



## **ESSENCE COMMUNICATIONS SCORES WITH INTERNATIONAL FOOTBALL ARENA**

**10 September 2009** - Essence Communications has been appointed as the official public relations and event management agency for International Football Arena (IFA) Kuala Lumpur, which will see three days of conference, networking sessions and forums to be hosted in Kuala Lumpur this November 22 to 24. This will also be the first time the annual event is hosted in South East Asia.

The three-day event in Kuala Lumpur will include a notable line-up of guest moderators which will include prominent football analyst and personality, Shebby Singh. Other VIP speakers at the conference include CEO of Chelsea Football Club, Peter Kenyon; president of the Asian Football Federation, Mohammad bin Hammam; Chairman of Football Federation Australia, Frank Lowy and chairman of FIFA bid committee, Sheikh Mohammad bin Sheikh Hamad bin Khalifa Al-Thani.

Amongst other distinguished guests expected to grace the conference include former speakers and well-known football personalities including CEO of the English Premier League, Richard Scudamore; football legend and past IFA keynote speaker, Franz Beckenbauer; and other football greats including Oliver Kahn and Bayern-Munich chairman, Karl-Heinz Rummenige.

Established in 1999, the IFA has its home base in Zurich and has since seen ten years of hosting conferences, fostering debate and inspiring exchange between decision makers and entrepreneurs in the business of football.

Today, IFA enjoys the reputation of being the leading conference of the biggest and most successful sports worldwide. It has been touted by Financial Times as “an annual conference for the unseen rich men who run football” and “the World Economic Forum of Football” by sports media.

For more information about International Football Arena, please visit [www.internationalfootball.com](http://www.internationalfootball.com)

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