



SAFA and LaLiga joins hands to develop the game of football

22th August 2017.- The South African Football Association (SAFA) and LaLiga, on Tuesday, 22 August 2017 held a Press Conference to reiterate their cooperation agreement which will help in assisting the development of the game in South Africa. The agreement was presented by Danny Jordaan, the president of the SAFA and Antonio Barradas, the manager of LaLiga's offices in Africa.

SAFA and LaLiga signed a Memorandum of Understanding on which will see the collaboration of the institutions in a number of initiatives meant to boost the growth of the sport in the country. This link-up represents a further forward step in the ambitious internationalisation process that LaLiga is engaged in, a project which seeks to bring our football closer to fans from right across the globe and allow followers to live out their passion for the Spanish game with even greater intensity. The agreement was signed by SAFA President, Dr Danny Jordaan and LaLiga President, Mr. Javier Tebas.

“Spain’s LaLiga is one of the biggest brands in the world and when LaLiga comes to South Africa and says that they come to improve football in the country, that’s a relationship worth building” said Danny Jordaan. “We want to reaffirm our commitment with SAFA. LaLiga will work together with SAFA to bring our experience of woman’s football to the country and we also want to bring coaches to train local coaches at schools and in rural áreas”, noted Antonio Barradas, LaLiga’s Africas director.

Part of the MOU provides an opportunity for SAFA to send some promising young South African players to Spain to train with some of the LaLiga clubs, allowing them to showcase their skills. In order to mark this momentous occasion and kick off the relationship, LaLiga has generously donated 2000 soccer balls to SAFA which they have committed to distribute to rural areas focusing on schools.

LaLiga will also bring certified coaches to train local coaches as part of SAFA’s drive towards achieving Vision 2022 goals. The coaches will specially focus on schools, rural areas, women and grassroots football. Women’s football is one of the areas that LaLiga is currently working on and the institution is firmly committed to developing the ladies’ game and promoting its professionalisation throughout Spain and, as is the case in this partnership, internationally.

Further, the two footballing bodies will also cooperate closely in developing women’s football, an area SAFA has identified requiring further development and special attention. “Women’s football development is a very special area as far as SAFA’s Vision 2022 is concerned. It is within women’s football where we have identified massive potential for

growth. We are glad that this is one of several areas where SAFA and LaLiga will work hand in hand.” said SAFA President, Dr Danny Jordaan.

He also commended LaLiga for providing trainers who will help coaches in schools and rural areas adding that the Association needs partners like these to take football to the next level. “We are grateful for such partners as football development is a massive responsibility which require interested stakeholders to work together. There is also an opportunity for future stars to perfect their skills with some of the best teams in Spain.” Continued Dr. Danny Jordaan.

Antonio Barradas, Director for LaLiga in Africa, mentioned that this collaboration with SAFA is part of LaLiga’s strategy to assist stakeholders that recognize the importance of developing football, but also inherently understand the positive impact that the sport can provide in society.

“We are delighted to be partnering with SAFA and are very impressed with their goals for vision 2022. We can only hope that this collaboration will ultimately benefit the footballing community in South Africa”, commented Antonio Barradas.

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