



2017-YEAR OF PROGRESS





ONE ASIA  ONE GOAL



2017-YEAR OF PROGRESS

MESSAGE BY AFC PRESIDENT

The Asian Football Confederation looks forward to an exciting and historic 2018 after a real year of progress in 2017 in which the AFC has built on the solid foundations laid in the last four years.

By working together, hand in hand, shoulder to shoulder, the Member Associations have given the AFC the opportunity to deliver its ambitious Vision and Mission which provides focused and tailor-made services to maximise the potential of the MAs – and the results have been impressive.

The financial return to MAs demonstrates that this commitment is matched by action – the 2017 budget for Member Association Development increased a further 80 percent so that this year the budget is US \$10.325m per annum compared to the US \$3.094m in 2013.

In all areas of Member Association support, including technical and referees, the total investment will have risen from US \$17.366m in the cycle from 2013 to 2016 and that figure will rise to more than US \$39.091m by 2018.

As the AFC competitions grow there will not only be increased financial support to continue to reward success but also to deliver world class platforms for your teams and your players. The AFC has already increased the prize money for the AFC Champions League and AFC Cup in 2018 and made significant contributions to the nations.

For the first time in history Asia will have five representatives at a World Cup and congratulations must go to IR Iran and Japan who topped their qualifying groups, Korea Republic and Saudi Arabia who claimed the runners-up spots and Australia who qualified via the play offs. And in Moscow on June 14 Saudi Arabia will make history by being the first Asian team to play in the opening game of a FIFA World Cup when they play Russia.

To give more opportunity to more nations, the AFC has now increased the number of teams in the Asian Cup final from 16 to 24 from 2019 onwards and adopted a new format for the AFC Cup which delivers more matches to more Member Associations.

Strong MAs have made a strong AFC and this in turn has delivered financial stability for our members. The reason this has been possible has been due to the consensus that we have achieved in everything we do, including optimising our commercial value.

Considering all the upcoming opportunities in the next commercial cycle there will be a new formula and mechanism for financial distribution and, with continued mutual co-operation, the AFC envisages higher centralised dividends for all our Member Associations.

Realising that goal and working towards improving our financial position even more in the next cycle, we will continue to enhance the value and marketability of our assets in a centralised manner – a successful and rewarding approach that has served the game in Asia well to date.

So in 2018 we wish good luck to all the teams in the Women's Asian Cup in Jordan in April; the 2018 FIFA World Cup Russia and those striving to claim the final qualifying spots for the AFC Asian Cup UAE 2019.



Shaikh Salman bin Ebrahim Al Khalifa
AFC President

“ Strong MAs have made a strong AFC and this dedicated bond has delivered a financially stable future ”



OUR VISION



1 TO BE THE WORLD'S LEADING CONFEDERATION

The Asian Football Confederation's aim is to be the world's leading Confederation by setting the benchmark for providing world class advice and strong and principled leadership in the key areas of governance, football development and competitions which allow our Member Associations to grow and so help raise the standard of football across the Continent of Asia.

2 ENSURING ASIAN TEAMS SUCCEED ON THE WORLD STAGE

The Asian Football Confederation will provide the necessary support for our Member Associations to develop teams capable of making an impact on the world stage - through player, team and referee development.

3 MAKING FOOTBALL THE NUMBER ONE SPORT THROUGHOUT THE CONTINENT

The Asian Football Confederation, with two thirds of the world's population within its boundaries, will create the world's biggest football community by helping Member Associations to increase participation and engagement while at the same time increasing awareness by targeted promotion of the AFC's own events and competitions.



OUR MISSION



- 1 MEMBER ASSOCIATION DEVELOPMENT**
 Focused and tailor-made services to maximise the potential of Member Associations
- 2 SUCCESSFUL ASIAN TEAMS**
 The continuous support to succeed at the pinnacle of world football
- 3 TOP LEVEL COMPETITIONS**
 Necessary platforms that raise the standard of competitions in Asia
- 4 OPTIMISED COMMERCIAL VALUE**
 Produce and commercialise attractive competitions and events to engage with and excite our stakeholders
- 5 GOOD GOVERNANCE**
 Implementation of initiatives that ensure professionalism
- 6 INTEGRITY**
 Ensure that the AFC's competitions, matches and the conduct of its people conform to the highest ethical and sporting standards
- 7 FOOTBALL FOR SOCIAL DEVELOPMENT**
 Undertake effective social responsibility campaigns

OUR ROADMAP

THE AFC VISION AND MISSION TIMELINE

VISION

2016
AFC VISION & MISSION
APPROVED BY AFC
EXCO IN DOHA

2017
STRATEGY AGREED FOR NEXT
COMMERCIAL CYCLE TO OPTIMISE
AFC COMMERCIAL VALUE

2018
PUBLICATION OF ITT FOR
COMMERCIAL RIGHTS

2019/2020
IMPLEMENTATION OF
COMMERCIAL STRATEGY

2023/2024
IMPROVED COMMERCIAL STRATEGY
TO DELIVER AN EVEN MORE
FINANCIALLY SUCCESSFUL AFC

2027/2028
DELIVERY OF THE 3 ELEMENTS
OF AFC VISION

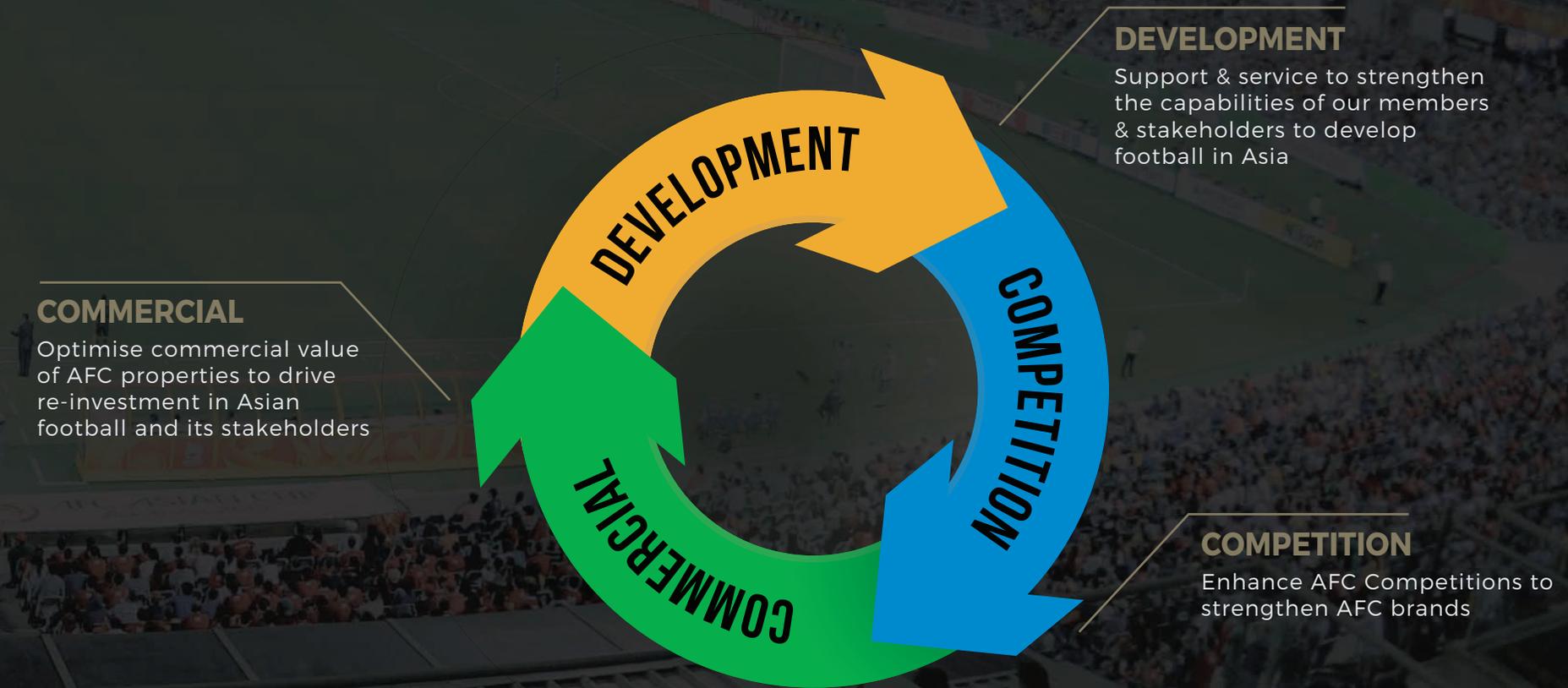
2020
REFINE & REFOCUS
AFC MISSIONS

2024
REFINE & REFOCUS
AFC MISSIONS

MISSION

OUR DRIVER

HOW THE AFC'S FINANCIAL CYCLE PROMOTES FOOTBALL IN ASIA



MISSION 1

MEMBER ASSOCIATIONS' DEVELOPMENT



01

AFC PRESIDENT'S INITIATIVES 2017

Competitions Management System first roll-out to six MAs
Mini-Pitches: 10 MAs, 30 pitches, 17 locations
Live streaming in 27 MAs
Expert pool benefitting seven MAs
New Infrastructure Fund

02

FOOTBALL ADMINISTRATORS COURSE

Football Administrators Course in editions 2 and 3 with 51 participants from 26 MAs enrolled.

03

LEAGUE DEVELOPMENT PROGRAMME

Heavy focus on league and club commercialisation, player media training and financial management
Inspiring and Aspiring League workshops

04

STRATEGIC PLANS

Total of 38 MAs have submitted their plans
AFC guided 12 to create their plans
Restructuring of MA development programmes to make the strategic plan a focal point

05

CLUB LICENSING

Introduction of AFC Cup club licencing regulations
38 MAs have successfully implemented club licencing regulations
Introduction of League Benchmarking report



80

PERCENT RISE IN THE MA
DEVELOPMENT BUDGET
UP TO 2017

66.6

MILLION OVERALL BUDGET
FOR AFAP AND
PRESIDENT'S INITIATIVES

38

MEMBER
ASSOCIATIONS WITH
STRATEGIC PLANS



30

MINI PITCHES

26

MEMBER ASSOCIATIONS
ENGAGED IN FAC

39

MEMBER ASSOCIATIONS
IN LEAGUE DEVELOPMENT
PROGRAMME

MISSION 2

SUCCESSFUL ASIAN TEAMS



01 REFEREE ACADEMY

Opened in Kuala Lumpur Malaysia in November 2017
 Special courses for FIFA World Cup 2018 referees
 Special courses for FIFA Women's World Cup 2019
 Special courses for FIFA World Cup 2022

02 CHARTERS, COURSES AND CONFERENCES

Elite Coaches Forum completed with 15 top level participants
 Technical Directors Conference - 126 participants
 Goalkeeping Coaching Tutors Course - 39 MAs attended
 Coach Education Programme - 59 courses delivered
 Youth Conference - delivered in November 2017

03 WOMEN'S ASSISTANCE PROGRAMME

Women's Development Seminar to be organised every two years
 Women's Coaching Tutors course - 24 participants from 22 MAs

04 TECHNICAL STUDY GROUP

A group of technical experts have produced reports on all AFC competitions to highlight the new and developing trends in football across Asia.

05 GRASSROOTS ENGAGEMENT

The successful launch of the AFC's first ever Grassroots Charter
 Women's Football Day - 30 MAs took part involving 12,700 participants
 Grassroots Football Day - 40 MAs involved engaging almost 95,000 people

06 TOP LEVEL APPOINTMENTS

Completed courses for FIFA Beach Soccer World Cup referees
 Asian referees at FIFA U-17/U-20 and Club World Cups



95,000

PARTICIPANTS IN
GRASSROOT DAY ACTIVITIES

30

MEMBER ASSOCIATIONS
TOOK PART IN WOMEN'S
FOOTBALL DAY EVENTS

15

COACHES AT ELITE CLUB
COACHES CONFERENCE



AFC REFEREE
ACADEMY

15.11.17

OPENING OF AFC
REFEREE ACADEMY

59

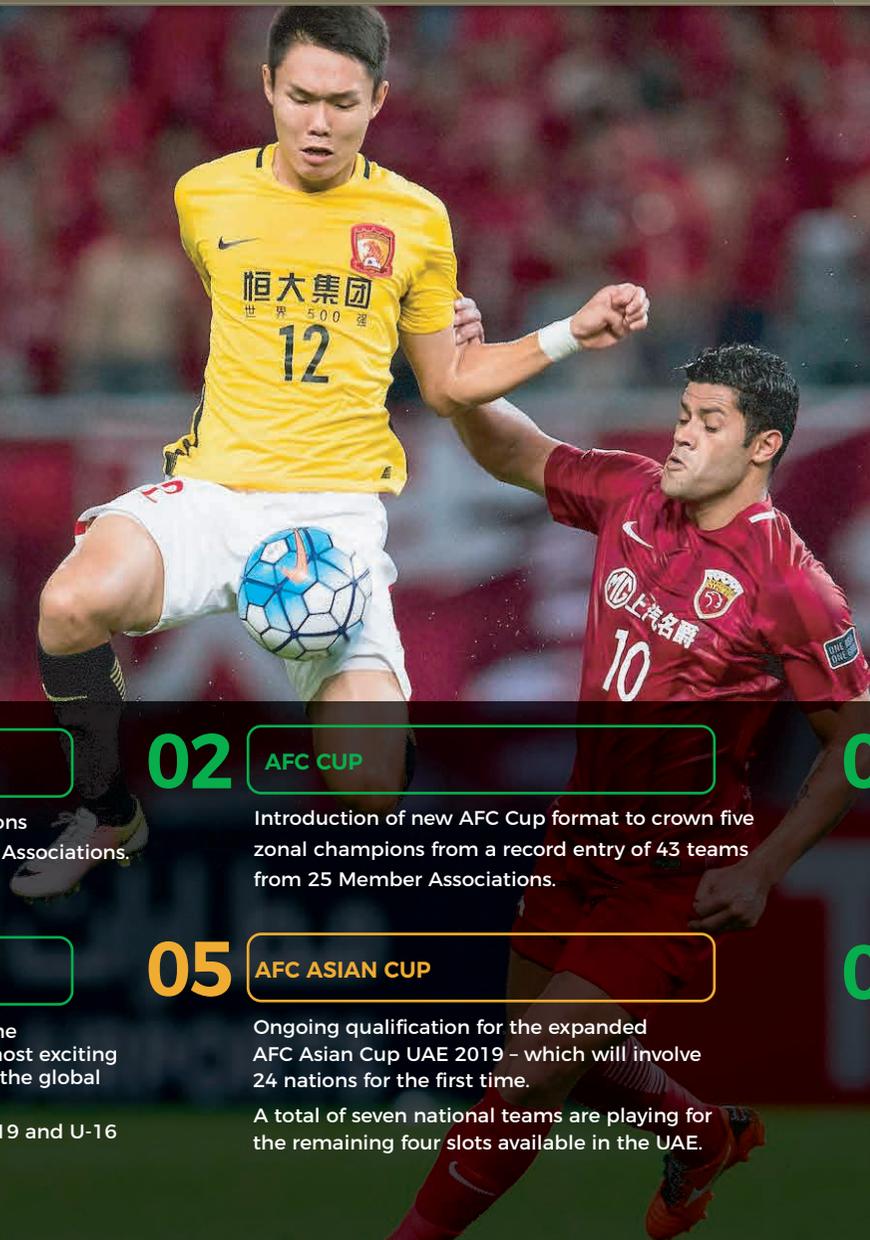
COACH EDUCATION
COURSES DELIVERED

8

ASIAN REFEREE TRIOS AT
FIFA U-17 & U-20 WORLD
CUP AND FIFA
CONFEDERATION CUP

MISSION 3

TOP LEVEL COMPETITIONS



01 AFC CHAMPIONS LEAGUE

Successful delivery of the AFC Champions League with 47 clubs from 19 Member Associations.

02 AFC CUP

Introduction of new AFC Cup format to crown five zonal champions from a record entry of 43 teams from 25 Member Associations.

03 AFC NATIONAL TEAM COMPETITIONS

AFC Beach Soccer Championship played in Malaysia; AFC U-20 Futsal in Thailand; AFC Club Futsal in Vietnam; AFC U-16 Women's Championship in Thailand and AFC U-19 Women's Championship in China PR.

04 SUCCESSFUL QUALIFIERS

The Asian Final Round Qualifying for the 2018 FIFA World Cup Russia was the most exciting yet producing a record five nations for the global stage.

AFC Women's Asian Cup, AFC U-23, U-19 and U-16 Championship Qualifiers completed.

05 AFC ASIAN CUP

Ongoing qualification for the expanded AFC Asian Cup UAE 2019 - which will involve 24 nations for the first time.

A total of seven national teams are playing for the remaining four slots available in the UAE.

06 CLUB PRIZE MONEY

The prize money for winning the AFC Champions League is now \$4m with the AFC Cup winners landing a purse of \$1.5m.



\$3m

PRIZE MONEY FOR THE
WINNERS OF THE 2017
AFC CHAMPIONS LEAGUE

19

MAs INVOLVED IN AFC
CHAMPIONS LEAGUE

8

FINALISTS FOR AFC
WOMEN'S ASIAN CUP 2018



FIFA WORLD CUP
RUSSIA 2018

24

TEAMS IN AFC ASIAN
CUP UAE 2019

5

AFC CUP ZONAL
CHAMPIONS

5

ASIAN TEAMS AT FIFA
WORLD CUP RUSSIA 2018

MISSION 4

OPTIMISED COMMERCIAL VALUE



01

COMMERCIAL TENDER

The Commercial Rights tender 2021-2028 was prepared with the assistance of top-level consultants and the process and timeline was approved by the AFC Executive Committee. Tender to be issued in February 2018.

02

GROWING DIGITAL FOOTPRINT

AFC Digital reach is now 688 per cent higher than in 2014 after a rationalisation of platforms and new website and social media channels.

03

BRANDING DEVELOPMENT

Appointment of company to rebrand AFC Competitions in stadia.
New visual key art for AFC Champions League and AFC Cup.

04

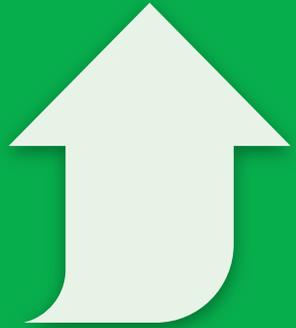
EFFECTIVE REGULATIONS

Upgrade of the AFC Competition Commercial Operations Manual in 2018 building on the successful 2017 edition.

05

NEW COMMERCIAL PARTNERS

The beginning of the new Commercial cycle 2017-2020 has seen a number of world-renowned, high class blue chip companies creating partnerships with the AFC Competitions at both club and national level.



688



PERCENTAGE RISE IN
AFC SOCIAL MEDIA
ENGAGEMENT

2

NEW BRANDS FOR AFC
COMPETITIONS

2018

UPGRADED
COMPETITIONS MANUAL

25

CURRENT COMMERCIAL
PARTNERS, SUPPORTERS
OR LICENSEES

2nd

CYCLE OF PRESENT
COMMERCIAL PARTNERSHIP
2017-2020



28.11.17

EXECUTIVE COMMITTEE
APPROVE COMMERCIAL
RIGHTS TENDER

MISSION 5

GOOD GOVERNANCE



01

AFC STATUTES

AFC Statutes standardised in MAs

02

GENERAL SECRETARIES' INDUCTION

General Secretaries' Induction
40 GSs attended with positive feedback

03

INDEPENDENT HEAD OF INTEGRITY

Mohammad Ali Al Kamali was elected as the Independent Head of Integrity at the 27th AFC Congress held in Bahrain

04

ENTRY CONTROL BODY

The AFC introduced an independent Entry Control Body in late December 2016 to adjudicate on issues surrounding the eligibility for AFC Club Competitions.

05

NEW COMMITTEE

The AFC Associations Committee was formed and met for the first time in August 2017 in Beirut, Lebanon and the Governance Reform Task Force has become the Governance Task Force.



26.08.17

FIRST MEETING OF NEW
ASSOCIATIONS COMMITTEE

40

GENERAL SECRETARIES
ATTENDING THE
AFC INDUCTION

1

INDEPENDENT HEAD
OF INTEGRITY

27TH AFC
CONGRESS
2017 MAY 8TH MANAMA
BAHRAIN

46

MEMBER ASSOCIATIONS
AND 1 ASSOCIATE MEMBER

5

AFC ZONES

27th

ANNUAL CONGRESS
HELD IN BAHRAIN

MISSION 6 INTEGRITY



01 ANTI-DOPING MEASURES

Anti - doping in competition and out of competition testing
Age determination carried out for 44 participating teams
in 10 Groups of U-16 Championship qualifiers

02 SAFETY AND SECURITY

Safety and Security Regulations and guidelines
introduced in March
National Security Officers Seminar completed
with 39 MAs attending

03 MEDICAL TRAINING

Medical Officers Training involving
67 participants
Travelling Fellow for Football Medicine
12 participants

04 COMBATING MATCH FIXING

Enhanced investigations involving a wide range of
stakeholders including Law Enforcement Agencies
to ensure maximum information and protection
Updated MoU with Sportradar and launch of the
AFC Integrity App

05 PRO-ACTIVE MEASURES

Distributing materials promoting integrity as well
as regular circulars to Member Associations and
the constant reminder of reporting mechanics.
New agreement with Sportradar



21.11.2017

LAUNCH OF NEW AFC
INTEGRITY APP

19

PERCENT DROP IN MATCHES
ESCALATED BY CONCERNS OF
MATCH-MANIPULATION

39

MEMBER ASSOCIATIONS
ATTENDING NATIONAL
SECURITY OFFICERS SEMINAR



4,550

NUMBER OF MATCHES IN
AFC AND NATIONAL
COMPETITIONS MONITORED
BY PARTNERS SPORTRADAR

67

PARTICIPANTS AT THE
MEDICAL OFFICERS
TRAINING

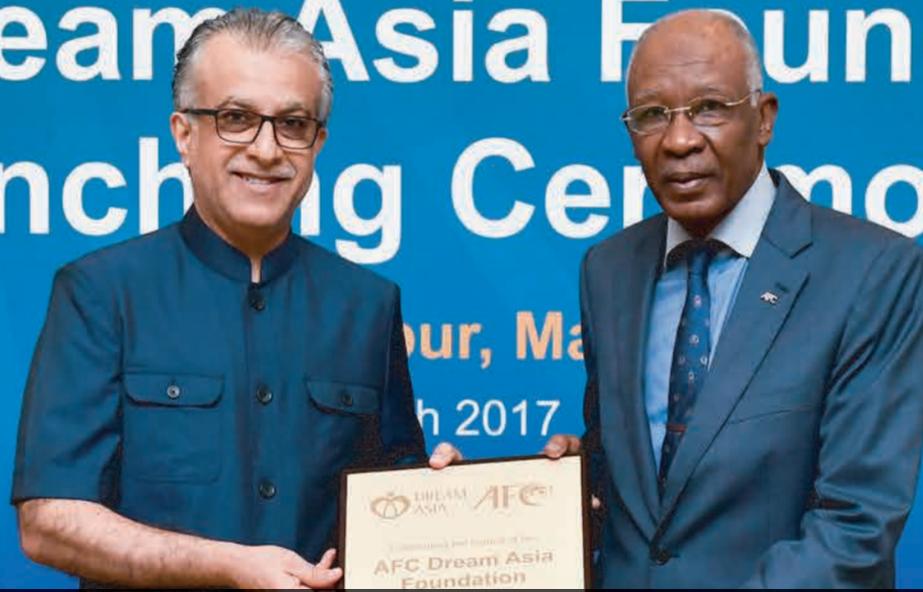
44

NUMBER OF TEAMS
UNDERGOING
AGE-DETERMINATION TESTS
AT THE AFC U-16 QUALIFIERS

MISSION 7

FOOTBALL FOR SOCIAL DEVELOPMENT

AFC Dream Asia Foundation Launching Ceremony



01

DREAM ASIA FOUNDATION

Launch of AFC Dream Asia Foundation in March
The AFC Dream Asia Foundation was launched by President Shaikh Salman bin Ebrahim Al Khalifa in March 2017 to provide efficient, effective and transparent aid

02

SMART PARTNERSHIPS

Smart partnerships signed with UNHCR; International Federation of Red Cross and SCORT, International Cerebral Palsy Football, Coaches Across Continents

03

HUMANITARIAN AID

Completion of school project in Nepal and rebuilding football facilities in Japan

04

SPREADING THE WORD

Successful conference with Premier League in Hong Kong in July
The AFC delivered a world-class international conference with the Premier League in Hong Kong involving experts from the AFC, Premier League, Member Associations and International Organisations.

05

LEGACY PROJECTS

AFC joined #withrefugees campaign
Legacy projects in Hong Kong, Philippines and China PR
The AFC has launched a legacy project for women's football in Hong Kong with the Hong Kong Football Association and is working with the China FA on projects in Chengdu and Guangzhou



01.03.17

AFC PRESIDENT
LAUNCHES DREAM ASIA
FOUNDATION

11

AFC DREAM ASIA
PROJECTS

4

LEGACY PROJECTS IN
HONG KONG, CHINA PR
AND PHILIPPINES



300,000

US DOLLARS DONATED TO
EARTHQUAKE RELIEF
PROJECT IN JAPAN

150

ATTENDEES AT THE JOINT
AFC/ENGLISH PREMIER
LEAGUE CONFERENCE IN
HONG KONG

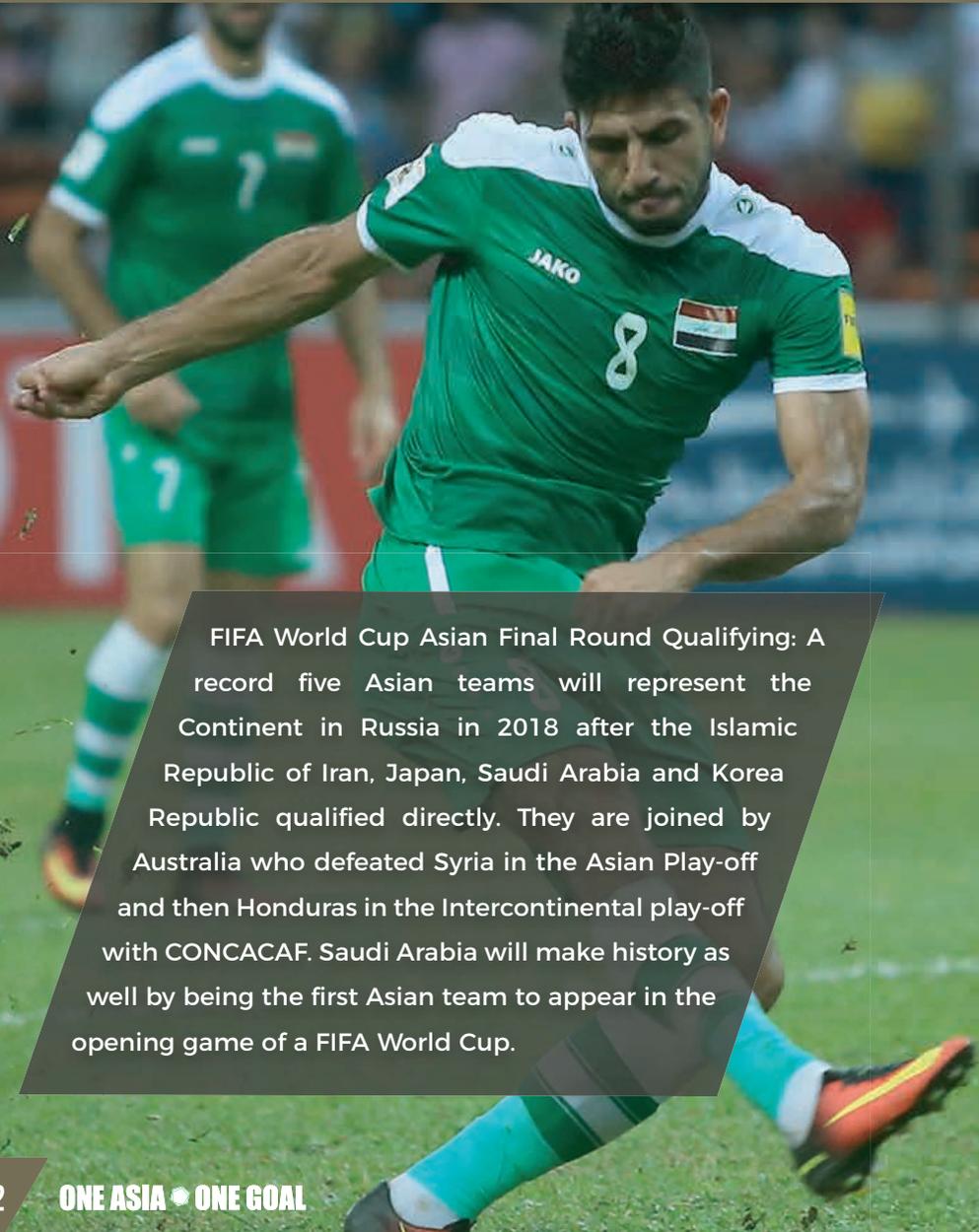
3

NEW MoUs WITH UNHCR,
INTERNATIONAL
FEDERATION OF RED CROSS
AND SCORT

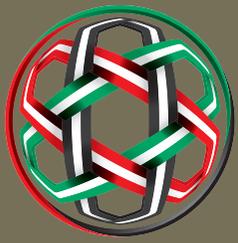


ASIAN QUALIFIERS

ROAD TO RUSSIA



FIFA World Cup Asian Final Round Qualifying: A record five Asian teams will represent the Continent in Russia in 2018 after the Islamic Republic of Iran, Japan, Saudi Arabia and Korea Republic qualified directly. They are joined by Australia who defeated Syria in the Asian Play-off and then Honduras in the Intercontinental play-off with CONCACAF. Saudi Arabia will make history as well by being the first Asian team to appear in the opening game of a FIFA World Cup.



AFC ASIAN CUP UAE 2019™

2017 AFC'S YEAR OF PROGRESS

Asian Cup UAE 2019: Already 20 teams have qualified for the new expanded AFC Asian Cup UAE 2019 and a further four from seven potential finalists will be decided over the last round of matches with the draw for the Asian Cup UAE 2019 being held on May 4, 2018.



AFC WOMEN'S ASIAN CUP JORDAN 2018



AFC Women's Asian Cup qualifiers: Vietnam, Thailand, Philippines and Korea Republic came through the qualifying programme to join hosts Jordan, who won a qualifying group, Australia, Japan and China PR in the first-ever AFC Women's Asian Cup to be held in Amman, Jordan in April 2018.



AFC CHAMPIONS LEAGUE

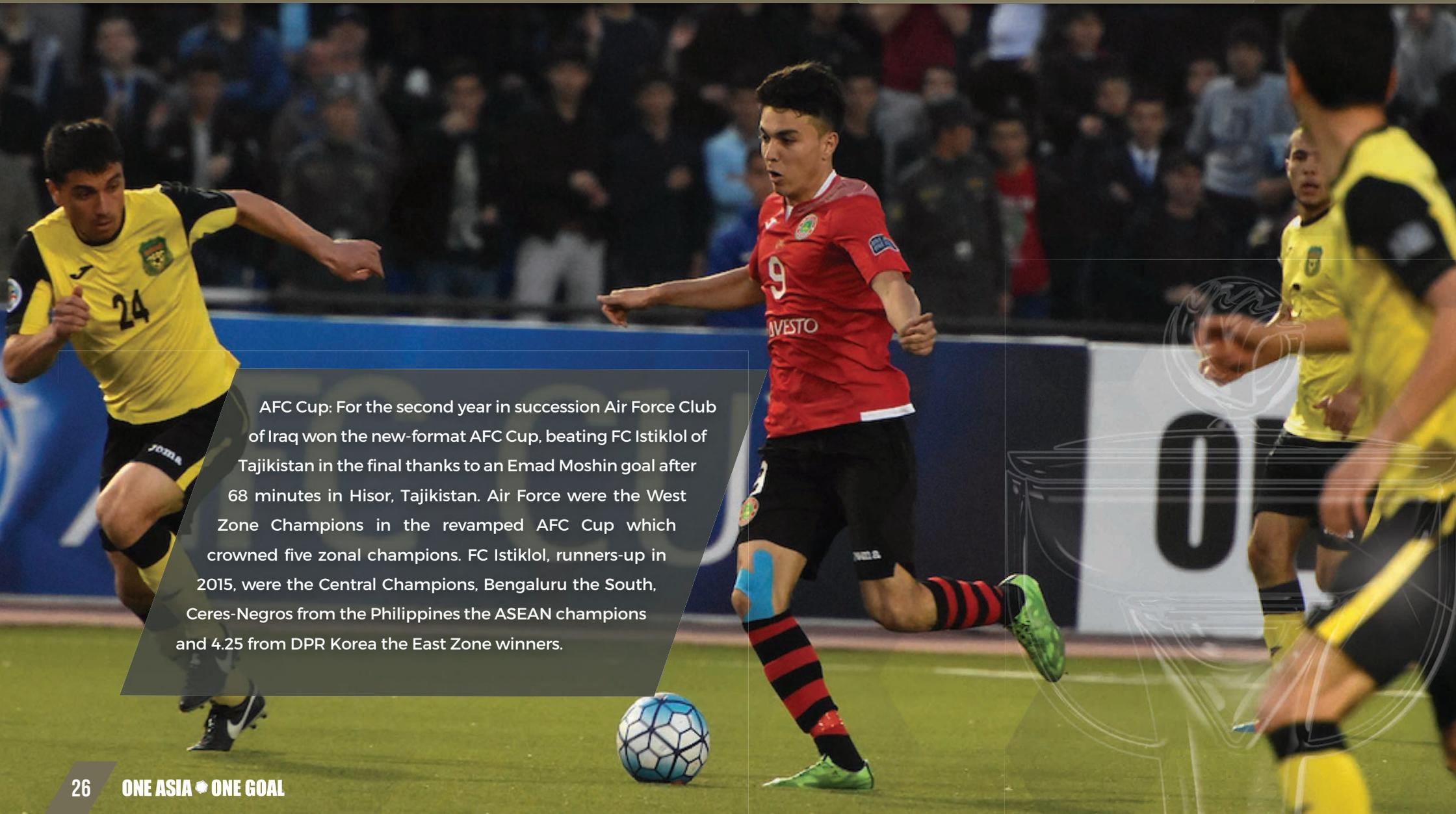
2017 AFC'S YEAR OF PROGRESS



AFC Champions League: Urawa Red Diamonds clinched the AFC Champions League in a final watched by a record 116,800 fans against Al Hilal of Saudi Arabia. The first leg ended in a 1-1 draw in Riyadh and Urawa won the second leg in Saitama courtesy of a late goal from Rafael de Silva. A total of 141 matches were played, watched by almost 2 million fans in the stadiums.



AFC CUP



AFC Cup: For the second year in succession Air Force Club of Iraq won the new-format AFC Cup, beating FC Istiklol of Tajikistan in the final thanks to an Emad Moshin goal after 68 minutes in Hisor, Tajikistan. Air Force were the West Zone Champions in the revamped AFC Cup which crowned five zonal champions. FC Istiklol, runners-up in 2015, were the Central Champions, Bengaluru the South, Ceres-Negros from the Philippines the ASEAN champions and 4.25 from DPR Korea the East Zone winners.



AFC BEACH SOCCER CHAMPIONSHIP MALAYSIA 2017

2017 AFC'S YEAR OF PROGRESS



AFC Beach Soccer Championship: The Islamic Republic of Iran beat the United Arab Emirates 7-2 to win the AFC Beach Soccer Championship held in Kuala Terengganu, Malaysia, in March while Japan beat Lebanon in the third and fourth place match. IR Iran, UAE and Japan represented Asia in the FIFA Beach World Cup in the Bahamas, where the Central Asians finished commendably in third place.



AFC
U-20 FUTSAL
CHAMPIONSHIP
THAILAND 2017

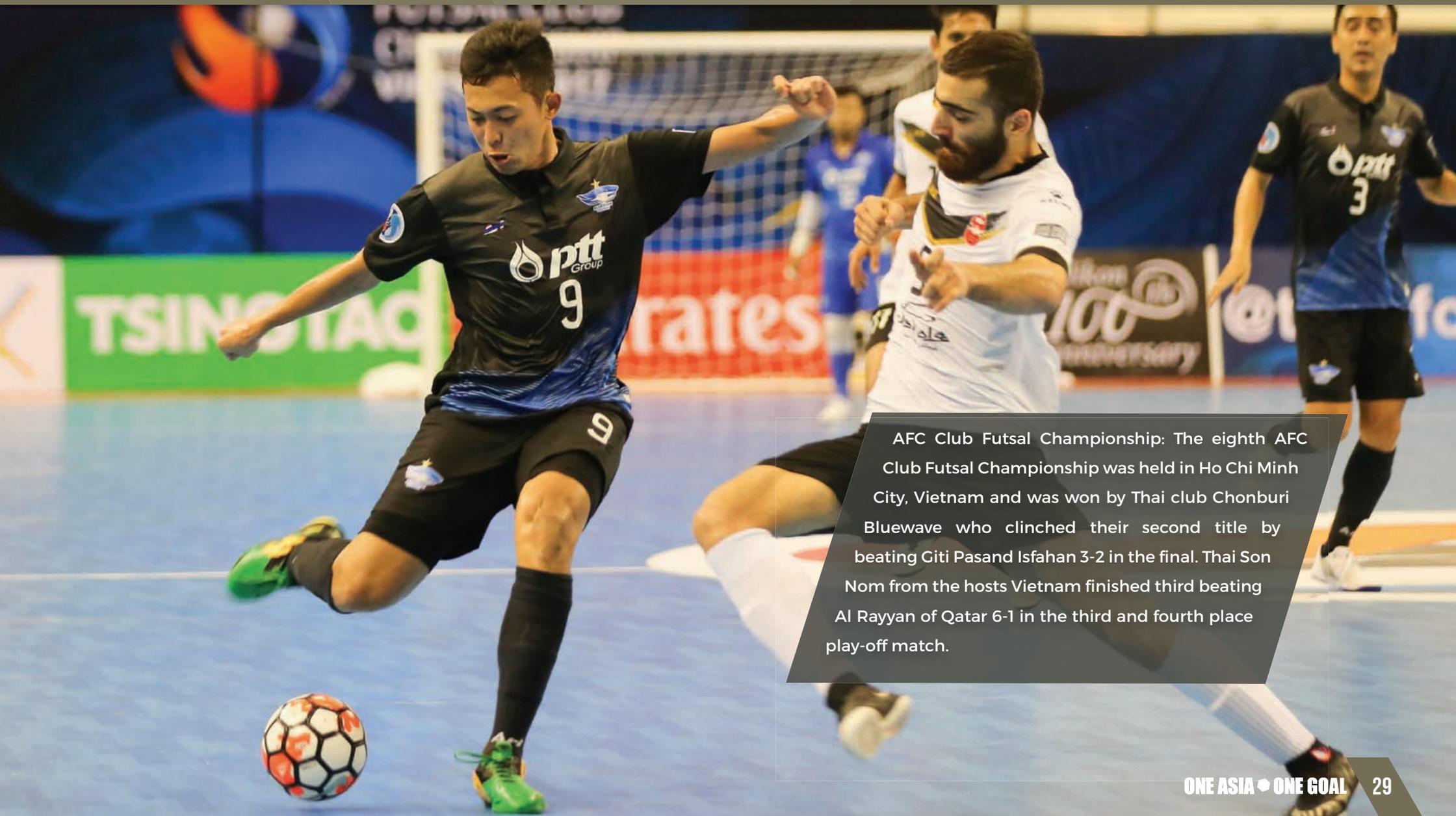


AFC U-20 Futsal Championship: Hosted in Bangkok, Thailand, the AFC U-20 Futsal Championship was won by IR Iran who defeated Iraq 2-0 in the final. Both teams qualified for the 2018 Summer Youth Olympics futsal competition in Buenos Aires, Argentina. Hosts Thailand finished third beating Uzbekistan 8-1 in the third and fourth place play-off.



AFC
FUTSAL CLUB
CHAMPIONSHIP
VIETNAM 2017

2017 AFC'S YEAR OF PROGRESS



AFC Club Futsal Championship: The eighth AFC Club Futsal Championship was held in Ho Chi Minh City, Vietnam and was won by Thai club Chonburi Bluewave who clinched their second title by beating Citi Pasand Isfahan 3-2 in the final. Thai Son Nom from the hosts Vietnam finished third beating Al Rayyan of Qatar 6-1 in the third and fourth place play-off match.



AFC
U-16 WOMEN'S
CHAMPIONSHIP
THAILAND 2017



AFC Women's U-16 Championship: DPR Korea collected their third U-16 title when they beat Korea Republic 2-0 in the final in Chonburi in Thailand. Third-placed Japan, who beat China PR in the play-off, now join both DPR Korea and Korea Republic in the FIFA U-17 Women's World Cup to be held in Uruguay in November and December 2018.



AFC
U-19 WOMEN'S
CHAMPIONSHIP
CHINA 2017

2017 AFC'S YEAR OF PROGRESS



AFC Women's U-19 Championship: Held in China PR, Japan clinched their fifth title with a 1-0 win over DPR Korea in the final in Nanjing thanks to a 50th-minute goal from Riko Ueki. China, the hosts, clinched the third place by beating Australia 3-0. Now Japan, DPR Korea and China PR will go forward to represent Asia in the FIFA U-20 Women's World Cup in France in 2018.

FIFA U-17 & U-20 WORLD CUP



The FIFA U-20 World Cup and FIFA U-17 World Cup were both hosted in Asia. Korea Republic hosted the FIFA U-20 World Cup and India the U-17 World Cup. Both tournaments were won by England.

ONE ASIA ONE GOAL

ONE ASIA, ONE GOAL is a message of unity and solidarity which captures the desire of the AFC and its Member Associations to work together to provide an exciting future for football in Asia.



BANGKOK 2017



AFC WOMEN'S PLAYER OF THE YEAR
Samantha Kerr (AUS)



AFC MEN'S PLAYER OF THE YEAR
Omar Khribin (SYR)



AFC DIAMOND OF ASIA
Yousuf Al Serkal (UAE)



AFC COACH OF THE YEAR
Takafumi Hori (JPN)



AFC COACH OF THE YEAR
Asako Takakura (JPN)



AFC DREAM ASIA AWARD
Japan Football Association



AFC FUTSAL PLAYER OF THE YEAR
Aliasghar Hasanzadeh (IRN)



**AFC MEMBER ASSOCIATION
OF THE YEAR**

INSPIRING
Football Federation Islamic
Republic of Iran

DEVELOPING
Vietnam Football Federation

ASPIRING
Afghanistan Football Federation

**AFC PRESIDENT RECOGNITION
AWARDS FOR GRASSROOTS
FOOTBALL**

INSPIRING
Chinese Football Association

DEVELOPING
Football Association of Singapore

ASPIRING
Bhutan Football Federation

**OTHER WINNERS OF
AFC ANNUAL AWARDS BANGKOK 2017**

AFC YOUTH PLAYER OF THE YEAR (MEN)

Lee Seung-woo (KOR)

AFC YOUTH PLAYER OF THE YEAR (WOMEN)

Sung Hyang-sim (PRK)

AFC ASIAN INTERNATIONAL PLAYER OF THE YEAR

Son Heung-min (KOR)

THE AFC REFEREES SPECIAL AWARD

Bakhtiyor Namazov (UZB)

REPORT ANY MATCH FIXING ACTIVITIES WITH THE AFC INTEGRITY APP

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20 FUTSAL CHAMPION



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ONE ASIA • ONE GOAL