



National Teams



Media

Players



Competitions Conference

18–20th April 2008 • Vienna, Austria



Clubs



Partners



Coaches



International Calendar

Conference Programme

Benchmarking Men's Handball



European Handball Federation







Competitions Conference

Participants and Topics

The sport of handball has seen rapid changes over the past decade, especially on the European continent. This holds true not only in the terms of the technical nature of the sport, which has become faster and more powerful but also in terms of the economic factors which play an ever crucial role in the development equation of handball. All areas of the sport, whether it is the technical development or the actual positioning of handball on the sporting market, are directly correlated with each other.

The number of different interest groups within the sport, or stakeholders as they are often called, has increased in line with the ever increasing interest for the sport. The stakeholders in top level men's handball rarely have the opportunity to get together to discuss handball's future path, for this reason the European Handball Federation has called the Competitions' Conference, bringing together all the interest groups with the prime objective to work on a common strategic plan for men's European handball.

Expert and specialists from key areas of the handball business will set the tone for the open platform of discussion. The 180 accredited event participants include national federation representatives, top clubs, coaches, players, media representatives, sport scientists, media experts and partners – all paramount to the future direction of top level men's handball.

Topic 1: National Teams, Clubs & Players – A System based on Mutual Benefit

Keep and improve the sport market value of handball by joining forces to strengthen both its position and image by means of trustful cooperation.

Topic 2: Competition Balance – System and Calendar

A careful planning of the competition system and calendar periods shall be based on facts and reality as well as a proper scientific and social background.

Topic 3: Focus Athletes

Conditions and the environment for athletes as the protagonists of top sport events are of crucial importance. A professional infrastructure is the key element to success. Top players shall be guided and managed by appropriate means facilitating top performance.

Conference Venue: Penta Renaissance Hotel, Ungargasse 60, A-1030 Vienna, Austria
Tel: +43 1 711 750 Website: www.renaissancehotels.com/viense

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Conference Programme

Saturday, 19 April 2008

08:45 – 09:00	Introduction	Jean Brihault / EHF Vice President
09:00 – 09:30	The Brand Handball – Presentation	Gerhard Hrebicek / European Brand Expert
09:30 – 11:00	Topic 1: National teams, clubs & players – A system of mutual benefit	
09:30 – 09:50	<i>Introduction:</i> Ulrik Wilbek / DEN National Coach Xavier O'Callaghan / ESP Club Manager Dragan Skrbic / SRB Former Player	
09:50 – 10:30	Topic Evaluation - Incentive Groups	
10:30 – 11:00	Summary on Positions – Plenum	<i>Chair:</i> Jean Brihault / EHF Vice-President
11:00 – 11:30	Coffee Break	
11:30 – 13:00	Topic 2: Competition Balance - System & Calendar	
11:30 – 11:50	<i>Introduction:</i> Jan Tuik EHF Competitions Committee Chairman	
11:50 – 12:30	Topic Evaluation - Incentive Groups	
12:30 – 13:00	Summary on Positions – Plenum	<i>Chair:</i> Jan Tuik
13:00 – 14:30	Lunch	
14:30 – 15:00	Handball & Media – Presentation	Carsten Schröder & Stephan Schröder European Market Research Experts
15:00 – 16:30	Topic 3: Focus Athletes	
15:00 – 15:20	<i>Introduction:</i> Hans Holdhaus / Scientific Expert Jaume Fort Mauri / ESP Former Player	
15:20 – 16:00	Topic Evaluation - Incentive Groups	
16:00 – 16:30	Summary on Positions – Plenum	<i>Chair:</i> Frantisek Taborsky / EHF MC Chairman
16:30 – 17:00	Coffee Break	
17:00 – 18:00	European Competitions Plan	<i>Introduction:</i> Jean Brihault
17:00 – 17:45	Introduction & Discussion – Plenum	
17:45 – 18:00	Summary and Conclusions	<i>Chair:</i> Jean Brihault / EHF Vice President
Afterwards	Farewell and Conference Closing	Tor Lian / EHF President
19:00	Departure to Dinner in the city	
19:30	Dinner at “Rathauskeller”	

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Dr. Hassan Moustafa / President of the International Handball Federation
"We will give support to the EHF on these issues!"



Tor Lian / President of the European Handball Federation
"Handball in Europe is steeped in good traditions. To be able to sit together around one table and to develop qualitative solutions for the future which bring the sport of handball forward is just one good tradition among many!"



EHF REPRESENTATIVES

Jean Brihault / EHF Vice-President

Jan Tuik / EHF Competitions Commission Chairman

Frantisek Taborsky / EHF Methods Commission Chairman

Michael Wiederer / EHF Secretary General



GUEST SPEAKERS

Dr. Gerhard Hrebicek / European Brand Expert

Ulrik Wilbek / DEN National Coach

Xavier O'Callaghan / FC Barcelona Club Manager

Dragan Skrbic / SRB Former Player

Carsten Schröder & Stephan Schröder / European Market Research Experts

Prof. Hans Holdhaus / Scientific Expert

Jaume Fort Mauri / ESP Former Player

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GUEST SPEAKER PROFILES



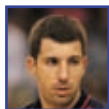
Dr. Gerhard Hrebicek / European Brand Expert

Executive director of the European Brand Institute – Vienna
Chairman of the Austrian ISO committee
Member of the international Brand Valuation ISO-committee
Founding member of the Austrian Sports Business Association
Lecturer at the University of Economics in Vienna
Academic Advisor of the Royal Roads University, Victoria, BC, Canada



Ulrik Wilbek / DEN National Coach

Silver 1993, Bronze 1995 & Gold 1997 Women's Handball World Championships
Gold 1994 & 1996 Women's European Handball Champions
Gold 1996 Olympic Games
Bronze 2006 & Gold 2008 European Men's Handball Championships
Bronze 2007 World Men's Handball Championship in Germany



Xavier O'Callaghan / FC Barcelona Club Manager

Professional Player FC Barcelona (1990 – 2005).
87 international matches for ESP National Team
Bronze Medal at the 2000 Olympic Games in Sydney
Handball Team Manager of FC Barcelona (since January 2006)



Dragan Skrbic / SRB Former National Player

Bronze 1999 & 2001 World Men's Handball Championships
World Handball Player of the Year 2000
Best Player of the Olympic Games' Handball Tournament 2000
2005 EHF Champions League Winner (FC Barcelona)



Carsten Schröer / European Market Research Expert

Graduate in Socio-Economics and Media Studies
SPORT+MARKT since 1999
Product Manager in the field of Media Evaluation
Thesis on the topic of "Sport in Europe" at the University of Osnabrück
Former handball player



Stephan Schröder / European Market Research Expert

Graduate of the University Cologne (German Philology, Politics and Science History)
SPORT+MARKT management board member
Sport business advisor
Former handball player



Prof. Hans Holdhaus / Scientific Expert

IHF Medical Commission member
Head Scientist of the Austrian Olympic Team since 1988
Internationally recognised Anti-doping expert
IOC-Lecturer (Coaches seminars, etc.)



Jaume Fort Mauri / ESP Former National Player

European Handball Player Union President
180 matches for the Spanish national team
Bronze at the 1996 Olympic Games
Silver at the 1996 European Championship

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