

— WORKSHOP · SPORT BUSINESS & REGULATION

Sport: The New Arenas of Value

Does the future lie in infrastructure?

BUSINESS MODELS, REGULATION AND RETURN ON INVESTMENT IN SPORT

The sports industry is undergoing a profound structural transformation, in which the economic sustainability of the business is emerging as a cornerstone of long-term competitiveness. GA-Alliance, an international law and tax firm, is organising a workshop on the development of next-generation sports infrastructure: no longer mere stadiums or arenas, but genuine multifunctional economic hubs, designed to maximise return on investment and diversify revenue streams. The session will examine available incentives, public-private partnerships, corporate risk management and competition law safeguards — an opportunity for clubs, federations, institutional investors and public bodies to share insights and practical developments.

AGENDA

10.30 – 11.00

REGISTRATION

11.00 – 13.00

WORKSHOP

13.00 – 14.00

LIGHT LUNCH

SPEAKERS

Francesco Sciaudone *Opening Remarks / Chair*

Managing Partner, GA-Alliance

Massimiliano Atelli

President, Independent Commission for the Financial Oversight of Professional Sports Companies

Antonella Baldino

Chief Executive Officer and General Manager, Istituto per il Credito Sportivo e Culturale

Stefano Campoccia

Vice-President, Udinese Calcio S.p.A.

Cristiano Cerchiai

President, Italian Golf Federation · Partner, GA-Alliance

Enrico Lubrano

Of Counsel, GA-Alliance

Alfredo Macchiati

Partner, Oxera Consulting

Andrea Martina

Partner, GA-Alliance

Federico Merola

Chief Executive Officer and General Manager, Arpinge S.p.A.

Tommaso Miele

President, UEFA Licensing Commission

Ezio Simonelli

Of Counsel, GA-Alliance · President, Lega Calcio Serie A

Michele Uva

Executive Director, UEFA EURO 2032

Gelsomina Vigliotti

Vice-President, European Investment Bank (EIB) · Joining remotely

REGISTRATION

DATE

30 October 2026

TIME

11.00 – 13.00

VENUE

GA-Alliance | Global legal&tax Advisor
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