



**E.H.C. Alliance
Autumn Meeting
3 Nov 2016
in Munich**



Marc Lüthi and Martin Nordin signed partner agreement prior to E.H.C. Autumn Club Meeting in Munich



Calendar, economy in focus

■ ■ Following the formal founding in Berlin on 13 June 2016, the Alliance of European Hockey Clubs held its first theme-meeting in Munich on 3 November 2016, with a dinner in the evening before. 60 clubs were represented by a total of 82 delegates and guests.

Summary of presentations and decisions:

■ ■ Financial Fair Play/Cost Control Regulations

Chris Alexander, CFO of Chelsea FC, explained how European football has successfully implemented Financial Fair Play (FFP) regulations which has resulted in restraining escalating player salaries and decreasing clubs' debts. The FFP centers around the "Break-even rule" whereby clubs, over a period of time, can not spend more than the revenue they generate. Chris also explained how the English league introduced short-term cost control to make sure that the new TV-deal revenue is not all eaten up by increased player salaries.

■ ■ Review of Euro leagues, clubs economic figures

Szymon Szemberg showed economic figures compiled by the E.H.C. office regarding key areas like club turnover, player payroll, salaries, attendance, ticket prices and central deals.

■ ■ International Calendar

Szemberg & Marc Lüthi reported about the E.H.C. Board's proposal about adjustment of the international calendar so leagues and clubs would be able to improve their schedule and have clubs playing on more lucrative dates. Proposed changes include the December and February international breaks and adjusted dates for the IIHF World Championship, top pool & division I. Meeting agreed to the proposal, which included moving the World Championship two weeks later.

■ ■ E.H.C. Progress vis-à-vis IIHF

Marc Lüthi reported that E.H.C. board member Neil Black has been nominated to the IIHF Competition & Coordination Committee for the next four-year period. The IIHF has furthermore introduced a "World Hockey Board" for matters relating to professional hockey. Lüthi will be the Alliance's representative on this board.

■ ■ Approval E.H.C. Statutes, Membership Fees

As per decision from 13 June, the E.H.C. Statutes were reviewed and adjusted to be compliant with requests from member clubs and leagues. The Munich meeting approved the statutes. No additional membership fees for period Nov 16 - June 17 were requested. Board will decide about the fees for July 17 - June 2018 at the next meeting (9 Jan.)

■ ■ How ECA has changed conditions for football clubs

David Frommer, representing football's club alliance ECA, showed the impact that ECA has made by looking after the interests of clubs vis-à-vis FIFA and UEFA when it comes to representation and revenue compensation from FIFA World Cup, UEFA Euro and UEFA Champions League. Frommer also welcomed E.H.C. into the group club alliances which also includes handball (FCH) and basketball (Euroleague). This group meets twice a year to exchange information.

■ ■ Hockey, the Red Bull way

Rupert Zamorsky and René Dimter presented the development of Red Bull's hockey program in Salzburg and Munich, including a video of the very impressive Red Bull Hockey Academy which opened in 2014.

■ ■ E.H.C. clubs' youth development cooperation

Petr Briza, owner of Sparta Prague and IIHF Council Member, showed the IIHF's youth development ambitions, focusing on recruitment, retention and how cooperation between IIHF and the clubs can improve player development.

■ ■ Review of NHL Player Transfer Agreement

Szymon Szemberg reviewed the current NHL PTA, outlining the main terms & conditions, its advantages and challenges.

■ ■ How to make the KHL a partner, rather than rival

Håkan Loob reviewed the years since the foundation of the KHL, how it has affected the rest of Europe, and called for cooperation and integration of the KHL to Europe to put an end to the fragmentation between KHL and rest of Europe.

■ ■ E.H.C. Alliance first partnership

Marc Lüthi announced that the E.H.C. and Martin Nordin of