

EXECUTIVE SUMMARY

Key facts and figures of WFS Madrid 2026

15–16 September 2026
La Nave

10 YEARS WORLD FOOTBALL SUMMIT

KEY FIGURES

WFS MADRID - 15-16 SEPTEMBER

The 10th anniversary edition of WFS Madrid brought together over 2,500 industry professionals from 78+ countries at La Nave, celebrating a decade of conversations that have redefined how football is owned, commercialised and consumed.

Over two days, leading figures from across the football industry exchanged views on institutional capital, governance, women's football and AI – from investment, commercial growth and global strategy to media, fan engagement and content, taking in innovation and technology, governance, legal and sustainability, and the game's culture, purpose and society – laying the foundations for the next decade of the industry and confirming Madrid as the meeting point for the global football community.



NETWORKING

2,500+	78	39	25	150+	2
Attendees	Countries	Partners	Exhibitors	Properties	Days

KNOWLEDGE

147	40+	15+
Speakers	Panels	Workshops

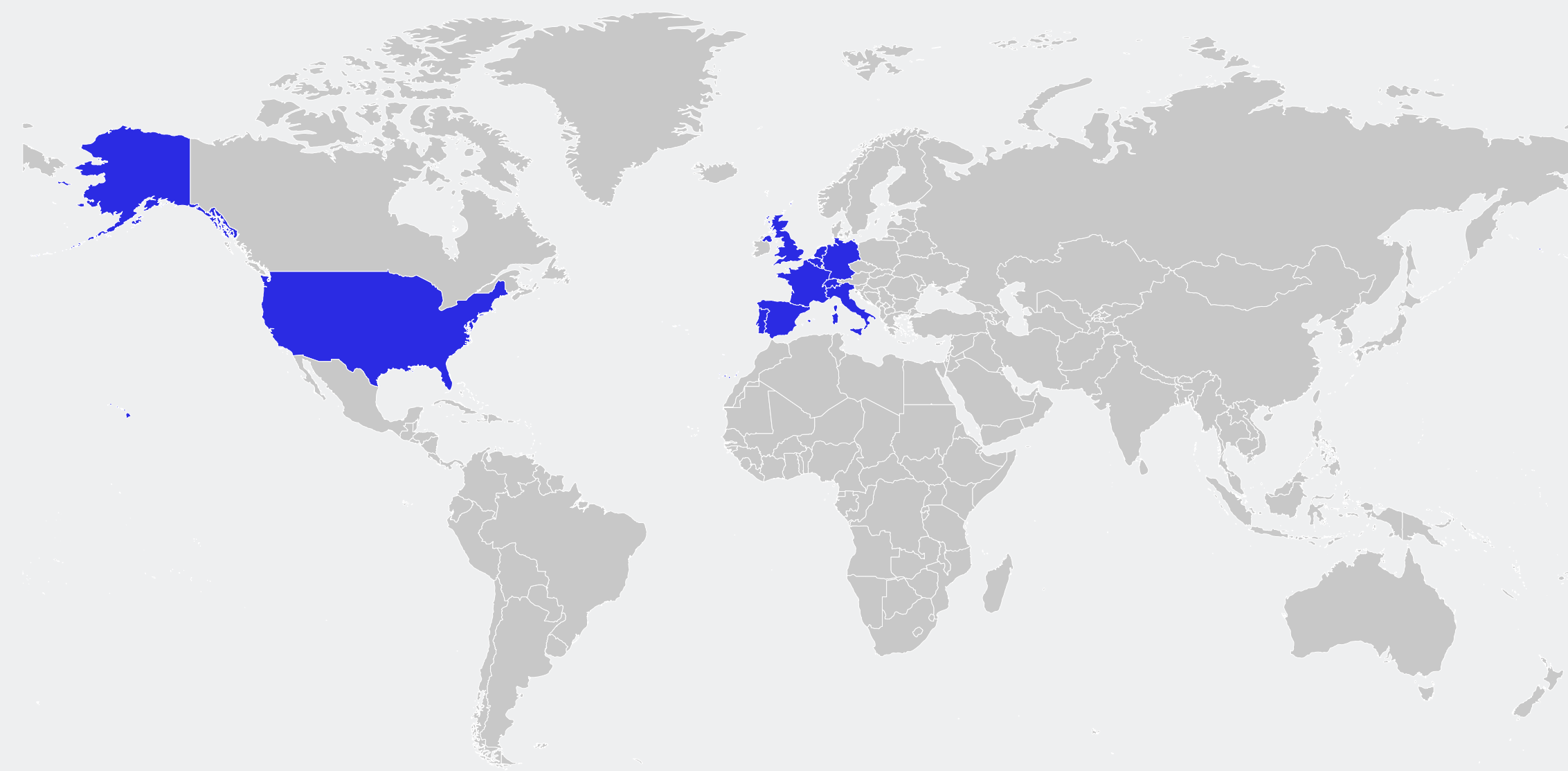
WFS APP

23,407	22,131	1,296
Messages exchanged	Contacts made	Meetings

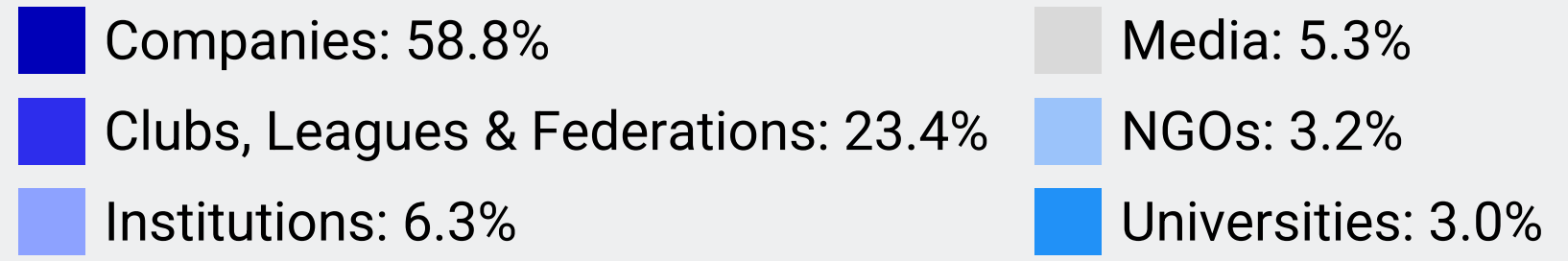
MEDIA

1,500	5B+
News Items	Est. Reach

ATTENDEE SNAPSHOT



Spain	Italy	Switzerland
United Kingdom	Portugal	Netherlands
United States	Germany	Belgium
France		



More than 140 leaders from the industry’s most relevant organisations, clubs, leagues, media companies and investors took the stage at WFS Madrid at La Nave.



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AKI MANDHAR
Chelsea FC Women



JUAN MATA
C_Lab, Common Goal



LAURA MCALLISTER
UEFA



MAHETA MOLANGO
PFA



ORNELLA DESIRÉE BELLIA
FIFA



LIAM PARKER
Formula 1



IÑIGO RIESTRA
FMF / Liga Mx



TOM ROGERS
Box to Box Films



GIAN PIERO SAMMARTANO
J.P. Morgan



JAVIER TEBAS
LALIGA

A SNAPSHOT OF ATTENDEES

BRANDS, COMPANIES & INSTITUTIONS



CLUBS, LEAGUES, & FEDERATIONS



GLOBAL AGENDA -- REGIONAL FOCUS

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

WFS STAGE



INDUSTRY STAGE



CONTENT & EXPERIENCE

WFS EXPERIENCE

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

WELCOME RECEPTION
DINNER



WFS AWARDS



FEMALE LEADERS
GATHERING



SPEAKERS' CORNER



NETWORKING



WORKSHOPS &
MASTERCLASSES



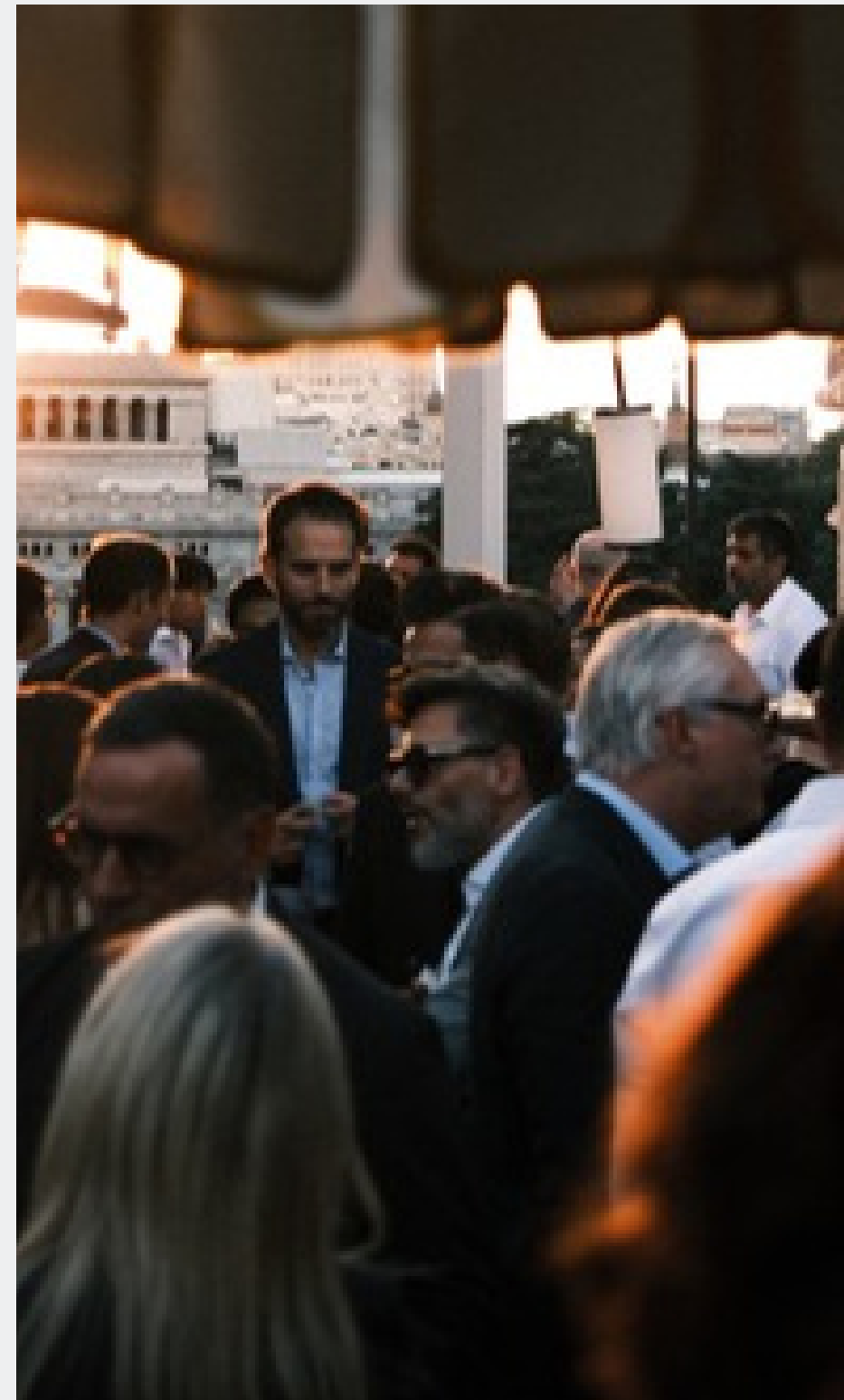


WELCOME RECEPTION

On the evening of 14 September, speakers, partners and attendees gathered at Azotea Cibeles, the rooftop terrace atop Madrid's Palacio de Cibeles, to kick off WFS Madrid 2026. The Welcome Reception was hosted by Main Partner J.P. Morgan.

The evening blended networking and enjoyment in equal measure — the first encounter setting the tone for the two days of conversation ahead.

BY J.P. Morgan



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 Madrid hosted two days of workshops, masterclasses and meet & greets across two dedicated rooms, giving attendees direct access to the executives shaping the game.

One of the highlights was **Multi-Club Ownership: Building Competitive Advantage in a Globalised Game**, led by Andrea Sartori, Founder & CEO, and Antonio Di Cianni, Director, Advisory, of Football Benchmark. The session looked at how multi-club structures are changing how clubs compete, share resources and grow in an increasingly international market.



NETWORKING & EXHIBITION

EXPO AREA

The Expo Area at WFS Madrid brought together 25 exhibitors and was one of the busiest spaces across the two days of the event. Finance, technology, telecommunications, media, ticketing and football employment were all represented, a clear sign of how far the business of football now reaches beyond the pitch.

J.P. Morgan had a stand in the Expo Area, putting one of the world's leading financial institutions at the centre of conversations about investment and the future of the industry. It was joined by LALIGA and brands including Google, Orange, The Sports Exchange, Substack, Wiremind, Paceteq, CollectHelper, Ariete Sports & Entertainment and FutbolJobs.

show jp morgan stand and/or more stands



athlekid



dormakaba



EVENTORI



fourtly

FUTBOL JOBS

Google Cloud

J.P.Morgan

LALIGA BUSINESS SCHOOL

LIBERO FOOTBALL FINANCE AG



OEDIM

Orange Sports Forum

PREDITWINS LAB TRAIN SMARTER · PERFORM SHARPER · PLAY LONGER

RF EF REAL FEDERACIÓN ESPAÑOLA DE FÚTBOL

simust

skills-lab

SpurIT

STAHLS EUROPE





NETWORKING & EXHIBITION



NETWORKING & EXHIBITION



PRESENTATIONS & SUCCESS CASES

SPEAKERS' CORNER

Integrated into the Expo Area, the Speakers' Corner gave brands, clubs, leagues and federations a stage to present their products and services, share success stories and showcase projects in progress to an audience of industry professionals. The short, high-impact sessions made it one of the most active spaces at WFS Madrid. Topics ranged from artificial intelligence and player performance to fan engagement, finance and social responsibility.

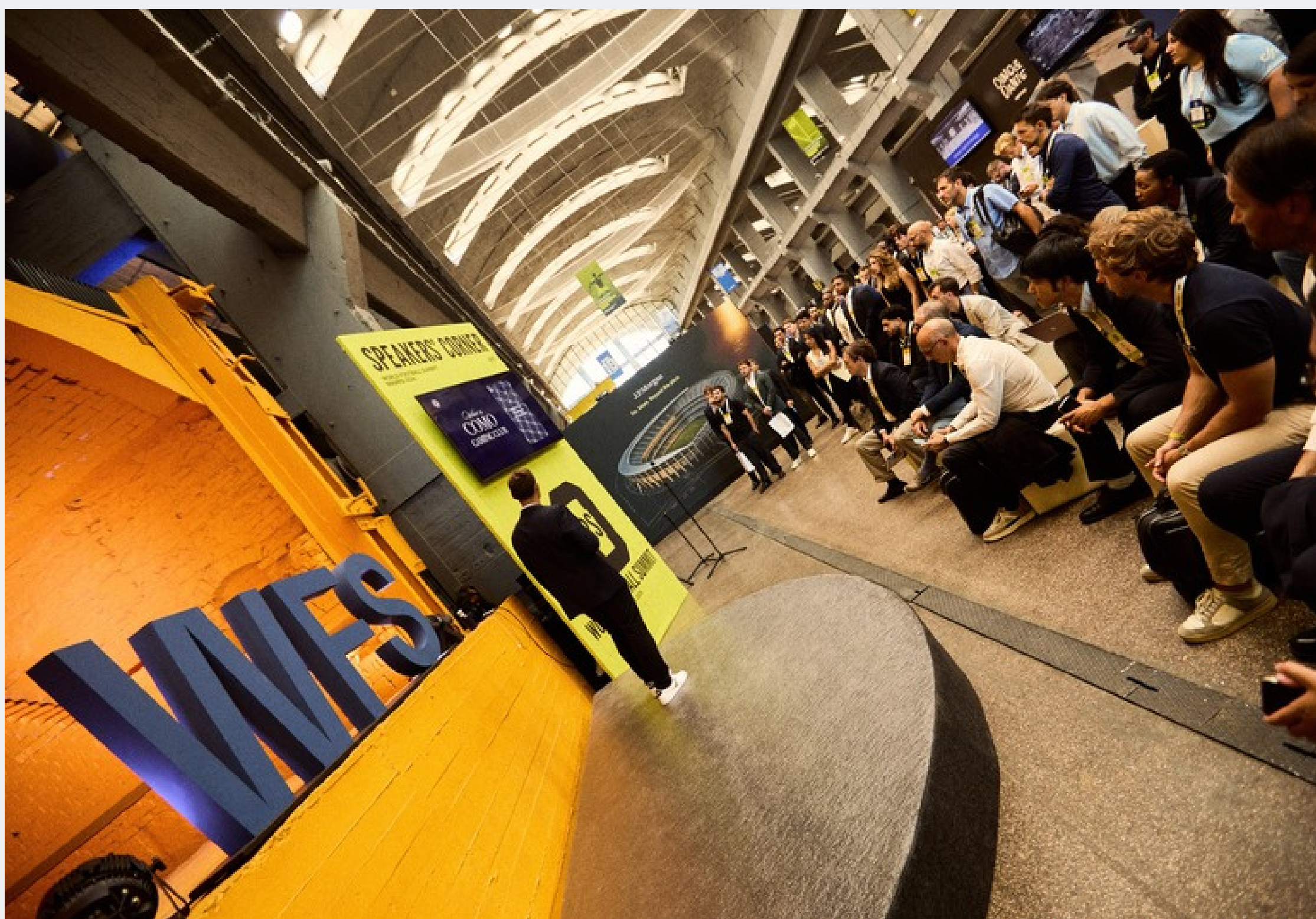
In technology and AI, Google showed how clubs can raise their performance with Google Cloud AI and Gemini Enterprise. On the performance side, PrediTwins asked what would happen if every football player had a digital twin, showing how data and simulation are changing player development.

For fan engagement, Como 1907 introduced the Como Gaming Club, a new asset built for a new generation of fans. In finance, LIBERO presented itself as the financial partner of global football. Stay in the Game closed with a reminder that football has responsibilities beyond the game.



PRESENTATIONS & SUCCESS CASES

SPEAKERS' CORNER



EXCELLENCE & RECOGNITION

WFS AWARDS

On the evening of 15 September, Teatro Eslava hosted the WFS Awards ceremony. The awards were created in 2017 and have become a fixture of WFS. Each year they recognise the professionals and organisations whose work elevates the game, expands the business and deepens football's impact on society.

This year's selection spanned football legends and top executives to grassroots projects and content creators, taking in digital transformation, fan engagement, stadium experience and women's leadership.

WFS AWARDS 2026 WINNERS:

- **WFS Award for a Career Honouring the Essence of the Game by Senn Ferrero:** Vicente del Bosque
- **Best Executive by Excel Search & Advisory:** Michele Kang (Kynisca Sports Group)
- **Woman in Leadership by Women in Soccer:** Claire Bloomfield (World Sevens Football)
- **Best Content Creator by TikTok:** Iker Ruiz (@elefutbol)
- **Best Fan-Centric Initiative by Goodform by YouFirst:** Como Gaming Club (Como 1907)
- **Best Digital Transformation Initiative by N3XT Sports:** Saudi Ministry of Sport – Revolutionising the Saudi Sports and Football Ecosystem
- **Best Growth Strategy by Deloitte:** PLAYBACK
- **Best Stadium Experience by Stadium DB:** CPKC Stadium
- **Best Gender Equality Initiative by Women in Football:** Girls United
- **Football for Good by Common Goal:** Moving the Goalposts
- **Eli Wolff Football Without Limits by Integrated Dreams:** South Sudan Blind Football
- **Most Innovative Supplier by SportsTechX:** Trajektory

BY





THANK YOU!

WORLD
FOOTBALL
SUMMIT
MADRID



LEADERSHIP & EQUALITY

FEMALE LEADERS GATHERING

BY



XIII 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.

Its thirteenth edition, sponsored by GREAT, took place on 15 September at the Meeting Point. It also marked a new milestone for the gathering, with Vicky Losada, former FC Barcelona captain and Champions League winner and current FC Badalona Women's player, as its first official ambassador. The session brought together professionals from different backgrounds and markets to share experiences, build networks and keep moving forward together.



MEDIA COVERAGE



EL PAÍS

50

16/MES

INICIAR SESIÓN

FÚTBOL FEMENINO >

Michele Kang: “Lo peor que pueden hacer los equipos femeninos es copiar lo que hacen los equipos masculinos”

La empresaria defiende en Madrid en el World Football Summit que existe un “modelo de negocio viable” en el fútbol femenino y pone como ejemplo el contrato récord del London City, uno de sus clubes, con Nike tras el fichaje de Alexia Putellas

SUSCRÍBETE PARA ESCUCHAR ESTE ARTÍCULO

MUNDODEPORTIVO

FÚTBOL FEMENINO

Vicente del Bosque y Michele Kang lideran la lista de premiados del World Footbal Summit

El exseleccionador español recibe un reconocimiento a su trayectoria y la presidenta del Olympique de Lyon hace historia como primera mujer en ganar el premio a mejor ejecutiva



as

Fútbol

LaLiga EA Sports

LaLiga Hypermotion

Primera Federación

Champions

Europa League

Apuestas Online

WORLD FOOTBALL SUMMIT

Villar: “No teníamos conocimiento de lo que hacía Negreira...”

El expresidente de la RFEF dio una interesante charla en World Summit Football repasando su carrera y temas actuales.



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Descarga la app

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World Cup

Sources: English FA chief demands documents on FIFA World Cup sell-off plan, Balogun decision



Forbes

BUSINESS > SPORTSMONEY

Real Madrid Goalkeeper Thibaut Courtois Wants To Own Sports Teams, Not Just Play For Them

By Sam Leveridge, Contributor. © Sam Leveridge is a reporter based in Spain ...

Follow Author

Published Sep 16, 2026, 06:05am EDT

Real Madrid Goalkeeper Thibaut Courtois Wants To Own Sports Teams, Not Just Play F...

0:00 / 0:49

Summary

Summary

Real Madrid goalkeeper Thibaut Courtois has launched NXTPLAY, an investment platform co-founded with Gonzalo Vila, aiming to translate his on-field ambition into business success. The venture currently holds stakes in

Reuters

World

Business

Markets

Sustainability

Legal

Commentary

Technology

Investigations

More

UEFA on track to find credible challenger to Infantino, vice-president says

By Fernando Kallas

September 16, 2026 8:06 PM GMT+2 · Updated September 16, 2026



[1/3] UEFA Vice President and Executive Committee member Laura McAllister speaks during the World Football Summit, in Madrid, Spain, September 16, 2026. REUTERS/Leonardo Benassatto

Resultados

Fútbol

Videos

as

Juegos

EDICIÓN ES

Fútbol >

LaLiga EA Sports

LaLiga Hypermotion

Primera Federación

Champions

Europa League

Apuestas Online

Copa del Rey

Internacional

DEPORTE INCLUSIVO

Athletic y Leganés se suman al ‘Partido más Inclusivo’

Los leones celebran su edición en el encuentro ante el Betis el fin de semana del 20 de diciembre. Los pepineros, ante el Tenerife en marzo.



DIGITAL IMPACT



INSTAGRAM

37,000+ Followers

582,000+ Impressions

4,816+ Interactions

7,319+ People reached per post

LINKEDIN

41,580+ Followers

69,910+ Impressions

1,012,000+ Interactions

28,000+ Clicks

FACEBOOK

13,210+ Followers

46,000+ Impressions

YOUTUBE

3,300+ Views

218+ Viewing hours

WEB

24,000+ Views

12,000+ Visits

11,460 Unique visitors



PARTNER NETWORK



MAIN PARTNERS



CORPORATE PARTNERS



INDUSTRY PARTNERS

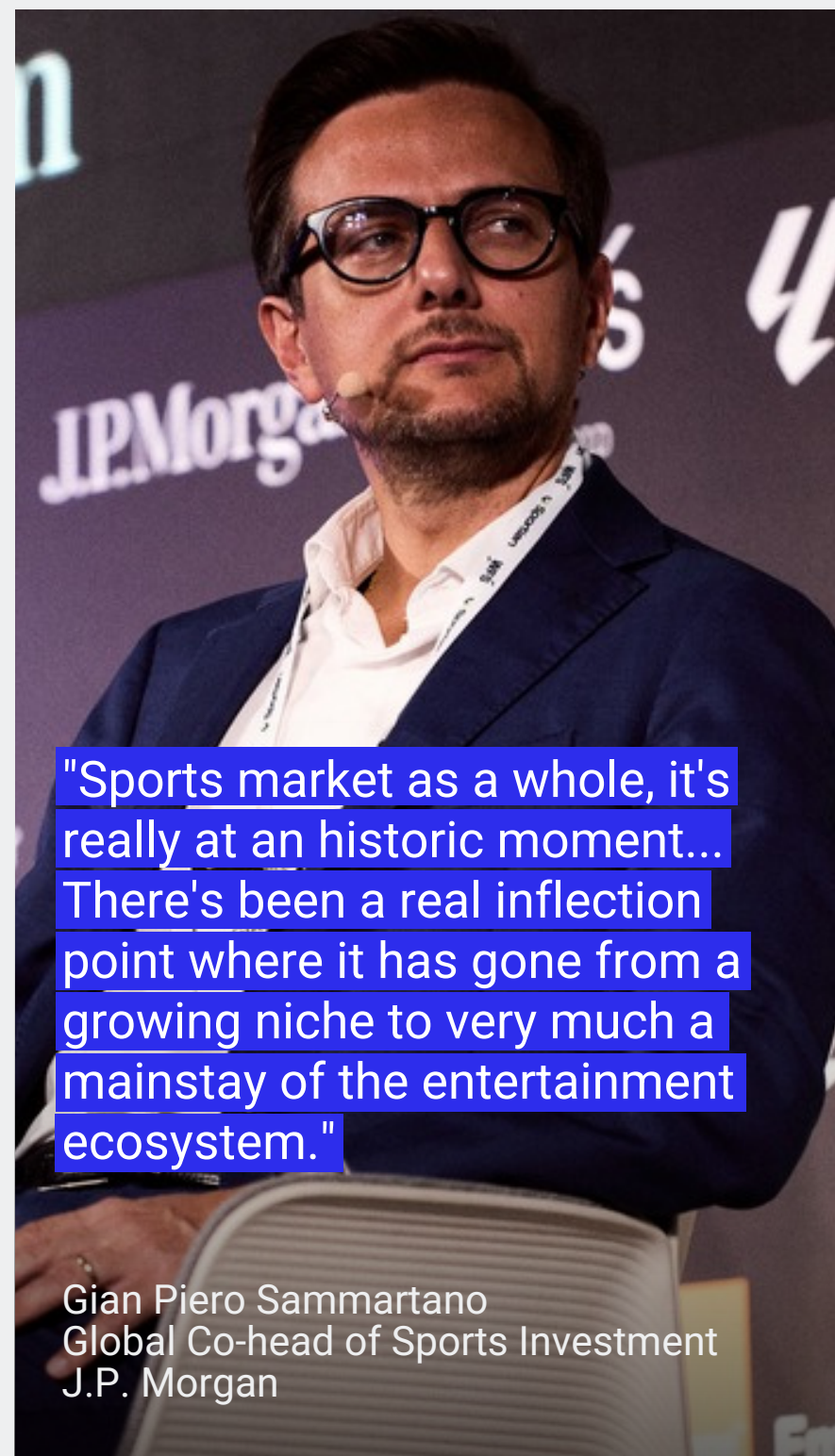
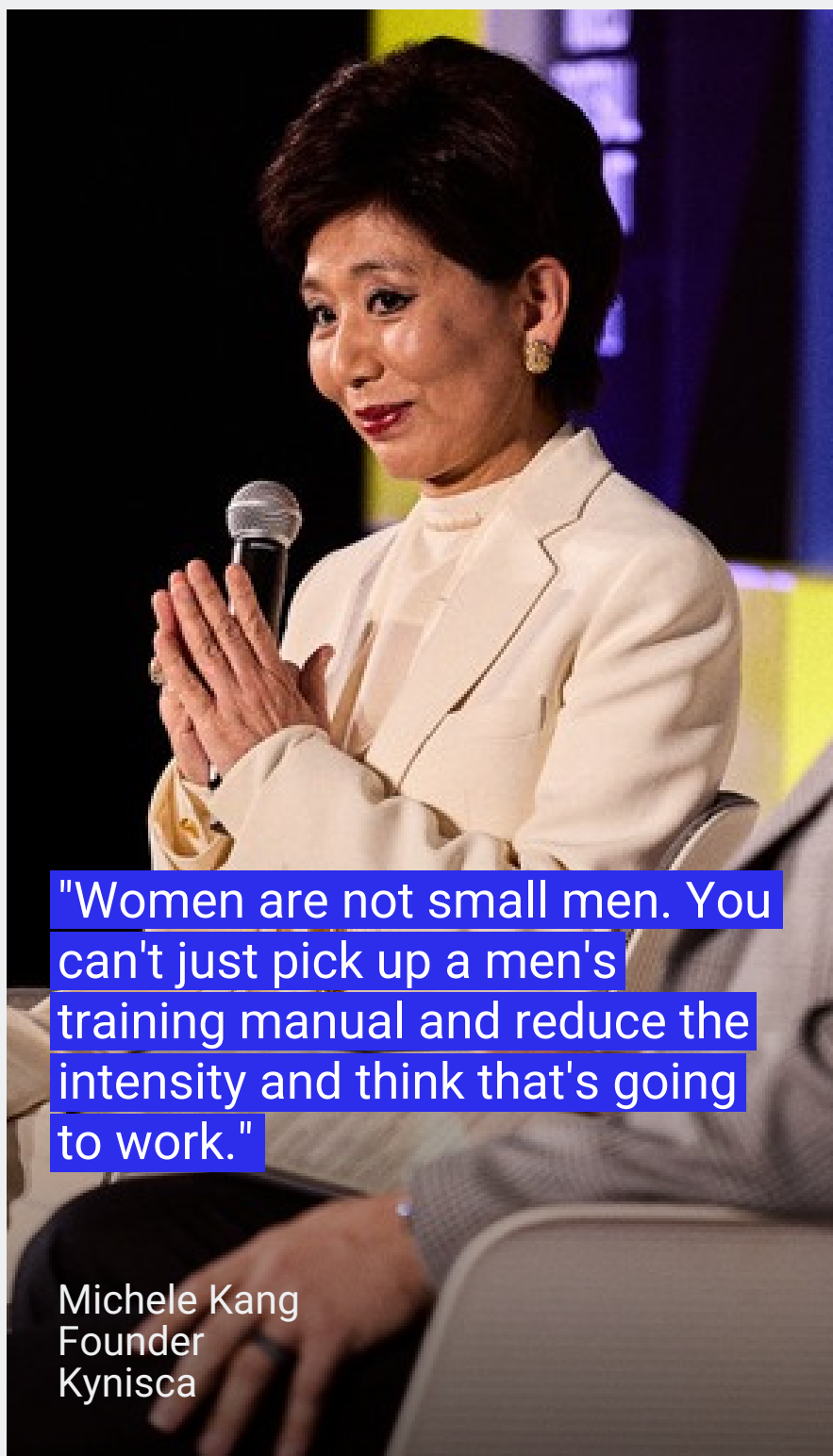


MEDIA PARTNERS



OFFICIAL GUEST SPORT





UPCOMING EVENTS

LONDON SPORTS MEDICINE SUMMIT

The Royal Institution
9 October, 2026

WFS RIYADH

Malfa Hall, Misk City
27-28 January, 2027

WFS LONDON

Location TBD
11 March, 2027

WORLD FOOTBALL SUMMIT