



Legal Workshop

Madrid, 24/25 April 2018



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24 April 2018 – 18.30 Wanda Metropolitano Stadium

Welcome by Javier Tebas, LaLiga President and Clemente Villaverde, Executive Director Atletico de Madrid
Guided tour and Welcome Cocktail

25 April 2018 – 9.30 / 17.00 hrs LaLiga Headquarters

Javier Tebas, LaLiga President
Georg Pangl, General Secretary of the European Leagues

> Social Media in Football: legal aspects and disciplinary proceedings

- Polly Handford, Director of Legal and Governance, at The English FA
- Jens Jacobsen Jensen, Head of Global Sports Marketing Legal & Commercial Affairs at Adidas
- Alvaro Gil, Legal Counsel at Atletico de Madrid SAD

> UEFA Disciplinary Proceedings and Financial Fair Play

- Emilio Garcia, Managing Director Integrity at UEFA
- Carlos Schneider, Legal Counsel at UEFA
- Erika Montemor, Legal Counsel at UEFA

> Audiovisual rights and new technologies – A perspective from Antitrust law and Data protection

- Sara Salvador, Senior Lawyer at LaLiga
- Jan Kleiner, Partner at Kleiner & Cavaliero, Zurich

> Tax Insights on clubs' payments to intermediaries

- Arnd Hovemann, Director Sport Administration at Schalke 04
- Mario Tenore, Associate at Maisto Law Firm, Rome
- Juan Zornoza, tax advisor at AFE

> Latest news in the football regulatory framework and challenges for the future

- Ornella Desiree Bellia, Head of Legal at the European Leagues
- Jesus Arroyo, deputy CEO at Sevilla FC
- Pierre François, CEO of the Belgian Pro League
- James Johnson, Head of Professional Football at FIFA



Speakers Legal Workshop

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Polly HandFord
FA Director of legal and Governance

Polly joined The Football Association in 2014 and is now the Director of Legal and Governance for The Football Association in England and a member of The FA's Senior Management Team. She is responsible for overseeing all aspects of the Legal function for The FA, both contentious and non-contentious and is responsible for all Governance matters which includes discipline of players and other Participants (on and off field), all integrity matters such as investigations into betting and match fixing, anti-doping and safeguarding case management, the prosecution of charges where a Participant is believed to be in breach of FA Rules and/or Regulations and for the Judicial Services function.



Emilio García
Managing Director Integrity at UEFA

In September 2012, Emilio joined UEFA as Head of Disciplinary and Integrity. In 2017 he was promoted to his current position, Managing Director of Integrity. He is now responsible for all Integrity matters of UEFA (Disciplinary and Ethics, Anti Match-fixing and Anti-doping and Medical). Over the last years, Emilio acted as UEFA's main legal counsel at the most relevant proceedings in European football relating to disciplinary (Fenerbahce, Serbia & Albania, Legia), anti-doping (Ademi, Eremenko, Nasri) financial fair play (Malaga, Galatasaray) and match-fixing proceedings (Fenerbahce, Besiktas, Eskiserhirspor, Skenderbeu) before CAS. Emilio was responsible for all legal matters as Legal Director of the Spanish Football Federation for more than eight years (2004-2012). At the same time, he was appointed as member of the UEFA Control and Disciplinary Body for the period 2006-2012. In March 2012, he was also appointed CAS Arbitrator by the International Council for Arbitration of Sport (football list).



Jens Jacobsens Jensen
Head of Global Sports Marketing Legal
& Commercial Affairs – Adidas

Jens is currently working as the Head of Global Sports Marketing Legal & Business Affairs at Adidas in Amsterdam. He has been with the company for almost 13 years. He is responsible for negotiations with key sports marketing assets for Adidas on a global level and manages a team of lawyers. Jens is currently working as the Head of Global Sports Marketing Legal & Business Affairs at Adidas in Amsterdam. He has been with the company for almost 13 years. He is responsible for negotiations with key sports marketing assets for Adidas on a global level and manages a team of lawyers dealing with sponsorship agreements, negotiations and brand marketing. Before joining Adidas, Jens worked at Houtho Buruma as a corporate lawyer, dealing with mergers & acquisitions, corporate litigations and real estate.



Sara Salvador
Senior Lawyer at LaLiga

Senior Lawyer at LaLiga. Graduated in Law and Business Studies at Carlos III University (Madrid, Spain). She has also obtained an LL.M. specialised in EU Competition Law at King's College London and an LL.M. at Georgetown University. Before joining LaLiga, she developed her professional career as a Competition Lawyer in the law firms Hogan Lovells and Linklaters.



Alvaro Gil
Lawyer at Atletico de Madrid

Graduated with an LL.M. in International Sports Law (ISDE). Previously worked as Deputy Director at the Men's Handball World Championship in Spain. Member of the First Instance Disciplinary Board of the Spanish Handball Federation and lecturer of several University Masters since 2013. He is the author of several articles of the Sports Law area of practice. Alvaro is a regular attendant at Sports Law Master Programmes, conferences and seminars in Europe.



Arnd Hovemann
Director Sport Administration, Schalke 04

Arnd joined Schalke 04 in 2010 as Head of Finance and since 2015 he is the Director Sport Administration. He has been working as a lawyer for Ernst & Young and Deutsche Bank.



Dr. Jan Kleiner
Attorney-At-Law Partner at Kleiner & Cavaliero, Zurich, Switzerland

Jan has been advising national and international clients in media, advertising and data protection law matters for several years, with a particular focus on sports and data protection. He has equally been practising in international litigation and arbitration and in general corporate and commercial law matters. In 2017, Jan has been listed by Who is Who Legal for the Category "Sports & Entertainment Switzerland". Before founding Kleiner & Cavaliero, Jan had in 2013 joined the Media, Entertainment and Sports Law Department of an international business law firm in Zurich, Switzerland. Jan's practice covered contentious and non-contentious matters in the fields of national and international sports law, media law and entertainment law. Until 2012, Jan had worked for the Union des Associations Européennes de Football (UEFA) and the Fédération Internationale de Football Association (FIFA).



Erika Montemor
Legal Counsel at UEFA

Experienced Sports lawyer who has worked for FIFA for over 7 years dealing with international transfers, contractual disputes between clubs, player and coaches, solidarity mechanism and training compensation and acting before the Court of Arbitration for Sport. She has been working for UEFA Integrity Division, since 2017, dealing with disciplinary matters and financial fair play. She has been involved in the assessment of disciplinary cases, including doping matters and match fixing cases dealt with by this international association, giving legal support to the UEFA disciplinary bodies. She is also responsible for the cases related to financial fair play that are referred to the adjudicatory chamber of the club financial control body.



Carlos Schneider
Legal Counsel at UEFA

Experienced Sports lawyer who has been working for UEFA (Integrity Division), for the last five years. During this period of time he has been involved in the assessment of a high number of disciplinary cases regarding different matters – e.g. match fixing, hooliganism, doping and racism, etc., dealt with by this international association, either by giving legal support to the UEFA disciplinary bodies or by acting as UEFA representative before the Court of Arbitration for Sport. With regard to match fixing stand the Fenerbahce and Besiktas cases of 2013, the Sivasspor and Eskisehirspor cases of 2014, the Panathinaikos case of 2015, the most recent case the Skenderbeu case of 2016. Also in relation to other disciplinary cases he represented UEFA before the CAS in the Eremenko case of 2017 (doping), the Fenerbahce case of 2013 (hooliganism) and the Dinamo case of 2013 and Feyenoord case of 2015 (both racism).



Mario Tenore
International tax law

He joined Maisto e Associati in 2010. He holds a PHD in Tax Law and obtained an LL.M. degree (cum laude) in International Tax Law from the University of Leiden, The Netherlands. One of main areas of competence is taxation of artists and sportspersons. He has advised players and agents on various issues (including international transfers, taxation of image rights, payments to agents and others). He is the author of several publications in the field of international tax law and is regularly invited as speaker at international tax conferences.



Ornella Desiree Bellia
Head of Legal Affairs at the European Leagues

Member and Judge of the FIFA Players' Status Sub-Committee and Arbitrator at the Centro Brasileiro de Mediação e Arbitragem. Ornella has gained valuable experience within the global sports industry having worked for an Italian top-division football club, leading law firms in Brazil, Spain, Italy and the U.K. and currently working for the European Leagues in Switzerland. She has specific experience with international transfer agreements, player employment contracts, image rights contracts, sponsorship and licensing agreements. In academics, Ornella is a lecturer at Sports Law Masters in Spain, Switzerland and Italy, and has been a guest speaker at international conferences in Europe and the US. She holds an LL.M in International Sports Law (Instituto Superior de Derecho y Economía - Madrid), Negotiation and Leadership Diploma (Harvard Law School - Boston), and UEFA Women's Leadership Programme (Diploma - IMD Business School).



Jesús Arroyo
Head of the Football and Legal Department at Sevilla Football Club

Jesús Arroyo joined SFC since 2006, he has been Head of the Football and Legal Department at Sevilla Football Club. Jesus Arroyo, who recently has been appointed as Deputy CEO on January 2018, is also spokesperson for the La Liga executive committee and UEFA and ECA relationship, and is member of ECA Legal Advisory Panel since 2011. He holds a degree in Law and bachelors in Business and Administration, as well as a masters in Sports Law from ISDE. Since 2007, Jesús is a professor of the Masters in Management of Sports Organisations at the University of Sevilla. He has also been a professor of the Sports Director course of the Real Federación Española de Fútbol (RFEF) since 2010, and is a university specialist in Management of Sports Organisations.



Juan J. Zornoza Pérez
Professor of Public Finance and Tax Law
at the University Carlos III

Juan J. ZORNOZA PÉREZ, is Professor of Public Finance and Tax Law at the University Carlos III de Madrid, where he holds the Chair PWC in International Corporate Taxation. He is President of the Arbitrator Board for the resolutions of conflicts between Autonomous Communities about ceded Taxes.

He has been visiting Professor at the Universities of Paris X (Nanterre, France) and Academic Visitor at the Faculty of Law in the University of Oxford; he is still visiting Professor at the University Externado de Colombia and Bocconi University in Milan.

Author or co-author of 5 books, and more than 100 contribution in books and articles in Spanish and international Journals, about financial and tax problems, including sports and sportsman taxation.

Lawyer of the Madrid Bar Association, through the Estudio Jurídico in the University Carlos III he act as consultant, advisor or expert for Public Administrations and Companies in financial and tax matters, giving legal opinions and acting as an expert in front of the Courts, including the Spanish Supreme and Constitutional Courts, the ECJ and the European Court of Human Rights.

He is a member of national and International Associations, such the AEDAF or the International Fiscal Association; and member of the Editorial Committee or Board of Tax Journals, and of the Aranzadi Journal on Sports and Entertainment Law.



Pierre François
CEO of the Belgian Pro League

Master in Law at the State University of Liège, graduated with honours. CEO and Correspondant Qualifié of Standard de Liège between 2003 and 2012.

Representative of Standard de Liège at the European Club Association between 2008 until 2012 and member of the Expert Panel charged with the publication of the ECA Club Management Guide in 2015.

Currently CEO of the Pro League SA (since May 2015) and representative thereof in the Regulatory Commission of the Royal Belgian Football Association.



James Johnson
Head of Professional Football at FIFA

Since becoming a qualified attorney, he has worked in various roles across football. James joined FIFA in 2013 and since 2015 he is Head of Professional Football, providing strategic advice across legal, governance and business. Between 2011 and 2013 he was Director of International Relations and Development at the Asian Football Confederation (AFC) and previously worked as Player Relations Executive for the Professional Footballers Australia.

James has got a broad range of experience within the game, including as a professional player. He represented Australia at youth level, played in the United States in college, as well as for professional clubs in Australia and Vietnam.

