



17 – 19 November 2006 in Vienna, Austria

Predicting the future

The transition to the new century brought about deep reflection/thought upon how to organise the handball in the near future.

Across the globe there has been a wave of rapid globalisation – not only in the richer countries - , we are the witnesses of the continuous evolution of the values existing in sport and the hierarchy of different types of sport.

Sport has developed to be at the forefront of global entertainment. This has occurred during this evolution. Alongside this phenomenon, it is also centred a round the individual's fulfilment and achievement.

On TV – irrelevant to whether it is a specialised channel or not –sport has become a “runner” for audience ratings. When present, TV coverage and the question of whether the sport is shown or not plays a decisive role for sponsors – marketing partners.

Handball is not badly represented, but there is still a lot to do for improving its position in the big markets.

Handball has to ‘*arm*’ itself to penetrate these markets. It is not a question of changing ‘*the physiognomy / look*’ of our sport – it goes without saying that handball is exciting and attractive live –, and for TV viewers.

It has to be done professionally.

The quality of the competition itself is an imperative condition and the quality of the handball ‘*product*’ on offer, these are the leading principles for all those involved.

Due to the fact, that handball is not alone on the market – there is tough competition among the other sports.

But, it is true, handball includes the best of football, basketball, volleyball, and even a little bit of rugby.

And of course, we must not forget the leisure aspects – Beach handball is not just a temporary ‘*fashion*’.

The handball world has accepted the fact that European competitions offer the best quality of handball. The participants of the strongest teams (club or National) make sure that dramatic matches are seen every time. For the whole season/final tournament, the key actors are being seen on the ball, defining the path for handball's next generation/s.

Elite athletes and high level performing teams are the best ‘*ingredients*’ for a top competition, which additionally needs a professional infrastructure.

Handball is undergoing a continuous process of producing new stars, who are, more or less, following their former idols/role models.

Anyway, one thing is very clear: without the combination of high personal stability within the team, physical power and mental strength there will be no way to the top. Between the initiation and high performance, are many questions raising:

The banner features a blue and white color scheme with a background of concentric circles and a stylized map of Europe. The text is centered and reads: 2006 EHF Youth Handball Convention.

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- Which way to go?
- How to chose it
- How the way shall look like?

The past Youth / Junior European Championship/s, currently known as the Young Age Category European Championship/s is/are the first rung of the ladder on the way to the top.

Carried-out in a 2-year rhythm, the YAC competitions (completed since 2005 with European Open Championship / M19 + W18) offer a successful path for the strategic development of those particular skills, which are now defining the 'stars' of/from tomorrow.

As usual, at the very end the story of 'Beauty' and the 'Beast' there is 'the blaze of glory' to be shared, but at the last moment, only one will sadly say....'**no one loses as well as we do**'...

The current big concern for the EHF can be '*concluded*' as follows:

- How to keep the generation/s '*moving*', how to act to avoid losing talented young players?
- How to get / keep them in '*action*' into the high performing level of the competition ?
- How to use their experience, which they have already gained, in a useful way for handball, teams and their selves?