Sport is now big business and an industry in its own right. Globally, sport is worth more than 3% of world trade and in the European Union it represents more than 2% of the combined GNP of the Twenty-Seven Member States. Take football, for example, football is not only the world’s favourite game, but is also the worlds most lucrative sport. In fact, according to Sepp Blatter, President of FIFA, football’s world governing body, football is a “product”.

The Image Rights of footballers are not only valuable to the players themselves but also to their Clubs and this Seminar will cover not only the legal aspects, but also the tax implications of commercializing and exploiting these rights, and, in particular, the ways and means of legitimately mitigating the tax effects in the main European football jurisdictions. The Seminar will also cover the use of offshore facilities and the structuring of the necessary arrangements to secure these benefits, as well as the drafting of the corresponding agreements and other documentation.

All the speakers are experts in this field and will share their considerable know-how and experience with the delegates to this major Seminar, which will be of particular interest to sports lawyers, tax advisers, football club executives, players’ agents, sports promotion and marketing companies and consultants, and corporate sponsors of sports events and sports teams and individuals.

The demand for places is expected to be high, so be sure to book early to secure your attendance and take advantage of the early booking discount.
### Chair day 1 and day 2

Prof. Ian Blackshaw  
*International Sports Lawyer, Member of the Court of Arbitration for Sport, Lausanne, Switzerland, Fellow TMC Asser International Sports Law Centre The Hague*

### Country representatives

- **Guernsey**  
  Mr. Jason Romer, Collas Day, Guernsey

- **Italy**  
  Mr. Marco Ettorre, CBA Studio Legale e Tributario, Milan  
  Mr. Luca Ferrari, CBA Studio Legale e Tributario, Milan

- **Luxembourg**  
  Mr. Lars Goslings, AS Avocats, Luxembourg

- **Spain**  
  Mr. Angel Juarez, Juarez Asociados, Barcelona-Madrid

- **United Kingdom**  
  Mr. Stephen Woodhouse, Sports Business Group Deloitte LLP London

### Day one

**09:00 - 09:15**  
Introductory Remarks of the Chairman  
Ian Blackshaw

**09:15 - 10:00**  
Ian Blackshaw

**10:00 - 10:30**  
Tax Point of View  
Stephen Woodhouse

**10:30 - 11:00**  
Coffee break

**11:00 - 11:30**  
Tax Sheltering in Selected European Jurisdictions: General Principles  
Jason Romer  
Angel Juarez  
Lars Goslings

**12:00 - 13:00**  
Luncheon

**13:00 - 13:45**  
The United Kingdom  
Stephen Woodhouse

**14:15 - 15:00**  
EU law aspects, tax perspective of players moving to UK  
Angel Juarez

**15:00 - 15:30**  
Tea break

**15:30 - 16:15**  
UK experience; commercial and tax considerations  
Stephen Woodhouse

**16:15 - 16:30**  
Concluding Remarks of the Chairman  
Ian Blackshaw

### Day two

**09:00 - 09:15**  
Introductory Remarks of Chairman  
Ian Blackshaw

**09:15 - 10:00**  
General introduction and basic framework for Drafting Sports Image Rights Agreements  
Ian Blackshaw

**10:00 - 10:30**  
Guernsey  
Jason Romer

**10:30 - 11:00**  
Spain  
Angel Juarez

**11:00 - 11:30**  
Coffee break

**11:30 - 12:00**  
Luxembourg  
Lars Goslings

**12:00 - 12:30**  
Italy  
Luca Ferrari

**12:30 - 13:45**  
Luncheon

**13:45 - 14:15**  
The United Kingdom  
Stephen Woodhouse

**14:15 - 15:00**  
EU law aspects, tax perspective of players moving to UK  
Angel Juarez

**15:00 - 15:30**  
Tea break

**15:30 - 16.15**  
UK experience; commercial and tax considerations  
Stephen Woodhouse

**16:15 - 16:30**  
Concluding Remarks of Chairman  
Ian Blackshaw

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Registration

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+ 31 (0)6 252 79 308

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Cancellation in writing up to one month before the seminar will support an administrative charge of 15%. In case of cancellation prior to one month, the full fee is due but a substitute delegate may attend.

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