

IMG brings in superstar Beckham to boost chinese football

Matt Cutler

The Chinese Football Association (CFA) is seeking to harness the worldwide popularity of David Beckham after announcing the former England captain as the first global ambassador for Chinese football.



The agreement, brokered by the CFA and the IMG Worldwide agency, will see the Paris Saint-Germain midfielder visit China in 2013 with his new role to help promote Chinese football domestically and globally. The invitation marks the first ever honour of its kind bestowed on an international sportsman in China. Beckham, who recently joined ambitious French Ligue 1 club Paris Saint-Germain, will attend league games in China and visit schools in the country, as part of the new role.

Mike Dolan, chairman and CEO of IMG Worldwide, which has a 10-year deal as a strategic partner and promoter of the Chinese Super League (CSL), said: "This is the perfect time for an icon like David Beckham to be spearheading the effort to promote football in China. The combination of the 10-year anniversary of the CSL, the 20th anniversary of professional football in China and the global appeal of David Beckham practically ensures that every young person in the country will have a new found interest in the game. We expect that David's presence in the country will be massively important in popularising the sport."

The CFA aims to harness 'Brand Beckham' to realise its goal of further promoting football to over 1.3 billion people in the country and inspiring young children to play the game. Meanwhile, with the rapid growth of the CSL it is hoped Beckham's China tour will further popularise the game in the country as well as bringing Chinese football and the League to the world stage.

Beckham said: "I'm excited by the prospect of promoting the world's greatest game to Chinese sports fans as I've seen first-hand the growing interest in football there. This is a wonderful sport that inspires people across the world and brings families together, so I'm relishing the opportunity of introducing more fans to the game."

Fonte: SportBusiness International. Disponível em:
< <http://www.sportbusiness.com/news/188060/img-brings-in-superstar-beckham-to-boost-chinese-football>>. Acesso em: 5 Mar. 2013.