

GOTHIA CUP WORLD YOUTH TOURNAMENT



Gothenburg
Sweden

15th – 21st July 2018



WE WELCOME THE WORLD!

THE GOTHIA CUP IS THE BIGGEST
FOOTBALL TOURNAMENT
FOR YOUNG PEOPLE IN THE WORLD.

1,600 TEAMS
FROM 80 NATIONS
PLAY 4,500 MATCHES
ON 110 PITCHES.

TEAMS AND PARTICIPANTS FROM ALL
CORNERS OF THE WORLD MAKES THE
TOURNAMENT A UNIQUE MEETING PLACE.

WELCOME TO
THE WORLD YOUTH CUP!



GOTHIA CUP SINCE 1975

When it all began, no one could have imagined what the Gothia Cup, a small youth tournament, would become. It was 1975, and the concept of a tournament to which teams from abroad would also be invited was not only unique, it would also prove to be extremely successful. Another unique feature from the outset was that girls were involved in their own class. Four teams registered. The foundations were laid in a partnership between the organisers BK Häcken, Gais and the local newspaper Arbetet. The number of teams just kept growing, as did the number of nations; but profitability didn't grow in the same way. First of all Arbetet

withdrew, then Gais, and at the beginning of the 1980s BK Häcken was faced with a dilemma. Was the Gothia Cup really something worth investing in?

The old, yellowing piece of paper still exists on which a number of young enthusiasts wrote down their visions for the new Gothia Cup. It states: "The Gothia Cup shall be a meeting place for the young people of the world, regardless of colour, gender or religion." This was written in 1981 and remains the guiding principle for the organisation to this day. With more than one

million participants from 140 countries and with a name as the world's biggest youth event, we can justifiably claim that we have succeeded.

In 1984, the Bolivian club Tahuichi announced its arrival with a style of youth football that no one had ever seen before. Match after match, new attendance records were set. Suddenly the Gothia Cup grabbed the attention of all football fans in Gothenburg. Tahuichi is the one club more than any other that put the Gothia Cup on the international footballing map.

Most matches in the 1980s were played on shale pitches. Initially teams accepted this, but by the end of the decade it became unsustainable. The Gothia Cup needed to expand by 30–40 grass pitches, and the solution involved some bargaining in connection with Gothenburg being awarded the World Athletics Championships. This meant that as from the mid 1990s, the Gothia Cup has been able to boast almost 100 grass pitches. These now also include more than 30 artificial grass pitches.

Another important milestone is the decision that a proportion of each participant's fee is allocated to fund teams from poorer countries. The number of participants from, above all, Africa and South America grew significantly, and the Gothia Cup became precisely the international meeting place for which we had always striven. We aim to provide an experience for all participants. *The Gothia Cup – more than just football* was an expression used for many years. The most resources were used on the opening ceremony, and now more than 50,000 people make their way to Ullevi every year. The Gothia Disco was created for all the players, and the Gothia Leaders' Party for team leaders. We've always been associated with words like experience, encounters and

international football. Right from the outset, the Gothia Cup had a high footballing status. Winning the Gothia Cup was and remains one of the finest things you can wish for as a young footballer. Nowadays it's an achievement simply to take part.

Being involved in children's issues away from football and outside Sweden has always been an important element of the Gothia Cup. Our significance beyond the touchline has increased. The schools in the Congo are an example of this. Another is the initiative known as the Kim Källström Trophy, a class for young people with developmental problems. A third is the Meet the World tournament, which is run in partnership with SKF in more than 20 poorer countries. Since 2013, the Gothia Cup has been working with UNICEF with a view to promoting the equal rights of children to develop all over the world.

The world's biggest meeting place for young people might not be aiming to grow more in terms of size right now. Instead, each participant will grow.

Dennis Andersson Cupgeneral





THE WEEK IS FILLED WITH ENCOUNTERS. BIG AND SMALL. ARRANGED AND SPONTANEOUS.

THE OPENING CEREMONY

IS THE WEEK'S MAJOR GATHERING. A TWO-HOUR LONG SHOW WITH MUSIC, DANCING, FIREWORKS, A PRESENTATION OF ALL PARTICIPATING NATIONS AND JOY UNBOUNDED. FELLOWSHIP. 50,000 PEOPLE IN A PACKED ULLEVI.

EVERYONE'S THERE.





WINNING
IS GREAT, BUT FOR
MANY PEOPLE SIMPLY
TAKING PART IS AN
EXPERIENCE.

HALF OF ALL THE TEAMS
TRAVEL TO SWEDEN
AND GOTHENBURG
FROM OTHER
COUNTRIES.

THE PLAYERS MUST SHOW
RESPECT
TO ONE ANOTHER AND
UNDERSTANDING,
BOTH ON AND OFF THE PITCH.
THIS APPLIES FOR US ALL, AT ALL LEVELS.

FAIR PLAY
APPLIES DURING THE GOTHIA CUP.



IN AN AVERAGE YEAR, ABOUT
24,000 GOALS
ARE SCORED, JUST OVER FIVE PER MATCH.
TALK ABOUT ATTRACTIVE FOOTBALL!



30%

OF THE TEAMS ARE GIRLS' TEAMS



920 FOOTBALLS
ARE WORN OUT OR DISAPPEAR
IN ONE WAY OR ANOTHER



GÖTEBORG GOTHENBURG GOTEMBURGO

Thanks to the short distances between different venues, Gothenburg is one of Europe's premier events cities. It's a friendly summer city with easy access to the archipelago. The people of Gothenburg are used to looking after their visitors. And we also have Liseberg, the top leisure park in Northern Europe, visited by a large proportion of all Gothia Cup participants. During the Gothia Cup, the city is transformed into a global meeting place with colourful training gear and young people filled with anticipation.



THE FINALS

ARE THE OBVIOUS CONCLUSION OF A WEEK FILLED WITH GOOD FOOTBALL, LOTS OF PEOPLE, NERVES AND EMOTIONS. FOR A FEW, **THE DREAM COMES TRUE** AND THEY CAN RAISE THEIR TROPHY TO THE SKY



MORE THAN A FOOTBALL TOURNAMENT.

Our involvement goes further than the week's tournament. The development, living conditions and prospects of children have always been important for the Gothia Cup. This is why, every year, a proportion of income goes to help children and young people in poorer parts of the world. This means that those taking part in the Gothia Cup are helping to make the world a little bit better.

We also move the Gothia Cup to places where we're needed. In Congo Brazzaville and Congo Kinshasa, we join forces with the **Uniting Church in Sweden** to provide lots of children with a chance to play football, take part in social activities and go to school.

Meet the World is the collective name of our project in partnership with SKF. In more than 20 countries all over the world, tournaments are organised in which the winning team is funded to travel, stay and participate in the Gothia Cup, and this dream becomes a reality for hundreds of young people every year.

The Swedish international Kim Källström took the initiative for a tournament for young people with developmental problems. **The Kim Källström Trophy** is now held in conjunction with the Special Olympics.

During 2013 we started a collaboration with **UNICEF**, the world's leading organization for children's rights. Together, we want to raise the issue of children's rights and to communicate knowledge of children to children from all over the world. Under the slogan **United for children**, in 2013 we worked on a widely acknowledged campaign for clean water.



DOWN THE YEARS, MORE THAN
900,000 PLAYERS
 HAVE TAKEN PART. OF THESE,
JUST OVER 7,000
 HAVE RETURNED HOME AS WINNERS, BUT ALL OF
 THEM TRAVEL HOME WITH MEMORIES FOR LIFE.



2,200
 COMMITTED
 OFFICIALS



THE PROPORTION
 OF SATISFIED VISITORS IS

99%



THE AGE GROUPS ARE
 FOR BOYS, B11 TO B18.
 FOR GIRLS, G12 TO G18.
 B11, B12 AND G12 PLAY SEVEN-A-SIDE.
 ALL INFORMATION ABOUT THE
 TOURNAMENT CAN BE FOUND AT
worldyouthtournaments.com

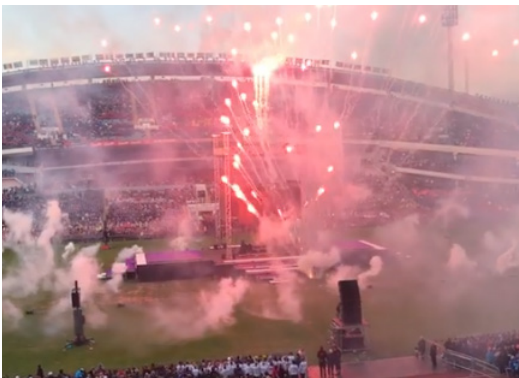


"Both my boys thoroughly enjoyed the trip and it completely exceeded their expectations. Both of them came back raving about the whole experience. The whole week was so professionally organised."

"The coaching was the best Adam has had - team orientated, individually tailored and with a real attention to detail."



"Impeccable planning, unparalleled expertise in product offering, organisational know-how, anticipation of issues and flawless hands-on management and motivational coaching. A perfect score on all counts."





For more information on the Gothia Cup or other international tournaments, please contact:

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MAIN PARTNER



OFFICIAL PARTNER



Wir leben Autos.



EVENT PARTNERS



OFFICIAL SUPPLIERS

