

In Partnership with ESLSCA University, LaLiga introduces Educational Programs and Know-how Transfer Seminars to Egypt

In a ceremony attended by Spanish Embassy diplomats, well-known Egyptian sports figures and media, a long term agreement was signed today between LaLiga and ESLSCA University in Cairo.

Earlier this year, LaLiga Business School, a leading sports management business school in Spain, was inaugurated, and has lately chosen Egypt as one of its very first destinations for expanding its educational programs. As a leading Egyptian university that delivers cutting-edge education, ESLSCA University will now offer sports business management education in Egypt.

This collaboration will be launched in March 2019 via a course in sports marketing, which will be taught by specialized experts from LaLiga to transfer their professional and practical experience in the management and marketing of sports organizations.

The participants, both professionals and students, will be given the opportunity to travel to Madrid for LaLiga's Open Week. Attendees will be given the chance to attend LaLiga meetings, encounter various teams and participate in lectures with experts from various prominent sports organizations; thus increasing their knowledge of sports management and expanding their networks and contacts with the Spanish sports industry.

This partnership aims at boosting sports management education, as well as strengthening the ties between sports stakeholders in both Spain and Egypt. In addition, LaLiga and ESLSCA University will hold knowledge transfer seminars to share knowledge and experience with sports stakeholders in Egypt. This is within the framework of social responsibility programs delivered by ESLSCA University Egypt, targeting the development of professionals in sports business management, sports marketing and sports investment fields. With the cooperation of the Spanish League and the School of Sports Management, expertise will be transferred to Egyptian sports organizations through conducting seminars and workshops in the fields presented to young people.

On the 17th of December, 2018, Sergio Sanchez, Head of Referees and VAR Implementer in the Spanish LaLiga, shall conduct a seminar at the Egyptian Football Federation, fully sponsored by ESLSCA University, to transfer the know-how of VAR implementation and management to Egypt. In addition, a series of lectures and seminars will be held during the year 2019, covering the areas of sports investment, trademarks and sports organization management- in accordance with the of the Ministry of Youth and Sports orientation- in order to maximize investment opportunities and create job openings for young people in the field of sports management.

About LaLiga

Founded in 1984, LaLiga is a sports association comprising the 42 teams that make up the first and second divisions of professional football in Spain. LaLiga, based in Madrid, is responsible for the LaLiga Santander and LaLiga 1|2|3 leagues, as well as television production, which in the 2016/2017 season reached more than 2.5 billion viewers globally. The association also has an active foundation and was the world's first

professional football league to establish a league for intellectually challenged footballers: LaLiga Genuine.

ESLSCA Egypt

Founded in 1998, as a branch of ESLSCA Paris (École Supérieure Libre des Sciences Commerciales Appliquées), ESLSCA Egypt is a private and independent institution of higher education. With 20 years of excellence in management education, and a worldwide alumni network of up to 6000 graduates from Egypt and about 1600 graduates from Paris, ESLSCA Egypt continues to offer accelerated, rigorous and innovative programs that allow students to move forward in a successful career. ESLSCA Business School is under the umbrella of the Spanish Planeta Group. By the beginning of the year 2019, ESLSCA Egypt will offer a series of advanced educational programs such as project management, service management as well as digital transformation studies. In collaboration with major consultancy firms, the Center of Excellence in Digital Studies has been recently established to introduce these advanced training programs.

ESLSCA University offers a comprehensive range of graduate programs that meet all student requirements in general, as well as a variety of specialized postgraduate studies in various fields, in addition to the accredited training programs for international technical diplomas, post graduate diplomas as well as Masters of Business Administration and Doctorate of Business Administration.

ESLSCA Paris

Founded in 1949, Paris ESLSCA (École Supérieure Libre des Sciences Commerciales Appliquées) is a private and independent institution of higher education. With over 65 years of excellence in management education and a worldwide alumni network we continue to offer accelerated, rigorous and innovative programs that allow students to move forward in a successful career. Paris ESLSCA Business School, L'École de Guerre Économique are both under the umbrella of Groupe ESLSCA.

ESLSCA Grande École de commerce offers comprehensive range of undergraduate and postgraduate programs that meet all students' educational requirements. Paris ESLSCA Business School offers a Bachelor of Business Administration program; Groupe ESLSCA offers a wide range of Postgraduate education including executive training, Post Graduate Diploma (PGD), Master of Business Administration (MBA) and several French Masters degrees such as the renowned Masters in Economic Intelligence alongside our doctoral degrees in Business administration.