

EXECUTIVE SUMMARY

Key facts and figures of WFS Mexico City 2026

June 3-4 2026, Mexico City

MEXICO CITY 2026

MEXICO CITY 2026
WORLD FOOTBALL SUMMIT

WFS MEXICO CITY - JUNE 3-4

The third edition of WFS Mexico City brought together over 1,700 football industry professionals from more than 40 countries at Camino Real Polanco, one week before the 2026 FIFA World Cup kicked off with Mexico as one of the host nations.

Over two days, the leading figures in football business from across the region and beyond discussed the challenges and opportunities defining the present and future of the industry in the Americas: from the evolution of the business models of leagues and clubs to the transformation of the fan experience, taking in rights strategy, private investment and the role of technology in the growth of the industry.



NETWORKING

1,712	43	38	16	2
Attendees	Countries	Partners	Exhibitors	Days

KNOWLEDGE

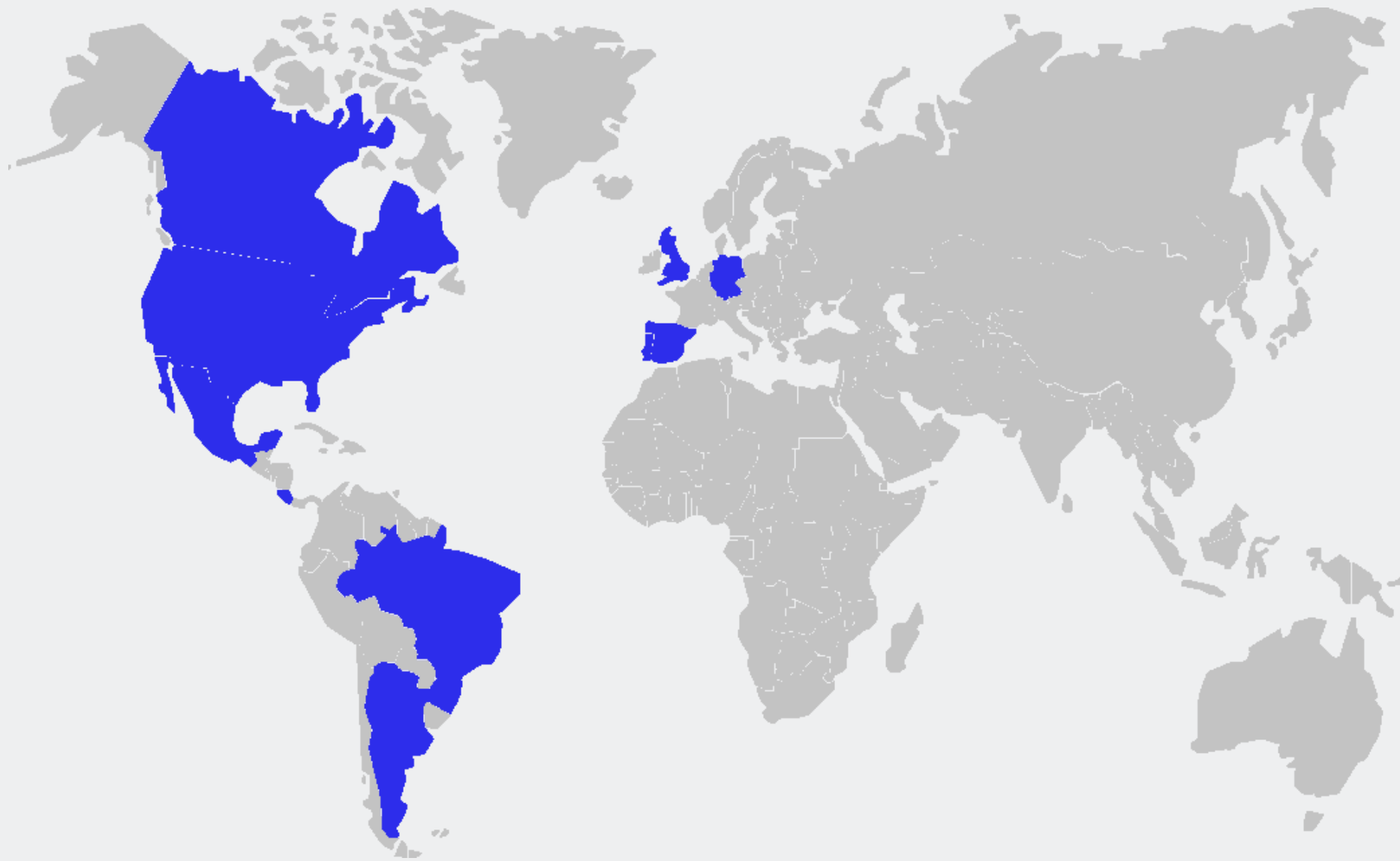
137	136	37
Speakers	Properties	Panels

PLATFORM

1,572	1,338	467
Messages exchanged	Contacts made	Meetings

MEDIA

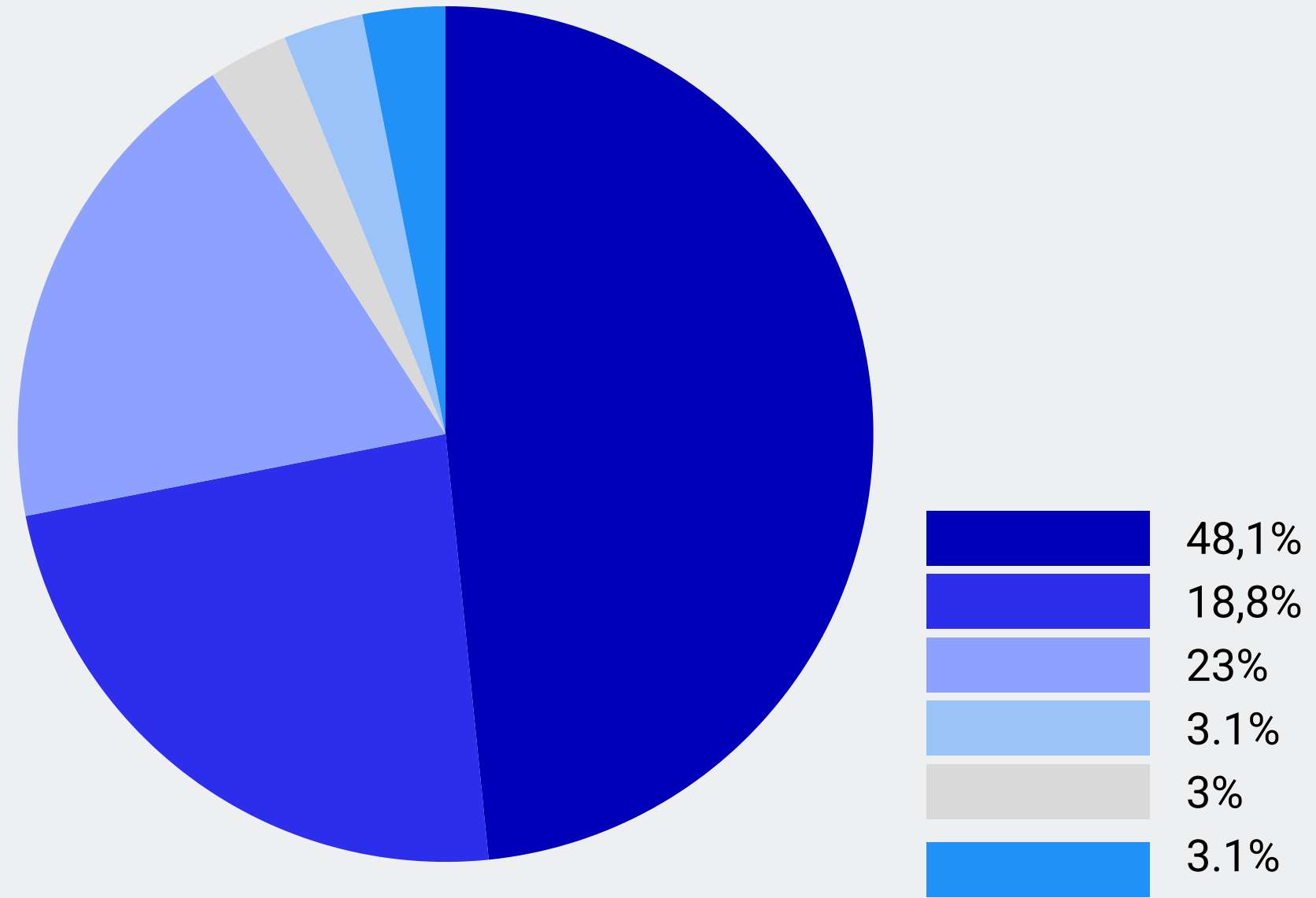
127	240
Outlets registered	Journalists



Mexico
United States
Spain
United Kingdom

Canada
Argentina
Brazil

Germany
Portugal
Costa Rica



Companies: 48.1% Clubs, Leagues, and Federations: 18.8% Media and Press: 23%
Institutions: 3.1% Culture and Education: 3% NGOs: 3.1%

More than 140 speakers from the leading organisations, clubs, leagues, media companies and investors took the stage at WFS Mexico City at Camino Real Polanco.



MIKEL ARRIOLA
FMF



MICHEL BAUER
Host City CDMX



MARY CONNOR
Common Goal



WERA KURI
Blue Women Pink Men



ALEJANDRO LESENDE
Concacaf



OLEK LOEWENSTEIN
TelevisaUnivision



JURGEN MAINKA
FIFA



BAPTISTE MAUREL
Club América



KELLY SHOULDICE
Northern Super League



JAVIER TEBAS
LALIGA

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GRACE AHRENS
Women in Soccer



OMAR CARRIÓN
Mars Snacking



CORINNE COUNSELL
Gotham FC



DAVID FAITELSON
TelevisaUnivision



HÉCTOR GONZÁLEZ-IÑÁRRITU
Club América



VANESSA HUPPENKOTHEN
TelevisaUnivision



KELLY NASCIMENTO
The Impact Game



MELISSA PARDI
U.S. Soccer Federation



STEFANO PETRUZZO
Olympique de Marseille Féminin



FRANCISCO SUINAGA
Deportivo Toluca FC

BRANDS, COMPANIES & INSTITUTIONS

ASUENE

ESPN

FOX
SPORTS

Hogan
Lovells

KOHL'S

MARS
SNACKING

pepsico
Food. Drinks. Smiles.

Comex

RIEDEL

STATS
PERFORM

Televisa
Univision

ticketmaster®

Uber

v o l v o

CLUBS, LEAGUES & FEDERATIONS



RAYADOS



FIFA

FMF
FEDERACIÓN MEXICANA
DE FUTBOL



LALIGA



CONTENT

The conference programme addressed the most relevant topics shaping the industry today.

- Governance, ownership and leadership
- Investment, commercial growth and global strategy
- Innovation, technology and data
- Media, content and fan engagement
- Performance, science and talent development
- Culture, purpose and social impact

TICKETMASTER STAGE



INDUSTRY STAGE



WFS EXPERIENCE

WFS Mexico City combined world-class content with networking and unique moments across some of the city's most iconic spaces.

WELCOME RECEPTION DINNER



WFS HONOURS



FEMALE LEADERS GATHERING



SPEAKERS' CORNER



NETWORKING

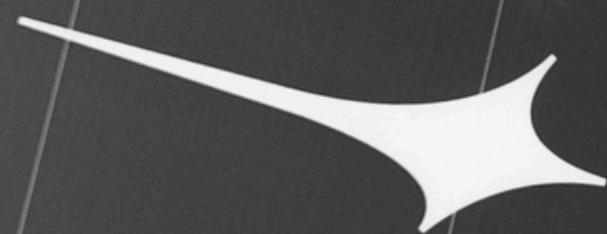


WORKSHOPS & MASTERCLASSES



WELCOME RECEPTION

By



FXP

WFS
MEXICO CITY



FXP

WFS

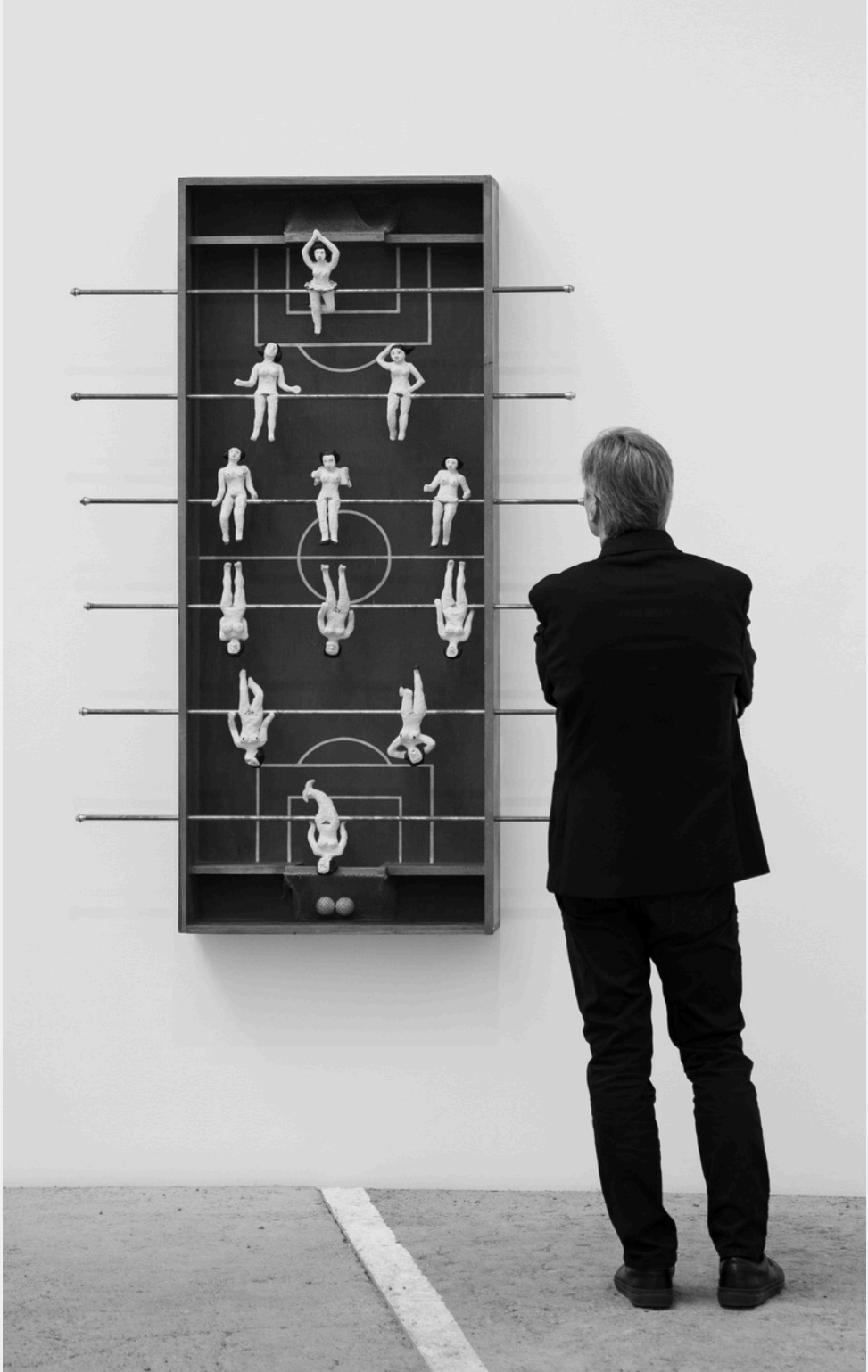
WELCOME RECEPTION

On the evening of 2 June, speakers, partners and senior attendees gathered at Museo Jumex, one of Latin America's leading contemporary art spaces, to kick off WFS Mexico City 2026.

The visit coincided with *Fútbol y Arte: Esa misma emoción*, an exhibition exploring the intersections between contemporary art and football as a cultural, aesthetic and social expression.

The perfect setting for a first encounter that blended networking and enjoyment in equal measure, and set the tone for the two days of conversation ahead.

BY  FXP



MASTERCLASSES

WFS is not only a space for debate. It is also a meeting point between the industry's leading brands and the talent building a career in football. With that in mind, WFS Mexico City hosted a series of masterclasses organised by FutbolJobs, the global reference platform for employment in the football industry, covering how to access executive roles and stand out in an increasingly competitive market.

The Football Business Academy (FBA) also organised a private session for its students with Daniel Benchimol, Director of Partnerships US & Latam at DAZN, the world's leading sports streaming platform, who shared his career journey, his day-to-day at the company and took questions from the audience.



EXPO AREA

The Expo Area at WFS Mexico City brought together 16 stands and became one of the busiest spaces at the event. Technology, ticketing, media, entertainment, football employment: the variety of sectors represented was a true reflection of an ecosystem that extends well beyond the pitch.

Among the exhibitors, brands including Hisense, The Sports Exchange, Ticketmaster, FutbolJobs, NextEra, Cinépolis and leading media outlets TUDN and Mediotiempo.

ASUENE



Hisense



SportsBase

ticketmaster®



Uber











SPEAKERS' CORNER

Integrated in the Expo Area, the Speakers' Corner is a stage where brands, clubs, leagues and federations take the floor to present their products and services, share success stories and showcase projects in progress to an audience of industry professionals.

The sessions — short and high-impact — made this one of the most active spaces at the event. At WFS Mexico City, the presentations spanned sustainability, technology, international investment, women's football development and social impact:

Sustainability & Environment:

NextEra Sport: Protecting and regrowing the Mayan forests of the Yucatán Peninsula.

Technology & Innovation:

Audax Italiano: Applying artificial intelligence to internal processes.

Women's Football Development:

How Gotham and Dove are Keeping Her in the Game.

Investment & International Business:

LATAM Football Asset: The Arrival of Investment Funds and the New Order of Latin American Football.

Elite International: Building strategic partnerships with Spanish football.

Social Impact & Equity:

Ranking SOMOS Equidad: From commitment to action.

SPEAKERS' CORNER



BY TAITTINGER

WFS HONOURS

On the evening of 3 June, Museo Franz Mayer – one of Mexico City's great decorative arts museums, housed in a 16th-century building in the Historic Centre – hosted the WFS Honours by Taittinger ceremony. A fixture in WFS' DNA that, edition after edition, recognises the brands and professionals making the greatest contribution to the development of the football industry.

This year's selection spanned major leagues and global brands to social impact initiatives, taking in technology, women's leadership and club management. Rarely has a list of winners reflected so well the breadth of an industry.

WFS HONORS 2026 AWARD WINNERS:

- **WFS Honour for Growth and Expansion:** Liga MX BBVA
- **WFS Honour for Brand & Fan Strategy:** Nike
- **WFS Honour for Technology & Innovation:** Genius Sports
- **WFS Female Leader Honour by Women in Soccer:** Marisol Rodríguez
- **WFS Honour for Leadership, Impact & Legacy:** Claudia Carrión (Club América)
- **Special Honour:** Jürgen Griesbeck





FEMALE LEADERS GATHERING

BY  **W**  

XII Edition

The WFS Female Leaders Gathering is a pioneering World Football Summit initiative that celebrates and promotes women's leadership in the football industry. Held at every WFS event, it brings together the women whose work is opening doors and inspiring the next generation in the sport.

In its twelfth edition, co-organised with Women in Soccer – the network of over 4,600 professionals dedicated to connecting and empowering women in football – the gathering brought together professionals from different backgrounds and markets on 3 June at the WFS Mexico City Speakers' Corner to share experiences, build networks and keep moving forward together.





ECONOMIC IMPACT OF WFS MEXICO 2026

12,603,000 USD

ORGANIZATION

450,000 USD

PARTICIPANTS

1,053,000 USD

COMMUNICATION VALUE

11,100,000 USD



INSTAGRAM

34.820K+

Followers

275K+

impressions

1.500+

interactions

+3.000

People reached per post

LINKEDIN

39k+

Followers

21K+

impressions

7.000+

interactions

8.000+

Clicks

FACEBOOK

13.000+

Followers

36K+

impressions

YOUTUBE

4.5k+

Views

135H+

Viewing hours

10K+

Audience members

96%

New audience

WEB

13k+

Views

7.000+

Visits

6.5K+

Unique visitors



INSTITUTIONAL PARTNERS



MAIN PARTNERS



CORPORATE PARTNERS

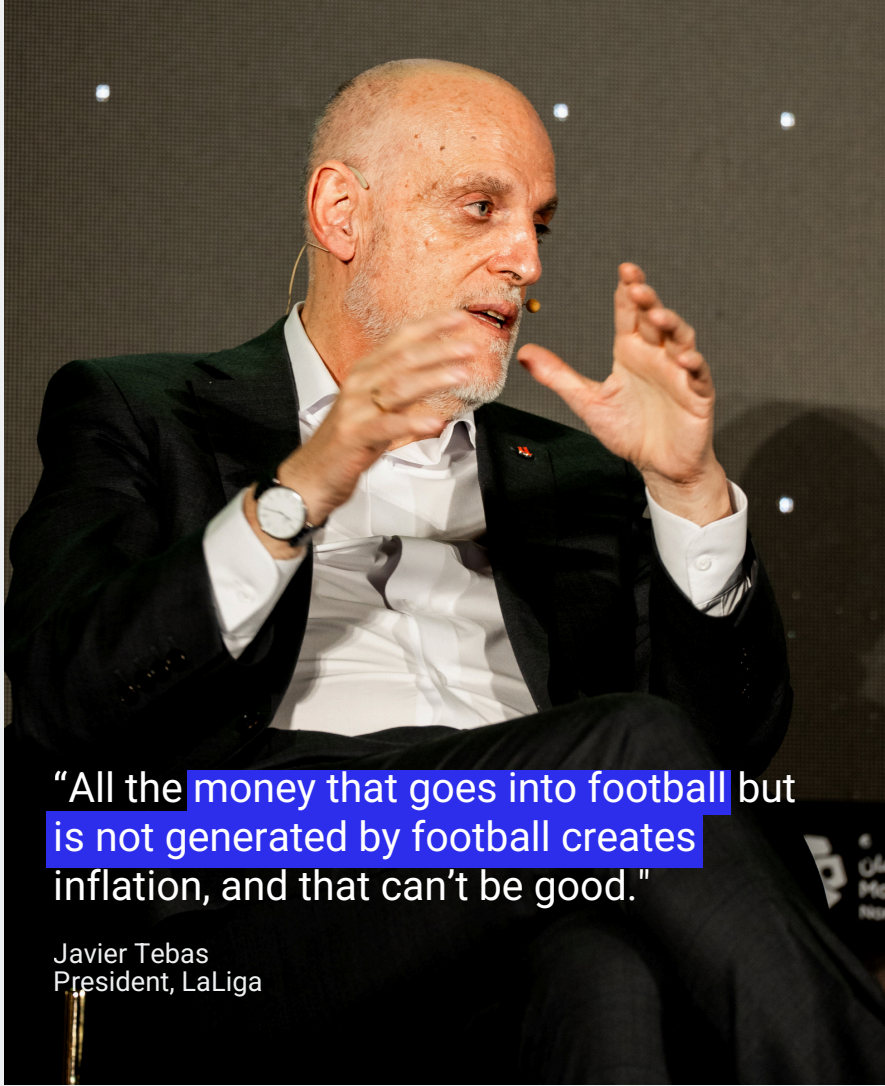


INDUSTRY PARTNERS



MEDIA PARTNERS





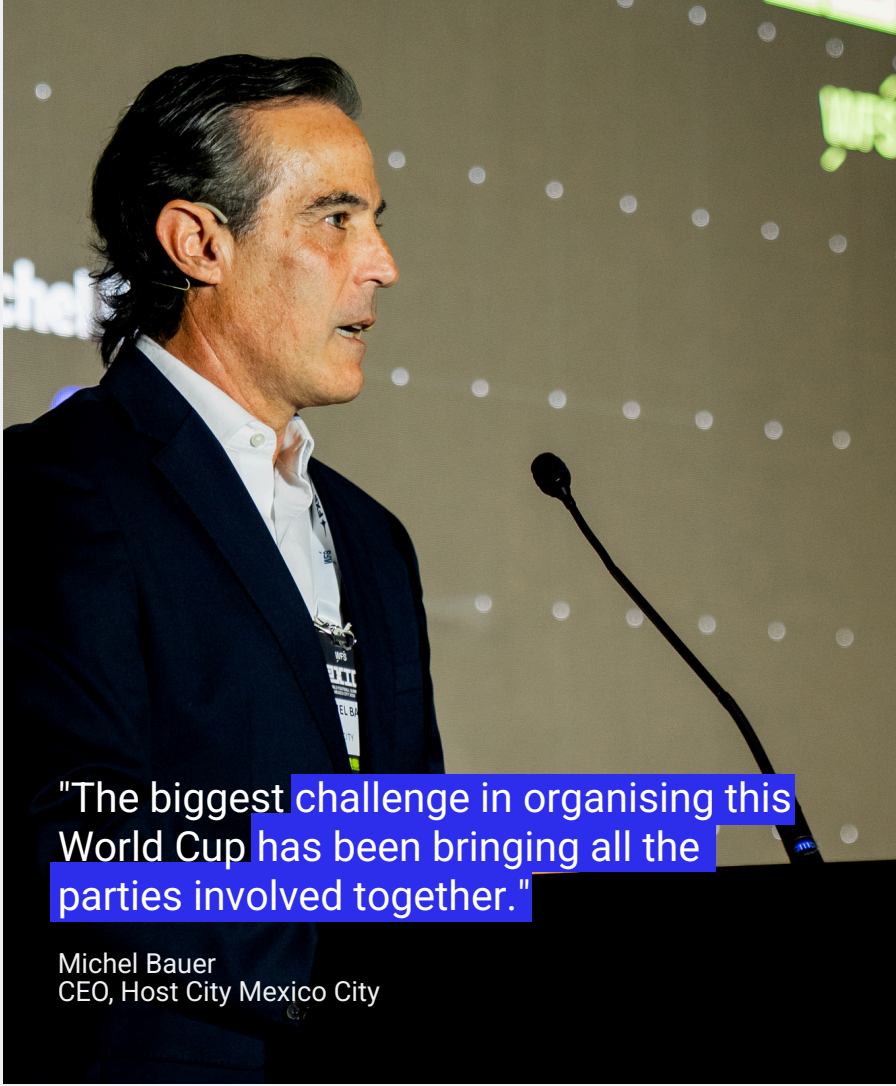
"All the money that goes into football but is not generated by football creates inflation, and that can't be good."

Javier Tebas
President, LaLiga



"Liga MX is at 10 percent of its potential. In ten years it will amongst the top six leagues in the world"

Marc E. Spiegel
Innovatio Capital



"The biggest challenge in organising this World Cup has been bringing all the parties involved together."

Michel Bauer
CEO, Host City Mexico City



"Football clubs are community assets. Those of us who run them are custodians of something that belongs to everyone."

Alejandra de la Vega
President, FC Juárez



UPCOMING EVENTS

MADRID, 15-16 SEPTEMBER, LA NAVE
RIYADH, JANUARY 2027, MISK CITY

WORLD FOOTBALL SUMMIT