FIFA CLUB WORLD CUP 2015
SHOWTIME IN JAPAN

BRAZIL
PORTRAIT OF A GOALKEEPING LEGEND

ESTABLISHING TRUST
AN OPEN LETTER FROM FIFA'S LEADERSHIP

CÔTE D'IVOIRE
MIMOSAS ACADEMY'S PIONEERING WORK
**FIFA Club World Cup in Japan**
Having already proved themselves to be the perfect FIFA Club World Cup hosts, the Japanese are now keen to show the footballing world that they can compete with the very best. The infrastructure and enthusiasm for the game are already in place, explains Perikles Manioudis, reporting from Tokyo on the final FIFA tournament of the year and Japan’s ongoing quest for progress.

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**Côte d’Ivoire**
ASEC Mimosas, the club known as the Ivorian ‘football factory’, may soon make a return to championship-winning ways.

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**Sachin Tendulkar**
The cricketing legend, now involved with Indian Super League side Kerala Blasters, explains in an interview: “We want to win hearts with our brand of football.”

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**Gunter Netzer**
The German football icon has answered readers’ questions in almost 60 columns. This week we look back at some of his best responses and say: “Thank you, Gunter Netzer.”

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**Showtime in Japan**
Our cover image shows Barcelona striker Luis Suarez in Yokohama on 17 December 2015. The photo was taken after the first of his three goals in his team’s 3-0 victory over Guangzhou Evergrande.

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**Czech Republic**
Viktoria Plzen are heading into the winter break as league leaders. (Pictured: Jan Baranek)

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**Czech Republic**
Viktoria Plzen are heading into the winter break as league leaders. (Pictured: Jan Baranek)

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At the year's final FIFA tournament, the FIFA Club World Cup 2015, six continental champions and the winners of the host nation's league are vying for glory, with the entire event unfolding in football-mad Japan. The beautiful game has made remarkable progress in this particular corner of Asia in little more than 20 years. The country's clubs have recorded international success, its men and women footballers are in demand across Europe and the women's national team even became world champions in 2011. Our report on the impressive FIFA Club World Cup in Tokyo and Osaka begins on page six.

The final FIFA tournament of the year also coincides with the final issue of The FIFA Weekly, after bringing you 40 pages of football news every week for more than two years. From January 2016 a new 68-page magazine with a significantly broader scope will be published once a month, meaning that you can continue to look forward to fascinating stories and revealing interviews from across the footballing world as well as FIFA's latest projects and competitions and all the latest on the stars and their national teams and clubs.

We hope you enjoy the final edition of The FIFA Weekly and wish you more happy reading in January! 🌟

*Perikles Monioudis*
JAPAN
AIMING HIGH

The J.League is booming, Japanese players are making a name for themselves in Europe’s top leagues and the women’s national team were 2011 world champions. The FIFA Club World Cup has fallen on fertile ground, writes Perikles Monioudis from Tokyo. Photos by Eric Rechsteiner.
Fans of the beautiful game can enjoy a kickabout in the middle of the fashionable Shibuya district close to Japan's most famous zebra crossing.
As the small boy clings tightly to the barriers, he looks around, trying to catch a glimpse of what is happening in the brightly lit arena in front of him. Soon it will be time to enter Yokohama's breathtaking stadium, the setting for the 2002 FIFA World Cup Final in which Brazilian legend Ronaldo twice got the better of Germany goalkeeper and eventual adidas Golden Ball winner Oliver Kahn. Clad in the blue shirt of the Japanese national team, this youngster will soon get the chance to step inside the ground and watch the opening match of the FIFA Club World Cup 2015 with his mother, who is currently talking into a smartphone. The boy turns around impatiently… Wait, let's name this boy. What shall we call him?

Assigning him a name instead of his real one, were that required, would not be without its difficulties. Japanese parents often name their children based on the year in which they are born, leading to only slight variations in names among entire peer groups, whether six, seven or 49 years old. As a result, furnishing our young fan with a popular first name may make him seem much younger or older than he actually is.

Over the past few decades, many Western discussions about Japan have centred around this apparent phenomenon of conformity and the pressure to conform. On reflection, however, it has become apparent that many of these impressions are mere clichés. Japan is a modern industrial nation and a technological innovator of the highest order facing the same challenges as other economic powerhouses, not least an ageing population. The nation’s economy has struggled to get young people into work simply because there are not as many of them around as there were in previous years. Visitors to the country may even encounter small groups of senior citizens travelling to student jobs, as such roles can no longer be filled by students alone.

The small boy's excitement is clear to see as he is handed a colourful FIFA Club World Cup programme. He flicks through its pages, pointing to his idols Lionel Messi and Neymar. The young fan will soon see the stars of newly crowned Japanese champions Sanfrecce Hiroshima up close out on the brightly illuminated pitch, where they will ultimately use their counterattacking prowess to defeat Auckland City 2-0 in front of a crowd of almost 20,000 fans.

With rain looking more likely with each passing moment, the boy looks to the heavens and, pulling at his mother’s jacket, pleads: “Can we go in yet?”

Messi in search of third FIFA Club World Cup title

This is by no means the first time that Japan has hosted the FIFA Club World Cup. The country has been pitting the world’s best clubs against one another for many years now, hosting six previous editions of this competition between 2005 and 2012. Before that Japan was the home of FIFA Club World Cup forerunner the Toyota Cup, where the European champions played their South American counterparts without facing competition from Oceania, Asia, Africa, North and Central America and the Caribbean’s top clubs or any host nation representatives.

The FIFA Club World Cup has now formalised the ’Best Club in the World’ tag that has been floating around since the Intercontinental-
FIFA CLUB WORLD CUP JAPAN

FIFA Club World Cup was first held back in 1960. As world champions, the FIFA Club World Cup winners can therefore rightly call themselves the planet’s best club – a title Sao Paulo side Corinthians and Barcelona have each earned on two occasions.

The Catalans are back in contention again this year, with Lionel Messi seeking to lead his side to victory for the third time since 2009, when he was brought on in the second half of the semi-final against Mexico’s Atlante CF. The Argentinian scored just 79 seconds into that appearance, then underlined his attacking threat in the final by netting Barcelona’s second-half winner against Argentina’s Estudiantes de La Plata. Messi was subsequently presented with the adidas Golden Ball as player of the tournament both that year and when Barça lifted their second FIFA Club World Cup trophy in 2011 (Lionel Messi missed the semi-final on 17 December with a suspected case of renal colic).

Once again, this year’s hot favourites for the title hail from European confederation UEFA and South America’s CONMEBOL, the latter represented by legendary Argentinian club River Plate. On their first appearance in the competition, Los Millonarios, as the players from Buenos Aires’ Nunez district are traditionally known, will strive to emulate the Brazilian Internacional side that humbled Ronaldinho, Xavi, Iniesta, Puyol and Deco’s Barcelona in 2006. Despite having no international superstars of their own, the team from Porto Alegre defeated their Spanish rivals at their first FIFA Club World Cup. The Brazilians wrapped up that 1-0 victory here at Yokohama’s stadium, where our young fan in the Japan shirt has now taken his seat.

After this evening, our diminutive protagonist will watch the remaining games of the 12th FIFA Club World Cup from the comfort of his own home. Perhaps he will have to wait a while before someone turns on the television, absent-mindedly gazing at his reflection on the darkened screen, possibly even taking a moment to imagine what it would be like to pull on the national shirt for real as the team’s star player, taking on the opposition defence and then firing a shot towards the far corner – goal!

J. League providing a foundation

Football in Japan has made phenomenal progress over the past two decades. Children and youngsters can now dream of and aim for a career in the beautiful game without feeling like it is a forlorn hope, with opportunities now available in football as well as the country’s wildly popular and more established sport of baseball. The 18-team J.League was founded 22 years ago after carefully studying the formats of Europe and South America’s biggest leagues. The average crowd now exceeds 17,000, while the five teams that topped the table at the end of last season boast figures ranging from 21,600 at Cerezo Osaka to 35,000 for Urawa Red Diamonds. The J.League is played in three championship phases (see also the ‘Inside’ Japan report on page 15) and is underpinned by the increasingly competitive J2 and J3 leagues. The men’s national team has not missed a FIFA World Cup since 1998, while their female counterparts can boast of the greatest achievement of all – becoming world champions.

The Nadeshiko, as Japan’s women’s national team is known, lifted the sport’s most coveted trophy in 2011 after defeating recordbreak-
Holger Osieck was assistant coach of the Germany national team that won the 1990 FIFA World Cup™. He also lifted the Gold Cup as Canada head coach in 2000 and won the AFC Champions League title in 2007 with Urawa Red Diamonds. We spoke to the German at the FIFA Club World Cup in Japan, where he is a FIFA match observer.

Holger Osieck, you coached the Urawa Reds in 1995/96 and 2007/08. How do you feel being back in Japan?

Holger Osieck: Obviously my memories are overwhelmingly positive. My wife and I both felt at home here. We had a lot of social contacts, which, I'm happy to say, have lasted over the years. We get sent sumo calendars at Christmas. Back then I developed a liking for sumo and went along to matches. Being open to the culture of the country is something that is well received by Japanese people.

What does sumo have to do with football?

I was interested in Japanese culture in general. Here, sumo is the traditional sport. When I coached in Canada I took an interest in ice hockey.

Do you come to Japan often?

I was last here two years ago, when I was coach of Australia and we played against Japan in World Cup qualifying. We even played in my former home stadium in Saitama [a 1-1 draw on 4 June 2013]. Everyone was very friendly to me when we saw each other again.

What do you make of the development in Japanese football over the last 20 years?

Before the J-League got off the ground, the Japanese, in their meticulous way, studied the big leagues and the work and structures of the traditional footballing nations for many years. That formed the foundation on which to build professional football in Japan.

And then what happened?

At the start there were a lot of well-known European and Brazilian players here. The aim was for them to make football popular in Japan. That worked well, but eventually the time came when they wanted to develop their own players and their own style. The same thing happened in the USA with the NASL. Thanks to that ambition of developing their own players, Japan have participated at every World Cup since 1998.

And in 2002 Japan co-hosted the FIFA World Cup™ alongside Korea Republic. That helped close the gap on baseball and sumo, which are both very popular in Japan. But the thing that has particularly impressed me is that a lot of Japanese players have taken the step of moving to Europe in recent years. When I started in 1995, they would timidly look up to Europeans and Brazilians. They've developed a healthy self-confidence now. That's what's changed.

There are just three foreigners in the 38-man squad of new Japanese champions Sanfrecce Hiroshima. And the U-17 and U-20 sides regularly take part at World Cups.

For many years, youth work was done differently in Japan than it is in Europe, where clubs run their own academies. Here the tradition was for universities and schools to take charge of players' development. It was only later that clubs started training youngsters and orienting themselves on role models in the big leagues.

By doing so, Japan have become able to compete in international tournaments.

The progress in Japanese football can also be seen in the women's game, as they have established themselves at international level over the past few years. Their triumph at the 2011 Women's World Cup, in particular, highlights that.

Japan’s women’s team is ranked fourth in the world. When will the men be able to achieve that?

The international competition is greater and more intense in the men's game, where tactical know-how plays a bigger role. That makes predicting things rather difficult.

What you can always predict, however, is that Japan will be superb hosts of major tournaments.

That’s true. They always try to be perfect.

Holger Osieck was speaking to Perikles Monioudis in Tokyo.
MATCH COMMISSIONER IN DEMAND

Stephen Williamson is an accountant from Auckland, New Zealand, who runs a company with 20 employees. Having played football for as long as he can remember, the Waitakere United board member has now been sent by the Oceania Football Confederation (OFC) to fulfill his duties as a Match Commissioner at the FIFA Club World Cup for the third time – but what exactly does this entail? Williamson notes down what happens during a match, including who scored and when, substitutions made and yellow and red cards awarded. He remembers reporting one particular incident at the FIFA Club World Cup in Morocco when Ronaldinho was dazzled by a laser pointed at his face from the stands, while on another occasion he was consulted when the two coaches were arguing about whether a particular player had been cautioned for the first or second time. So what does it take to be a good Match Commissioner?

“You have to have administrative experience and be able to watch a match closely for the full 90 minutes,” explained Williamson. Although many details are being recorded electronically this year, including substitutions, cards shown and the times of goals and substitutions, he still notes everything nonetheless – just in case the technology falters.

Football exports abound

Japanese football appears to be based on two of the country’s most significant principles: a sense of order and a progressive attitude – or to put it another way, exceptional organisation and the pursuit of all things new. The label ‘Made in Japan’ continues to be held in high regard around the world precisely because of the nation’s emphasis on innovation and the global acknowledgement of, and demand for, its technological achievements over many decades, none of which could be accomplished without individual effort and ingenuity. Although Japanese sides often keep a tight formation and let opponents run at them, it is the skill and invention of individual stars that makes a team world-class – and no player embodies this Midas touch better than Homare Sawa.

The legendary 37-year-old retired after finishing as a runner-up with the national team at the FIFA Women’s World Cup 2015 in Canada.
Big city atmosphere
Children train on a sand pitch in northern Tokyo (above); a Yokohama merchandise stall fully stocked with Barcelona souvenirs.
We don’t have to justify the fact that we play football to anyone.

2011 world champion Homare Sawa

While both of these clichés are as deeply flawed as any other, Sawa’s observation demonstrates that the beautiful game can have just as profound an influence on a nation’s people as its society and culture have on its footballing identity. This factor has enabled Japanese players to trust in their individual strengths and strike out across the globe to play a key role in some of the world’s best leagues. Borussia Dortmund’s Shinji Kagawa, Schalke’s Atsuto Uchida, Leicester City striker Shinji Okazaki, Southampton’s Maya Yoshida and the currently out-of-sorts Keisuke Honda at AC Milan have all established themselves at the highest level, while the same is true in the women’s game for stars such as Olympique Lyon centre-back Saki Kumagai, Montpellier’s Rumi Utsugi or Yuki Ogimi, who moved to 1. FFC Frankfurt in the summer.

Although no Japanese club can yet be termed truly world class, the country’s leading clubs are now working far more closely with their youth teams. The fact that Sanfrecce’s current championship-winning squad contains just three non-Japanese players offers proof of how clubs have been increasing their focus on youth development for some time now – a role previously assumed by school and universities in the main. With all of Japan’s top teams now boasting their own academies, how long will it be before one of them is officially crowned the best club in the world?

The FIFA Club World Cup is important for both clubs and fans here. There is huge support for the competition, which only increases further when the home side progresses beyond the first round. While it may not be the biggest prize in club football, Urawa Red Diamonds became the only Japanese side to date to take home a trophy from the tournament when they collected the FIFA Fair Play Award back in 2007. 

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Now you see comfort
Now you see dynamics
It has been a record-breaking season for newly crowned J. League champions Sanfrecce Hiroshima. During a campaign that ended just a week-and-a-half ago, the team from southern Japan scored 73 goals and conceded just 30, setting two new records in the process. There is no doubt that this club, which calls itself the country’s oldest after being founded as Mazda’s factory team in 1937, are experiencing an all-time high.

Buoyed by this success, Sanfrecce made the most of the berth they earned in their home FIFA Club World Cup by defeating Auckland City 2-0 in the opening match on 10 December. Thousands of the club’s fans travelled from Hiroshima to see their heroes repeatedly overwhelm New Zealand’s OFC Champions League winners with an exemplary display of counterattacking football. This boldness continued to pay off three days later, resulting in a 3-0 win over CAF Champions League holders TP Mazembe.

These two matches offer further proof of the club’s desire to move at lightning speed. Their name ‘Sanfrecce’ is made up of the Italian word freccce, meaning ‘arrows’, and sun, the Japanese word for the number three, while their purple logo boasts a trio of arrows pointing upwards – just like the team themselves.

Despite their delight at winning the league, Sanfrecce are not entirely satisfied with the new format implemented in the J.League for the first time this year. Despite finishing the second stage of the season at the top of the table, the Hiroshima side were then forced to play a two-leg championship final against the team that emerged victorious from an encounter between the winners of the first stage, Urawa Red Diamonds, and the club placed third in the combined table, Gamba Osaka. Gamba defeated the Reds 3-1 in this ‘championship semi-final’.

While Sanfrecce ultimately prevailed over Gamba in the final showdown with a 4-3 aggregate win, their coach Hajime Moriyasu criticised a three-part league format consisting of two round-robin stages, an intermediate play-off phase and the final itself. “Losing that final would have discredited my players,” he said, in reference to a convoluted scenario in which the top team in the overall table would have handed over the trophy to the team who finished third.

It remains to be seen whether this experiment – a complicated blend of European home-and-away round robin competitions and the South American Apertura/Clausura format – will prove popular among clubs, fans and television audiences. In the meantime, the winners of three of the past four Japanese championships relinquished their FIFA Club World Cup dream for another year after losing 1-0 to River Plate in the semi-final. 

Reigning supreme

In 2015 Sanfrecce Hiroshima lifted their third J.League championship trophy in four years.
Top of the league and with the opportunity to remain there over the festive period, Viktoria Plzen left nothing to chance in the Synot Liga’s final matchday of the calendar year. Although the likelihood of mid-table visitors FK Dukla Prague emerging with a positive result was always slim, Karel Krejci’s side assuaged any doubts by racing into a fourth-minute lead and eventually winning by a comfortable 3-0 margin.

That result means the country’s biggest club Sparta Prague sit second over the winter break, only three points behind leaders Viktoria Plzen, although expectations are always high in the Czech capital.

However, since Viktoria Plzen secured their first league title in 2011, the tables have turned and Sparta have been forced to reassess. In a country of ten million people, most of whom had become accustomed to seeing the capital-city club dominate, there was widespread astonishment at how strong a side Plzen developed into under Pavel Vrba. Two seasons after that maiden crown, Viktoria lifted a second and then in 2015 a third.

The architect of all that success in Plzen, a city near the German border famous for its beer, is long gone. At the end of 2013, Vrba was courted by the Czech Football Association and duly continued his impressive work there, leading his country to UEFA EURO 2016. Plenty of foreign clubs have reportedly expressed an interest in hiring the 52-year-old, but he intends to try and impress at the tournament in France next summer. That, though, will be no simple task after Czech Republic were drawn in Group D alongside Spain, Croatia and Turkey.

As well as its beer, Plzen is also known for bringing Pavel Nedved through the youth ranks. Back when the country’s greatest ever player was learning his trade in the 1980s, the club was known as TJ Skoda Plzen.

It was as far back as 1971 when Plzen became a household name, qualifying for the European Cup Winners’ Cup as a second-division outfit through the back door and earning the dubious honour of a tie against Bayern Munich. Back then, rotation was far from the norm and Germany’s record champions selected a line-up that included Gerd Muller and Franz Beckenbauer. Both starred as Bayern eased to a 7-1 aggregate success and Plzen fell at the first hurdle.
Côte d’Ivoire: Ligue 1

ASEC Mimosas seal first win

Annette Braun is a staff writer on The FIFA Weekly.

The youth academy of ASEC Mimosas in the Côte D’Ivoire’s port city of Abidjan is a fairly unremarkable complex, and with its swimming pools and basketball court, it scarcely resembles a development centre for footballing talent. Nevertheless, the building is the centre of the country’s national football youth programme. Yaya Toure, his brother Kolo and Gervinho can all trace their footballing roots to Mimosas and all represented their country when the Elephants ended 23 years of hurt by winning the Africa Cup of Nations in Equatorial Guinea back in February.

Since 1993, when former French international Jean-Marc Guillou first erected a boarding school on the premises of the modern-day Mimosas academy, the centre has paved the way for the development of young Ivorian players. It was a place for kids from the poorest backgrounds to receive not just a footballing education but also an academic one, as well as important medical care. Furthermore, the pupils were given constant reminders of their main objective: to become a professional player in Europe. This mindset has served countless footballers well and vastly improved the quality of the national team, but is it a sustainable path for the club itself?

The first team usually managed to hold on to their best players for two to three years, before those youngsters fulfilled their dreams and signed with a professional club in Europe. The philosophy has undoubtedly benefitted Mimosas – they have won 24 national championships, including seven in a row between 2000 and 2006 – but young players now move on much earlier in their careers, suggesting that ASEC are no longer profiting from the development of their homegrown talent.

They were last crowned Ivorian champions five years ago and began the current season with two inauspicious draws, only managing a first win of the league season at the third attempt. After surviving a missed penalty on five minutes, Zakri Krahire scored the decisive goal six minutes later to see off Stade d’Abidjan. He might have added a second late on, only to miss a spot-kick himself, but Mimosas can be content with a maiden victory of the campaign that moved them up to sixth in the table.

Meanwhile, the standings are led, somewhat surprisingly, by Moosou FC, who have seven points from three matches. Moosou were still in the second tier as recently as two seasons ago but celebrated a 3-0 triumph against the defending champions AS Tanda in their last game. Olaolu Adebayo (7), Lassina Bamba (17) and Dominique Anderson (90) scored the goals for the Bassam-based side, who were quicker and sharper than their opponents throughout.

Level on points at the summit are the 2011 champions Africa Sports. Following a 1-1 draw with derby rivals Mimosas on matchday two, the Young Eagles recorded a 1-0 away win at Korhogo to move joint-top. Mimosas are already playing catch-up and will need to rediscover their consistency to have a say in the destination of the title this term. In this regard, they would do well to heed the club’s motto, which is also emblazoned on the walls at the academy: “To be one of the greats, you must remain modest.”

Off the mark ASEC Mimosas (in black and white) were 1-0 winners against Stade d’Abidjan.
Name
Sachin Tendulkar
Date and place of birth
24 April 1973, Mumbai, India
Position (cricket)
Batsman
Clubs played for
1988 Cricket Club of India
1988–2013 Mumbai Indians
1992 Yorkshire

Andy Goodman/express sports/dukes
“Football is getting popular in India”

Hailed in India as one of the greatest cricketers of all time, Sachin Tendulkar has become involved with football since retiring in 2013 and now co-owns Indian Super League side Kerala Blasters. In an interview, he discusses the beautiful game’s increasing popularity in his homeland.

When did your appreciation of football first develop?

Sachin Tendulkar: Right from my childhood, I’ve played football as a kid and have enjoyed doing so even when playing for India, as warm-up sessions tend to be volleyball or football. It’s a lot of fun and one of those sports in the world that you can’t stay away from. It was more for my personal enjoyment, rather than following a particular team – when it was shown on television I would always appreciate it though.

You have spent some time living in and touring in England. Were you able to attend any matches?

I attended a Manchester United match and obviously Sir Bobby Charlton was there, so we watched the game together. It was a fantastic experience. I really enjoyed the atmosphere there. The fan engagement and how they respond to every little thing that they do is incredible. I thoroughly enjoyed my experience and it was a memorable one. Just to be Manchester United’s guest was special.

Do you feel football culture in England rivals that of cricket culture in India?

Very much, it reminds me of the people back home. Extremely passionate and every little thing that we do matters; every little thing is monitored; every little thing has hundreds of people passing judgement. Everything is under a microscope.

Are the huge crowds in ISL games a sign that football is finally catching up with cricket?

Football is getting popular – it’s nowhere near cricket, but I don’t like comparisons. It’s about appreciating each and every sport – the skills, the hard work and the sacrifices the players make. Each individual should be respected for that and Indian people are appreciating ISL in a big way. I’m thrilled that their response has been special and people are following not only the foreign players but the domestic players too. They are becoming heroes, role models and overall that is how football in India is going to grow. With India’s billion-plus population, if it grows it’s definitely going to have a positive impact on football all over the world.

In two years’ time the FIFA U-17 World Cup will come to India. How exciting is it to have such a prestigious competition coming to your country?

Everyone is looking forward to it, everyone is excited and the guys are waiting to welcome the World Cup to India. It’s going to be massive, it’s good for India because people are appreciating ISL and FIFA coming to India is a big, big thing.

Why did you decide to get involved with the ISL?

I feel India is embracing other sports in a big away and this was a great opportunity to be involved with football and contribute in whatever possible manner in Kerala and then promote football there. The response has been phenomenal – we’ve had huge average crowds – so it’s been fabulous.

Your team Kerala Blasters reached the ISL Final last season. What were your emotions after the match? Disappointment or pride?

I was extremely happy. We didn’t start the last season well, both [coach] David James and I took some time and were pretty confident that slowly, slowly things would start to get better – and they did actually. The team stuck together, they played quality football and won the hearts of people. You can’t always go out and win each and every game, but you can go out and win hearts. That’s what we were able to do last season. Yes, the players were disappointed after they lost in the final, so I spoke to them after in the dressing room and told them how proud I was. I felt the way we played we should have won the championship, but sometimes these things don’t go the way you want. Sometimes the script is something else.

What sporting expertise from your own career have you tried to bring to the team?

I told the players, ‘Don’t worry about the result, play fearless football. Don’t worry about the result all the time because that doesn’t help. The process is something you need to focus on and not the result. I want you to go out and express yourself and then play the brand of football that Kerala Blasters should be known for, and if we manage to do that then we will manage to win hearts across India’. That is something that matters to me – the brand of football. Yes, you might go out and lose some games, but that happens to every sportsman. It’s the brand of football we play that matters.

India is a huge country but while talented cricketers seem to get spotted and have their talent nurtured, young footballers, in terms of the structure of the game in the country, don’t seem to have the same pathway to progress. What can football learn from cricket in India?

I think the infrastructure of how football is run in India is going to become critical. How the season is played also becomes very important – you want to try to make your domestic season as competitive as possible and then find the best talent who are part of the ISL. With the exposure of having rubbed shoulders with some of the top footballers from all parts of the world, the Indian team will eventually benefit as well. I have no doubts that the change is going to happen and happen for the better. ⚽️

Sachin Tendulkar was talking to Daniel Masters
First Love

Place: Nairobi, Kenya
Date: 4 November 2015
Time: 3.30 p.m.
Photographer: Jiri Dvorak
A legend bows out

Rogerio Ceni is the embodiment of loyalty, having made 1237 appearances in goal for Sao Paulo FC. After the 42-year-old bid the club farewell, Sarah Steiner looked back on his career.
O
dbyes are always painful, especially after an extended period in one place. There are collective memories, as together you share victories and lament defeats. It is therefore hard to imagine how Rogerio Ceni felt one evening this December when 60,000 people flocked to the Morumbi Stadium in Sao Paulo to attend his final game and say farewell. After an astonishing 25 years and 1237 matches for his club, the goalkeeper has finally hung up his gloves for good. Ceni will not only be missed for the stability he provided at the back but also for his goals: he scored 132 times for Sao Paulo — more than any other goalkeeper in the world — and is now tenth in the club’s all-time scoring chart.

**First and last transfer**

Ceni was born in 1973 in Pato Branco in the state of Parana, but grew up in Mato Grosso. His first club was FC Sinop, in the Brazilian hinterland. Three years later Tele Santana, the Sao Paulo coaching legend, brought him to the big city. It would be the one and only move of his career. Ceni was fourth-choice custodian at his new club and during his first year there he was reserve keeper at the Copa Sao Paulo de Futebol Junior, the most important youth tournament in the country.

At the time the first choice keeper in the youth team was Alexandre Escobar Ferreira, a player the club had high hopes for. Perhaps he could have been the one taking his leave from the game today, but he died in a tragic car accident on 18 July 1992. “He was much better than me,” said Ceni of his team-mate. “He was unbelievably quick in all his movements, he was strong on the ball... it was great watching him in action. And I know my career would have been very different if Alexandre hadn’t died. He was only a year older than me. He could definitely have become number one and maybe still would be today.”

**Difficult path to the top**

Ferreira’s death influenced Ceni’s career significantly. He succeeded him in goal in 1993 and went on to win the cup, before making his first team debut later that year in the Santiago de Compostela tournament against Spanish side Tenerife. Ceni saved a penalty in that game — the first but by no means last spot-kick he would keep out over the years.

In the early 1990s Sao Paulo were a real force to be reckoned with, led by coach San-

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**Rogério Ceni**

**Name**

Rogerio Mucke Ceni

**Date and place of birth**

22 January 1973, Pato Branco, Brazil

**Position**

Goalkeeper

**Clubs**

1987–1989 Sinop
1990–2015 Sao Paulo FC
Brazil national team
1997–2006, 17 caps
ROGERIO CENI

tana and with players such as Rai, Cafu, Toninho Cerezo and Muller in their ranks. They won the Brazilian championship, the Sao Paulo state championship, two Copa Libertadores titles and two Intercontinental Cups, with triumphs over Barcelona and AC Milan. Yet Ceni's path into the team was not easy, as preferred goalkeeper Zetti stood in his way. It was only at the Copa CONMEBOL, which from 1992 to 1999 was the second most important club tournament in South America after the Copa Libertadores, that talented youngsters were given a chance, and Ceni was no exception. He worked hard and made the most of his opportunity, cementing his reputation as a penalty expert in the last 16 and the semi-finals – both in terms of stopping spot-kicks and scoring them. It was there that the goalkeeper scored his first goal and won a maiden title.

Keeper with an eye for goal

Scoring goals became Ceni's trademark. In 1997 Zetti joined Santos and Ceni was named first-choice goalkeeper in his stead. A short time later he began taking almost all of his team's free-kicks. “I scored in my third or fourth game,” recalled Ceni. “That’s how it all started.” That was on 15 February, a waist-high shot that beat the wall and nestled in the net. He would score another 131 times by the end of his career: 69 penalties, 61 free-kicks and one from open play.

“I scored in my third or fourth game. That’s how it all started.”

Rogério Ceni

So how does a goalkeeper start scoring goals? “I was lonely,” Ceni always said. He would always arrive at training half an hour before everyone else and because there was nobody there to shoot at him, he tried taking shots himself. “I took about 2,500 to 3,000 free-kicks every month,” he said.

In 2005 he even finished as his team’s top scorer after finding the net 21 times in what was the most prolific year of his career. It also turned out to be one of the most successful in Sao Paulo’s recent history, as they won the...
Ceni’s honours

National team
1997 FIFA Confederations Cup (substitute)
2002 FIFA World Cup (substitute)

Clubs
1990 Campeonato Mato-Grossense
1993 Intercontinental Cup
1993 Copa Libertadores
1993 Recopa Sudamericana
1993 Supercopa Sudamericana
1993 Trofeu Cidade de Los Angeles
1993 Trofeu Cidade de Santiago de Compostela
1994 Recopa Sudamericana
1994 Copa CONMEBOL
1995 Copa das Campeoes Mundiais
1996 Copa das Campeoes Mundiais
1996 Copa Master de CONMEBOL
1998 Campeonato Paulista
1999 Copa Euro-America
2000 Campeonato Paulista
2000 Torneio Constantino Cury
2001 Torneio Rio-Sao Paulo
2002 Supercampeonato Paulista
2003 Campeonato Paulista
2005 FIFA Club World Cup
2005 Copa Libertadores
2006 Brazilian Serie A
2007 Brazilian Serie A
2008 Brazilian Serie A
2012 Copa Sudamericana
2013 Eusebio Cup

Individual awards
Brazilian Footballer of the Year:
• Bola de Ouro (Golden Ball): 2008
• Premio Craque do Brasileirao: 2006, 2007
• Premio Craque do Brasileirao / Fan Award: 2007, 2014
FIFA Club World Cup Golden Ball: 2005
Copa Libertadores Player of the Tournament: 2005

Ceni was never one of the world’s best goalkeepers and was never Brazil’s No1, although he did make 17 appearances for the national team. He was part of the squad that won the 2002 FIFA World Cup Korea/Japan™ but, as back up goalkeeper to Marcos, he did not play a single minute. Ceni’s only World Cup outing was at Germany 2006, when he came on as an 82nd-minute substitute against Japan.

Yet sometimes you do not have to be the best in order to make history. Fans repay enduring loyalty – a very rare commodity in modern football – with unconditional love. And on that December evening it was those supporters who provided the framework for such a memorable farewell to the man who kept goal at the club for 25 years.

With 60,000 fans in the stands, the teams took to the field when the stadium announcer called them out. A large banner adorned with the hashtag ‘#Prasempre MITO’ was hung above the players’ tunnel: “A legend forever”, with the ‘i’ in the Portuguese word ‘mito’ replaced by the number one. It was the perfect setting for a moving farewell. The 1992/93 club world champions played their counterparts from 2005 in a match that would not have been complete without Ceni scoring his final goal – number 132 – for Sao Paulo.

“I want my ashes to be scattered here at the Morumbi so that I’ll always be connected to what happened here.”

Rogério Ceni

Lifelong loyalty

Ceni’s honours

National team
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FIFA Club World Cup Golden Ball: 2005
Copa Libertadores Player of the Tournament: 2005

Ceni scored in a semi-final penalty shoot-out against Al-Itti-had, and he also shone against Liverpool in the final, miraculously saving an effort from Steven Gerrard despite having an injured finger. Sao Paulo won 1-0 and Ceni was named Player of the Tournament, the first time the honour was ever awarded to a goalkeeper.

“I want my ashes to be scattered here at the Morumbi so that I’ll always be connected to what happened here.”

Rogério Ceni

Lifelong loyalty

Ceni’s honours

National team
1997 FIFA Confederations Cup (substitute)
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“I thought it would be sad, but I felt good,” said Ceni after the game. “I feel complete as an athlete. When I look back at the past I’m proud of what I’ve achieved and the titles I’ve won.”

His 01 shirt number has been retired at the club, making Ceni immortal at Sao Paulo. Indeed, that is also his last request to the club: “I want my ashes to be scattered here at the Morumbi so that I’ll always be connected to what happened here”. ☮
Share a Coca-Cola with FIFA
Who were the best players of the year? Cristiano Ronaldo, Lionel Messi or Neymar? Carli Lloyd, Aya Miyama or Celia Sasic? We put together a selection of quotes from the global footballing community, as well as stars from other sports.

“I think USA's Carli Lloyd will win it this year because she scored a hat-trick in the World Cup final – at that high a level. An achievement like that must be rewarded.”

France international Gaetane Thiney

“Neymar has taken on the role of a leader. I believe his time has come now. It’s not that Cristiano Ronaldo hasn’t performed, but he just isn’t at the same level as last year. Lionel Messi was good but he got injured.”

Brazil national team coach Dunga

“I’m a big fan of Cristiano Ronaldo but to be honest Lionel Messi deserves it this year when you consider his successes with Barcelona in winning La Liga, the Copa del Rey and the UEFA Champions League. He also reached the Copa America final with Argentina. He definitely deserves the title.”

Morocco international Younes Belhanda

“The three candidates are very different individually. It’s a very exciting shortlist. Celia Sasic is very dangerous in front of goal. She’s very emotional and never gives up. Aya Miyama is small and agile, she's technical, reads the game well and sets the tone. I think Carli Lloyd is exciting. During the World Cup she found her new role as a leader of the USA team, and did so under great pressure. Obviously I’m keeping my fingers crossed for Celia, but Carli is captain of the world champions so she's the favourite.”

Germany international Nadine Kessler

“Given the season he had and the number of titles he won, my favourite for the Ballon d’Or is Lionel Messi.”

French NBA star Nicolas Batum

“I think Lionel Messi's chances have gone down a bit since he got injured. But when he plays he's great. This season he hasn’t just scored goals, in my opinion he's taken his performances up another level again. Nevertheless, I believe Cristiano Ronaldo is just a bit ahead of him.”

Turkey international Hamit Altintop

“I think it'll be between the usual suspects, Lionel Messi and Cristiano Ronaldo, although Messi has the advantage this year. Despite that, I think Neymar's played at a spectacular level and, above all, is increasingly fulfilling his potential.”

Former Argentina international Walter Samuel

FIFA's commitment to its football development programmes and the organisation of its competitions runs right throughout the year. One of the highlights comes in December when the FIFA Club World Cup draws our competitions calendar to a close in style. This spectacular and popular tournament gathers together the top club teams from each continent to compete for the annual crown of club world champions.

This year’s competition is back in Japan after a successful two-year stint in Morocco. After a treble-winning season, FC Barcelona are in the hunt for a record third world title.

This unique competition is part of FIFA's commitment to supporting and promoting club football. It is an inspiring opportunity for club teams from different cultures of football to perform on a global stage and to test themselves at the highest level.

It is also a reminder of one of FIFA's great strengths: the organisation of football competitions.

Over a four-year cycle, FIFA organises about 28 international tournaments, from youth to senior level in men's and women's football, as well as beach soccer and futsal.

Our competitions help to drive the development of football worldwide. They create vital resources for investing in football and, crucially, they inspire more young people to get involved in the game.

FIFA is always looking at how to improve our work in competitions. Our Task Force for Women's Football has been considering the possibility of a FIFA Women's Club World Cup, as part of our efforts to do more to support women's football.

I believe such a tournament would make an excellent addition to the existing competitions calendar, building on the growing popularity of the sport and the achievements of the FIFA Women's World Cup this year.

For now, we wish the teams all the best for this weekend's final in Japan.

And I wish you all the best for the New Year.

Best wishes, Issa Hayatou
Dear friends of football,

FIFA has faced unprecedented difficulties this year in a crisis that has shaken global football governance to its core. We are now moving through a period of necessary change to protect the future of our organisation.

We maintain that the majority of those working in football governance do so in the right way and for the right reasons, but it has become clear that root-and-branch reform is the only way to deter future wrongdoing and to restore faith in FIFA.
For these reasons, this year and the immediate years to come will be among the most important for FIFA since it was founded in 1904.

A new FIFA President will be elected at the Congress in February, offering the opportunity to start a new chapter. It is vital to recognise that this will be only the beginning. We will need to work hard together over the coming years to win back the trust and respect of fans, players, commercial affiliates and all the many millions of participants who make football the world’s most popular sport.

We are confident that the new reform measures approved by the FIFA Executive Committee in December, alongside the separate actions of the Swiss and US authorities, will lay the foundations for a stronger, more transparent and more accountable and more ethical governing body of football.

We call on all of FIFA’s member associations to fully support, implement and abide by the new reforms. The future of FIFA and the global development of football depend on our full commitment to embracing a change in culture from top to bottom, through the following key reform points:

• A clear separation of powers between the political side of global football and the day-to-day financial and business operations of FIFA, such as organising competitions and football development investments, will help to protect our integrity and avoid conflicts of interest. All financial transactions will be monitored by a fully independent body.

• Member associations must mirror the above structure and comply with principles of good governance, such as establishing independent judicial bodies. They will also be accountable for the conduct of their entire team and any third parties that they work with.

• Strict term limits for senior positions within FIFA of three four-year terms will ensure that no single person can wield too much power or influence.

• An explicit commitment in the FIFA Statutes to develop women’s football and to promote the full participation of women at all levels of football governance, including a minimum of one female representative from each region in the new FIFA Council.
• Central integrity checks by an independent body for all appointments to FIFA bodies and senior management.

• Members of the new FIFA Council must be elected by the member associations from each respective region under new FIFA governance regulations and monitored by the new, independent FIFA Review Committee.

• More independent and properly qualified members of key committees such as finance, development, governance and compliance to provide a stronger layer of neutrality and scrutiny.

• More involvement from the football community (players, clubs, leagues, member associations, etc.) in decision making.

• A statutory commitment by FIFA to uphold and protect internationally recognised human rights in all its activities.

There may be further challenges ahead, and it will take time for these reforms to take effect, but our resolve to rebuild FIFA for the better remains steadfast.

Our aim is to establish a secure, professional and fully accountable sports organisation by the time of the 2018 FIFA World Cup™ in Russia.

We are confident that this is a realistic target, and we look forward to returning our full focus to FIFA’s primary mission of promoting and developing football everywhere, and for all.

The hundreds of millions of fans, players, coaches and others dedicated to football around the world deserve nothing less from those of us with the incredible responsibility and privilege of governing and guiding global football.

Yours faithfully,

Issa Hayatou
Acting FIFA President

Markus Kattner
Acting FIFA Secretary General
Highfield Road, Coventry, England.

1984

Steve Jacobs (c. Coventry City) and Paul Bracewell (r. Sunderland).
Simone Missiroli (l. Sassuolo) and Alvaro Morata (c. Juventus).

Reggio Emilia, Italy.
Everywhere You Want To Be

Where do you want to be?
With 3 world titles, 3 goals in the final of the FIFA Women’s World Cup™ and a ticket to Brazil, she’s just getting started. Visa is proud to support Carli Lloyd and her dreams.
To be at the top of the world.
Gunter Netzer's column has appeared almost 60 times in The FIFA Weekly, providing content that was always substantial and refreshing but never insulting or derogatory. With this final issue, a feature that was not originally planned for the magazine comes to an end. It was only when we met Netzer for a lengthy interview at a Zurich hotel and he had an excellent answer for even the simplest questions that we came up with the concept.

‘Netzer knows’ appeared for the first time on 2 November 2013. It has been a platform for football fans to ask their questions to the German, who was an icon of the game in the 1970s. Obviously the more frivolous queries, such as “What is your hairdresser’s name, Mr Netzer?” were put to one side, while the 71-year-old, who does not even have an email account, gave greater consideration to more searching questions, such as “Is football now inconceivable without social media?” In the end his views always shone through – authentic and real, rather like a good vintage. The old iconic photographs, often in black and white, did the rest. Dear Mr Netzer, thank you, it has been a lot of fun!

Alan Schweingruber

**THE BEST QUOTES 2015**

“In some Italian stadiums you can feel the wind blowing through every crevice. It’s cold in there and there isn’t much catering on offer. It should be the aim of every club to make their supporters feel well looked after. You have to spoil the fans for them to come back and spend their hard-earned money. Serving up an enjoyable football match alone is no longer enough.”

“Allowing an icon to leave is never easy. The club loses a key member of the dressing room and risks the ire of their own fans. Yet are those not the very same fans who are up in arms when results are not going as expected?”

“I got up to a few shenanigans at Borussia Mönchengladbach and Real Madrid, but the people there didn’t mind because they said to themselves: ‘At least he plays well’.”

“Fans appreciate players’ loyalty because they themselves are loyal to the club their entire lives.”

“What pleases me most as a German is that we’ve managed to shed our reputation for dull, efficient football.”

“Half a second isn’t enough to think about what you’re going to do. Lionel Messi often operates instinctively. I suspect even he himself doesn’t always know what he’s doing.”

“A sporting director should be fully involved in many different aspects of a club’s life while also appreciating when to keep a low profile. For example, I don’t think it’s appropriate for him to make ostentatious appearances at the training ground during times of crisis.”
Three girls look at each other in disbelief, their hands covering their mouths. The friends from the Football for Hope Centre are hiding in the shadows on this sunny Sunday in Cape Town – unsurprising given that there is a prince standing next to them. It is a real prince, without a horse but with a relaxed and approachable manner that helps the budding young footballers to come out of their shell. Once they take to the field and the football starts, there is no holding them back. It is not every day that you get the chance to show off your skills against Prince Harry of Wales.

A big football fan

The well-loved British Royal was visiting the Grassroots Soccer initiative, which uses football to help tackle HIV. “If you give them something that they love doing, it is much easier to educate them about things that directly impact their lives. It is about raising their awareness of a disease that kills so many young people,” coach Wonderboy Sibiya said about the aims of the programme.

The centre came about as part of FIFA’s Football for Hope programme, which has been working with local organisations for over ten years to implement social projects all over the world. A year before the 2010 FIFA World Cup™ in South Africa, the first of 20 projects in Africa was launched in Khayelitsha. “We have seen how the power and popularity of football can help to fight some of the biggest problems of our time,” commented Federico Addiechi, FIFA’s Head of Corporate Social Responsibility.

Having previously visited with his father Prince Charles in 2011, the charity is close to Prince Harry’s heart. The prince is a keen football fan and could not resist joining in with the children at the Football for Hope Centre. He also took on youngsters at a charity match during this year’s FIFA U-20 World Cup in New Zealand, although his blue blood could not help him score on that occasion.

Taking away the fear factor

After the training session in Cape Town he showed an altogether different talent with a brief demonstration of his dancing skills, before taking part in a roundtable discussion on HIV/AIDS. “Although the battle against this disease has been going on for 20 years, many people are still afraid to talk about it. We therefore welcome Prince Harry’s renewed commitment to HIV prevention,” said James Donald, Managing Director of Grassroots Soccer.

The Royal visit concluded with a photo shoot and there was no fear of contact among the participants any more. As a beaming prince was surrounded by joyful children, it was another moment of hope in the fight against HIV/AIDS.

Annette Braun

Royal visit brings hope

Prince Harry paid a visit to the Football for Hope Centre in Cape Town. Since launching in 2009, the FIFA-backed project has helped to educate youngsters about HIV through football.
### MEN’S WORLD RANKING

**Leader**

Moves into top ten
Moves out of top ten
Matches played in total
Most matches played
Biggest move by points
Biggest move by ranks
Biggest drop by points
Biggest drop by ranks

#### Belgium (unchanged)

none

**137**

**Congo DR, Zambia, Angola, Namibia** (4 matches each)

**Hungary** (up 186 points)

**Libya** (up 32 ranks)

**Portugal** (down 145 points)

**Liberia** (down 21 ranks)

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The objective of Sudoku is to fill a 9x9 grid with digits so that each of the numbers from 1 to 9 appears exactly once in each column, row and 3x3 sub-grid.
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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