



**E.H.C. Alliance  
Founding  
Meeting, Berlin  
13 June 2016**



Marc Lüthi, CEO of SC Bern, led the Berlin meeting and became the EHC's first president.



# E.H.C. Alliance is officially born

■ ■ It was 15.50 on Monday 13th June at Mercedes-Benz Arena in Berlin when E.H.C interim President Marc Lüthi asked the club representatives if they approved the formal founding of the Alliance of European Hockey Clubs after a four-month provisional period.

There were lots of green cards for *yes*, no yellows for *abstention* and no reds for *no*. The very same second, the “interim” disappeared from the title and a new club alliance was born, founded by the clubs, for the clubs and to be run by the clubs.

Between the initial meeting in Düsseldorf on 2 March 2016 and the official founding gathering at the in Berlin, 72 European clubs had signed up as provisional members leading up to Monday's historic founding. These 72 clubs from 13 countries became founding members of the E.H.C. Alliance.

The clubs approved the following the five long-term goal for the E.H.C.

1. Strive for direct representation and active participation in deciding bodies of the IIHF
2. Use unity and synergy effects for member clubs via centralized marketing efforts
3. Assist growing the pro game in aspiring leagues and new markets
4. Be an active partner on player transfer issues with North American leagues
5. Membership to grow to include 75% of clubs in the top-15 Euro leagues

The clubs are also looking to gain influence into key issues such as the international calendar and playing dates, playing rules and player safety.

In his opening speech, Marc Lüthi said:

“A large number of European clubs are struggling financially. We would not all be here if most clubs were rich. To achieve certain goals – to challenge others but also themselves – clubs need an alliance that provides them with a unified voice.”

“The E.H.C. intends to be a constructive partner with all stakeholders in international hockey, primarily with the IIHF, the national federations, the leagues and the league organisation Hockey Europe,” said Lüthi.

■ ■ IIHF President René Fasel was an invited guest at the founding meeting and he addressed the some 60 clubs which were represented on hand or via proxies in Berlin. In his speech, Fasel explained how the IIHF is structured and he acknowledged the E.H.C's objective of club representation in various IIHF bodies.

“Bring your concerns and challenges, let's work together on solving them, and let's make our game better, said the IIHF President.”

The clubs furthermore approved the reviewed Mission & Vision statements.

#### **Vision:**

*The E.H.C. is intended to represent its members, and to look after their interests through direct representation and active participation in all areas where decisions are made which affect them.*

#### **Mission:**

*To make European hockey clubs and the European game stronger, organizationally and financially, while being a constructive and responsible partner towards all stakeholders in international hockey, in particular towards the IIHF.*

A balanced budget of €265.000 was approved by the members.

Due to the provisional membership fees (March - June) already at around

Next boardmeeting:

€100.000, the clubs said yes to the board's proposal of a **€2000 fee to be paid by 1 August 2016** and a further decision to be taken at the 3rd November club meeting, at a venue to be decided. The meeting will be fully devoted to economic issues and how to make European club hockey a sustainable business. **Please save this date!**

#### **The elected E.H.C. board:**

Marc Lüthi, CEO SC Bern, Switzerland - President