

ASSIST MAGAZINE 45

JULY / AUGUST 2010



FIBA

We Are Basketball

WORLD CONGRESS 2010

EXTENDING OUR REACH





FIBA
STUDY CENTRE
Partner

ASSIST MAGAZINE 45 CONTENTS

04	President's Welcome <i>Bob Elphinston</i>	40	FIBA Arbitration Tribunal <i>Creation of a new body</i>
06	Secretary General Welcome <i>Patrick Baumann</i>	42	Refereeing <i>We are also basketball</i>
10	Competitions <i>A growing success</i>	46	Clean Game <i>The fight against doping</i>
16	The FIBA Academy <i>Administrators programme</i>	48	Commercial Activities <i>United we play – united we win</i>
20	Olympic Solidarity <i>A major development resource for the FIBA family</i>	62	United Colours of Basketball <i>A brand evolution</i>
24	Basketball without Borders <i>Friendship, fundamentals and education</i>	66	FIBA Online <i>An ongoing revolution</i>
28	Coaching Library <i>Tools to prepare yourself</i>	70	FIBA Digital <i>Products and services for any Basketball Organisation</i>
30	FIBA 33 <i>An exciting version of the game</i>	72	FIBA Goes Mobile <i>fiba.com/mobile</i>
32	Athletes Handbooks <i>Winning at your own game</i>	74	FIBA Study Centre <i>fiba.com/study_centre</i>
34	International Transfer of Players <i>Major changes in the last term</i>	84	Wheelchair Basketball <i>Yours to enjoy</i>
38	The FIBA Licensed Agents <i>On-going success story</i>	90	FIBA Hall of Fame and Pedro Ferrándiz Foundation <i>A place for those who made the game</i>

**FIBA ASSIST MAGAZINE IS
A PUBLICATION OF FIBA**
International Basketball Federation
51 – 53, Avenue Louis Casaï
CH-1216 Cointrin / Geneva Switzerland
Tel +41-22-545.0000
Fax +41-22-545.0099
www.fiba.com / info@fiba.com

IN COLLABORATION WITH
Giganti del Basket, Acacia Edizioni, Italy

PARTNER
WABC (World Association of Basketball
Coaches), Dusan Ivkovic President

FIBA, Acacia Edizioni and the Editor-
in-Chief are not responsible for the
opinions expressed in the articles.
All rights reserved. The National
Federation and their affiliates can
reproduce any part or all the magazine
for their internal use, but not sell
any part or all of the magazine to an
external publisher without the written
permission of FIBA.

ACKNOWLEDGEMENTS
We would like to thank the entire
FIBA family and all the people who
contributed to the FIBA Assist
Magazine in the past eight years.

EDITORIAL OFFICE
Acacia Edizioni
V. Saliceto 22/E
40013 Castel Maggiore (BO) Italy
Tel +39-051-6328811
Fax +39-051-6328816
fibaassist@acaciaedizioni.com
Printed in Italy.
Copyright 2010 by FIBA. The magazine
is published 6 times per year.

DESIGN & ARTWORK
Works Ltd, Leeds, UK
www.worksltd.co.uk



EDITOR-IN-CHIEF
Giorgio Gandolfi



PRESIDENT'S WELCOME



FIBA – the International Basketball Federation – is recognised as one the best organised International Federations in the world today.

Basketball is the second most played team sports globally.

The success of our sport depends entirely on the strength of each and every one of our member federations.

Basketball is well placed to dramatically improve both the growth and quality of our sport in all 213 member federations.

So how do we grow the game globally?

How do you grow the game globally?

Under the inspiring leadership of FIBA Secretary General, Patrick Baumann, FIBA's talented staff and commercial partners have produced an ongoing suite of support programmes available to all 213 Federations and their members clubs at no cost.

These programmes and services include:

- The FIBA Digital - Products
 - FIBA Organizer and FIBA Organizer websites
 - FIBA Statistics/Live Stats
 - MyFIBA.com
- FIBA Event Manual
- Athletes Financial Handbook
- FIBA Licensed Agents Programme
- FIBA Study Centre – Basketball Facilities information
- Rules and officiating manuals, DVDs, CDs, etc.
- Mini-basketball Rules/Coaching/FIBA 33 (3on3) Rules
- and many more

Many of our Federations have utilised these initiatives very well and the results and quality of their organisation and activities are well known. Importantly, we need to learn from each other.

Why are Spain, USA, France and Australia always represented at the top of their zone and world standings in both male and female categories?

The answer is that each Federation has developed strong grassroots programmes, well-organised coaching systems, professional administration with strong leadership and a desire to be the best!

Competitions are the showcase of our sport; this is how the public judge our sport; this is how we raise most of our revenue; competitions is what inspires coaches, referees, players and officials to strive for greater success.

We are in an ever-increasing sport properties competition with other sports including football, volleyball, handball and the many individual sports.

FIBA Event Manuals now prescribe in great detail event bidding, event organisation, the obligations of the host and so on.

Our event standards are rising. We have seen new benchmarks:

- Eurobasket in Spain 2007.
- Women's Eurobasket in Latvia 2009.
- Asian Beach Games – FIBA 33 in Bali – 2009.
- Africa Women's Championships in Madagascar (despite significant governmental internal distractions) – 2009.
- FIBA U17 Men's Championship hosted by the German Basketball Federation in Hamburg – July 2010.

An event must also deliver a legacy for it to be considered a successful event. Legacy is more than only new basketball facilities.

A strong event legacy plan will also include post event benefits such as new and experienced volunteers, more experienced coaches, referees, score table officials, statisticians, school and grass roots programmes and so on.

- Angola secured four new stadia from their government to stage the very successful Afrobasket in 2007.
- New Zealand twinned each of the 16 National Teams competing in the FIBA Under 19 Men's Championship in 2009 with elementary schools in the Auckland City area; instigated a celebration of New Zealand basketball history and achieved nationwide prime time television;

The relationship between leagues and federations is too often a difficult one. Club competitions are the season-long showcase for top level basketball but too often Clubs seek to go their own way and disregard the authority and expertise of the National Federation.

Basketball Australia has over the past two years "taken back" the National Basketball League and paved the way for a new structure under the authority of the Federation but with a Commission driving the re-growth of the NBL in total co-operation with the clubs.

The initiatives of FIBA Americas in creating an American League of top club teams whilst difficult to fund has progressed well after three years of Home and Away competitions.

Similarly the ASEAN league, embracing club teams in this fast growing area of basketball is to be commended and could serve as a good model in other Asian subzones.

We are constantly concerned about the lack of support for Women's Basketball but what are we really doing about this challenge. Russia, USA, Australia, France, Spain, Brazil and China continue to show the way in promoting Women's Basketball.

FIBA Europe created recently the "Year of Women's Basketball" an excellent initiative – check out their website!

FIBA Americas has now given priority to Women's Basketball in its forward plan agreed at its recent Assembly.

FIBA will convene a two-day seminar during the Women's World Championship in Czech Republic 2-3 October when experts will contribute advice, direction and new ideas.

Finally "as a FIBA family" we must look to develop our sport at all levels and draw on the examples of those Federations - Lebanon, Jordan, to name a few - who are striving to be a world power. In recent years, we have witnessed the growth of Iran, Turkey, Slovenia, New Zealand, Chile, Croatia, Lebanon, Jordan. Let us not forget the need to continue to promote Mini Basketball and the soon to be re-launched FIBA 33. The return to the podium of Serbia, Canada, Philippines, Angola and the increasing standards in Africa through Nigeria, Senegal, Ivory Coast, Mali, will soon be challenging for the medals.

Good luck – it is time to get on with the task of growing our great game.

Bob Elphinston
President



SECRETARY GENERAL WELCOME



Welcome to the FIBA World Congress 2010!

It has been four years since we met in Japan, on the occasion of a World Championship that has brought much enjoyment and has crowned Spain as the new World Champion.

In a few days we will crown a world champion in this fantastic country, which has been a perfect host to us. I take this opportunity to thank the Turkish Basketball Federation for its hospitality and for the organization of the Congress, the World Championship and the Children of the World Camp.

The 2002-2006 cycle saw many changes in FIBA, on and off the court: a new brand, a new home for FIBA in Switzerland, a growing FIBA Europe in Munich, a new World Champion and a new Olympic Champion.

Highlights 2007-2010

The 2006 – 2010 cycle has not been any less exciting:

In 2007 we celebrated the 75th anniversary of FIBA and held successful events such as Afrobasket in Angola and EuroBasket in Spain, both fully supported by their respective national governments. While maybe in Spain one would not expect less, the Angolan experience was very encouraging for the African Continent. The professional level of the organization, the nationwide promotion around the event, the state support and investment in the required infrastructure, all have been astonishing. No doubt, Angola could well host a world event in the future. In 2007 we also opened the FIBA Hall of Fame with its first induction ceremony.

In 2008, we took a historic decision to change the rules of the game and the layout of the court (applicable as of 2010-2012). As a consequence, basketball courts will look alike around the whole globe. The first pre-Olympic tournament since 1992 was held successfully in Athens, providing the Olympic Games in Beijing with an even stronger field of teams.

World record-breaking audiences for basketball and a historic Men's Final between USA and Spain rounded off the Olympic Year. In 2008 we also bought a property in Mies, just 10 minutes outside Geneva where we will build our new headquarters, your home.

In 2009 China, Italy and Spain competed intensely to win the right to host the 2014 Men's World Championship. Eventually Spain presented the best bid out of the three and deservedly beat Italy on the buzzer in the last round of voting. Never has there been such a strong effort from national federations and such government commitment to lobby for and obtain the FIBA World Championship. The new business model enshrined in the 2014 Event Manual approaches the relationship with the Organizers as a Joint Venture, rather than awarding the event and receiving Hosting fees, and marks a new and important progress in the business maturity of FIBA and of its strongest national federations. Apart from this, we also held successfully the U19 World Championships in Thailand and New Zealand in 2009 and thank the hosting countries for their efforts.

This year, in 2010, the first U17 World Championships have been hosted successfully in Germany (boys) and France (girls), proving

that basketball players in that age category are already well developed and hungry for international competition. I would like to thank both the German and the French Federations for their support and for their courage in hosting this new event. At the same time, and only a few days ago, the Youth Olympic Games have seen the new discipline 3-3 being introduced for the first time in an official competition.

These are only a few of the highlights that we have witnessed over the past four years. More action has taken place in FIBA and this special FIBA Assist edition will give you more information. At the same time, we have set up booths outside the Congress room where you can discuss and exchange with the FIBA staff and other experts on many of the activities that FIBA has developed for your benefit. These include inter alia: FIBA Digital, Services to National Federations, Relations with other sport organizations, Player Education, Player Status, International Wheelchair Basketball Federation, Rules of the Game and Study Centre.

FIBA Scorecards

"FIBA governs basketball worldwide, making the rules and keeping the sport in line. We make sure basketball is challenging, exciting and fascinating for everyone. FIBA is basketball". This is FIBA's mission.

At the Congress in Japan in 2006, we presented our strategic planning. The development of the sport of basketball is FIBA's "raison d'être" and our long-term objectives are geared towards this aim and show a broad range of interests and activities. These are grouped into five inter-dependent fields of activities (the Sport of Basketball, the Audience, Development, Internal Processes and Financials) linked with 12 key objectives. We have consistently implemented the planned actions for most of these objectives. Some remain still valid, some have been achieved, and a few need to be reviewed or scrapped altogether. I would like to concentrate on a few of them:

► National Federations

Their progress and well-being are essential to the development of basketball. A key objective remains to improve their organization and to have them participate in FIBA's activities at both World and continental level. This is not yet the case. Over 110 Olympic Solidarity clinics have been held in as many countries during the past Olympic cycle. Basketball without Borders has seen the participation of youngsters from more than

100 countries and from all 5 continents. The qualifications to the World Championship have been played by almost 130 countries. Also over 100 countries have registered for the Children of the World Camp organized by the Turkish Basketball Federation (at no cost to the federations) and, by the time this report is written, 135 countries will have registered for the World Congress. It is obvious that a lot is being done, but there remain a number of federations whose participation in the international basketball family life is minimal. This needs to change and we need to find the appropriate resources whether human, financial or material to assist them.

We have progressively assisted and developed the Zone structures over the past 8 years and it is now time to move a step further and to concentrate our efforts, together with the Zones, on the individual member federations.

► Competitions

They are the most important tool to promote basketball, to develop new generations of talents and to generate revenues.

With the added U17 World Championships and the close relationship with FISU we have created an excellent path for youngsters to move from the age of 15-16 to the top senior level. Mini-basketball remains an important age for FIBA's future and will need to be re-affirmed and protected.

At the same time, national teams need to be more visible during the year. National federations and their supporters are hungry to see their stars playing international competitions at home. While this is challenging at many levels, FIBA and its members need to take a courageous approach towards the competition calendar for the future if we want to achieve greater value for the efforts that the basketball family invests in our sport every day. We will continue to seek pro-actively the increase in teams for the Olympic Games from 12 to 16 and will also work to increase the World Championship Senior Men to 32. At the same time we hope to be able to better address the needs of women's basketball.

In this environment, the relationship between clubs and national teams remains a challenge but also an opportunity for progress through better co-operation and aligned interests. A World Club Championship remains a target that we would like to reach.



►► **Finances**

Nothing moves without the financial means. FIBA has been growing in awareness and revenues over the past 4 years.

- FIBA operated at around 17 mio CHF per year on average (except for the World Championship year 2010).
- FIBA will generate around 130 mio CHF for the whole cycle, an increase of about 50% compared to the previous cycle.
- During the same period, FIBA distributed 44 mio CHF to the FIBA Zones, compared to the 27 mio in the cycle 2003-2006. This is also 20% more than what was budgeted and committed in 2007.
- FIBA generated close to 10 mio in net profits over the past 4 years, which increases FIBA's equity to close to 20 mio CHF.
- At the same time, Zones have increased their net assets significantly. As an example, Europe receive close to 30 mio from commercial revenues generated by FIBA and generates further revenues on its own.

After careful examination of our activities and with the assistance of external consultants it is clear that FIBA finds itself in a good position with strong upside potential, but it is not yet realizing its full potential when compared to other sports. The consultants' report was submitted to the Central Board, which approved its conclusions earlier this year.

They identified three success factor to fulfil our potential: Alignment, Focus and Investment. Alignment essentially means that the FIBA family at all levels, as well as in and with the administration, needs to work hand in hand and understand the implications of the various decisions that we take daily across all fields of activity. Focus means that we need to better use our scarce resources before spreading them too thinly across a multitude of tasks and to ensure that the top properties achieve top revenues. Investment means that we need essentially to invest more aggressively in key areas (see below) and be more patient in terms of timelines with the return on investments.

In conclusion, according to the analysts, FIBA should be able to double its revenues over the next 10 years despite the gloomy economy. In turn this would mean that we can re-distribute more to the family through the Zones and possibly make direct financial contributions to the federations that participate in official competitions. The budget 2011-2014 implements these conclusions.

►► **Governance**

Good governance protects our autonomy, gives us credibility and guarantees a sustainable growth for our activities. Doping, Betting and Governance are three areas where FIBA and its members need to be particularly careful. A special panel during the Congress will deal with these items.

Our track-record in doping is "positive" and basketball does not seem to have a major problem with doping. Only 48 adverse analytical findings were recorded in the past cycle. We have regular and professional doping controls at all official competitions as well as a lean and cost-efficient result management system. However, we are still inexperienced in the implementation of the WADA Code, inaccurate in the delivery of whereabouts, uncoordinated in prevention campaigns and reluctant – for cost reasons - to set up out-of competition testing programs. Over the past four years FIBA has signed up to the revised WADA Code and constantly informs national federations about their duties in this regard. While it is a costly administrative operation, we have to cooperate and can do better.

In many countries we face interference from public authorities due to bad governance. In some countries two basketball federations fight for supremacy, in others improper use of (government) funds or wrongdoings in the electoral processes trigger reactions from ministries or National Olympic Committees. Unfortunately, FIBA has had to get involved in more than 10 conflicts in the past 4 years and it is likely that many more conflicts occurred at a local level without ever reaching our desks. From all the cases experienced, it was clear that with proper rules, statutes and basic principles of good governance such interferences would not happen or would not be justified.

From all the experienced cases, it was clear that with proper rules, statutes and basic principles of good governance such interferences would not happen or would not be justified.

Good governance is essential to protect our autonomy and to generate revenues. FIBA will therefore invest more efforts in accompanying the member federations, also through the new membership commission in their work for proper statutes, regulations and management processes. The creation of the FIBA Academy, an on-line educational tool based on the national federation manual, is another concrete example of assistance. The independent Basketball Arbitral Tribunal (former FAT) is also an example that was successfully established in 2007 to ensure proper governance at club level. It is a voluntary jurisdiction established to ensure financial stability in the basketball world. It consistently applies principles of justice, fairness and contractual stability. It has already successfully dealt with over 100 cases.

Betting is probably one of the oldest "sports" in history and will thus never be banned. So far, it has not been a serious problem in basketball, but the use of modern technology and the liberalization of the gambling markets have significantly increased the number of operators acting in the market. In this open market context, the client (who pays) dictates what he wants to bet on and this creates problems (spread-betting, parlays etc.). Furthermore, it is well known through police research that criminal organizations are heavily involved in the betting industry. It is therefore important to be aware of the problems, to monitor the competitions and to educate players, officials and entourage on the risks. At the same time, if properly controlled and ethically managed, the legal betting industry favours the uncertainty of the results and, whether public or corporate, will increasingly become a leading provider of important revenues to sport. Bwin is in this sense a welcome partner to FIBA and will provide you with their point of view during the Panel session.

Priorities for the future

When reviewing FIBA's strategy it became obvious for the Central Board that over the next years major investments will need to be done in three areas: sport, events and promotion.

In the **sport** area, FIBA shall dedicate more direct attention, together with the Zones, to those national federations that work well and have a potential to reach the top 24 teams at the World Championship, in order to increase it to 32

as rapidly as possible. We reckon that, under this scheme, about 25 countries will be targeted specifically over the next 4 to 8 years. At the same time, we shall review the competition system in order to ensure the presence of national teams on home soil.

In the **events** area, we shall invest important resources in order to ensure the success of our main events not only on the court, but also off the court, and ensure a long-lasting, sustainable legacy for the hosting countries. The 2014 World Championship will be a particular milestone to this effect.

In the **promotion** area, we shall significantly invest to increase our presence and profile in the media. At the same time we should perform much better in the area of branding, licensing and merchandising.

And, finally, we shall launch the 3 on 3 basketball movement.

FIBA 33 (working title) was played officially at the Youth Olympic Games. However, its attractiveness reaches far beyond these Games. It is essentially an optimal tool that links grassroots programs around the world and gives a home under FIBA (in line with our Statutory objectives) to a universe which has been on the margin of our activities. We will unite all its participants, provide them with a simple but attractive and self-sustaining competition system and worldwide ranking, ensure a drastic increase of membership for all national federations and, ultimately, create a "tsunami" of passionate basketball fans and players. From your kids' neighbourhood tournament to a world series of professional athletes that runs through all continents, we have a unique chance to create a new discipline while keeping its inherent social and cultural values.

It may be a dream, but a basketball in every house, garden, school, city square or beach makes the impossible possible, with your help. This is why the theme of this Congress is: **EXTEND OUR REACH**and, may I add, conquer the world.

It may be a dream, but a basketball in every house, garden, school, city square or beach makes the impossible possible, with your help.

The basketball family has worked very well over the past four years. I hope this Congress and all the surrounding activities and the supporting documents will allow you to judge by yourself the progress we have all made. On behalf of the Secretariat and of myself, I thank you for the support we have received from all of you, from the President and from the Central Board over the past 4 years.

I wish you a pleasant stay in Istanbul. We are basketball.

Patrick Baumann
FIBA Secretary General





COMPETITIONS

Olympic Games 2008

It is hard to find the most appropriate words to describe the overall success of the Olympic Basketball Tournaments played on 9th – 24th August 2008 in Beijing, China.

Should the perfect organisation be mentioned first or should it be the top level sporting facilities provided by the organisers? Should it be the memorable atmosphere in the sold-out Wukesong arena in practically all the games or instead the unforgettable final game USA v Spain?

Regardless of the answer we can all agree that the Beijing Olympic Games will be always remembered as “The” Games.





FIBA World Olympic Qualifying Tournament for Men/Women 2008
After having last been played in 1992, FIBA re-introduced the World Olympic Qualifying Tournaments in 2008 as its reply to the permanently asked question: “Why does FIBA not provide the national federations with a “second chance” to qualify for the Olympic Games as other sports do?”

Both tournaments were played with 12 teams representing each gender in all 5 Zones. The Tournament for Men was held on 14th – 20th July 2008 in Athens, Greece and the door to Beijing was reopened for the teams from Croatia, Germany and Greece.

The Tournament for Women was organised by the Spanish Basketball Federation on 9th – 15th June 2008 in Madrid, Spain with Belarus, Brazil, Czech Republic, Latvia and Spain joining 7 teams already qualified for Olympic Games 2008.

FIBA Championships for Men 2006
When the FIBA Central Board decided to play the FIBA World Championship for Men in Japan 2006 with 24 teams (instead of 16 teams) hardly anyone in the basketball community objected to the decision. With the growing worldwide popularity of basketball and with more national teams reaching high standards of play it became obvious that more teams must get the opportunity to perform at the FIBA’s prime event.

The Championship was played on 19th August – 3rd September 2006 in Hamamatsu, Hiroshima, Sapporo, Sendai and Saitama, Japan. The new format, with 24 teams and with the direct elimination games played after the Preliminary Round, proved to be a great success. We experienced the best ever spectators’ attendance as well as the best ever TV coverage of the championship.

The overall success of the championship has opened an exiting challenge for the next organisers of the FIBA World Championship for Men and now, after 7 years of preparation for Turkey 2010, we are very confident that Turkey will set another example of the “best ever” championship.

FIBA World Championship for Women 2006
The championship was played on 12th – 23rd September 2006 in Sao Paulo, Brazil. Despite the fact that we saw the teams from Australia, Russia and USA on the podium, teams with a tradition of good performance over many years, the championship was very exacting and competitive.

2014 changes to 7 days instead of 11 days

However, in order to provide women’s basketball with a strong impetus to reach new heights and popularity, after the FIBA World Championship 2010, FIBA will reorganise its championship in 2014 to be played over a shorter period (in 7 days instead of 11 days), with different competition system and schedule and possibly at another date.

FIBA U21/U19/U17
The FIBA Youth Championships were played as follows:
2007 U21 Women, Moscow, Russia
U19 Men, Novi Sad, Serbia
U19 Women, Bratislava, Slovak Republic
2009 U19 Men, Auckland, New Zealand
U19 Women, Bangkok, Thailand

FIBA would like to express its thanks to all the organisers of the FIBA Youth Championships as all of them, with their very good organisation, excellent playing facilities and with good spectators’ attendance made the championships

a perfect playing experience for young, new stars and provided all those involved with lasting memories of friendships and a great get-together.

It should be noted that the U21 Women in Russia was the last championship played in this age category (replaced by the U17 Men/Women championships as of 2010) and that the U19 Men 2007 was assigned to Serbia only 3 months before the start of the championship (a replacement for Canada due to its withdrawal from the organisation).

When the FIBA Central Board decided to introduce the new age category of U17 Men/ Women, it was stated that “the FIBA Zones are strongly encouraged to introduce in 2009 the FIBA Zone U16 championships (if not already existing) or at least the FIBA Sub-Zones championships. Should this goal not be reached in 2009, FIBA will invite (upon FIBA Zone proposals) the teams for the 1st FIBA U17 World Championships for Men and Women 2010”.

We are proud to say that all the FIBA Zone U16 Championships were played for both Men and Women with the full participation of all teams entitled to play and we are looking keenly forward to the future of these well supported championships.

Youth Olympic Games (YOG) 2010 14th – 26th August 2010, Singapore
The aim of the YOG is to bring together talented athletes – aged 14 to 18 – from around the world to participate in high-level competition, with educational programmes on the Olympic values, healthy lifestyle, the dangers of doping etc running alongside.

high-level competitions run alongside educational programmes

FIBA has decided to participate at YOG with the FIBA 3 on 3 basketball and therefore with the new basketball discipline and with different basketball rules. Moreover, the FIBA Challenges, the mixture of fun and skill were added to the programme. The 2 hours challenges such as Skill Challenge, Mixed Shooting Contest, Free Throws Team Challenge and Three-Point Shootout will fit perfectly to the IOC idea of having YOG tailored for the younger generation.

The tournaments will be played with 20 boys’ teams and 20 girls’ teams representing 38 different national federations from all 5 FIBA Zones, with players born 1st January 1993 – 31st December 1994 and with the games being played on a half basketball court.

FIBA Diamond Ball for Men/Women
This FIBA Event is very much appreciated by the participating teams. It is played shortly before the Olympic Games on the continent where the Games will be held and therefore provides the teams with both the possibility of the acclimatisation and the opportunity to play good standard games shortly before the Games.

The 3rd edition of the Diamond Ball for Men was played on 29th July – 1st August in Nanjing, China while the 2nd edition for Women was played on 2nd – 5th August 2008 in Haining, China.

Due to the overall success of the Event the preparation for the next edition is already on the way and with European countries to be the host countries in 2012.

FIBA Stankovic Cup
The Event for the men’s national teams which has started in 2005, upon the idea of Mr. Carl Men-Ky Ching, FIBA Honorary President and with the strong wish of FIBA to have it played every year, has already celebrated its 5th anniversary in 2009 and we can only hope that the celebration of round anniversaries will continue every 5 years.

The 6th edition will held on 28th July – 1st August 2010 in Liuzhou, China with the participation of Australia, China, Iran and Slovenia.

FIBA World League for Women
FIBA, in close cooperation with the Russian Basketball Federation (RFB) jointly organised the World League for Women in 2003 – 2008. With the Final Round played every year in Russia, with an excellent organisation, with the best female players and with the games played at world class level with a large number of spectators it will remain one of the most successful events in women’s basketball.

FIBA would like to express its gratitude to the RFB for its strong support of this outstanding event.





OTHER ACTIVITIES

FIBA Technical Commission

The Commission has met regularly every year to do its best to keep the basketball rules in good shape and to bring the officials (referees, referees' instructors, commissioner) to higher standards in order to keep pace with or even to be ahead of the standard of the basketball game.

The Basketball Rules 2008 and 2010, including the Rule Book, Basketball Equipment, Two Person and Three Person Officiating Manuals as well as the Official Rule Interpretations were drafted, approved by the FIBA Central Board and implemented worldwide as of the respective dates.

The Commission has developed the obligatory basic program for each FIBA Clinic for Referees and Commissioners, strongly enforcing the lectures on the philosophy and understanding of the game, feeling for the game, managing the game and its critical/difficult situations, cooperation with the coaches and players and of course, still paying attention to the basics of the officiating namely knowledge of the rules and the mechanics of officiating.

The Commission also provides all referees and commissioners worldwide with high quality teaching and educational materials such as CDs, DVDs, instructional materials, books etc. Three DVDs FIBA Guidelines for Referee Education were produced as well as the updated version of the FIBA Official Physical Fitness Test for Referees.

However, times have changed since the first personal computers became available twenty-five years ago. Teaching tools and methods have been changed accordingly. Today, the convenient availability of multimedia resources provides basketball officials with limitless comprehensive sources that officials can access not only to expand their knowledge and understanding of the game but also to facilitate their direct communication with the FIBA/FIBA Zones and with other officials around the globe.

FIBA/FIBA Zone websites include informative articles, teaching materials, rules and rule situations, videos etc and forum units that enable discussions on various topics of basketball officiating. There are also very many other websites mainly of the national federations and Leagues which constitute, altogether, an almost unlimited source of information for basketball officials.

FIBA Assist bi-monthly Magazine became very popular amongst basketball officials. Since the launch of the FIBA Assist, 54 articles written by the top experts on basketball officiating from all 5 continents have been published and the officials can test their knowledge of the basketball rules every two months in "Right or Wrong" section of the FIBA Assist.

As is common in all International Sport Federations, FIBA Central Board has, upon the proposal of the Commission, re-introduced the age limit for the Referees and Commissioners. A referee cannot be older than 35 years of age (commissioner 55 years) when taking part in a FIBA Clinic for the Referee/Commissioner Candidates and will not be considered a FIBA Active Referee after the age of 50 (commissioner age of 70).

FIBA Rules

The standard of the basketball game and the status of the basketball rules go in hand-in-hand and therefore FIBA pays very strong attention to keeping the basketball rules in good shape.

One of the main goals is to keep the game, through the basketball rules, attractive and dynamic with a strong balance between good defence and successful offence. Moreover, FIBA strives to have one set of the basketball rules worldwide including the Look of the Court.

In the past, a good number of rule changes were made in order to unify basketball rules. The latest significant changes will come into effect as of 1st October 2010 for all high level (Olympic Games, FIBA/FIBA Zone) Championships. The restricted (3 second) area has been reshaped, the 3-point line has been extended to 6.75m and the no-charge semi-circle under the basket has been introduced on the court.

The FIBA New Court Markings 2010 CD has been produced and sent to all national federations and FIBA Zones in order to reshape basketball courts correctly worldwide. Moreover the Court 2010 is accessible also on www.fiba.com.

It is expected and strongly recommended that all governing bodies of basketball (FIBA Zones, national basketball federations etc) will implement the Court 2010 also as of 1st October 2010. However, if this is not feasible, by 1st October 2012 at the very latest for the top divisions.

Rules for FIBA 3on3 basketball are in place, after carefully compiling the existing worldwide rules of similar activities with the expertise of young players and young players' coaches. The Youth Olympic Games (YOG) will be played with those rules which are also accessible at www.fiba.com. After the YOG, the rules will be reviewed in order to fit basketball players in all age groups in the very strong new future FIBA activity of bringing FIBA 3on3 basketball to every corner of the world.

FIBA Calendar

One of the main problems of any sport federation is the calendar of its own competitions as it is quite difficult to find the balance between the calendar of the national basketball championships, international leagues and the interests of the governing basketball bodies, national teams, clubs and players.

The national teams and clubs are requesting additional days to have the players at their disposal in an already heavily overcrowded calendar which cannot expand beyond 365 days and 52 weeks a year. The same players are required to play almost non-stop which leads to fatigue and possible injuries and therefore not being able to participate when they are really needed or not being able to perform to the best of their abilities.

The FIBA Commission for International Competitions is monitoring the situation very carefully and is trying to find the best solution with its Harmonised FIBA Calendar; not only to satisfy all parties involved but also to make sure that the level of the basketball game does not deteriorate through players' heavy obligations to too many championships and games.

Cooperation with other organisations

The FIBA Central Board has decided to establish stronger relations with all the governmental or sport associations and with the organisers of the multi-sport events where basketball is the part of the program.

The traditionally very close cooperation with FISU (University Games) became even stronger with the FIBA/FISU 2007 – 2011 Cooperation Agreement signed on 2nd October 2006. The agreement covers the issues of the ages of eligible players, number and choice of the participating teams, choice of the designated referees as well as their travel costs and fees etc. The new Agreement 2012 – 2019 is now to be finalised reflecting the success of the previous Agreement and in order to have FISU University Games the strongest competition in that age category.

Very good and close relationships continue with the organisers of the Francophone Games, Lusofonia Games (for Portuguese speaking countries), Mediterranean Games and the organisers of the Pan-Continental Games such as Asian Games, Pan American Games, All Africa Games etc.



THE FIBA ACADEMY



The FIBA Academy Administrators Programme

We are excited to bring to you an education programme that will modernize the way basketball organisations all over the world are operated. Welcome to the launch of the FIBA Academy Administrators Programme.

This is a new and exciting programme that has been developed uniquely for individuals within the global basketball community. The FIBA Academy are offering an online programme, which aims to enhance the overall administration and management techniques deployed within Basketball organisations worldwide, by providing basketball specific management education.

Any individual that is working within the sport, has ambitions to work within a basketball organisation, or even those with a general interest in the sport are encouraged to complete this pioneering new programme.

Mr Patrick Baumann, Secretary General of FIBA commented:

"We have developed this initiative, with the FIBA Academy, as a commitment to our member National Federations, and all those involved in the sport of basketball. We endeavour to improve and train the staff and members in the "business" of running a National Federation, and we see this programme as a fundamental advancement for our sport.

We encourage our valued "stakeholders" to take up the opportunity offered by the FIBA Academy to improve their know-how and, in time, to enjoy the benefits of an extended network of highly skilled colleagues from all over the world in 213 member national federations."

After an initial testing stage, the programme has received positive feedback from test users from several Basketball National Federations;

"The FIBA Academy Administrators Programme is something great for the federations; the FIBA National Federations Manual was a great piece of work, by also having this programme it will make the work of the Federations more organized and more ambitious. Federations should be urged to have their people in charge register."

Michel Beyrouthy, Lebanese Basketball Federation, Executive Manager".

"A great learning tool that will serve greatly towards improving the general knowledge on the ABC's of a National Federation. Without a doubt, this will help a lot of up-and-coming leaders to improve basketball and its further development in their countries. The possibility of interconnecting with people with different backgrounds and experiences is a real strength of the programme."

Nestor Rodriguez, FIBA Americas Administrator.

"The program is conceptually very positive [aiming to] to enhance the level of National Federations' administrators and the level of National Federations' administration."

Safa Ali Karmalin, Director of the Mini-Basketball Committee of I.R. Iran Basketball Federation (IRIBF).

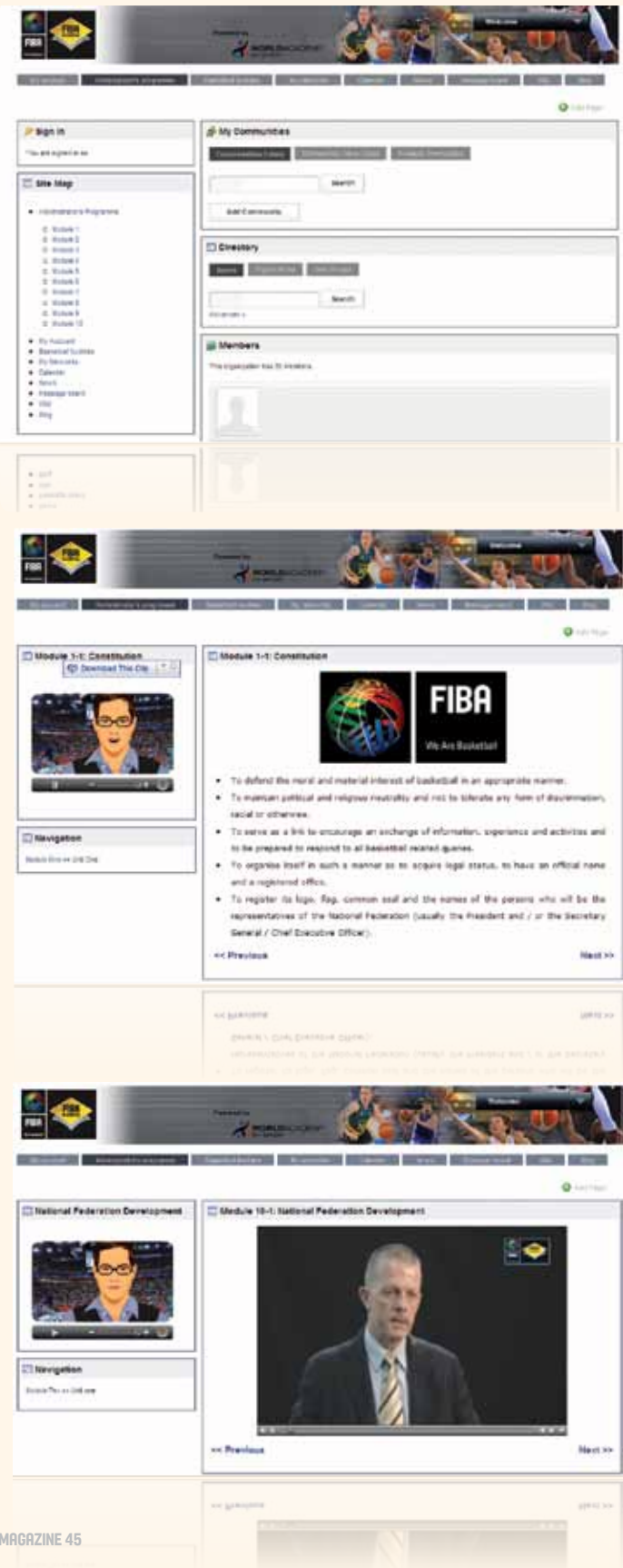
"As the FIBA Academy we are excited to bring this pioneering project to the international basketball community. I see it as the first step to enhancing administrative management globally through the sport."

FIBA Academy Director, Mr Chris Solly, explains the value of a far reaching educational tool such as this programme to the sport of basketball.

This programme will be available through the FIBA website and the FIBA Academy website, from September 2010. Please contact the FIBA Academy for details and registration.



A valuable programme for the betterment of our international basketball community!



About the programme

►► What does the programme cover?

The FIBA Academy uses the fundamental principles set out within the FIBA National Federations Manual, to create an interactive, and captivating online educational programme. There are 10 modules, extensively covering all operational and functional areas within a National Federation, outlining the best practice skills and management techniques which can underpin growth, success, and ultimately the overall development of the sport.

"It is easy to access and understand... It provides a lot of information relevant to administrators of National Federation's. I would like to thank and congratulate all those involved in starting this valuable program for the betterment of our international basketball community."
Jim Tooley, USA Basketball Executive Director/CEO.

►► How it works

The FIBA Academy has designed an online platform, whereby new users will go to register and set up their individual user profile through which they can log in numerous times and make their way through the programme.

Users are guided through each module by a friendly avatar voice, aiding learning and really bringing the programme to life.

In addition, to access the programme users will also become a member of a basketball specific online social networking community. Moreover, the online learning format facilitates flexible learning, so that individuals can complete the programme in their own time, from their own home – a real solution for the demanding schedules of sports administrators.

►► Benefits of completing

After completing this programme, individuals will be better equipped to deliver management processes that result in success and development within their basketball organisation. The resulting qualification is accredited by FIBA, the FIBA Academy and the World Academy of Sport. Although completion of this programme is not compulsory, FIBA will create a ranking in order to measure the number of National Federations successfully completing the programme, therefore resulting in real, tangible outcomes to help grow and develop your federation in your home country.

"I think it is a historic step and I have never before seen an instrument so detailed to show National Federations how they should be organized to move themselves forward in a positive manner. No matter what the economic situations may be in some of the countries, if National Federation members have the positive advancement of the sport as their agenda and not their personal interests then this program should be their "home base" always."
Nelson Isley.

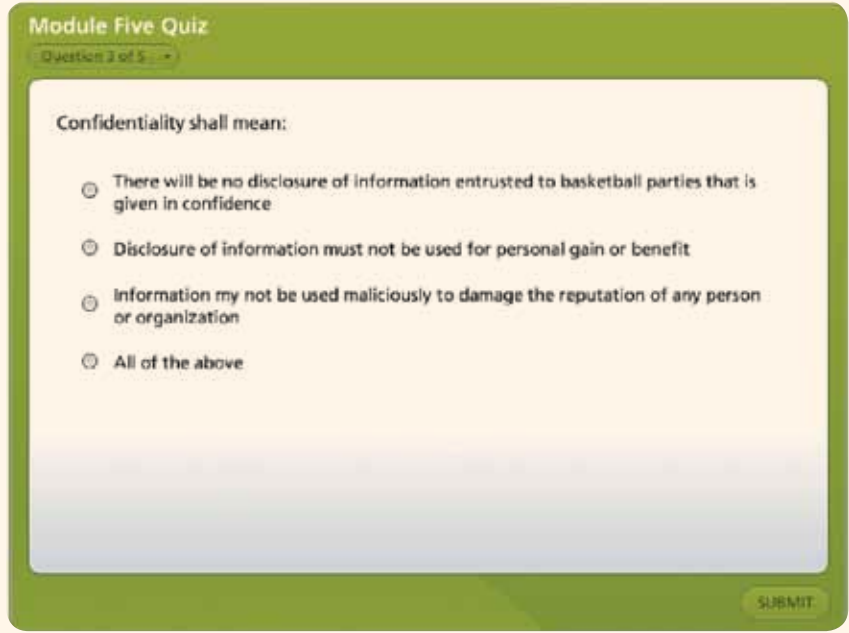
►► Continuing learning

The development and professionalisation of the world of sport requires more skilled and qualified administrators within sporting organisations. Therefore the FIBA Academy has been established as the education partner of FIBA, striving to provide current, world class educational programmes to up-skill those with administrative, executive and management roles, ultimately enhancing the global standards of the sport.

This programme is part of the continued learning pathway developed by the FIBA Academy for executives and administrators looking to enhance educational standards within their organisation.

All learning pathway individuals will be given the opportunity, once they have completed the FIBA Academy Administrators programme, to continue with their professional development through designed executive programmes.

The programme will be available from:
www.fiba-academy.org
www.fiba.com



SECTION 1 : ADMINISTRATION		SECTION 2 : MARKETING		SECTION 3 : EVENTS		SECTION 4	
Module 1	Constitution and Planning Strategy	Module 6	Branding and Sponsorship	Module 8	Event Strategy	Module 10	National Federation Development
Module 2	Admin, IT, Finance	Module 7	Media, Communications, and Promotion maximisation	Module 9	Event Operations		
Module 3	Eligibility & Transfers (including agents)						
Module 4	Guide on facilities						
Module 5	Ethics code and culture: promoting the values						



OLYMPIC SOLIDARITY PROGRAMMES

For many years, the Sport & Development Department of FIBA has worked in close collaboration with Olympic Solidarity. FIBA is using its expertise to approve, coordinate and evaluate the programmes for which its affiliated National Federations apply through their respective National Olympic Committees.

The Olympic Solidarity programmes represent a great asset in the development of basketball and may be the starting point of independent and self-founded long term development initiatives. As an example, the Ivory Coast Basketball Federation conducted a three year project following a Development of National Sport Structure programme which began in 2008.

Below is a description of the four programmes from which our affiliated members benefit the most. All the activities below are managed by FIBA thanks to a fruitful collaboration with thanks to Olympic Solidarity.

Description of the main programmes

► Development of National Sport Structure

The development of basketball in certain countries is often hindered by the lack of organisation or even non-existent coaching structures. The main objective of this programme is to develop a coaching structure with a mid to long term action plan. This will in turn provide assistance to the National Federation for:

- Establishing coherent and realistic long term development plans
- Training local coaches by organising local and regional courses
- Training human resources susceptible to continue the work once the project has ended
- Putting talent identification programmes in place
- Improving and establishing basketball for all and basketball at school programmes

Concretely, the programme consists of the visit of a FIBA Expert for a period of time averaging between three to six months. Depending on specific needs and the budget available, it is possible that the external expert's mission is divided into a series of short term visits rather than one long term period. For example: setting up the project (visit 1), intermediate evaluation (visit 2) and final evaluation (visit 3). In this case a local person is responsible for the management of the project during the absence of the FIBA Expert. Such a format clearly meets the common objective from both Olympic Solidarity and FIBA, which is to develop an autonomous capacity in the countries where the action plans are conducted.

►► Technical Course for Coaches

The main objective of the Technical Courses programme is to provide basic training to coaches through a ten to fifteen day intensive course led by a FIBA expert. Conducted by levels (beginner, intermediate and advanced) these courses allow for a standardisation of the level of coaching, benefiting countries around the world.

The National Federations of Armenia, Barbados, Belize, Burkina Faso, Cayman Islands, Dominica, Liberia, Libya Maldives, Mongolia, Nepal, Nicaragua, Panama, Palestine, Seychelles, Sierra Leone, Somalia and Syria have benefited from this programme since the beginning of the current 2009–2012 quadrennial plan. Up to 70 activities were held in the previous plan amounting to a budget of approx. 800,000 USD.



The main objective of this programme is to develop a coaching structure with a mid to long term action plan.





CAY – 2010 Olympic Solidarity Coaching Clinic reports

CAYMAN ISLAND (Olympic Solidarity Technical course for coaches) – The Technical course for coaches was held in Grand Cayman from 2nd to 12th February 2010 under the direction of Nelson Isley, a coach who has led many clinics in the Americas.

The clinic took place at the University College of the Cayman Islands and Kings Sports Complex, attended by 19 CIBA coaches, six of which were level 2 certified. Coach Nelson also opened the clinic to 13 level 1 coaches, many of whom had attended a Level 1 clinic held in 2008, also directed by Coach Nelson.

Several topics were covered at this year’s Level 2 clinic, including key coaching fundamentals such as defensive principles and the organisation of training sessions. Coach Isley also used the FIBA website to demonstrate to the coaches how to gain access to the FIBA Coaching Library, a program aimed at providing information to coaches on everything from training drills to scouting and more.

A special “crash course” was held in the mornings for Level 1 coaches, some of whom opted to take the Level 2 exam as a challenge and did quite well.

Coach Isley remarked that he has seen progress in many areas since he had last been to the Cayman Islands in 2008.



LBR – 2010 Olympic Solidarity Coaching Clinic reports

LIBERIA (Olympic Solidarity Technical course for coaches) – The Technical course for coaches took place at the Liberian National Olympic Committee Headquarters in Monrovia from 1st to 11th March 2010. Facilitated by Mr. Seydou Sano, the Level 1 course was directed specifically at high school coaches in conjunction with the Inter-School Sports Association – an attempt to promote youth basketball in Liberia through enhanced coaching skills.

Approximately 21 high school coaches participated in the 10 day course, spanning over 60 hours in both theoretical and practical sessions. Sano not only covered coaching stratagem, but also such subjects as the role of basketball in the educational development of young players.

Each participant received a copy of the FIBA coaching manual “Basketball for Young Players”, which was combined with computer presentations to increase the effectiveness of the theoretical sessions.

The attending coaches were extremely grateful that Sano made the trip and also felt that the course itself was a great success for Liberian basketball on the whole.

For Sano, the trip to Monrovia was not his first. In 2006 he was present for the creation of the Liberian Coaches Association and had also directed similar coaching courses in Liberia in past years.

►► Olympic Scholarships for Coaches
The main objective of this programme is to offer coaches, who are officially recognised as such and active in basketball within their National Federation, access to high level further training, experience and knowledge, which they will then use to benefit their respective national sports structures. The selected coaches attend recognized seminars of high level training centres or Universities. These institutions include:

- Institut National du Sport et de l’Education Physique (INSEP), Paris – France
- Semmelweis University (University of Physical Education), Budapest – Hungary
- Centro de Alto Rendimiento (CAR), Barcelona – Spain
- Programme d’Appui International au Sport Africain et des Caraibes (PAISAC), Montreal – Quebec, Canada.
- Cycle International du Sport d’elite Lausanne (CISeL) – Lausanne – Switzerland.
- University of Delaware and U.S Olympic Training Centre, International Coaching Enrichment Certificate Programme (ICECP), Colorado – United States.

This programme counted 34 coaches in the 2005–2008 plan, representing a budget of close to half a million USD. Up to 26 other scholarships have already been granted during the current 2009–2012 plan.



►► Team Support Grant
The aim of this programme is to offer financial assistance to national teams (senior and junior levels) to prepare and participate in regional, continental or world level competitions with a view of attempting to qualify for the Olympic Games. During the 2005–2008 quadrennial plan, the following teams have benefited from the programme:

- 2005–2008 quadrennial plan beneficiaries**
- Algeria Men’s team
 - American Samoa Men’s team
 - Angola Men’s team
 - Antigua Men’s team
 - Belize Men’s team
 - Burkina Faso Men’s team
 - Burundi Men’s team
 - Bulgaria Men’s team
 - Cape Verde Men’s team
 - Central African Republic Men’s team
 - Columbia Women’s team
 - Congo Men’s team
 - Cuba Women’s team
 - Czech Republic Women’s team
 - Ecuador Women’s team
 - Fiji Women’s team
 - Germany men’s team
 - Lebanon Men’s team
 - Libya Men’s team
 - Lithuania Women’s team
 - Malawi Men’s team

! Over 42 countries received team support grants for a total value in excess of 2 million USD.

- Malta Women’s team
- Mali Women’s team
- Mozambique Women’s team
- New Zealand Women’s team
- Palau Men’s team
- Panama Men’s team
- Peru Women’s team
- Qatar Men’s team
- Senegal Women’s team
- St. Vincent and Grenadines Men’s team
- Slovenia Men’s team
- Solomon Islands Women’s team
- Switzerland Men’s team
- Syria Men’s team
- Uzbekistan Women’s team
- Virgin Islands Men’s team

An amount of 2,265,648 USD was invested by Olympic Solidarity in this programme during the above four year period.

- The following teams are benefiting from this programme during the ongoing plan which ends in 2012 (2009–2012)**
- American Samoa Men’s team
 - Belize Men’s team
 - Belarus Women’s team
 - British Virgin Islands Men’s team
 - Cape Verde Men’s team
 - Cuba Women’s team
 - Ecuador Men’s team
 - Ivory Coast Men’s team

Lithuania Women’s team
Mali Women’s team
Oman Men’s team
Panama Men’s team
Palau Men and Women’s team
Senegal Men’s team
Switzerland Men’s team

We hope this list will have increased by the time of the Congress in Turkey.

Large responsibilities lie ahead for the National Federations, which must establish and maintain good relations with their National Olympic Committees in order to have access to all Olympic Solidarity programs. This helps them in funding National Team programs, talent identification, coaches’ clinics, coaches’ education and overall development in their country.

Through the Olympic Solidarity programs, resources are made available to elevate the sport of basketball. These programs are excellent opportunities given to FIBA and its affiliates to help in achieving a sustainable basketball management model that would raise the National Federations technical training level, performance and participation at international competitions.





BASKETBALL WITHOUT BORDERS

“Basketball without Borders” (BWB) is FIBA and the NBA’s global basketball development and community relations outreach program that promotes leadership, education, sportsmanship and healthy living with an emphasis on HIV/AIDS awareness and prevention. Since the inaugural camp was held in 2001, BWB has had more than 225 FIBA/NBA players, coaches and team personnel from all 30 NBA teams serve as camp coaches for some 1,000 young athletes coming from over 100 countries and territories worldwide. The BWB family and the campers have logged an estimated 85 million miles and one million hours of community service participating in the program.

The BWB format consists of a four-day camp hosted by a cosmopolitan city. The first day of each camp is reserved for participant scrimmages, allowing the FIBA/NBA coaches to determine the playing level and talent.

Then, campers are divided into NBA-named teams using a camp draft. The drafts have proven quite popular among the FIBA/NBA players and coaches. On Days two and three, campers practice and compete against each other within their teams and perfect their skills at stations conducted by FIBA/NBA players and coaches. Off the court, campers attend life skills seminars, listen to the stars’ talking about their experiences and visit relevant sites. The final day of the camp is all about the All Star Game. This format allows and encourages campers to build long-lasting relationships with their fellow team-mates and coaches.

In addition to attending the basketball camp, the rest of the BWB family (officials, partners and guests) take part in visits and community services in which FIBA/NBA players and coaches are also instrumental. BWB is definitely an amazing experience for all involved.



 *A programme that promotes leadership, education, sportsmanship and healthy living.* 





BWB Americas 2007

►► **São Paulo, Brazil**

BWB Americas, in its fourth year, tipped off in São Paulo, Brazil on July 31 at the Pinheiros Sports Club. Featuring Brazilian NBA players Leandro Barbosa, Nenê, Anderson Varejao, and Marcus Vinicius, the camp hosted the top 50 players (ages 19 & under) from 14 countries across Latin America and the Caribbean. The campers took part in basketball instruction and competition, as well as daily seminars that promoted education, leadership, character, healthy living and HIV/AIDS awareness and prevention. Matt Bonner, Samuel Dalembert, Kyle Korver, Shawn Marion, Sam Perkins (NBA Legend), and Luke Walton were also in São Paulo to share their experience and skills with the campers.

BWB Europe 2007

►► **Paris, France**

The seventh annual BWB-Europe camp took place in Paris, France from August 6–10 at the Pierre de Coubertin arena. Joining French players Boris Diaw, Mickael Pietrus, Ronny Turiaf, and Yakhouba Diawara were Luol Deng, Chris Duhon, and Bo Outlaw. The event featured the top 50 players (ages 19 & under), representing 24 countries from across Europe.

BWB Africa 2007

►► **Johannesburg, South Africa**

For the fifth consecutive year, Basketball without Borders Africa took place at the American International School of Johannesburg, South Africa, from September 5–9. Led by former Houston Rockets center Dikembe Mutombo of the Congo, the camp also featured Bruce Bowen, Primož Brezec, Josh Childress, Pat Garrity, Jim Jackson (NBA Legend), Bob Lanier (NBA Legend), Sean Marks, Kevin Martin, Emeka Okafor, Malik Rose, and Steve Smith (NBA Legend). Basketball without Borders Africa 2007 featured the top 100 basketball players (ages 19 & under) from 19 different African nations.

BWB Europe 2008

►► **Istanbul, Turkey**

BWB returned to Turkey for the second year (previously in 2002) and the first year at the Darü Safaka Sports Club. The camp took place from July 3-6 and was comprised of the top 50 players (ages 19 & under), representing 24 countries across Europe. Bruce Bowen, Randy Foye, David Lee, Mehmet Okur, Mickael Pietrus and Hedo Turkoglu lead the successful camp along with high profile FIBA/NBA coaches.

BWB Asia 2008

►► **New Delhi, India**

BWB came to India for the first time ever. The camp took place in Delhi from July 4–7 and was comprised of the top 50 players (ages 19 & under), representing 15 countries across Asia. Representing the NBA as camp coaches were Sam Perkins (NBA Legend), Ronny Turiaf, Kyle Korver, Pat Garrity and Linton Johnson III.

BWB Africa 2008

►► **Johannesburg, South Africa**

For the sixth consecutive year, Basketball without Borders Africa took place at the American International School of Johannesburg, South Africa, from September 3–7. Led by Houston Rockets center Dikembe Mutombo of Congo as previous years, the camp also featured Shareef Abdur-Rahim, Charlie Bell, Matt Bonner, Caron Butler, Nick Collison, Bob Lanier (NBA Legend) and Thabo Sefolosha. Also, for the first time ever, the camp included a WNBA participant, Jennifer Azzi (WNBA Legend). Basketball without Borders Africa 2008 featured the top 100 basketball players (ages 19 & under) from 19 different African nations.

BWB Asia 2009

►► **Beijing, China**

BWB returned to Beijing for the second time (previously in 2005) and the first year at the National Olympic Sports Center. The camp took place from July 30–August 2 and was comprised of the top 50 players (ages 19 & under), representing 19 countries across Asia. Dikembe Mutombo, Brandon Rush, Jason Terry and Mickael Pietrus formed the FIBA/NBA players' delegation.

BWB Americas 2009

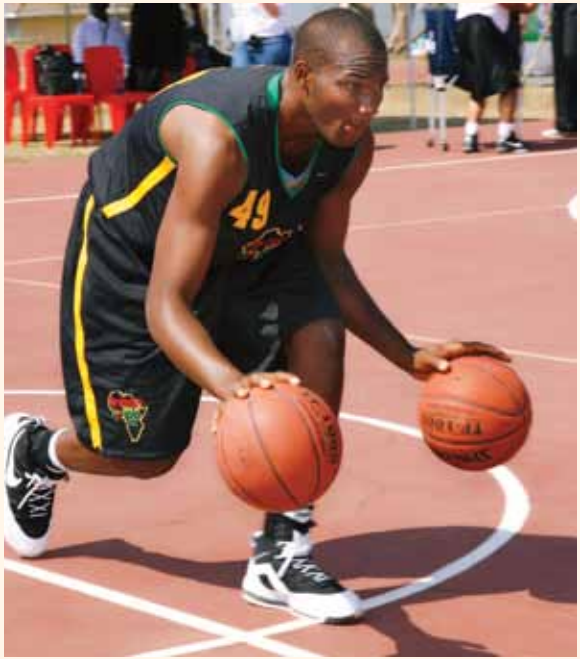
►► **Mexico City, Mexico**

BWB came to Mexico for the first time ever at the National Center for Talent Development and High Performance (CNAR). The camp took place from August 6–9 and was comprised of the top 50 players (ages 19 & under), representing 15 countries across the Americas. Local hero Eduardo Najera, the Dominican Al Horford, Willie Green and Sam Dalembert led the event.

BWB Africa 2009

►► **Johannesburg, South Africa**

For the seventh consecutive year, BWB–Africa took place at the American International School of Johannesburg, South Africa, from September 2–6. The camp featured the top 60 basketball players (ages 19 & under) from 20 different African nations. The camp was highlighted by two 2008 Olympic gold medalists, Dwight Howard and Chris Bosh as well as BWB–Africa 2003 camper, Luc Mbah a Moute from Cameroon. Also, for the second year in a row, the camp welcomed two WNBA Legends, Teresa Edwards and Nykesha Sales. The legend Bob Lanier, Dikembe Mutombo, Jason Maxiell, DJ Mbenga, Dirk Nowitzki and Vladimir Radmanovic also led the Africa show.



2010 – BWB Asia, Africa and Europe

By the time of the World Congress, Singapore (BWB Asia, June 28–July 1), Dakar (BWB Africa, August 5–8), will have hosted two additional editions of the programme. BWB Europe will be held in Barcelona right after the 2010 FIBA World Championships from September 16–19.

FIBA and the NBA are proud to provide the necessary skills to succeed both on and off the court to hundreds more talented young talents in the years to come. More information, pictures and footage of the camps are available at www.bwb.fiba.com



FIBA and the NBA are proud to provide the necessary skills to succeed both on and off the court.





FIBA COACHING LIBRARY



The FIBA Coaching Library is a free platform where coaches and basketball enthusiasts can find various tools to prepare practice sessions and learn more about the game itself. From basic tips for kids (in the Basketball for Young Players book) to detailed analysis of the most bitterly fought basketball games (under the Scouting Section), a wide range of content is provided. Below is an overview of the main features:

▶▶ Drills and Exercises

The Training Section offers a number of practice drills and exercises to improve individual conditioning and strength. Each drill and exercise are comprised of text, computerized graphics, developed by the Sideline Sport program (www.sidelinesports.com FIBA's partner), and video clips.



▶▶ Scouting section

This platform also contains a scouting section where video scouting reports of all the national teams playing in various FIBA competitions, are available for the users.



▶▶ FIBA Hoops coach

The library hosts the content of "Hoops Coach", an educational programme combining theory and practice that promotes the game of basketball. High profile players, such as Aleksander "Sasa" Djordjevic, Alberto Herreros, Predrag Stojakovic, Mehmet Okur and Dino Raja, demonstrate various basic skills required in their respective positions and detail the secrets of their success.

▶▶ Basketball for Young Players

FIBA partnered with several experts in coaching young players to comprise the content of this book. It is downloadable and available in five different languages.

▶▶ FIBA Assist Magazines

The library also contains all issues of the FIBA Assist Magazine. Every issue is downloadable to allow coaches to refer to a number of technical articles and the featured coaches interview.

▶▶ FIBA Approved Coaches

This section lists all of the coaches that have been graded at the highest level according to their National Federation standards.

Other links and FIBA.com news related to the coaching side of basketball are available on the FIBA Coaching Library. Its content is constantly updated and the amount and quality of the information is growing and improving every week.



Assist 41
Available since:
08/04/2010
Download (72.7mb)



Assist 40
Available since:
08/04/2010
Download (85.9mb)



Assist 39
Available since:
15/09/2009
Download (15.4mb)



Assist 38
Available since:
15/09/2009
Download (13.9mb)



Assist 34
Available since:
15/09/2008
Download (13.9mb)



Assist 33
Available since:
15/09/2008
Download (14.2mb)



Assist 35
Available since:
23/12/2008
Download (73.8mb)



Assist 32
Available since:
15/09/2008
Download (8.4mb)



Assist 27
Available since:
07/11/2007
Download (36.7mb)



Assist 26
Available since:
21/06/2007
Download (10.4mb)



A bright future is in sight for this exciting version of the game, which encourages players to express themselves on court with displays of skill and trickery.



FIBA 33

Last month's Youth Olympic Games (YOG) in Singapore was the first time FIBA's new 3on3 format was played in an officially sanctioned international competition.

20 national boys teams and 20 national girls teams descended on the city's famous Orchard Street to compete, show off their skills and bathe in the free spirit of 3on3 basketball. The format, which has come to life over the past few years, is inspired by several forms of tournament played around the world.

Born at the 2007 IndoorAsian Games in Macau as a demonstration sport, the FIBA 3on3 concept underwent a successful test period that included two important events, in Boca Chica in April and in Bali in October 2008. This test period involved a number of experimentations and culminated in the fixing of a set of rules adapted to the objectives established when 3on3 was chosen for inclusion among the key activities of FIBA.

In this exciting version of the game, which encourages the players to express themselves on court with displays of skill and trickery, two teams of three players face off on a standard half-court.

Games are played in periods of five minutes, with the first team to reach a score of 33 winning the game. If neither team reaches 33 points after the second and final period, the team with the highest score wins the game.

The YOG 3on3 basketball competition also included exciting skills challenges, such three-point, mixed and free-throw shooting contests.

All this comes together to create a game that is fast, exhilarating and, most importantly, accessible to all. Played outdoors or indoors, requiring only very basic infrastructure and a ball, FIBA 3on3 is also intended to further help basketball be one of the most democratic sports around. Players outside basketball's traditional structures will in future find themselves included in the basketball family, and will thereby have found a new voice to express their passion for the sport.

The enthusiasm it generated and the ease with which this new version was embraced in Singapore mean that this first ever top-class 3on3 event can already be used as a benchmark for a format that we believe has a very bright future.





ATHLETES HANDBOOKS



YOUR LIFE

	ON-THE-COURT	OFF-THE-COURT
Team	Coaches, teammates, managers, trainers	FIBA, agents, media, sponsors
Skills	Shooting, dribbling, passing, defence	Communication, presentation, professionalism
Rules	Technical regulations, doping, “norms” of the sport	Cultural awareness, conflict resolution
Game Plan	Defensive/offensive strategy, practice regimen	Goal-setting, education, networking

🏀🏀 *If no player can make it alone on the court, the same applies off the court.* 🏀🏀

Stepping up off-court support to players
Most youngsters who have held a basketball in their hands have at least dared imagine what it would be like to become a star, they may picture themselves making that buzzer beater or getting the crowd off their seats with a spectacular dunk. But those sportsmen and women who do actually make it big quickly realize that what happens off the court is a very important part of managing their professional careers.

FIBA’s efforts to increase player awareness of some of the key off-court issues have resulted in two publications, the Athletes Handbook (The Guide to Off-Court Development) and the Athletes Financial Handbook. Both publications aim to provide professional athletes with a reliable and trustworthy source of basic advice specifically tailored to the needs of sports professionals.

Athletes Guide to Off-Court Development
▶▶ **Winning at Your Own Game**
This guide takes four fundamental on-court parameters – team, skills, rules and game plan – and applies them to off-court situations, for an easy to understand entry level guide to managing a career in basketball.

One of the main ideas behind this comparative approach is to illustrate that many of the keys to success on the court can be easily applied off the court, contributing towards a management of the athletes career that is just as important, but that can have a tendency to be neglected.

▶▶ **Team**
Every player is aware of the importance of working together with teammates, his coaches and medical staff. If no player can make it alone on the court, the same applies off the court. Teamwork includes working with FIBA, agents, media and sponsors, which is essential if a player is to maximise his professional and financial opportunities. Working alongside other stakeholders can also help demonstrate the values of the sport in a positive way, which is not only a moral responsibility, but also an beneficial career move for the athlete.

▶▶ **Skills**
Players spend large amounts of time working on improving their fundamentals, their technique and their skills.

In the same way, improving and developing communication skills, presentation skills and general professionalism is essential if a player is to make a positive impression on those who can impact their careers in the short and long-term.

▶▶ **Rules**
For professional basketball players, knowing how to play by the rules off-the-court is just as important as knowing those that govern the game from jump-ball to buzzer.

Living with and adjusting to new cultures is more important than ever today, when careers often involve moving from one country to another and travelling from continent to continent.

Managing conflict off-the-court and avoiding unnecessary obstacles that distract players from performing on-the-court are also part of the daily lives of players.

▶▶ **Game plan**
To succeed as a team and an individual, having a pre-defined plan in place before taking to the court is an essential dimension to basketball as with all sports. Similarly, having the right plan in place for managing each step of their career, including life after retirement, deserves a little thought and consideration. Players should set long-term career goals and decide the necessary steps to achieve them (e.g. education, training, etc.).

To set up the right game plan requires a large number of parameters to be taken into account. An important of these include financial considerations, which can be hard to understand and yet have very important consequences.

The Athletes Financial Handbook
The second of these two publications specifically addresses these economic questions that sports professionals need to be aware of. With players signing increasingly lucrative contracts at an earlier and earlier age, FIBA has identified the need to help them evaluate their financial situation and plan ahead in order to secure a prosperous career and a solid future. This brief document, packed with useful advice,

introduces many of the key aspects of planning for and working towards a healthy financial situation, keeping in mind the principal and unavoidable specificity of an athlete’s career; that it is shorter than almost all other career paths.

- Issues addressed in this document include:**
- The specificities of an athlete’s career
 - Who to turn to and who to trust
 - Which questions to ask
 - Setting clear financial goals
 - Budgeting and estimating one’s net worth
 - Avoiding the temptations of overspending
 - Helping one’s money work for itself
 - Looking beyond one’s playing days

It also includes a glossary of basic terms and working sheets intended to serve as tools for a controlled approach to financial planning.

While not a comprehensive guide providing ready-made solutions or answers to all questions a sportsman or woman may have, the Athletes Financial Handbook is primarily designed to create awareness of the principal issues that they may face, in the hope of steering them in the right direction so that they seek help and advice from the people best placed to give it.

Taking the time to read the Athletes Financial Handbook and the Athletes Guide to Off-Court Development, which address many of the issues that can easily escape the mind of athletes in a language that can be understood by all, could prove the first steps towards making some of the wisest decisions a professional basketball player makes in his career.

At FIBA we feel that we have a responsibility in supporting our athletes not only to strive for greatness on the court, but also in assisting them beyond the boundaries of play. These two documents are the newest of a series of tools, which are designed to give players the peace of mind off the court that will allow them to do what they do best; play basketball. Both publications are available on FIBA.com.



INTERNATIONAL TRANSFER OF PLAYERS

The last term of office 2006-2010 has seen major changes in international transfer operations within FIBA.

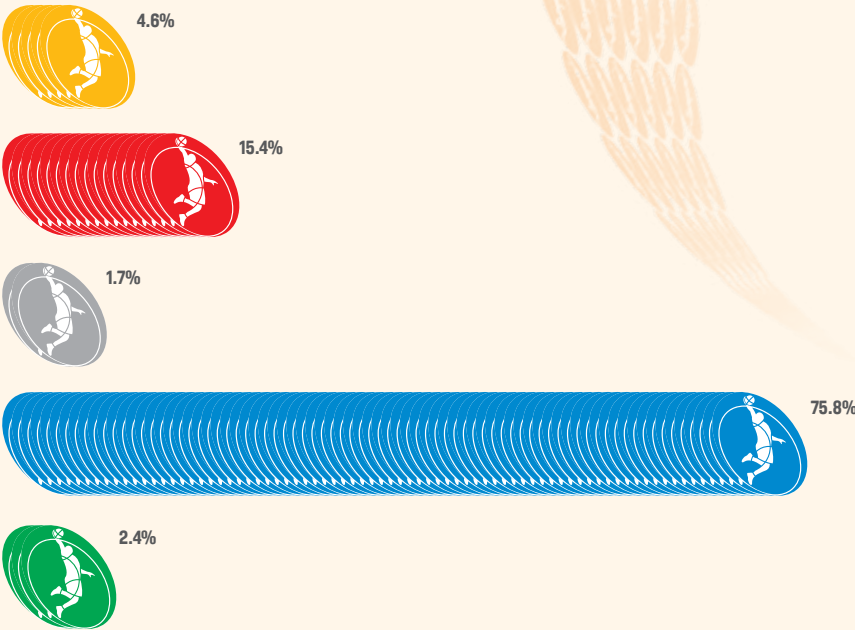
The FIBA Central Board, during its meeting in Geneva of 6-7 December 2008, approved amendments to the FIBA Internal Regulations governing the International Transfer of Players (H.3) according to which, as of 1st July 2009, all decisions related to international transfers of Players (including transfers between national federations within the same Zone) are the competence of FIBA.

Since the entry into force of the new regulations in 2009, the FIBA transfer department has mainly worked upon the administration of International Letter of Clearances (LOCs) thus dealing with many of the national member federations on a daily basis for smoother processing of international transfers from a legal and administrative perspective.

As we are fast approaching the end of the decade, the number of international transfers is also rapidly growing with the majority of international transfers occurring to/from the European continent (annex 1 and 2). Moreover, the past years have seen a boom in the number of transfers within the Asian continent.

FIBA has registered a total of 4,524 LOCs processed in 2008. This figure gradually increased to a total of 5,125 international transfers of Players in 2009 (annex 3). A total of 117 out of FIBA's 213 National member Federations have been active on the international transfers' scene.

ANNEX 1. PERCENTAGE OF INTERNATIONAL TRANSFERS BY CONTINENTS - 2009



ANNEX 2. INTERNATIONAL TRANSFERS PER CONTINENT - SEASON 2008-09

Continent	From	To
FIBA Africa	103	96
FIBA Americas	934	794
FIBA Asia	206	228
FIBA Oceania	122	122
FIBA Europe	3760	3885
FIBA World	5125	5125

FIBA observes that smaller National Federations across all five continents are issuing or requesting LOCs more and more. This clearly shows that basketball is truly an international game and is heading in the right direction in terms of international expansion and development.

FIBA also supervises the transfers between National member Federations and the three North-American Professional Basketball leagues, namely the National Basketball Association (NBA), the National Basketball Association Development League (NBDL) and the Women's National Basketball Association (WNBA) (Annex 4, 5, 6 and 7). These three professional leagues are resorting to the skills of foreign international players more and more.

ANNEX 7. INTERNATIONAL TRANSFERS WITHIN NBA, NBDL AND WNBA

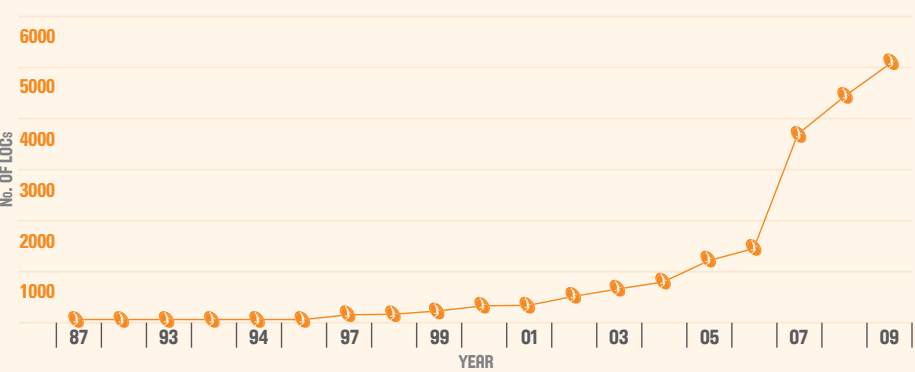
NBA (since 1997)	Players from 51 countries involved in International transfers
NBDL (since 2002)	Players from 31 countries involved in International transfers
WNBA (since 1998)	Players from 47 countries involved in International transfers

The progression of basketball worldwide can be exemplified by the annual NBA Draft, which experiences a growing number of foreign players each year. In the 2009 NBA Draft, 16 out of the possible 60 draftees were in fact international players (Annex 8). This demonstrates the health of basketball worldwide with young basketball players other than from the United States of America being offered the opportunity to compete at the highest level.

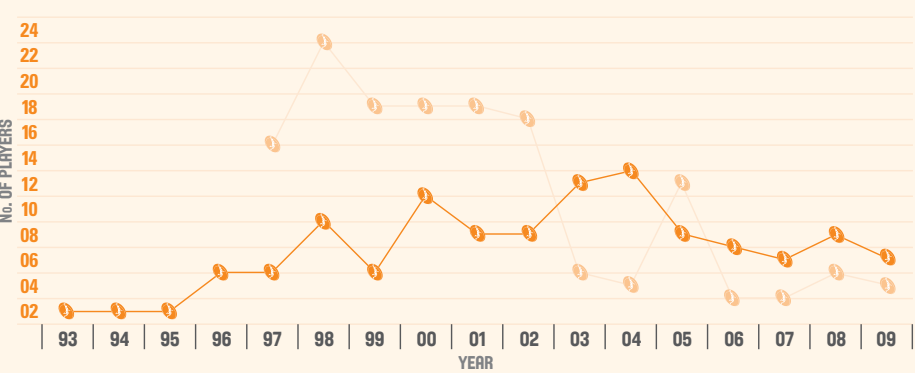
This does not take into consideration the players that are in the US College system.

In the 2009 NBA Draft, 16 out of the possible 60 draftees were in fact international players.

ANNEX 3. NUMBER OF INTERNATIONAL LOC'S PER YEAR. (ACCORDING TO FIBA RECORDS)



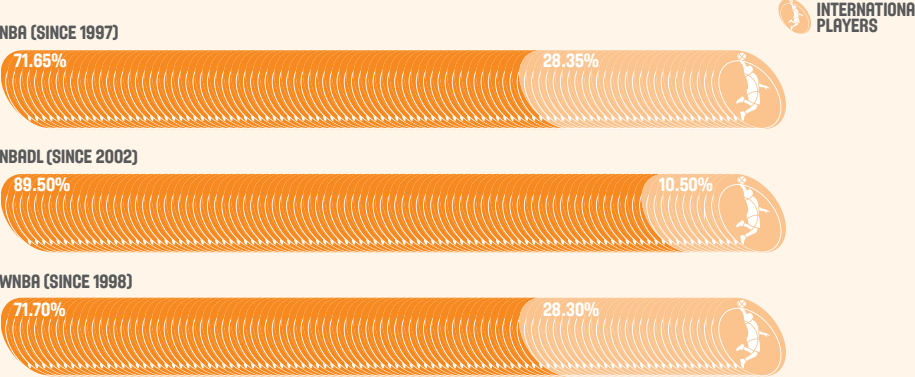
ANNEX 4. NEW INTERNATIONAL PLAYERS ENTERING NBA AND WNBA PER YEAR



ANNEX 5. NEW NATIONALITIES INVOLVED WITHIN NBA & WNBA PER YEAR

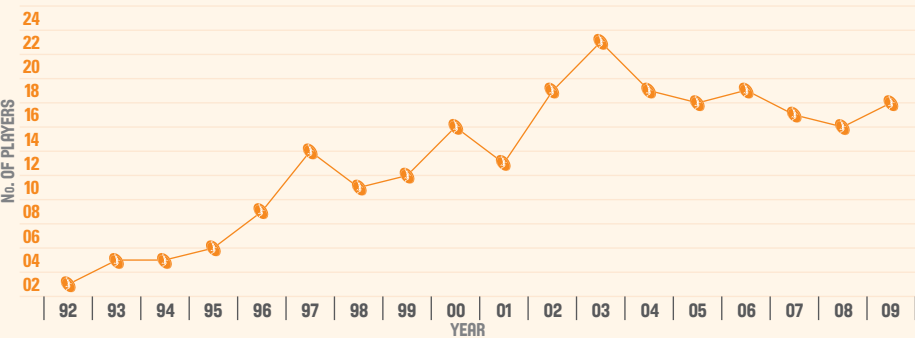


ANNEX 6. PERCENTAGE OF TRANSFERS BETWEEN AMERICANS AND INTERNATIONAL PLAYERS WITHIN NBA, NBDL AND WNBA





ANNEX 8. NBA DRAFT OF INTERNATIONAL PLAYERS (SINCE 1992)



TOP 5 NBA NATIONALITIES BASED ON DRAFT

Nationalities	No. of Players
Serbia	17
France	15
Slovenia/Brazil	8
Croatia/Spain	7
Lithuania	6

TOP 5 WNBA NATIONALITIES BASED ON DRAFT

Nationalities	No. of Players
Australia	21
Russia	11
Spain/Brazil	10
Serbia/Czech Republic	6
Canada/France/Italy	5

The game of basketball has been growing and evolving this past decade and is expected to expand many more in the years to come.

Players from all origins and backgrounds are showing interest in being part of the many basketball leagues in activity all over the world. Strength of the National Championships, players salaries, quality of life, number of foreign players allow to participate in the league are influencing transfer of players. Consequently, with the increasing number of international transfers, the FIBA transfers department is working on how to approach and tackle the ever-growing number of transfers worldwide.

While the centralization of international transfers within FIBA has had the advantage of bringing more consistency and transparency in the way transfers operate throughout the world, it also allowed all legal disputes arising out of international transfers to be dealt with according to the same set of principles and regulations.

The FIBA World Congress this year will mark the FIBA transfer department's first year of operation in international transfers. This is a good opportunity for an assessment of the work that has been achieved over the past year but more importantly, for a reflection on potential improvements and future challenges.

TOP 10 COUNTRIES WITH TRANSFERS IN 2009

Position	Countries From	Countries To
1	USA/ ⁵⁵⁷	USA/ ⁴²⁵
2	Spain/ ³³⁴	Spain/ ³⁷⁸
3	Germany/ ³²¹	France/ ²⁹⁴
4	France/ ³⁰⁶	Germany/ ²⁷⁸
5	Italy/ ³³⁴	Italy/ ²⁷²
6	Serbia/ ²¹¹	Turkey/ ¹⁶¹
7	Poland/ ¹⁵⁵	Belgium/ ¹⁴²
8	Russia/ ¹²⁷	Switzerland/ ¹³⁷
9	Belgium/ ¹¹⁷	Greece/ ¹³¹
10	Greece/ ¹¹⁴	Israel/ ¹²⁷

International Transfers of Under-18 Players and the Protection of Minors

It is FIBA's commitment to ensure that under-age Players are taken care of throughout their basketball career as minors as well as to make sure that transferring to another country is a positive step for the young Player's future career. In particular, FIBA wants to be provided with the guarantee that each young Player who transfers abroad will be offered adequate academic and/or school or vocational training which will prepare the Player for a career after his/her career as a professional athlete.

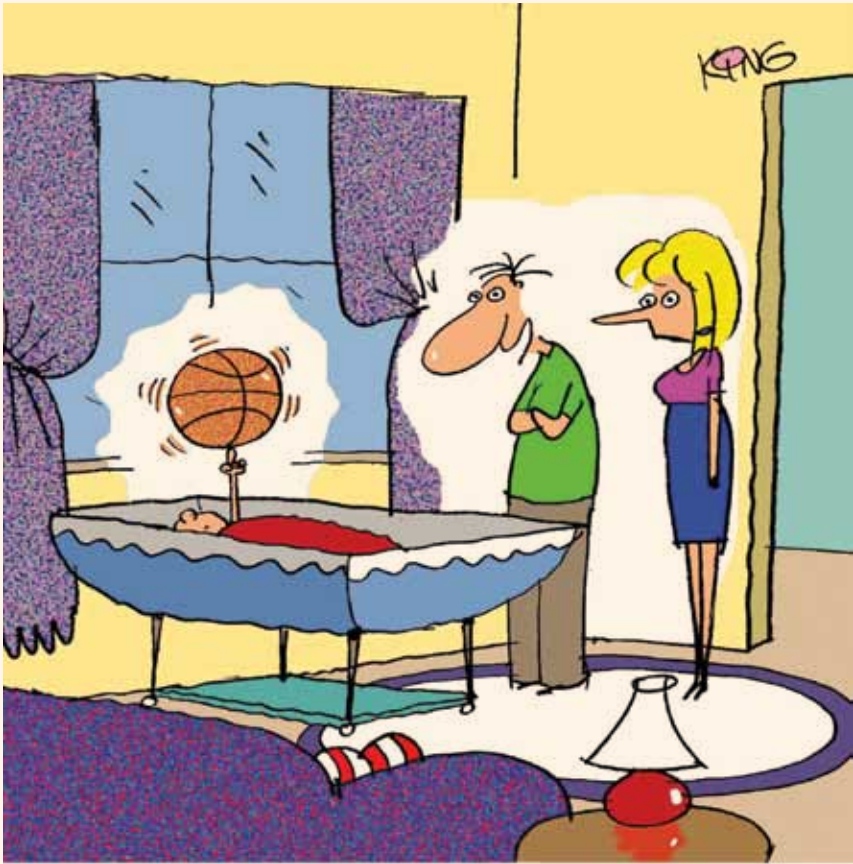
During its meeting in Geneva on 6–7 December 2008, the FIBA Central Board approved important amendments with regards to international transfers of under-18 Players with the main concern being that transfers of minors should not disrupt the young Players' schooling.

As a result, international transfers of Players who are under-18 years of age are not permitted unless the transfer is expressly approved by FIBA Secretary General. In making a decision, the Secretary General will pay particular attention to the young Player's housing, schooling and sport education. In other words, before granting an authorization, the Secretary General will need to be fully confident that the young Player will be brought into a positive environment for the development of his/her basketball career.

Less than three years have passed since the introduction of the regulations governing international transfers of under-18 Players and so far more than 75 special authorizations have been granted by FIBA Secretary General.

While National member federations need to provide FIBA with a complete set of documents before an authorization can be granted, it has been well understood among the Basketball family that this burden – which lies on the shoulders of the clubs and national federations of destination – has a concrete objective: the protection of minors in Basketball.

During the last term 2006-2010, FIBA has carefully monitored the countries that were the most active on the under-18 international transfer scene. Unsurprisingly, statistics show that young talents involved in international transfers often come from developing countries and are attracted by all the benefits that the richest clubs and academies only can offer.



While FIBA is clearly in favour of offering young talents the possibility to evolve at the highest level, we are also conscious that developing countries need to be protected.

Therefore two main measures have been implemented:

- a) A system of quotas whereby only a certain amount of under-18 Players can be transferred to and from a particular country per season, thus preventing the hoarding of young talents by the richest countries;
- b) The obligation for any young Player transferring to another country to sign a declaration with the club and national federation of destination stating that he/she will make him/herself available to his/her home country's national team whenever he/she is summoned to participate in an official competition, preparation time or training camps provided that they do not interfere with school activities.

These measures, in conjunction with a financial compensation to be paid by the club of destination to the club(s) which has (have) spent considerable time and money for the training of the young Player, have proved to be efficient tools for the protection of developing countries and the regulation of the international U-18 transfer market.

Young Players are the future of our sport. It is therefore FIBA's duty, in collaboration with all national member federations, clubs and licensed agents to protect them.



THE FIBA LICENSED AGENTS



"Who will make the most money three years from now, athletes or sports agents?"



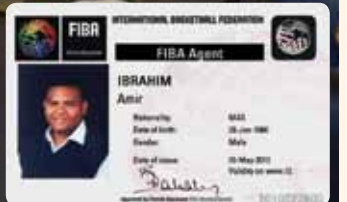
**350 licensed Agents active worldwide,
25 talented and dedicated ladies,
52 nationalities, 191 companies**

On-going success story, the FIBA Licensed Agents process was initiated in 1996 on the basis of general ideas and proposals, followed in 2003 and 2005 by informal gatherings with Agents, who shared their expertise and whose vision shaped the first draft of regulations, that was to be approved by the FIBA Central Board and the Congress in 2006.

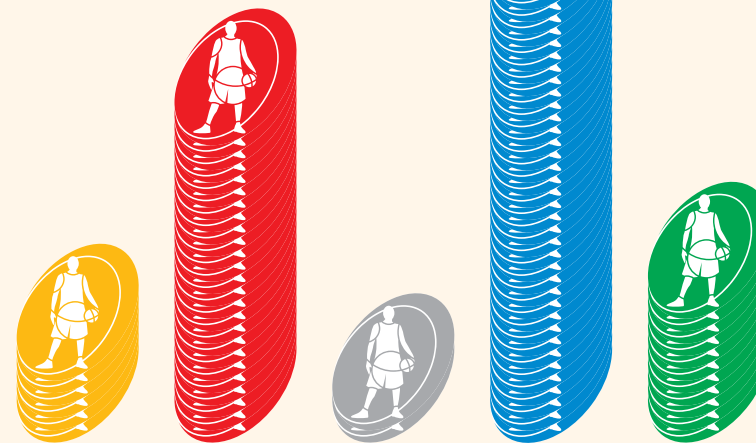
Behind this worldwide enterprise was the need to create a structure for professionals who are involved in the "business" of international transfers and to provide a code of ethics that protects the values of basketball and the interests of all parties involved; agents, players, coaches, clubs and national federations.

It has been three years since the first FIBA Players' Agent's session in March 2007 and FIBA now counts over 350 licensed Agents active all over the world. This figure includes 25 talented and dedicated ladies, while as many as 52 nationalities and 191 companies are represented, covering a significant 90% of the market. Unsurprisingly, Europe takes the lead with two-thirds of the total number of certified members, while the USA stands as the biggest entity, which can be explained by the fact that the majority (53 out of 63 US agents) are either active US Bar members or NBPA/WNBPA agents.

Presently, in a business that is potentially on the verge of saturation, the number of Agent candidates is likely to decrease or even stabilise in future. For the time being, tests are held bi-annually at the FIBA Headquarters in Geneva, with sessions in March and October, while their frequency in other parts of the world, like America and Oceania depends on the demand.



AGENTS BY ZONES



Nowadays, with the financial impact of international transfers and the players' value at stake, the agents' role is crucial. They act as go-betweens and advisers for several parties such as players, coaches, clubs, or federations. Their profile has evolved over the years from that of player representatives to become multi-faceted as promoters, negotiators, mediators, legal advisers, personal assistants and mentors, ensuring that their "clients/players" can concentrate on basketball.

As of the start of next season, in September 2010, the names, nationalities and ID numbers of the FIBA licensed agents involved in an international transfer will be mandatory on the relevant Letter of Clearance (LoC) granted by the national federation of origin. As a result, FIBA Agents will automatically be associated and linked to all international transfers. Relying on a close collaboration with the national federations, FIBA will have made a gigantic step towards transparency to protect the ideals of our favourite sport.



FIBA ARBITRAL TRIBUNAL

The last term 2006-2010 witnessed the creation of a new body within the Basketball family. In May 2007, FIBA indeed established a new service for the resolution of disputes that may arise between Players, Coaches, Agents and clubs.

The FIBA Arbitral Tribunal (FAT) was created with the aim of providing all Basketball parties (FIBA, its bodies and national member federations excepted) with a dispute resolution body able to resolve contractual disputes speedily, effectively and inexpensively. The FAT system is entirely built on a voluntarily basis and thus applies only to the parties who have expressed the wish to use it in case of contractual disputes.

After three years of operations, more than 100 cases have been brought to the FAT. This number is in fact rapidly growing and shows the tremendous success of FAT among Players, Agents and clubs.

While the first cases were mostly brought by European parties, recent statistics show that FAT has become truly international demonstrated by the growing number of cases arising from Asia and South America. More and more agents and clubs include an arbitral clause in their contract granting FAT the exclusive competence to resolve their eventual contractual disputes.

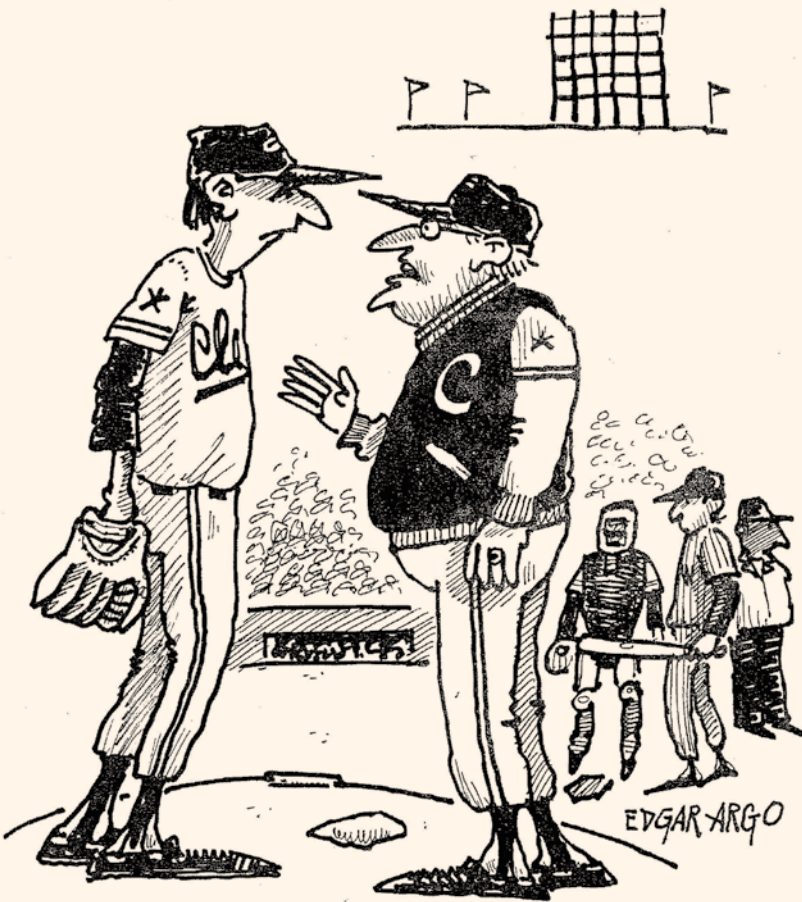
This success demonstrates the efficiency of the work done by the FAT Secretariat as well as the external arbitrators appointed to resolve the disputes assigned to them by the FAT President.

A lot of attention has been put in order to ensure the independency of the FAT. Therefore, the role of FIBA only starts once the proceedings are over and the sentence is rendered.

According to the FIBA Internal Regulations, FIBA has the competence to sanction a party that fails to honour a final award of FAT. The sanction can be a monetary fine but can also have more serious implications since FIBA can withdraw the license of a FIBA-Agent who does not respect a FAT Award. Furthermore, clubs can be banned from registering new players or even banned from future participation in international competitions if they fail to honour a FAT award. Finally, Players can be banned from international transfers.

While these sanctions have been used several times since the inception of FAT in 2007, it must be noted that close to 90% of the awards have been honoured by the parties involved without the need for FIBA's intervention. This figure is very encouraging as it clearly shows that the basketball parties consider FAT awards as sound and legitimate which is the FAT's primary objective: to provide the world of basketball with a court tailored to the specificities of the sport and more importantly, to provide all parties with a court which applies justice and fairness to contractual disputes in Basketball.

“An independent court, tailored to the specificities of the sport, which applies justice and fairness.”



“DON'T BE INTIMIDATED BY HIS FIFTY MILLION DOLLAR SALARY... JUST THINK OF HIM AS A GUY WITH A TAX PROBLEM.”

YEAR	REQUESTS FOR ARBITRATION FILED	CASES PENDING ON 1 MAY 2010	REQUESTS FOR ARBITRATION LEADING TO AN AWARD	SETTLED*	WITHDRAWN**	APPEALS BEFORE CAS
2007	2	0	2	0	0	0
2008	25	0	19	5	1	5
2009	45	6	29	8	2	4
2010	28	26	2	0	0	0
Total	100	32	52	13	3	9

Statistics as of 1st July 2010



REFEREEING

WE ARE ALSO BASKETBALL

The data base of the FIBA Active Referees, FIBA Active Commissioners and FIBA Honorary Referees is permanently updated and it is displayed on the FIBA website [www.fiba.com/About FIBA/FIBA Officials](http://www.fiba.com/About_FIBA/FIBA_Officials). The basic data of each individual (name, date of birth, country) together with his/her photo is available.

FIBA Referees

In the period of 2009 – 2010 a total of 1193 FIBA Referee participated in the FIBA Refresher Clinics. At present there are 935 FIBA Active Referees divided per FIBA Zones as follows:

FIBA Zones Referees		
Africa	111	11.8%
Americas	204	21.6%
Asia	278	29.5%
Europe	319	33.9%
Oceania	31	3.2%
Total	943	100%

A total of 92 FIBA Clinics for Referee Candidates and Refreshers were held in 2006 – 2010 in all FIBA Zones. In addition to that, Special Clinics for Young Potential Referees were held yearly in Europe, moreover FIBA and the FIBA Zones have organized numerous clinics for national referees in 101 countries worldwide.

In 2004 the FIBA Technical Commission has started a strong global initiative to encourage the young female players to start to officiate when they finished their careers and therefore to keep them in the basketball community. The Commission expressed its disappointment that, at the time, only 55 (5.5%) of all FIBA Active Referees were female and asked all FIBA Zones to organize special clinics for female referees.



The programme has borne fruits and nowadays there are 104 (11.0 %) female FIBA Active Referees, being regularly nominated to all the 3 FIBA/FIBA Zone Championships for Women, for U19/U17 Women and some of them even for the championships or games for men.

The success of the pre-championship clinics for referees continues and FIBA is organizing them at all FIBA World Championships. The referees from all five FIBA Zones get together two days before the championships. The Presentations, focused on Three-Person Officiating, the psychological aspects of the officiating, control of the game, team work, physical fitness, life style of basketball referees as well as the unified Criteria of Officiating are bringing positive results and are very much appreciated by the referees. The referees work in small groups that allow for interactive communication and at the end of the clinics the referees undergo a physical fitness test.

Under the FIBA Internal Regulations each national basketball federation may propose candidates from amongst its former FIBA Referees and any persons who have served basketball in the development of referees for the title of FIBA Honorary Referee.

A FIBA Active Referee cannot be at the same time FIBA Honorary Referee or FIBA Commissioner. The table hereafter represents the present statistics of the FIBA Honorary Referees involved in each zone.

FIBA Zone	Honorary Referees	%
Africa	64	9.6
Americas	90	13.6
Asia	197	29.6
Europe	282	42.5
Oceania	31	4.7
Total	664	100

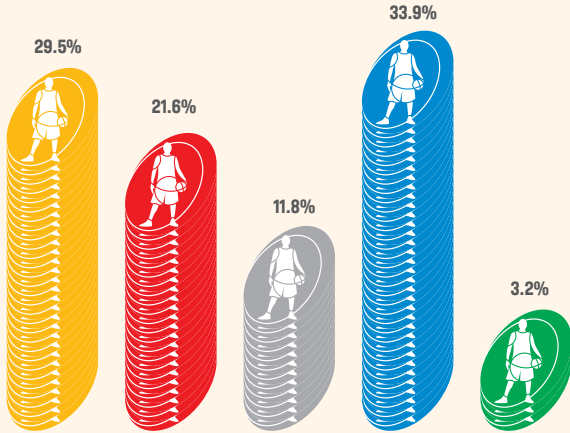
FIBA Commissioners

At present, there are 237 FIBA Active Commissioners divided per FIBA Zones below:

FIBA Zone	Commissioners	%
Africa	20	7.9
Americas	19	7.5
Asia	36	14.2
Europe	167	66.0
Oceania	11	4.4
Total	253	100

The FIBA Commissioners have been active in Europe since 1956 when the European club competitions started to be played regularly. The number of the participating teams has grown almost every year, reaching its peak in the season 1995/1996 with as many as 252 club teams in five European Club Competitions. The European example, the increasing number of competitions in all FIBA Zones and the obligation of the FIBA Zones to designate only FIBA Active Commissioners for official

FIBA ZONES REFEREES



competitions lead to the fact that all other FIBA Zones have begun to organise their own clinics. In the period of 2006 – 2010 there were 17 FIBA/ FIBA Zone Clinics for the FIBA Commissioners/ Commissioner Candidates in all FIBA Zones.

National Referee Instructors

The category of the National Referee Instructor(NRI) was introduced in 1995 with the goal of having a sufficient number of referees correctly officiating national/international games and championships.

The NRI is the ‘extended arm’ of the FIBA Technical Commission, responsible in each respective country for the teaching and the education of referees in line with the FIBA official rules, interpretations of the rules and the mechanics of officiating. At present all FIBA Zones have National Referee Instructors, Europe with 62, Americas with 39, Africa 21, Asia 17 and Oceania 4 NRI.

FIBA Referee Supervisors

The idea of having the FIBA Referee Instructor at the FIBA/FIBA Zone championships proved to be a great success.

The FIBA Referee Supervisors at the FIBA/ FIBA Zone Championships evaluate and assist the referees during the championships. They provide referees with the latest information and guidelines as established by the FIBA Technical

At present there are 935 FIBA Active Referees divided per FIBA Zones.



Commission and they evaluate not only the performance of the referees directly on the court but also their personality, behaviour and their general abilities to conduct the games to the satisfaction of all parties involved.

During the championships the Supervisors organize daily meetings with the referees and discuss the officiating either with the whole group of referees or in one-on-one discussions. After having completed their duties, the FIBA Referee Supervisor shall make an evaluation of each referee in English and must send it to the FIBA Secretariat to be sent to the respective federation of each referee. The national federations are obliged to provide the respective referee with his evaluation form.

FIBA Educational Materials

According to the FIBA Statutes, the FIBA Technical Commission is responsible for the training, examination and qualification of international referees, as well as for preparing them for the main international competitions of men’s and women’s basketball. Moreover, the Commission is the competent body for all matters concerning the practical application of the Official Basketball Rules.



Consequently, for the effective education and training of the referees, the FIBA Commissions provided educational and printed materials to the FIBA Zones, to all national basketball federations, to the FIBA international and national instructors, referees, coaches, players and to all those who are interested in basketball in general and in officiating in particular.

The FIBA Secretariat is regularly asked by almost all the above-mentioned bodies and individuals to supply them with different kind of materials on officiating such as Rule Books, Videos, DVDs, CDs, rule interpretations etc. In the last years the FIBA Technical Commission has produced a large amount of material of very good quality, a selection of which is given hereafter.

- FIBA Official Rule Book and Basketball Equipment 2008 and 2010
- FIBA Two and Three-Person Officiating 2008 and 2010
- FIBA Official Interpretations of Rules 2008 and 2010
- FIBA Statistics Manual 2009
- FIBA Official Physical Fitness Test for Referees CD
- FIBA Guidelines for Referee Education – Volume 3, Game situations
- FIBA Guidelines for Referee Education – Volume 4, No-charge Semi-Circle

All the above teaching materials are displayed on the FIBA website and FIBA is encouraging all the national federations and basketball lovers to translate them to their national language where appropriate.





“We stand for a clean sport. An effective fight against doping can only be conducted together, at international and national level.”

Together with the Olympic movement and and since 2004 with the World Anti-Doping Agency (WADA), FIBA has been actively engaged in the fight against doping in basketball. Since 1989, doping controls are regularly and increasingly performed at FIBA events. In 2009, FIBA began implementing its own Out-of-Competition Testing programme.

As more and more countries are ratifying the UNESCO International Convention against Doping in Sport, FIBA's cooperation with its own National Federations and the National Anti-Doping Organizations in these matters has been constantly reinforced.

The “Medical Corner” on FIBA.com has become a very important address for communication and cooperation with all stakeholders, giving access to detailed and up-to-date information on FIBA Anti-Doping activities.

Clean Game Campaign

A global anti-doping campaign was launched in 2002 using a variety of means including publications, posters, t-shirts, stickers, as well as the participation of high profile players to raise public awareness of the many dangers

of doping. In the years since the creation of the FIBA ‘Clean Game’ anti-doping campaign, several developments have allowed increased global distribution and ensuing knowledge about the numerous dangers and traps associated with doping.

2006 marked a stepping-stone in FIBA's anti-doping campaign with the creation of an innovative ‘Clean Game’ logo. The logo, designed by a French design house and launched in July 2006, carries a fingerprint with the slogan in 15 different languages. The main objectives identified when creating the logo was to spread awareness of the dangers of doping using positive messages, rather than aggressive ones, and to target the message at young players and fans. The colourful, multilingual and innovative visuals encourage basketball players from all over the world to adopt a clean sport spirit. The new logo was visible for the first time during the 2006 FIBA World Championship in Japan in various forms, ranging from stickers placed against the backboards to banners placed throughout all the arenas. During warm ups, players wore orange t-shirts with the new logo for the ‘No Doping Days’ campaign, featuring the Clean Game slogan.

The Clean Game brand further expanded over the following years with increased visibility in and out of events. In recent years, t-shirts, polo shirts and saddlebags have been created for fans, for doping control officers and for chaperons. Since 2008 Clean Game banners have been placed on FIBA event websites linking to the Clean Game section of FIBA.com, while at one FIBA event the Clean Game brand was displayed on rotating advertising boards.

More recently, the Clean Game brand has been included in the yearly editions of the “EA Sports NBA Live” video games, in the FIBA World Championship section. Hundred of thousands of copies of the game are sold annually throughout the world, allowing the Clean Game brand and message to be widely visible to youngsters and adults worldwide.

In the years to come, FIBA's plan is to continue expanding its activities for a clean sport. Indeed, an effective fight against doping in the sport of basketball can only be ensured if this is conducted on both the international and national levels.



DOPING TESTS WITHIN FIBA & TEST RESULTS SINCE 2006

Number of In-Competition tests performed by FIBA	2006	2007	2008	2009
FIBA World	100	64	52	38
FIBA-Africa	0	33	28	36
FIBA-Americas	0	30	6	38
FIBA-Oceania	2	4	4	4
FIBA-Asia	0	30	30	16
FIBA-Europe	20	132	156	228
Euroleague Basketball /EuroCup (ULEB)	46	92	152	96
TOTAL of In-Competition tests performed by FIBA	168	385	428	456
Number of In-Competition tests performed by the IOC	-	-	88	-
Number of Out-Of-Competition tests performed by FIBA	1	0	4	20
Number of Out-Of-Competition tests performed by WADA	69	70	42	17
TOTAL NUMBER of TESTS	238	455	556	493

TEST RESULTS	2006	2007	2008	2009
Number of Atypical Findings (from 2009)	-	-	-	11
Number of Adverse Analytical Findings (AAFs)	10	7	18	13
Number of AAFs closed as a result of a valid TUE	0	0	2	1
Number of Anti-Doping Rule Violations among the number of AAFs	9	1	8	12
Number of other Anti-Doping Rule Violations	0	0	1	3



COMMERCIAL ACTIVITIES

Since the last Special Edition of FIBA Assist in 2006, the FIBA Commercial team has worked across all the commercial areas and we can report substantial progress generally and a strong foundation upon which we can build in the coming years.

Therefore please allow us to share with you an overview of our revenues and all the commercial activities over the last 4 years, as well as our strategic priorities for the next cycle and beyond.

Revenues

Overall revenues for the period 2007–2010 increased by 52% compared with the previous cycle. This was achieved against a background of the world economic crisis, and the strong Swiss Franc, which negatively affected the conversion of US Dollars and Euros to Francs.

Sponsorship revenue increased substantially due to much stronger investments from existing Partners and strong new brands joining FIBA.

TV revenue grew solidly, but it is becoming clear that to further increase our income we need to improve the value of the TV product for broadcasters and ultimately the fans.

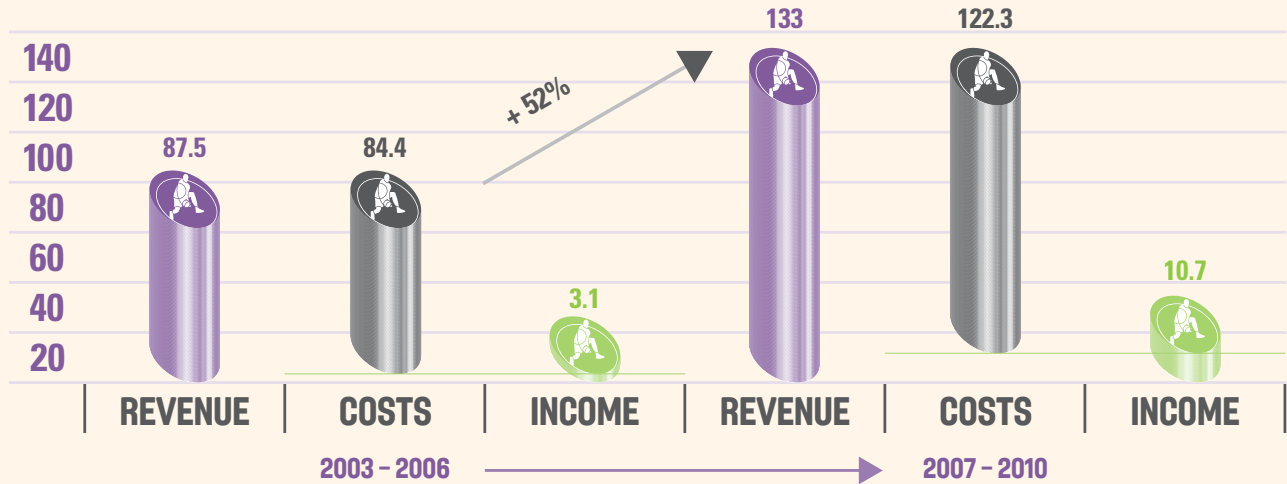
Licensing and digital assets begin to contribute commercially, albeit still at relatively low levels, but we intend to work hard to grow these.

Revenue from non-commercial areas also grew steadily.

This success can be primarily attributed to the FIBA Central Board decision to invest in professional staff and provide the necessary support in resources.

- + Strong revenue growth
- + Increased and stabilized operating income

COMMERCIAL STABILIZATION: OPERATING INCOME INCREASE
FIBA PROFIT AND LOSS SUMMARY OF THE PAST AND CURRENT CYCLE IN M (CHF)



Intensified commercialization of FIBA values
Increase of qualified staff
Provision of certain financial resources

new budget 2003–10, FIBA PBL
2003–09 and the FIBA cost
budget 2010.



Events

FIBA and FIBA Zones' Championships today are not just sporting competitions. These events showcase the highest levels of international basketball, communicate basketball's unique values and encourage people to play our sport. They can also provide much needed revenue to fund the development of basketball and for the host countries, the events can build long lasting legacies and establish sustainable basketball development.

Therefore the development of basketball fundamentally depends on the quality of our events and we must work together to bring them to the highest possible level.

►► Setting new standards

This last quadrennial ended with the best ever FIBA World Championship in Japan. We had the most spectators ever, the highest TV audience and the greatest media attention in FIBA's history. Our Women's World Championship in Brazil was also very successful from the sporting point of view, despite certain local challenges.

In 2008 we experienced an unforgettable Olympic Games in Beijing. All basketball games were played in sold-out arenas and record TV audiences made us the second most followed amongst all Olympic sports. The tournament started with the most watched basketball game in the history of the world when the USA played China and concluded with one of the greatest games in the history of basketball as the USA narrowly defeated Spain.

We expect to make the next step with an outstanding World Championships in Turkey, a traditionally passionate basketball country, and the Czech Republic where women's basketball has a long and successful history.

The FIBA Zone Championships have made progress in several ways. The 2007 AfroBasket and EuroBasket showed how strong government support and effective use of promotion can raise the event to the highest level, whereas we were encouraged by many examples of success in events across the 5 Zones.





►► **Focusing on Key Success Factors**

We have benefited from a steady improvement in the quality of basketball and the competitiveness of the participating teams. Unfortunately whilst overall progress has been made regarding the events' organisation, there were some disappointments, which undermined the success elsewhere. Therefore going forward we have identified that the key success factors which all stakeholders need to follow:

►► **A better managed Bidding process**

A transparent and thorough bidding process leading to the timely assignment of events is one of the key preconditions for the events' success. FIBA and the FIBA Zones have to put maximum efforts to prepare detailed documentation explaining requirements and potential benefits related to the events' organisation and to communicate this information with the potential organisers in the most effective way.

►► **Involvement of Governments is essential**

As interest in our events grows, so do expectations in the areas of infrastructure, facilities, promotions and finances. Therefore, governments' guarantees are now a mandatory

part of every candidature for the organisation of FIBA/FIBA Zones' events. Government should also play a role in structuring the Organising Committee and delivering the necessary resources.

►► **Monitoring and learning from feedback**

We need to gather and act on the feedback of our key stakeholders' and partners'. To this end we worked with external experts to develop a methodology based on quantitative and qualitative analysis. We have been collecting and surveys and independent researches over the last two years that has enabled us to compare events and identify where improvement is needed.

►► **Providing the best conditions for athletes**

Our number one priority remains to ensure the best possible conditions for our athletes. Although we can be satisfied with the achievements related to sport facilities, logistics and teams' services, a better cooperation with the LOCs will additionally contribute in maintaining and further improving of standards in this area.

►► **Strong local commercial expertise**

Commercial areas such as promotion, entertainment, hospitality, sponsorship sales and side events, need the greatest improvement and therefore LOC's need to engage relevant experts within their core event team to drive this forward.

►► **Strong partnerships between FIBA and/or FIBA Zone and the LOC**

Generally speaking, cooperation between FIBA/FIBA Zone with the Local Organising Committees and knowledge transfer process must improve if we are to realise our potential. The most successful sport organisations have already addressed this by implementing joint venture models for their major events and for all events ensuring closer collaboration with the Local Organising Committees together with the usage of documented know-how generated from previous events to ensure knowledge transfer.

We are confident that the FIBA World Championship in Turkey will show the results of a much closer cooperation between FIBA and the LOC. This can already be seen with the strong global promotional campaign and many other new initiatives.

bwin

► Sports ► Poker ► Casino ► Games

live

My Favourites

Tennis

R. Federer - A. Roddick
6:4, 3:2

Table Tennis

W. Schlager - W.X. Ung
3:1

Badminton

A. Vinghay - S. Willis
5:12

Basketball

Spain - France
8:2 1st Quarter

Argentina - Nigeria
1:1 1st Quarter

Russia - USA
3:1 2nd Quarter

R. Federer - A. Roddick
6:4, 3:2

Table Tennis

W. Schlager - W.X. Ung
3:1

Badminton

A. Vinghay - S. Willis
6:2

Table Tennis

Spain - France
8:2 1st Quarter

Argentina - Nigeria
1:1 1st Quarter

Russia - USA
3:1 2nd Quarter

R. Federer - A. Roddick
6:4, 3:2

Table Tennis

W. Schlager - W.X. Ung
3:1

Badminton

A. Vinghay - S. Willis
6:2

Table Tennis

W. Schlager - W.X. Ung
3:1

^This time, the ball is in your court!!!
_play for real



In 2008 we took the next step of animating our brand through Secondary Brand Elements.



The next step in this bringing together of interests and capabilities will be for the FIBA World Championship 2014 in Spain. A Joint Marketing Board, consisting of FIBA and the LOC representatives will be directly responsible for the commercial promotion and exploitation covering TV production, entertainment, hospitality, national sponsor sales and the delivery of all rights. The Joint Marketing Board will enhance the overall collaboration between FIBA and the LOC and ensure the optimal use of all internal and external, local and international expertise and know-how. We expect that certain Zone Championships will follow this model in the near future.

Branding

In 2001 The FIBA Central Board took the strategic step of unifying all the Zones and FIBA brands within a single global umbrella brand. This move has been much admired by other sports bodies and has enabled our brand to become stronger across the world.

However our visual identity was largely limited to logos, and therefore in 2008 we took the next step of animating our brand through Secondary Brand Elements.

FIBA worked with the UK agency The Works who designed 5 new dynamic Icons that represent the key elements of the sport:

*“CHALLENGE”,
“TEAM SPIRIT”,
“STRENGTH”,
“EXCITEMENT”,
“RESPECT”*

These elements add movement and excitement to branded materials and can be adapted to the look and feel of each specific Event.

WHERE SPORT IS TRUE

Champion
AUTHENTIC ATHLETIC APPAREL



**EXCLUSIVE APPAREL
AND FOOTWEAR PARTNER
OF FIBA WORLDWIDE**



Eight hundred million people watched the 2006 FIBA World Championship live.



Television

► Record TV audiences for International Basketball

Fans across the globe follow international basketball on television and so delivering the best possible coverage to the widest audience remains one of our fundamental objectives.

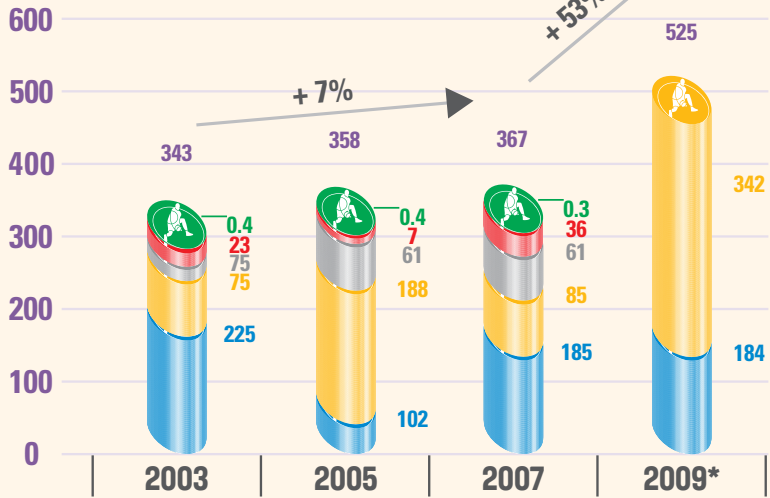
Eight hundred million people watched the 2006 FIBA World Championship live together with a further 5 billion who followed the action through sports round-ups and news features. We are confident that the 2010 FIBA World Championship will surpass these figures.

The 2008 Beijing Olympics enjoy record viewing figures for basketball with the China vs. USA becoming the most watched basketball game ever.

The biennial FIBA Americas Championship has evolved from being broadcast in 18 countries in 2005 to 74 countries in 2009. The FIBA Asia Championship has increased from 28 territories in 2005 to forty-one in 2009 and the semi-final and final games of the 2009 FIBA Asia Championship were the second and third highest sports audiences in China in 2009. The distribution of the EuroBasket Championship has gone from 72 countries in 2005 to 132 countries in 2009.



AWARENESS LEVEL BUILT-UP5 AWARENESS: CUMULATIVE TV AUDIENCE IN MILLIONS



+ Increase in TV audience at all Zone Championships: partly volatile, but general upward trend observed

The women's championships have also seen a similar growth since 2005 with the FIBA Americas Championships more than doubling the number of countries it shown in (from 13 to 33) and the Asia Women's increasing its number of hours of programming from 46 to 204. For the EuroBasket Women the number of countries has risen from 43 to 63 and the hours of programming has increased from 244 to 1042.

► Specialist in-house team

FIBA is responsible for the distribution of all broadcast by television or new media of FIBA and FIBA Continental Championships. All of the various negotiations and contract finalisation and then rights delivery is handled and coordinated by FIBA.

FIBA is responsible for the coordination of all of the television and New Media video production and delivery elements related to the FIBA World and FIBA Continental events. For the 2010 FIBA World Championship in Turkey, FIBA will for the first time be responsible for the production of the international signal of all 80 games.

A FIBA Television Manual has been produced and it is regularly updated. It aims to outline all of the relevant aspects in detail to ensure the optimum television coverage of the competition.

► FIBA Television Graphics ensure a consistent image

As part of the complete FIBA branding concept, a FIBA Graphics Manual has been produced which details all of the necessary templates for the competitions and ensures that all of the graphics are in line with the FIBA Corporate Identity as well as the relevant event look and feel. The FIBA Graphics Manual is given to each television Host Broadcaster for the competitions.

► The FIBAtv.com Online Platform goes live

In June 2009 FIBA launched in cooperation with its Digital Rights Partner, the Perform Group and the FIBA Zones the FIBAtv.com online platform. The platform includes FIBAtv.com, FIBAAfricatv.com, FIBAAmericastv.com, FIBAAsiatv.com, FIBAEuropetv.com and FIBAOceaniatv.com. The platform will make available to basketball fans around the world either through live or delayed coverage, highlights and interviews the very best of international basketball. In 2009 the platform streamed over 220 live games from the FIBA World and FIBA Continental Championships as well as the weekly FIBA World Basketball programme and games from the Australian NBL, the ABL and the annual Nike Hoop Summit game between the USA U19 and the Rest of the World.



In May 2010 the most important games from the FIBA Archive became available online so fans can search for past team games as well as clips of their favourite players at the FIBA and FIBA Continental Championship and at previous club competitions.

The FIBAtv.com platform is planned to further develop to include the live streaming of additional league games from around the world as well as news and interviews.

► FIBA World Basketball reaches 140 countries

FIBA World Basketball is a 23 minute weekly television programme which features basketball action from all around the world. The show includes action from men, women and junior players competing in the various FIBA World and FIBA Continental Championships to regional and National League competitions as well as historical footage from the FIBA Archive. The programme is produced on behalf of FIBA by Sportsbrand, an Australian company that specialises in such weekly television sports productions. The programme is currently distributed in over 140 countries around the world.

For further information any of the above please contact TV@fiba.com.



! *FIBA now has 9 Global Partners of which 7 are world leaders in their respective fields.*



Sponsorship

Sponsors are important to FIBA, not just for the rights fees they pay and the essential services they provide, but also for the additional promotion they bring.

FIBA now has 9 Global Partners of which 7 are world leaders in their respective fields. In addition, many well known brands have sponsored single Championships as Main Sponsors. A summary of our main Partners is as follows:

- **Tissot** is the world's leading manufacturer of traditional mechanism watches, distributed in more than 150 countries and 16,000 points of sale. Tissot together with Swiss Timing provide the data management, accreditation and timing systems for all our major Championships.
- **Nokia** is the world's leading mobile handset maker and has recently expanded its business to include mobile services and applications through its new brand OVI, which means "door" in Finnish. It sees the partnership with FIBA as the perfect way to reach its consumers and demonstrate what is possible with mobile technology.
- **Molten** produces more game quality sports balls than other manufacturer, and has been a FIBA Partner since 1983. Molten provides the Championships balls for all top tier FIBA and FIBA Zone Championships
- **Champion** has partnered with FIBA since 1995 and outfits the referees, staff and volunteers at all FIBA Championships.
- **bwin** is Europe's leading on-line gaming company quoted on the Austrian stock exchange, and is committed to responsible betting.
- **Turespana** is one of the strongest tourist offices of any country. It will be a key partner for FIBA in the world-wide promotion of the 2014 World Championship through many events across the globe such as the annual festival in Regents Street, London.
- **Sinalco** is one of the oldest brands in Europe and thanks to recent expansion now distributes soft drinks across over 40 countries.
- **Zepter** distributes specialist kitchen equipment globally.
- **Mondo** is the world leader in basketball floors and certain other sports equipment
- **Intersport** is Europe's largest sports retailer with 6,000 shops and is the operator of the Official Fan Shops during the Championships in the Arenas.

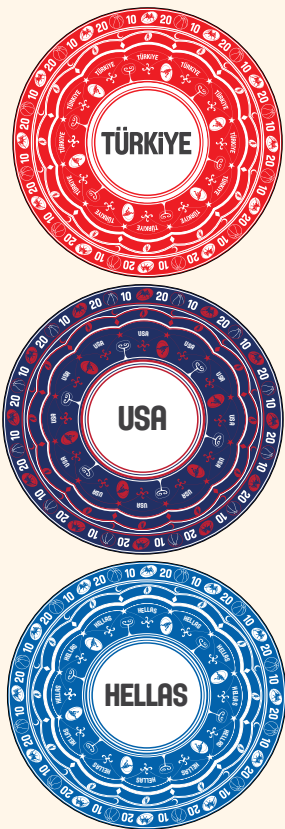


Licensing

Licensing is relatively new to FIBA but it is a key tool to promote our Championships because it provides the fans with something they can touch and enjoy.

Intersport provides on-site retailing, we partner with EA within their basketball video game, we are producing official watches with Tissot, and for Turkey there is an extensive range of items being sold across the country.

For the 2010 FIBA World Championships, the Official Mascot, “Bascat”, was born and has captivated audiences, young and old wherever he has gone.



Licensing is relatively new to FIBA but it is a key tool to promote our Championships because it provides the fans with something they can touch and enjoy.

Digital

The basketball player and fan is particularly suited to the enormous opportunities that digital technology is bringing, being young, tech-savvy and mobile. FIBA has for many years worked to introduce digital technologies ahead of most other Federations and we are now entering the age where we can use these as a key part of our commercial strategy.

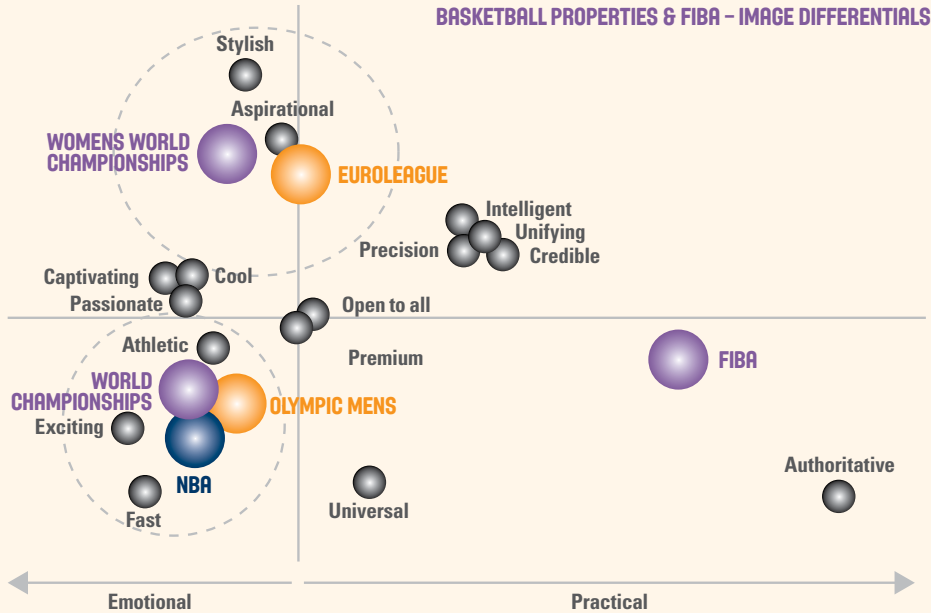
We have partnered with the biggest Chinese portal QQ for 4 years which has been a key way for us to reach the largest Basketball community on the planet.

We will more and more communicate directly with the fans via FIBA-owned channels such as FIBA.com.

Our on-line community can become the way we interact with the fans year-round, improving the way they play and follow basketball and providing new revenue stream for FIBA.

Mobile phones will become the most important digital tool and our partnership with Nokia is key to developing this.





Brand tracker and benchmarks

How people think of us determines how they behave towards us. This is critical for international basketball because without good awareness and an attractive image, our fans won't watch the games on TV, the sponsors won't sign up, and governments won't support the hosting of events. Therefore we commissioned a very extensive Brand Tracker to find out what fans think of FIBA and our events and how these compare across 8 territories and 4 continents and with other sports, including football and volleyball.

The findings from interviewing 3,600 fans were encouraging and confirmed that the fundamentals are in good shape. However, there is clearly an opportunity to improve so we have a lot of work to do.

Some of the key findings were

- Digital and social media are fast becoming key ways to follow basketball
- FIBA has relatively good awareness amongst fans and a practical image with values including; authoritative, credible, universal and unifying
- The image of the FIBA World Championship conveys values such as exciting, athletic, fast and premium
- The FIBA logo is beginning to be recognised by fans, but awareness of our trophies and strap-line "We are Basketball" is very low
- The FIBA World Championship is regarded as THE "must see" basketball event in Spain
- Basketball fans are less concerned about issues such as match-fixing, high ticket prices, drugs or fan behaviour than football fans



We believe in the commercial potential of international basketball.



Our future priorities

The global economic situation is expected to remain challenging, but we believe in the commercial potential of international basketball, and therefore we are optimistic that we can continue to make progress and grow revenues.

Our strategy for the new cycle and beyond is to

- Invest in people and resources across sport, events, communications and sales
- Achieve greater alignment and cooperation within the FIBA family
- Work more closely with LOC's for better promoted and staged Championships
- Grow our TV audiences
- Build stronger FIBA brands
- Secure more active sponsors
- Move towards a commercially integrated digital model.

REQUIREMENT FOR ALIGNED APPROACH...

Moving in one direction

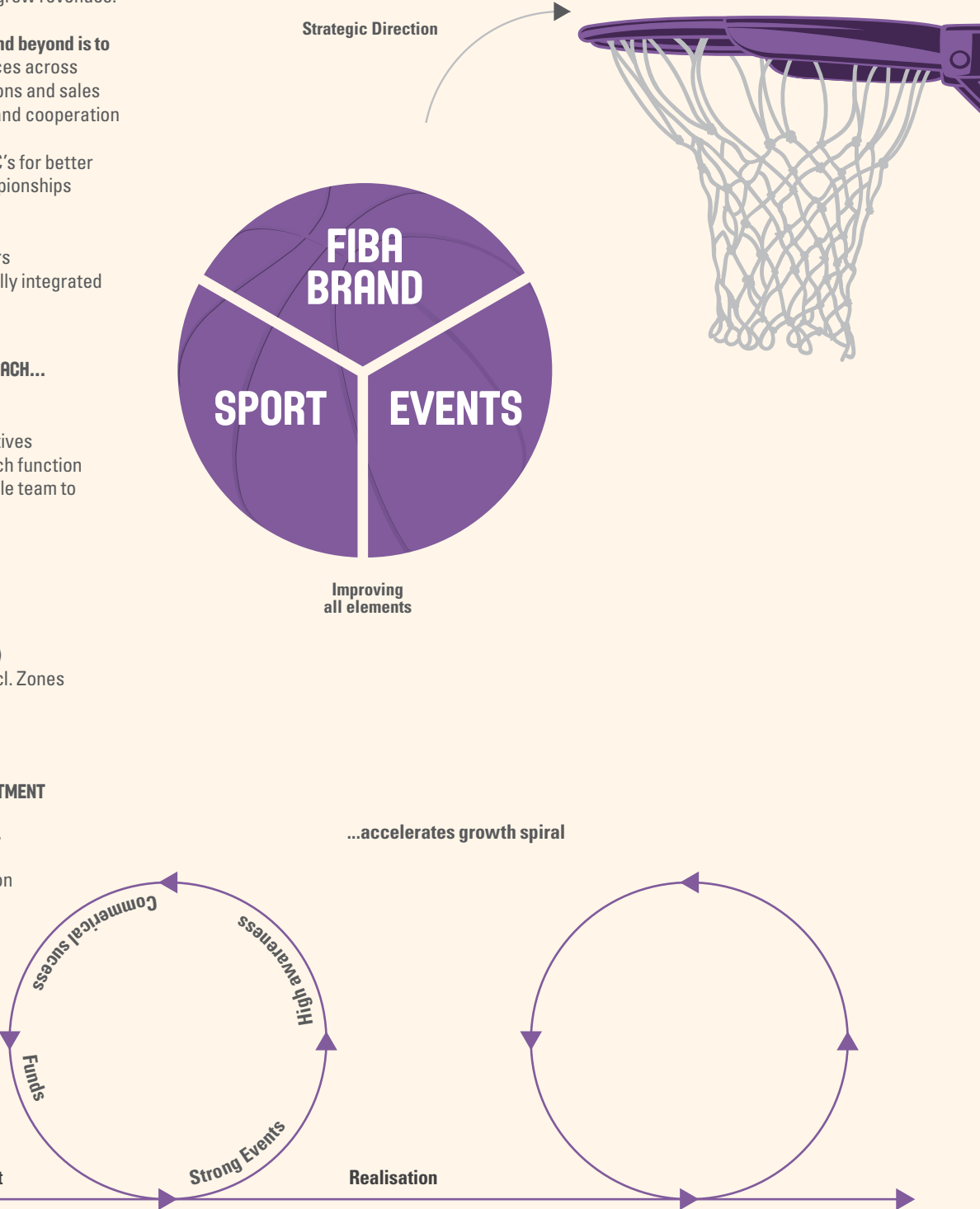
- Common objective setting
 - Definition of overall objectives
 - Deriving objectives for each function
 - Contribution from the whole team to achievement of objectives
- Balancing interests
 - Sport
 - Political
 - Commercial
- Involving all stakeholders
 - Within FIBA (all functions)
 - Within the FIBA family (incl. Zones and LOCs)
 - Outside FIBA

TO START VIRTUOUS CIRCLE INVESTMENT IN ALL AREAS REQUIRED

Coordinated investment effort...

- Investment in commercial
- Investment in communication
- Investment in sport
- Investment in events

Successful Sports Development





UNITED COLOURS OF BASKETBALL

Our Brand

The FIBA brand signals a confident position in the global sports marketplace. FIBA is a unique player, the first truly international sports federation with a global branding approach that consistently embraces the world with its five continental zones (Africa, Americas, Asia, Europe and Oceania).

This flexible yet structured brand system plays an important role in positioning FIBA and its zones – as well as the main FIBA competitions – on both world and continental levels.

Our brand builds a clear and recognisable global personality for basketball that consistently speaks the unifying language of the sport: emotion, excitement and fun.

Our aim is to recognise and celebrate the global movement of basketball.

THE FIBA MASTER BRAND



THE FIBA SUB-BRANDS



Our aim is to recognise and celebrate the global movement of basketball.





Evolution

A number of significant changes and improvements in the FIBA brand over the last few years have made it what it is today.

2003/ FIBA Brand enters new era with fresh look

FIBA entered a new era when it received a fresh look with the help of world-renowned branding experts Interbrand Zintzmeyer & Lux.

Along with its five continental organisations, FIBA was turned into a new brand that made it more visible in the sports world. The brand came to life across the five continents at events as well as in publications.

FIBA’s new identity was reflected in new logos as well as new colour schemes and typefaces, all of which was set in an integrated worldwide concept. This concept was customised to embrace the core elements of our movement: the ball, the globe and the players.

The result was a brand new look featuring a basketball and seams that symbolised both the sport and its global appeal, while the five hands represented the five continents united within the FIBA Family as well as the 450 million players worldwide who are part of the basketball community.

The tagline “We Are Basketball” signified the passion and diverse cultures that characterise FIBA’s global movement.

EVENT LOGOS



The brand expresses the core value of basketball as a team sport: united, we will succeed.

2009/ The FIBA Secondary Branding System

FIBA’s Secondary Branding System introduced five new dynamic icons representative of basketball’s key elements: ‘Challenge’, ‘Team spirit’, ‘Strength’, ‘Excitement’ and ‘Respect’.

The icons, which are to be found on identity.fiba.com, can be applied in a varied colour palette with complementing backgrounds to create a dynamic overall look.

The backgrounds and icons can be used across all media (print, broadcast, web) for all FIBA events and across all FIBA zones.

2010/ Brand management – new FIBA Style guide launched

The FIBA Identity website was created as a management tool for all stakeholders who use our marks. It is the place where users and designers can find the high-resolution files and, more importantly, see the rules that apply when it comes to what can be done and what should be avoided when using our marks.

In the summer of 2009, the FIBA style guidelines were reviewed and improvements to them were approved last December by the FIBA Central Board.

The new FIBA Online Style guide was launched in May 2010. Its purpose is to provide an introductory overview of the key elements within the new FIBA brand.

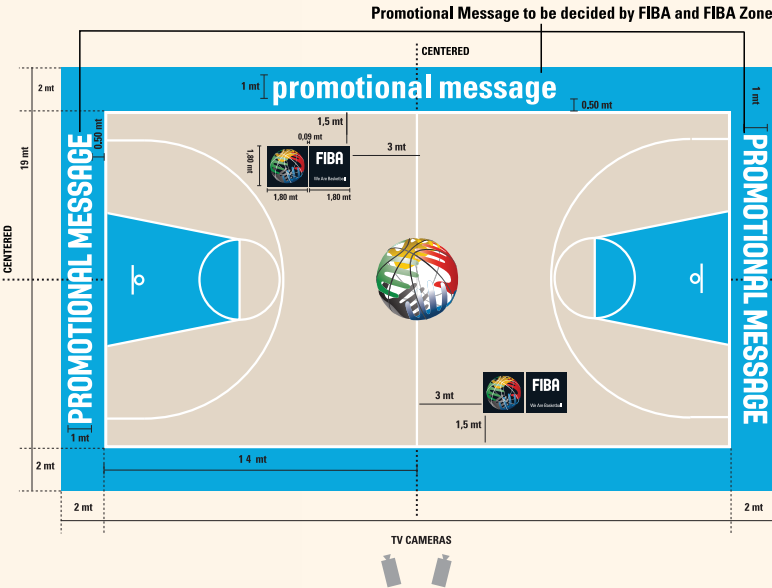
- The tools on identity.fiba.com provide:
- all the rules on proper usage of the brand
 - all the rules on how the brand comes to life in arenas during tournaments
 - a download section with the various FIBA logos, events logos as well as promotional artwork.

This is password protected so if you wish to obtain the login details, please contact FIBA at info@fiba.com.

BASKETBALL’S KEY ELEMENTS



FIBA BRAND AT ARENAS



FIBA IDENTITY WEBSITE HOMEPAGE





The 12 million unique visitors we had for Japan will be dwarfed by the 2010 edition of the Championship.

FIBA ONLINE

AN ONGOING REVOLUTION

With the number of internet users worldwide having grown by around 70% since the last FIBA World Championship in 2006, FIBA's online presence has become critical, as a key tool for reaching out to the largest number of people, in established markets but also in more and more remote areas all around the world.

Corporate website
Our corporate website fiba.com is thriving, seeing an average yearly increase in traffic of over 20%, with the many visitors having access to an increased quantity and variety of content. The editorial team has been enlarged, while the number of regular contributors is constantly growing and includes writers stationed on all continents, as well as some high-profile basketball experts and bloggers, ensuring a broad and comprehensive coverage of international basketball.

Our function as a basketball news hub is growing with an average of ten news stories being published each day outside of top events, while this number swells dramatically during competitions such as the FIBA World Championship.

The 12 million unique visitors we had for Japan will be dwarfed by the 2010 edition of the Championship, with fans being informed and entertained by an ever-increasing choice of text, photo and video content.





FIBA became precursor among International Federations in focusing on social media and networking when it launched myFIBA.



Online family
Fiba.com heads a large online family of websites that not only includes event sites, but also sites dedicated to historical and statistical data, sites set up for the purpose of sponsors and partners, a site designed for mobile devices, an online TV channel, while the revolution in social networking has resulted in many of the most recent additions to the family.

As of 2006, we have helped provide FIBA and FIBA Zone competitions with a website showcasing each event. 28 multi-languages sites have been created over the past four years, with a specially set-up template allowing high-quality pages, a recognisable branded feel, standardised way of presenting the information and, just as importantly, efficient maintenance.

The World Championship website turkey2010.fiba.com has been the biggest of these by some distance, whether in terms of traffic or in terms of content, and it includes Turkish, Spanish and Chinese versions as well the English language one.



Social Networks and New Media – connecting the FIBA with the basketball community
A small revolution began a few years back that changed the way many people communicate which is now widely known as ‘social networking’. Allowing individuals and groups to unite around common interests – in our case FIBA, international basketball and basketball in general – to interact, communicate and express ideas as well as opinions, online social networking sites like Twitter and Facebook have become an extremely powerful channels to engage with fan audiences.

FIBA became precursor among International Federations in focusing on social media and networking when it launched myFIBA, a community website that lets users set up their own web pages tailored to their tastes and needs, and interact with other basketball lovers.

Facebook
FIBA’s Facebook page, which any user can sign-up to, has been running for more than a year and is still seeing membership grow rapidly. Each fan of the page is informed about any news posted on it, while they can comment and exchange opinions about what is going on at FIBA or at our competitions.



Actively maintaining the page, answering questions, correcting misconceptions or simply creating discussion and debate about basketball are becoming more and more important for us and are the focus of increased resources on FIBA’s behalf.

Twitter
Our Twitter page, which sees members sign up to receive brief text updates on their computers or mobile devices, is followed by an already extremely large number of members. If a big story breaks, they will be made aware of it very quickly. Results are also communicated this way, and we can also remind followers about an upcoming game or event.

Youtube
With FIBA producing a growing number of videos – especially leading up to and during events – our Youtube page showcases our most important content on the world’s most widely used video platform, making it even more accessible to the millions of online basketball fans.

While fiba.com and event websites remain the centrepiece for our online activities, the social networking and new media sites that we also manage have been identified as essential tools for building and maintaining the public’s awareness of and trust in FIBA as the sport’s governing body.



A new era – expanding online assets testimony of growth
FIBA was among the first International Federations to set up its own website when it launched fiba.com back in 1996 and a lot of things have changed over the years. Investing in a website hopeful of it opening up new channels of communication was not as obvious 14 years ago as it may seem. Even today, one of the big challenges when developing an online strategy is evaluating the return on what is a costly investment.

However, fiba.com and its online family is entering a new era as some of this return is becoming quantifiable. Indeed, with statistical data proving that the different sites run by FIBA are getting unprecedented exposure, existing and potential new commercial partners are showing a lot of interest in sponsoring pages, purchasing advertising space on them or teaming up with FIBA to provide specific services.

Current online partnerships
In 2009, FIBA launched **FIBAtv**, our online television service, which provides video on demand as well as live streaming services, with both free to view and paid packages available. FIBAtv also includes its own sub-sites for the five FIBA Zones (FIBA Africatv.com, FIBAAsiatv.com, FIBAAmericastv.com, FIBAEuropetv.com and FIBAOceaniatv.com). BEKO, the Presenting Sponsor of the World Championship has extended its partnership to present the FIBAtv on-line TV platform.

Chinese online giants **Tencent QQ** have been working with FIBA since 2006 to manage the official Chinese language versions of the FIBA World Championship website and fiba.com, opening up the world of basketball to QQ, while FIBA’s presence is guaranteed on one of the world’s biggest and fastest growing basketball markets.

Swiss watchmaker and FIBA Global Partner **Tissot** are sponsoring the countdown clock and live statistics on the FIBA World Championship website, highlighting their status as FIBA’s official timekeeper.

Another global partner, telecommunications giant **Nokia**, has teamed up with FIBA to produce ‘Bball’, a basketball application for Nokia mobile devices that allows users to easily access news videos and live results, while it also includes games and quizzes, in addition to managing the FIBA and World Championship websites.

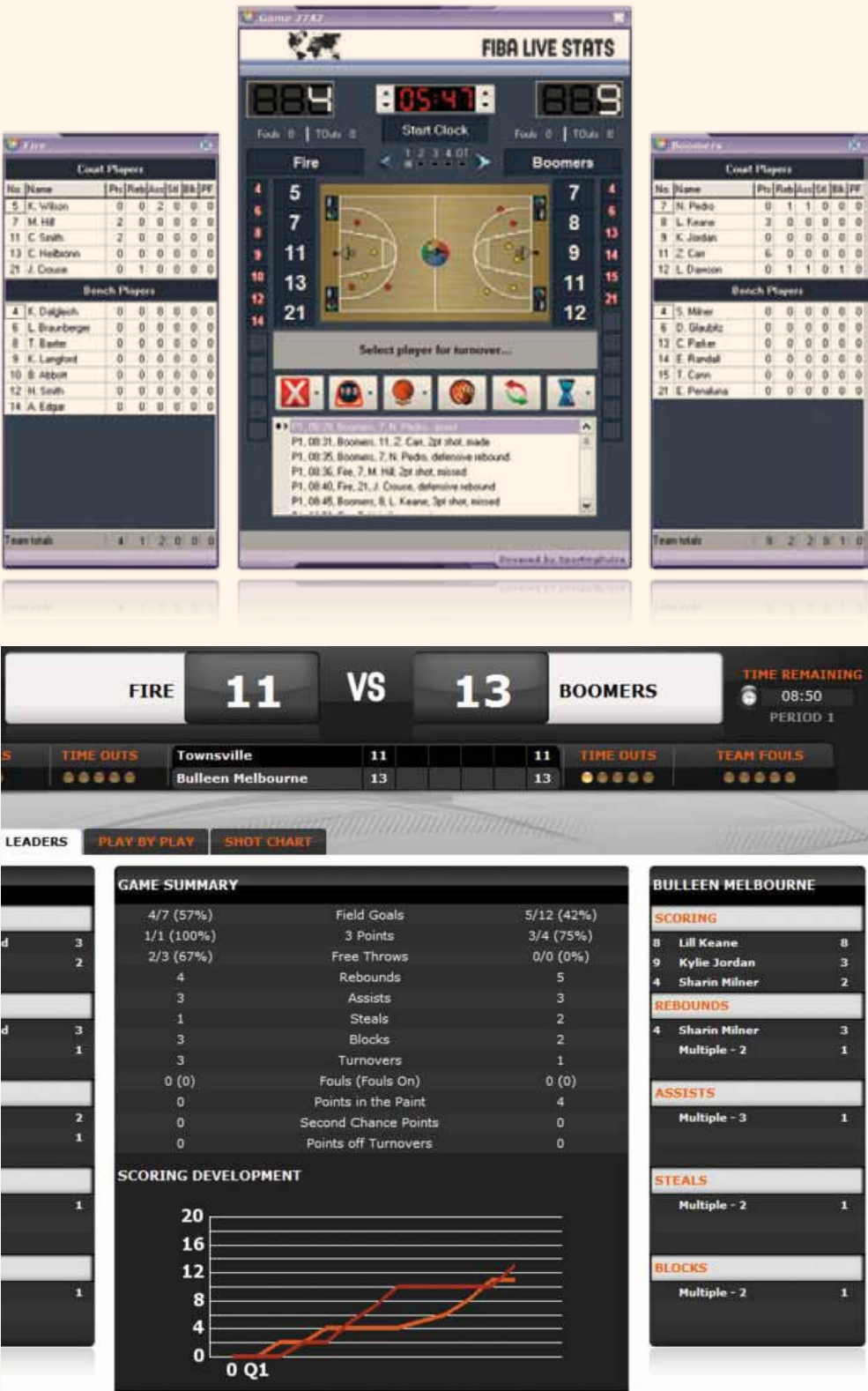
Gaming company **bwin** has developed a free ‘Pick the Score’ World Championship prediction game that will be accessible to visitors of the World Championship site.

Above are but a few examples of how FIBA is rapidly expanding the commercialisation of its online assets, bringing our web-based activities into a whole new era.



- New websites**
- fiba.com/mobile
 - coachinglibrary.fiba.com
 - halloffame.fiba.com
 - archive.fiba.com
 - identity.fiba.com
 - fibatv.com
 - myfiba.com
 - facebook.com/fibaworld
 - twitter.com/fibaworld
 - youtube.com/fibaworld

KEY FACTS & FIGURES	
Traffic Japan 2006	12 million unique visitors
Traffic Turkey2010	20+ million unique visitors (forecast)
Traffic Fiba.com	2 million unique visitors per year
FIBA websites in the period 2006 – 2010	39
Number of event website	28
Number of FIBA websites	11
Facebook fans expected after world champ	300,000
Video views on youtube.com	1.5 million
Users on myfiba	75,000
FIBA Live Stats, games webcast	20,000
FIBA Live Stats Page views	70 million page views / year (avg 18 mins)



PRODUCTS AND SERVICES FOR ANY BASKETBALL ORGANISATION

History and Background

In 2005 FIBA Technology started the project “FIBA DIGITAL” with the objective to support FIBAs 213 National Federations in technology. The broader vision was to improve administration and management by providing IT tools, online services and technical know-how.

5 years later the number of NFs using one or several of FIBA Digital tools is more than satisfying. Still FIBA Technology, together with our partner SPORTINGPULSE, is constantly improving and adding new services based on feedback and state of the art of current technology.

If you wish to have more information please contact Wolfram Klug, Head of FIBA Technology (klug@fiba.com).

Success Story

Basketball New Zealand successfully implemented FIBA Organizer in 2008. By doing so the membership (number of registered players) more than doubled.

BBNZ furthermore states the following outcome:

- More accurate member numbers. Therefore, better funding
- No more paper war
- Cost saving of both resources and personal
- Can follow the history of players.

FIBA DIGITAL Products

The following is a list and description of the available products and services which are mostly provided free of charge.

►► Fiba Organizer

Competition Management Software for leagues and tournaments, including player management, scheduling tools, and season and career statistics management. Fiba Organizer allows leagues or NF's to manage all competitions, and integrates with FIBA Organizer Websites and Fiba Organizer Membership.

►► FIBA LiveStats

FIBA compliant software for collection of basketball statistics for elite league and championship games. Already in use in over 20 Fiba Federations Fiba Livestats is free to download and use by any fan, and incorporates world class statistics webcasting that is also free of charge. Integration to an existing Federation results system is available on request.

►► Fiba Organizer Websites

Simple, template driven websites that automatically accept schedules, standings and ladders from Fiba Organizer. Websites also allow the user to establish calendars, publish news, upload photo gallery's and include traffic reporting, and the ability for fans to set up email reminders about upcoming games.

►► Fiba Organizer Membership

A secure online database for management of clubs, teams and memberships. Fiba Organizer Membership synchronises data with Fiba Organizer and allows clubs, leagues and federations to manage databases for local competitions or an entire national federation. Can be established with multiple reporting levels (national, regional, provincial, local leagues and clubs) and also includes substantial demographic and general reporting capacity.

►► Online Registration and Payments

Using Fiba Digital Membership, Federations, leagues and clubs can establish online registration for players or teams, including online payments using local merchant agreements or PayPal as a worldwide standard. Payments can be split automatically after receipt to be distributed between different levels of organisations (state vs local for example).

►► Online Clearances, transfers and permits

Clearances and player transfers can be managed totally online. A club completes an online request for a player to be cleared and the receiving club can approve the clearance. Leagues and federations can establish their own controls by auto-approving clearances or intervening and separately approving where required. Online clearances track requests and approvals, and move data appropriate data between clubs and leagues.

►► Stadium Scoring

Touchscreen based scoring system perfect for multi court stadiums or leagues that run many basketball games and wish to reduce the workload entering scores and results. Maintaining only scoring and foul information for players, provides full electronic game scoring, with electronic sign-off from game officials validating every result.

►► MyFiba.com (the “facebook” of Basketball)

Online networking tool that allows individual fans and players to build their own basketball page. Individuals can add player widgets, standings and results from favourite competitions, comment on FIBA events or join in forums and discussions.





FIBA GOES MOBILE

Together with our partner NOKIA, we just started phase two of our mobile platform. While during the first phase we could offer news, results and videos through our mobile website (to see it simply direct you mobile phone to www.fiba.com/mobile), phase two focuses on mobile applications (software which you can install on your mobile telephone) and result services for the 2010 World Championships.

The following article provides you with details about this exciting development and opportunities.



We will offer live statistics, up-to-date news, results, photos and videos during the championships.

NUMBER OF MOBILE PHONES COMPARED TO PCs, TVs AND WORLDWIDE



3x as many as TVs



4x as many as PCs



3.3 billion mobile phones

Why FIBA goes Mobile

The following numbers demonstrate the immense size of the current mobile market in:

3.3 billion mobile phones

- 226 Million mobile subscribers in the US
- 224 Million in the EU

25% or 825 million mobile phone users access the internet with their phones

Compare with

- 220 Million iPods
- 600 Million Cars
- 1,7 Billion Internet users

With over 3 billion mobile phone users worldwide – compared to the only one billion who own PCs – the world is moving toward smart phones.

The mobile web is more than just accessing the internet on a phone – it is actively engaging in a world where technology is omnipresent and timing and ease of access to information is everything.

Another significant difference to internet on a PC in the fact that you always have your mobile telephone with you and furthermore that in many situations and locations it is the only internet device.

Innovation and Opportunities

Inbuilt technology allows additional “Mobile Value” to the above mentioned services:

- GPS functionality offers services based on your location (example: “I am in city x, please find me a basketball game around the corner”)
- Intelligent technology offers services based on your context (example: “I am a basketball fan, please provide me with results from the ongoing championship”)

What is the FIBA Mobile Platform?

NOKIA’s platform, called OVI, offers services such as email, file and photo sharing and maps but also provides a huge number of “Apps” (software for mobile telephones). These apps, which offer all kind of content are either free of charge or can be downloaded after credit card payment. The type pf content and services of these apps varies massively and goes from pure fun (games) to practical uses (gelocation train schedules, stock exchange...).

In April 2010 we have launched our first app “BBall” which can be downloaded on www.oivi.com for free. We will offer live statistics, up-to-date news, results, photos and videos during the championships so you can follow the action on the go, wherever you are.



What will the future bring?

“An easy way to connect with other basketball players around the corner and all over the world on the go by offering local, social and grassroots basketball activity on mobile.”

Phase 3 will start towards the end 2010 and you will see more interactive functionalities that will enable basketball players and fans to connect to each other. For example, FIBA Organizer results will be accessible on mobile phones so your family and friends can follow your game if they cannot come to see you play. For any questions please contact FIBA Technology (mobile@fiba.com).





Effectiveness, professionalism, safety, security, these are only a few aspects that need to be analyzed regularly in order to optimize the basketball equipment and facilities.



FIBA STUDY CENTRE



The FIBA Study Centre (www.fiba.com/study_center) was founded with the aim of helping to equip and increase the number of sports facilities throughout the world, to encourage the construction of basic facilities and the refurbishment of older ones, to co-ordinate research initiatives and to offer consulting services for materials, equipment design and construction.

When building or re-building an arena, nothing should be neglected. Effectiveness, professionalism, safety, security are only a few aspects among many others that need to be analysed regularly in order to optimise the Study Centre's objectives.

Yet, the Study Centre's ongoing tasks could only be achieved with the help of our partners and the contribution of all national federations who wish to have the most adapted sports halls for their teams, their visitors and most of all, the general public.

At the time the FIBA Study Centre was initially created in 1994 in Munich, three companies involved in the manufacturing of backstop units became partners of the FIBA Research and Study Centre. Sixteen years later, the FIBA Study Centre increased its number of partners and associates to nearly 70, not taking into account that a number of these partners are involved in several categories.

The partners of the Study Centre, whose products are approved by FIBA, provide sports equipment in categories such as backboard support units, wooden floorings, synthetic floorings, electronic scoreboards, electronic systems, seating systems, basketballs, etc.



Partners' Guide for National Federations

The Partners' Guide for National Federations has always been a precious tool in providing assistance and support to National Federations, clubs, municipalities and governments that are involved in construction of, or refurbishment projects for, their sports facilities. The biennial Guide, first issued in 2003, is now on its 4th edition and we keep our National Federations, Central Board Members, World Congress Members, Ministries of Sports, architects and all other interested parties informed about FIBA's Partners, whose approved products aim to standardize the quality of basketball facilities.

FIBA Guide to Basketball Facilities

More than ten years after the first edition of the Guide to Basketball Facilities for High Level Competitions, FIBA has published a new edition of the guide.

Packed with practical advice and information, it targets all types of facilities and all types of basketball, taking the latest updated rules and regulations into account.

Playing rules change. Athletes, coaches and spectators change; their needs and expectations change. Recent experience has shown a need for facilities to become more versatile, and more accommodating to users, spectators, and investors.

Written to meet FIBA's need to continually inform and educate organisers of basketball events worldwide, this new guide, extending to outdoor competitions has been updated to reflect the latest international regulations and organisational requirements that have come about over recent years in relation to sports facilities.

The purpose of the guide is to continue to provide a concise yet complete reference aid with updated information on all the aspects which organisers, both public and private, must address when hosting or scheduling an international basketball event in a sports arena. The contents of the guide range from sports-technical matters to managerial related topics, touching on security issues and concluding with the proposal of a model-facility.

In up-dating this new guide, the editorial staff also draws on the experience and competence of FIBA partners, using from their knowledge and familiarity with the various materials, equipment and systems in use; and from innovations and experiments with new components and installations.

Updated Contents

Starting with an analysis of the FIBA regulations governing sports facilities and equipment, the guide goes on to introduce the general aspects involved in the planning of basketball facilities according to the size and type of event being staged.

This new edition probes aspects such as flooring and acoustic systems, as well as the requirements of the technical area surrounding the court such as television recording equipment, a press area, photographer stands and VIP areas. It also covers more obvious elements concerning game equipment. From baskets to balls, from luminous information boards to clocks, from whistles to basket supports.

The book explores issues regarding the use and maintenance of sports facilities ensuring long term safety and reliability of the buildings themselves, but also the utilities within, the fixtures, fittings and the equipment, relying on the standard required maintenance, both planned and supplementary.

Space is also given to management planning development based on the management programme followed by one particular basketball facility which does not limit itself to basketball but also hosts numerous other sporting activities, shows and events.

MONDO
SPORT & FLOORING.



WHERE THE GAMES
COME TO PLAY



MONDO INDOOR.SPORT.

www.mondoworldwide.com

MONDO S.P.A., ITALY
info@mondoita.com

MONDO LUXEMBOURG S.A.
mondo@mondo.lu

MONDO PORTUGAL S.A.
mondoportugal@mondo.pt

MONDO RUSSIA
info@mondoworldwide.ru

MONDO IBÉRICA S.A., SPAIN
market@mondoiberica.es

MONDO FRANCE S.A.
info@mondo.fr

MONDO UK LTD.
cjack@mondosport.co.uk



Don't miss a shot

Get the Bball app for FIBA news & vids



ovi NOKIA



Get Bball in store.ovi.com



Basketball is our life. It needs a perfect home in as many places as possible.



The book also considers the guidelines and procedures regarding homologation of equipment for existing venues and those yet to be built, as well as the procedures affecting installations and equipment for outdoor basketball.

► New to the guide

This revised edition also investigates several areas that were not viewed in the former guide.

Technological facilities and services:

this chapter assesses broadly technological facilities and services related to basketball, such as air-conditioning, electrical systems, artificial and emergency lighting. Public, staff, athletes and officials spaces, as well as doping control areas and offices, etc.

Security: the safety aspects are examined as well as the responsibilities of event organisers.

Reduction of architectural barriers: this chapter looks into making facilities more versatile in order to accommodate a wide spectrum of activities while minimising cost.

Event organisation: Aspects and requirements, requested and necessary for a venue to be able to host an event from small-scale local events to top-class international basketball.

Correlations between FIBA and the NBA:

A look at the differences between NBA and FIBA technical requirements.

Designing a model venue: This chapter offers an array of alternative ways to play basketball, and puts forward an example of sports facility planning where the playing area is intended to host not only basketball events but also various other sporting activities, shows and performances.

Official Basketball Rules 2008 – Basketball Equipment

Though not officially produced by the Study Centre, the Official Basketball Rules 2008 – Basketball Equipment book is a fundamental tool for the approval of equipment with regards to the categories linked to flooring, electronic scoreboards, lighting, backstop units, etc. The FIBA Study Centre partners are also involved in the production of this book.





*FIBA is the only International Federation
with such a programme.*



**FSB Cologne – Germany.
Edition 2007 and 2009**

One of the most important events for the FIBA Study Centre is FSB Köln. Every two years, the city of Cologne in Germany organizes the International Trade Fair for Amenity Areas, Sports and Pool Facilities (FSB).

For the 2007 and 2009 editions, the International Basketball Federation featured a village of about 1000 square meters with a large FIBA stand, a showroom of all FIBA Approved Basketballs, a court with daily basketball activities, and about 18 stands representing our partners involved in numerous sport-related businesses.

In 2009 the FIBA Study Centre partners were among the 573 exhibitors (506 in 2007) converging on 63,000 square meters (53,000 in 2007). Present were Baden, Bodet S.A., Dalian Qiansen Wooden Co., Fox 40, Gared Sports, Haro Sports, Molten (FIBA sponsor and partner), Mondo (FIBA sponsor and partner), New Deal Srl, Prestige Enterprise International Inc., Schelde Sports, Seicom, Sports System, Stramatel, Sport Grpa (Sure Shot), Swiss Timing and Zhangjiagang Jinling Sports Equipment Co. Also present was DBB, the German Basketball Federation, in charge of the daily basketball activities on the court, while another booth was dedicated to the FIBA – IAKS Architecture Competition that took place in 2009.

Some of FIBA's Sponsors were also present, such as Champion and Sinalco. Their attendance was essentially marked by giveaways to the public. T-shirts and drinks were made available to all FIBA visitors during all three days of the fair.

Most of these companies represent the FIBA Study Centre's major product categories; backstop units, wooden floorings, synthetic floorings, electronic scoreboards, electric and electronic systems, miscellaneous products and basketballs. With their input as FIBA Study Centre partners, they help FIBA exhibit innovative products and secure products for the world of basketball.

Following FIBA's participation as a main exhibitor, Aldo Vitale, Director of FIBA Study Centre expressed his full satisfaction: "Not only did we have a strong participation of our Study Centre partners in the village, but we've never before experienced such a large number of visitors interested in our daily work. Our court activities also attracted a considerable number of people wanting to test their shooting skills, but most of all wanting to discover the basketball equipment set up by our partners on and outside the court. Many novelties were exhibited and I can only encourage this to continue in order to increase the standards of basketball equipment and sports halls".

Apart from our strong presence at FSB 2007 and 2009, FIBA in cooperation with IAKS, the International Association for Sports and Leisure Facilities, organised an Architectural Students Competition for the second time (the first occasion being in 2001). 30 to 35 students from the Dresden Technical University and Kassel University prepared several designs centred on the concept of "Basketball Arena in the year 2020". IAKS and FIBA, with the sponsorship of Molten, Champion, Mondo and Senoh, announced the winners of the joint Architectural Students Competition at the beginning of the IAKS congress on October 28th 2009, while a smaller award ceremony took place on the basketball court of the FIBA Village in the afternoon of that same day. Several prizes were given out.

The aim of the competition was to "generate visions for an 8,000 to 10,000-seat multifunctional basketball arena of the future on a site in Copenhagen's port district. The points assessed were the idea, the originality, the multifunctional approach, the sustainability of the usage strategy and the presentation itself."

In September 2009, an international jury gathered at Dresden's Technical University to select the winners. These included its chairman Prof. Ulrich Findeisen (Cologne University), Aldo Vitale (FIBA), Johannes Bühlbecker (IAKS) and Prof. Karsten Lorenzen (Technical

University of Dresden). The prizes, presented by the honorary Secretary General of FIBA, Borislav Stankovic, and by Aldo Vitale, Head of the FIBA Study Centre, together with the sponsors, Mr. Takeshi Fuki (Molten), Mr. Ulf Metschies (Champion), Mrs. Stefania Stroppiana (Mondo) and Mr. Hiro Hirabayashi (Senoh) were awarded as follows:

1st Prize: SPORTSPARK NORDHAVNEN
by Kai Niepel and Lieven Schulz,
University of Dresden

2nd Prize: VIEWPOINT VENUE
by Samuel Schöne, University of Dresden

3rd Prize: TOUCH
by Daniel Burgos, University of Dresden

Moreover three additional consolidation prizes were also given out to four other students from University of Dresden and Kassel University.

Finally during our three days at the fair, the German Basketball Federation (DBB) assisted us, like at every edition, in organising several activities on our slightly scaled down basketball court placed in the middle of the FIBA Village. Our partner Seicom in 2007 and our partners Armstrong DLW and Dalian Qiansen Wooden Co. in 2009 set up the court to the delight of all FSB visitors and FIBA friends. One portion of the court was dedicated to linoleum and the other part to solid wood.

Professional and amateur basketball teams came to demonstrate their talents and entertain the FSB public.

DJK Südwest Köln 1920 (women and men team), RBC Köln 99ers (wheelchair basketball team) and SG Köln 99ers (U12 Minis) all came to play under the supervision of their coaches and the FIBA instructor Maurizio Mondoni.

This entertaining atmosphere was also created thanks to a DJ and a moderator who had been present since FIBA's first participation. With their music and animated shooting competitions, they attracted a large audience ready to win different prizes.

Lastly, the FIBA Study Centre held its traditional gala dinner with all the sponsors, partners and friends of the FIBA Study Centre attending. Keynote speeches were given and the emphasis was put on the importance of the FIBA Study Centre since its inception in 1994, while without our partners' professionalism, the sport of basketball would not be at its peak as is the case today.





Partners and Decisional Board Meeting of the FIBA Research and Study Centre

Every two years, the FIBA Study Centre organises a Partners and Decisional Board Meeting. The meeting takes place in different locations around the world. An additional meeting of the decisional board only is held on an annual basis.

The last meeting took place in Geneva, Switzerland, in March 2008. Several topics were discussed including the presentations of different FIBA Departments. Mr. Paul Stimpson presented the FIBA TV Department and the exposure of equipment in general. Mr. Nicolas Chapart gave an overview of the fiba.com website. Mr. Predrag Bogosavljev explained the functioning of the FIBA Events Department and finally Mr. Zoran Radovic gave an overview of Global Basketball, the expansion of basketball and sports facilities in different parts of the world.

Finally, an award ceremony took place for partners who have been involved in the Study Centre since 1994 in the presence of our Secretary General, Mr. Patrick Baumann. The companies Schelde Sports, Senoh, Hamberger, and GES received awards.

In general, the Partners’ and Decisional Board meeting allows the Study Centre to expose its ideas, give suggestions for the future, present the new Partners to the rest of the “family” and also gives the opportunity to Partners to express themselves on the topics they wish to focus on. The Partners’ meeting also allows Partners from the same category to meet and see what the requirements specific to their equipment are; they can also use the occasion to share their experiences and their know-how of a fast moving world.

Every Partner applies for a 4 year cycle agreement. All involved in the manufacturing of sports equipment, they enrol in the FIBA Study Centre Approval Programme which will give them the opportunity to get involved in tenders organised by local organizing committees (LOC) or different contractors and propose their equipment to the suppliers across the world. The FIBA Approval Programme is a long process of homologation, yet a guarantee for quality and safe equipment. Once the manufacturer becomes a Partner, the FIBA Study Centre does its best to promote its equipment on every sport scene.



The FIBA Research and Study Centre has been growing fast. More and more companies are involved in the manufacturing of sports equipment and as the game of basketball develops, the companies are also moving faster and faster to make the world of basketball a better and safer world!



Schmeckt.



Sinalco

GLOBAL PARTNER

www.sinalco.com



WHEELCHAIR BASKETBALL

YOURS TO ENJOY

You might ask what makes wheelchair basketball different than basketball. The answer is very simple, only the wheelchair, everything else about it is pretty well the same. Oh there are a few differences in the rules – no dunk of course – but wheelchair basketball has the “tilt”. Travelling is caused by too many pushes on the wheels instead of too many steps, players can have their small front wheels over the line when shooting a foul shot but the reason is simple it puts their body just behind the line so the distance for the shot is the same. The same reasoning prevails for the three-point shot which the players are very good at; the basket is in the same place at the same height. The players shoot three-pointers, foul shots and do lay-ups. The only difference is they do it in a wheelchair and a very special wheelchair at that.



WHEELCHAIR BASKETBALL

Tours to enjoy



So why wheelchair basketball; because it enables players "who have a permanent physical disability in the lower limb which means that they are unable to run, pivot or jump at a speed and with the control, safety, stability and endurance of an able-bodied player" the chance to play the sport they love. Wheelchair basketball players are classified according to functional ability (1 through 4.5 in half point increments) with the most severely disabled player being classed as a 1 and the least severely disabled player being classed as a 4.5. Classification is based on the functional ability of the player as they demonstrate their skill in playing the sport. At no time may a team have more than 14 points on the floor. This ensures that all players regardless of their level of disability are integral to the success of the team.

Wheelchair basketball had its start after the Second World War when rehabilitation hospitals had many patients with lower limb disabilities and they needed a way to get them active again. It very much grew out of the hospital system with heavy hospital wheelchairs limiting what the players could do. In spite of the equipment the players were enthusiastic about the sport and it spread around the world. In fact much of the improvement to the wheelchairs seen today came about as a result of the demand from the players in those early days for better, lighter more easily propelled chairs to play in. This spilled over into the manufacture of everyday chairs, which in turn brought about greater mobility to anyone who uses a wheelchair.

The game grew in popularity through the fifties and sixties with teams primarily from the USA, Israel, Germany and Great Britain with other countries joining as they were introduced to the sport playing mostly at Stoke Mandeville, the home of wheelchair sports for many years. As the sport spread the players wanted to test themselves against the best in the world and this led to the first World championship for men which was played in 1975 in Bruges, Belgium. Israel defeated the USA in the final with Great Britain taking the bronze medal in those first championships. The USA would win the next three championships; 1979 in Tampa Florida, 1983 in Halifax, Canada and 1986 in Melbourne, Australia. At the World Championships in Melbourne it was decided to hold the championships every four years. In 1990 the tournament returned to Bruges and France took the Gold but the USA regained their dominance in 1994 in Edmonton, Canada, in 1998 in Sydney, Australia and again in 2002 in Kitakyushu, Japan. Canada brought their reign to an end in Amsterdam in 2006.



Meanwhile at the Paralympics in the men's division Israel took gold in Arnhem, the Netherlands in 1980, the French took gold in 1984 at Stoke Mandeville, the USA in Seoul, Korea in 1988, the Netherlands would win in Barcelona in 1992 and Australia would stun the world in 1996 in Atlanta winning gold with a very young team. Canada would take gold in 2000 in Sydney and 2004 in Greece but Australia would get their revenge in 2008 defeating Canada in front of a packed house in Beijing.

On the women's side in the 70's West Germany was the team to beat but at the first world championship, which took place in 1990 in France the USA defeated them to take gold. In 1992 the Canadian women would emerge to take over the top spot at the Paralympics in Barcelona. They would dominate women's play for the next 12 years winning gold at the World Championships in Stoke Mandeville in 1994, in Sydney in 1998 and Kitakyushu in 2002 as well as gold at the Paralympics in Atlanta in 1996, Sydney in 2000 before finally losing to Australia in the semi-finals in Athens, in 2004. The USA women would go on to win the gold that year and again in Beijing in 2008.

In 1997 IWBF introduced world championships for U23 Men. The first tournament was held in Toronto, Canada with only seven nations attending. The host nation Canada took the Gold and followed this with gold in the 2001 Championships in Blumenau, Brazil.

In 2005 the tournament came of age with a full complement of 12 countries from all four zones competing in Birmingham, Great Britain. Japan surprised everyone by defeating Australia to get into the gold medal game before finally losing to the USA. At the last U23 World Championship held in Paris, France in 2009 USA retained their title as World Champions.

A very exciting development for IWBF will see the introduction of an age class tournament for women in 2011. The U25 World Championship for women will take place July, 2011 in St. Catharines, Ontario, Canada. IWBF understood the importance of giving young women a chance to play at the world level if there was going to be any growth of new countries in women's play.

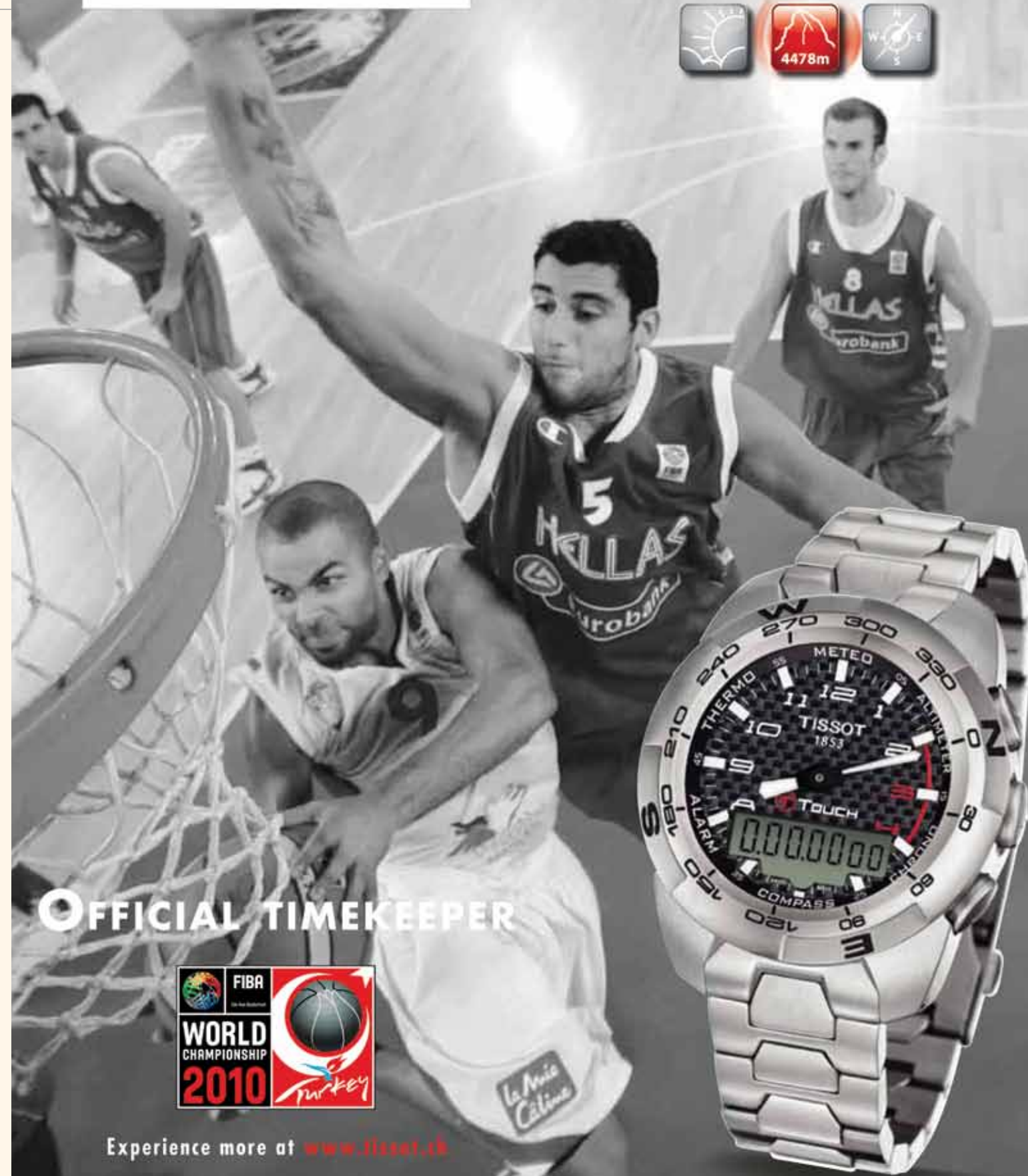
IWBF joins FIBA in the introduction of 3 on 3 Wheelchair Basketball as a new discipline of play in 2011. IWBF believes that 3 on 3 will allow smaller nations to get involved and be successful quickly as they will need less players and the cost of travel and equipment will be more affordable. The rules for 3 on 3 for IWBF will vary from that of FIBA as IWBF will use two baskets and a modified court size to accommodate the space differences using wheelchairs require. The classification system will remain the same but points on the floor will be less and the periods will be shorter. In introducing 3 on 3 IWBF has two objectives; first we are hoping to encourage

TISSOT
SWISS WATCHES SINCE 1853
INNOVATORS BY TRADITION

TOUCH EXPERT

Touch the screen to get the ultimate sports watch experience with **15 functions** including **meteo**, **altitude difference meter** and **compass**

IN TOUCH WITH YOUR TIME




OFFICIAL TIMEKEEPER



Experience more at www.tissot.ch

* Our fiestas always finish early



The improvement to the wheelchairs seen today came about as a result of the demand from the players in those early days. 

more competition for women and youth who we believe will see the format as a new and exciting way to get started. Second, the hope that once the players' experience 3 on 3 they will want to take their skills and help the program grow in their country so they can play wheelchair basketball at the top level.

Starting in 2012 the number of teams at the world championships will be increased to 12 teams in both the men's and women's championships

Starting in 2012 the number of teams at the world championships will be increased to accommodate the increased interest at the Zone level. In addition, the IWBF made the decision to hold the men and women's championships at different times in different cities for the first time since 1994. There will be 16 teams at the men's world championship in Goyong City, South Korea up from 12 and 12 teams at the women's world championship in Toronto, Canada up from 10. This marks a very important step in the growth of the sport as it allows more countries to participate at the world level. Qualification tournaments are held in each of the four Zones of IWBF every two

years. Teams earn spots for their Zone by their finish in the previous world event. This has proved to be a very important incentive in the attraction of new countries into the sport.

One of the biggest challenges to getting new programs started is the cost of the wheelchair with top level wheelchairs made of titanium costing upwards of USD 7,000. IWBF has been working with several partners on the research and design of an inexpensive wheelchair and this past year saw that work come to fruition with the introduction of an inexpensive wheelchair that can be purchased for under USD 300. This has resulted in many countries finally being able to purchase chairs and begin to introduce the sport. With this advance comes a new challenge to find coaches and officials to help in the new programs. IWBF is working to introduce resource material that will assist in the training of coaches, classifiers and referees to meet the demands of the players.

IWBF is the world governing body for wheelchair basketball. It is recognized by FIBA and the International Paralympic Committee (IPC) as the sole competent authority in wheelchair basketball world wide. IWBF is governed by an Executive Council that is elected at the World Congress every four years. IWBF became an independent International Federation in 1994 when its first president Sir Philip Craven was elected. In 2001 Sir Craven was elected President of the International Paralympic Committee

(IPC) and retired as president of IWBF. Mrs. Maureen Orchard (Canada) was elected president of IWBF at the World Congress in Kitakyushu, Japan in 2002 and re-elected in 2006 in Amsterdam. IWBF has 85 National Organizations Governing Wheelchair Basketball (NOWB) participating in wheelchair basketball throughout the world. It is estimated that more than 100,000 people play wheelchair basketball. Wheelchair basketball is played by boys and girls, men and women.

Yes, Wheelchair basketball has come a long way since those early days of heavy steel hospital wheelchairs with limited mobility to today's custom made wheelchairs, so light and manoeuvrable that the players almost seem to dance as they weave their way down the court to score. Popular with the media and fans alike it portrays the athleticism of the sport and makes the spectator forget about the disability and see only the skill of the players.

And so to answer the question what makes wheelchair basketball different – nothing – because in the end we all have one thing in common, whether we play under the rules of IWBF or under the rules of FIBA the fact is we all love the game of basketball.



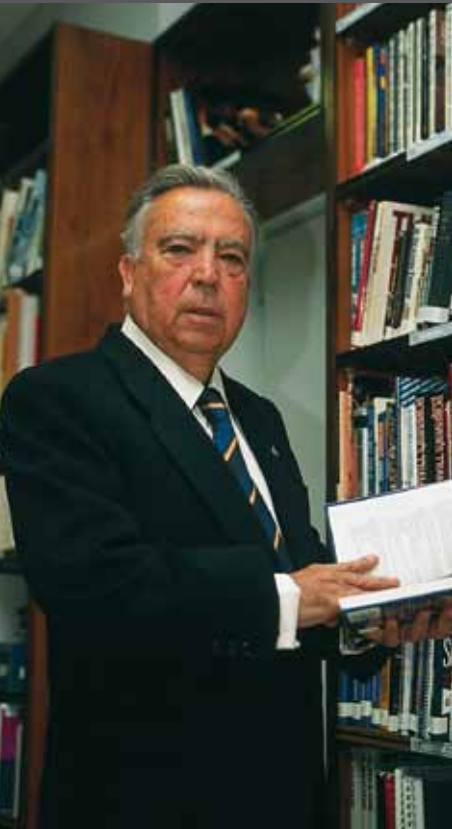


FIBA HALL OF FAME AND PEDRO FERRÁNDIZ FOUNDATION

A place for those who made the game

The idea for a place to preserve the heritage of international basketball dates back to 1990, when Pedro Ferrándiz talked to the then Secretary General Borislav Stankovic about his ambitious project. With the support of FIBA, only one year later the foundations for a building were laid in Alcobendas, a city close to Spain's capital Madrid, which would become the home of the Pedro Ferrándiz Foundation, the first basketball museum outside of the USA.

In 1996, a modern building of 1.500 square meters, and with a roof that imitates the shape of a basketball was inaugurated by IOC President Juan Antonio Samaranch.



The main objective of the Foundation is the preservation and spreading of the “culture of basketball”. Since its creation in 1991, the Foundation has organised numerous exhibitions, forums, photographic exhibitions, art contests for paintings and sculptures, research projects, scholarships, courses, congresses and has also edited hundreds of publications.

At the entrance of the Foundation building the journey through the history of basketball begins through unique collections of basketballs, medals, trophies, philatelic collections and various memorabilia such as player uniforms, entry tickets, post cards and other event souvenirs.

The pearl of the Foundation is the “Samaranch Library”, the biggest basketball library in the world. It currently features 10.000 books and 950 magazines from over 65 countries, in 35 different languages. The access to the library is free of charge and the consultation of its funds can be done via mail, fax and email.



Idea for FIBA Hall of Fame takes shape
In 1999 Mr. Ferrándiz put forward the idea of constructing a FIBA Hall of Fame in Alcobendas next to the foundation and two years later the Central Board of FIBA approved the project.

On 2nd March 2007 the FIBA Hall of Fame, a brand new building, which has four floors and covers 2.000 square meters, was inaugurated on the occasion of the 75th Anniversary of FIBA. On that same day the inaugural class of 2007 has was inducted.

The primary goal of the FIBA Hall of Fame is to reflect the history of the sport and its protagonists. The key criterion for selection for the FIBA Hall of Fame is outstanding achievement at an international level in the development and dedication to the sport of basketball in one of four categories: Players, Coaches, Referees, and Contributors.

Nominations for inductees can be submitted by FIBA member federations, Zones, Central Board members, and the FIBA Screening Committee. Induction ceremonies take place every year on the occasion of a FIBA event.

During a press conference at the inauguration, FIBA Secretary General Patrick Baumann stated: “There are a number of basketball halls of fame in many countries throughout the world and all of them deserve our utmost respect. The culture and history of basketball going beyond the borders of one country, the FIBA Hall of Fame has been created to honour all those who greatly contributed to our game in all corners of the planet and made basketball one of the most popular sports in the world.”

FIBA Secretary General Emeritus Borislav Stankovic remembered the early days of FIBA: “A FIBA Hall of Fame would be incomplete without paying tribute to those who invented the game of basketball and those who founded FIBA in 1932. Not many people of the younger generation know that some brave men on 18th June 1932 were able to gain independence from the then governing body of amateur handball, who at that time controlled basketball.”

Key Milestones

- 1990/** The idea for a basketball museum is conceived by Pedro Ferrándiz
- 1991/** The creation of the Foundation becomes reality with its first activities in November.
- 1996/** IOC President Juan Antonio Samaranch inaugurates the Foundation in Alcobendas (Madrid, Spain).
- 1999/** Mr. Ferrándiz proposes the idea of constructing a FIBA Hall of Fame.
- 2001/** The Central Board of FIBA approves the decision to establish the FIBA Hall of Fame in Alcobendas, beside the Foundation.
- 2004/** During the summer, the construction of the FIBA Hall of Fame gets underway, marking a definitive step in making Alcobendas the world capital of basketball.
- 2007/** The FIBA Hall of Fame is inaugurated on the occasion of FIBA’s 75th Anniversary and it first class is inducted.

Inductees

Inaugural Class of 2007 (posthumous)

Founders

- Dr. James NAISMITH**
(CAN and USA – invented basketball in 1891)
- Léon BOUFFARD**
(SUI – FIBA President 1932 – 1948)
- Dr. R. William JONES**
(GBR – FIBA Secretary General 1932 – 1976)
- Attilio PONISIO**
(ARG – Founding member)
- Simeon MAVROSKOUFIS**
(GRE – Founding member)
- Count Giorgio ASINARI DI SAN MARZANO**
(ITA – Founding member)
- Joseph SHADEIKO**
(LAT – Founding member)
- Henry BRANDT**
(POR – Founding member)
- D.D. TEICA**
(ROM – Founding member)
- Léon BOUFFARD**
(SUI – Founding member)
- Ladislav KAPUCIAN**
(Czechoslovakia – Founding member)

Players male

- Kresimir COSIC (CRO)
- Teófilo CRUZ (PUR)
- Radivoj KORAC (SRB)
- Drazen PETROVIC (CRO)
- Alexander BELOV (RUS)
- Fernando MARTÍN (ESP)



Player female

- Liliana RONCHETTI (ITA)

Coaches

- Antonio DÍAZ-MIGUEL (ESP)
- Alexander GOMELSKY (RUS)
- Henry “Hank” IBA (USA)
- Vladimir KONDRASHIN (RUS)
- Aleksandar NIKOLIC (SRB)
- Giancarlo PRIMO (ITA)

Referees

- Obrad BELOSEVIC (SRB)
- Gualtiero FOLLATI (ITA)
- Vladimir KOSTIN (RUS)
- Zigmund “Red” MIHALIK (USA)
- Pietro REVERBERI (ITA)
- Renato RIGHETTO (BRA)

Contributors

- Eduardo AIRALDI RIVAROLA (PER)
- Abdel Azim ASHRY (EGY)
- Turgut ATAKOL (TUR)
- Robert BUSNEL (FRA)
- Dionisio CALVO (PHI)
- José Claudio DOS REIS (BRA)
- Antonio dos REIS CARNEIRO (BRA)
- Mrs. Yoon DUK-JOO (KOR)
- Willard N. GREIM (USA) 1948 - 1960
- Ferenc HEPP (HUN)
- Marian KOZLOWSKI (POL)
- Anselmo LÓPEZ (ESP)
- Abdel Moneim WAHBY (EGY)
- August PITZL (AUT)
- Nebojsa POPOVIC (SRB)
- Ivan RAPOSO (BRA)
- Raimundo SAPORTA (ESP)
- Decio SCURI (ITA)
- Vladimir SEMASHKO (RUS)
- Radomir SHAPER (SRB)
- Edward S. STEITZ (USA)

Class of 2007

Players male

- Serguei BELOV (RUS)
- Drazen DALIPAGIC (SRB)
- Ivo DANEU (SLO)



- Oscar Alberto FURLONG (ARG)
- Nikolaos GALIS (GRE)
- Hortencia MARCARI (BRA)
- Pierluigi MARZORATI (ITA)
- Amaury PASOS (BRA)
- Emiliano RODRIGUEZ (ESP)
- Bill RUSSELL (USA)

Players female

- Ann MEYERS (USA)
- Uliana SEMEONOVA (LAT)

Coaches

- Toto Renan KANELA SOARES (BRA)
- Dean SMITH (USA)
- Ranko ZERAVICA (SRB)
- Lydia ALEXEIEVA (RUS)

Technical Officials

- Mario HOPENHAYM (URU)
- Erwin KASSAI (HUN)
- Allen RAE (CAN)

Contributor

- Borislav STANKOVIC (SRB)

Class of 2009

- Oscar Robertson

Players male

- Ricardo GONZÁLEZ (ARG)
- Oscar ROBERTSON (USA)
- Ubiratan PEREIRA (BRA posthumous)

Player female

- Jacky Chazalon (FRA)

Coaches

- Pedro FERRÁNDIZ (ESP)
- Pete NEWELL (USA - posthumous)
- Kay YOW (USA- posthumous)

Technical Officials

- Artenik ARABADJIAN (BUL)
- Marcel PFEUTI (SUI- posthumous)

Contributors

- Al RAMSAY (AUS)
- Luis MARTÍN (ARG- posthumous)



THE GAME MUST GO ON

BIOPTRON is a ZEPTER medical device based on Nobel Prize-winning research, clinically tested in the EU, and used by more than 2 million satisfied customers worldwide. **BIOPTRON Light Therapy** helps cure a wide range of health problems by using low-energy, polarized, polychromatic light that is free from harmful UV radiation. Light Therapy is an effective treatment for all, from the young to the elderly, and is used by the healthy for prevention, and by the sick for healing. **BIOPTRON** is also an excellent medical sports' aid—without it, you can reduce the consequences of sports ailments.

Basketball players suffer many injuries as a result of the physically demanding, and often explosive nature of the game, such as twisted ankles, sore heels, hamstring injuries, swollen knees, back strain, sprained or broken fingers, wrist injuries and more. **BIOPTRON** is a must for all those who want to stay on top of their game.

A fast, safe and painless treatment for home and professional use.

BIOPTRON Light Therapy can:

- Improve **microcirculation**
 - Strengthen the **immune system**
 - Stimulate **regenerative and healing** processes
 - Promote **wound and tissue repair** for abrasions, cuts and bruises
 - **Relieve pain** or decrease its intensity
 - Alleviate pain in **rheumatic conditions**
 - Offer an **outstanding complementary treatment** for dislocations, strains and sprains
 - Provide relief for **dermatological disorders and skin problems**
 - Be effective for the treatment of **Seasonal Affective Disorder (SAD)**
- FOR EVERYBODY, EVERYWHERE.**

Zepter is a Global Partner of the 2010 FIBA World Championship for Men in Turkey and for Women in the Czech Republic.

Among the many ZEPTER support and sponsorship programs 2010 are:

• Formula 1 Grand Prix de Monaco 2010, Monte Carlo • IIHF World Championship 2010, Germany • F1 Powerboat Inshore World Championships 2010



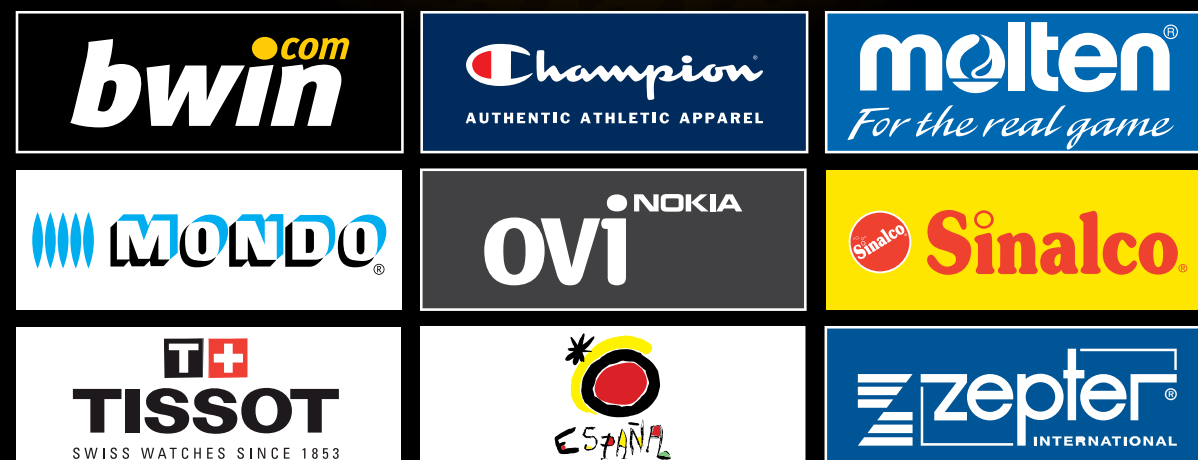
BIOPTRON 
LIGHT THERAPY SYSTEM by Zepter Group

zepter
INTERNATIONAL
MEDICAL

Made in Switzerland • www.bioptron.com • www.zepter.com



GLOBAL PARTNERS





molten
For the real game

The New Global Standard



GL7/GL6 | GIUGIARO DESIGN

Molten, maker of official game balls around the world, introduces advanced styling and technology, setting the standard for the future of basketball.

Top-level players around the world win international competitions with Molten official International Basketball Federation (FIBA) game balls. As they step up their game, so do we by introducing a new global standard for international play—the next-generation basketball.

Conceived by Giugiaro Design, the industrial design division of the Group Italdesign-Giugiaro headed by the "Designer of the Century", Mr. Giorgetto Giugiaro, the

new 12-panel design offers improved visibility and unmistakable style, especially compared to traditional eight-panel balls.

But its beauty is more than skin deep. Inside we've incorporated new technology, which has top-quality, high-density foam in the carcass. This technology enhances rebound speed better than traditional balls while allowing for lower inflation pressure, increasing grip and durability. The Molten Flat-Pebble Surface increases

grip, too, for superior ball control. And Molten Full-Flat Seams help players achieve a consistent, smooth backspin to boost shooting accuracy.

The result? A ball with zero trade-offs—style, speed, control and accuracy all in one.

Once again we've fused our traditional know-how with innovative technology to advance the global standard. The future of basketball and the start of a new legend are here and now.