrid
1 league title, 1 Champions League
121 games, 15 goals.
“They were three memorable and important years of my life, and the club will always be in my heart. To play at the Bernabéu in front of 100,000 fans week in, week out was incredible.”

1992 The song Barcelona (1987) by Freddie Mercury and opera singer Montserrat Caballé storms the charts for a second time during the Summer Olympic Games. Unfortunately, Mercury is not around to enjoy the success, having passed away in late 1991.

Before Tom Hanks (Best Actor in a Leading Role) accepted the part, it had been turned down by many other Hollywood stars, including John Travolta.

1996 A supercomputer beats a world chess champion for the first time in tournament conditions. Deep Blue calculates up to 200 million positions per second, giving the Russian Garry Kasparov no chance.
2000-2002, Internazionale
64 games, 8 goals.
"I could have stayed longer in Madrid, but the move to Milan was good for me." Seedorf stays at Inter for just two seasons before moving to their city rivals with Andrea Pirlo, where the Dutchman meets coach Carlo Ancelotti and is given free rein to express his creative talent.

2002-2012, AC Milan
300 games, 47 goals, 2 league titles, 1 Italian Cup, 2 Champions Leagues.
"We were an experienced group who could always motivate ourselves. Ancelotti gave everyone the freedom to play their natural game." Seedorf’s intelligent play earns him the nickname "The Professor". Of the Champions League final defeat in 2005 by Liverpool (who came back from 3-0 down to win on penalties), he says: "That was the craziest six minutes of my whole career."

2012-2014, Botafogo FR
72 games, 23 goals.
"Yes, I do feel a bit Brazilian. Of course it’s meant as a compliment – the best players come from here."

2000 47-year-old Vladimir Putin replaces Boris Yeltsin as the new Russian President following the latter’s resignation.

2002 The euro is introduced as the common currency in 12 member states of the European Union (as well as in Andorra, Monaco, Montenegro, San Marino and Vatican City).

2012 Europe is gripped by a big freeze in January and February, the lowest temperature being recorded in Switzerland (Glattalp) at minus 45 degrees. More than 600 people die across the continent, many of them homeless.
First time A groundsman carefully marks out the pitch for the very first football match in London’s Hyde Park. The footpath ran through the...
penalty area ... and was therefore out of bounds for park-goers (22 November 1929).
Before the digital revolution, buying a programme at the ground was all part of the match experience. These days, however, spectators can get all the information they need from free Wi-Fi and multimedia apps.

By Perikles Monioudis

Match programmes were designed to be a handy memento of a match, with pull-out pictures and posters to adorn many a young fan’s bedroom wall. Those who were around in the heyday of the print media and who were also lucky enough to get hold of a fanzine or two – with real pages printed by a machine or photocopied and stapled together – will have experienced football in an era when, instead of a media department, clubs had a single press representative, someone who generally excelled at post-match conferences.

Programmes could also be vital to knowing how other teams in the league were faring on the same day, as they would contain a key to identifying which half-time scores referred to which teams as manually displayed on a board for the crowd during the break. This alone justified the purchase – at least before the radio came into its own as a means of finding out what was happening at grounds around the country, not to mention news and internal affairs: the programme was one of the few means that clubs and associations had of bypassing the media to communicate directly with the fans.

Which is something that nowadays happens as a matter of course. As soon as they reach a certain size, clubs become their own media mouthpiece, with TV channels and a huge reach. In the Bundesliga, free Wi-Fi has long been the norm at clubs like Bayern Munich and Borussia Dortmund.

Until recently, Bayern used to present a live matchday show starting half an hour before kick-off that brought spectators fully up to speed on the home players, their opponents and the match in general. This season, the German giants are offering entire video productions featuring a report from the final pre-match training session or visits to players at home.

You may be able to take everything home with you in the digital age, but you can’t pull out a picture of your favourite player from your device to stick on the wall. It’s not exactly easy to store or show the content at home, either: having a pile of fading programmes in the room is a tangible reminder of matches from days gone by. Leafing through them many years later immediately brings back memories of the occasion – who won, who was there, what the weather was like: the whole experience is encapsulated in a single dog-eared document.

True, you can do that with smartphones, too, but it’s a bit like old record covers: flicking through your collection brings those youthful memories flooding back. MP3 downloads, on the other hand, vanish as soon as you upgrade your phone.
FANS

“HOW ABOUT MORE TOILETS FOR LADIES?”

Fans have the last word: we put five football questions to Cindy Russell from Cape Town, South Africa. Alan Schweingruber asked the questions.

Which club do you support and what sets them apart from other clubs?
Manchester United: arguably one of the greatest clubs in football history, the phenomenal Busby and Ferguson eras underline the success which the club has had since its humble Newton Heath beginnings. Listing all the league and cup wins would take half this page and probably just annoy our opposition fans. Although we have had a rollercoaster ride over the last few years since Alex Ferguson retired, we appear to be back on track again, and that is another reason why I support this team: although they have been relegated about five times since their inception in 1878, they keep on coming back. As do the fans: Glory Glory Man United!

What’s been your most memorable experience as a fan?
That has to be the 2010 World Cup held in South Africa, when this country, which is rugby insane, went into mass hysteria over football. I loved the fact that all my friends, in particular the ladies, who thought I was crazy supporting soccer, found the faith of football! The excitement and sense of pride at hosting the 2010 FIFA World Cup was palpable, on the morning of 11 June driving to work, seeing all the vehicles decked out with the flags of the participating nations and of course, for some, the dreaded vuvuzela being blown by pedestrians, from taxis, train and office windows was incredible! We have a saying in South Africa — “Ubuntu” which, roughly translated, means community or humanity together, and during June and July 2010, all South African and any visiting fans were part of that Ubuntu.

In three sentences, tell us about a memorable moment watching a World Cup opening match.
2010, Mexico v. South Africa, the opening goal from Siphiwe Tshabalala sent the RSA into wild celebrations, only to be tempered by the replying goal from Rafael Márquez. However, South Africans took that draw as a win, we are an optimistic nation by design, nature and history.

Which teams do you think will be going head to head in the World Cup final on 15 July 2018?
Difficult to say, as the qualifying rounds have yet to be finalised and of course the draw would also have an impact on the final outcome. However, diving into the deep end, and on current form, I would say Brazil v. Argentina with Brazil lifting the trophy: however, a Belgium v. Switzerland final would make a refreshing change from the usual suspects.

If you could make any changes you wanted (e.g. stadium facilities, the Laws of the Game, fan engagement), how would you improve football?
Stadiums are always challenging for female fans, from the toilet facilities to the food and drink choices. Stadium management appear to cater to the stereotypical male fan, rows of urinals and gallons of beer to fill them! I have not gone to any stadium event, be it football, rugby, a music concert, etc., without missing most of the event due to standing in a queue for the loo, food or drink – hey guys, what’s with that? Women shouldn’t have to fight their way to the counter under hairy and sweaty armpits to get service, (OK, I am short, it is a problem for me!) Sigh, how about more toilets for ladies, a greater variety of food and drinks and organised lines at the food and drink counters? That way, we could strike up a conversation with our fellow fans while we wait and as we all know, fans are great people to befriend.

A better live experience
Cindy Russell, a fan from Cape Town, would like to see improved stadium management.
COMING UP

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THE BEST FIFA FOOTBALL AWARDS 2017

On 23 October, London will host FIFA’s awards ceremony for the first time. FIFA 1904 will report on football in the UK capital, the people behind the trophies and, of course, the winners and illustrious guests in attendance.
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What happens on the pitch is not restricted to the touchlines: it can inspire the world.