



DO WE REALLY LOVE FOOTBALL ?

Comments received following Newsletter # 4, made it very clear that not all of us are aware of the danger that football is facing.

The story about Ze Zheuyun is alarming in itself, but not an isolated case. In fact the scope of relating it, was to highlight the pattern being followed by organized match- fixers around the world.

An important sentence in that story reads:

“They (the football clubs) lose their mind when they see money”

That is what makes clubs, with heavy debts facing them, sitting ducks. Match-fixers will subtly and craftily move in and tempt them with incredible promises, which will be very hard to refuse. But that can happen only if the club administration is weak in character and open to dubious practices.

But the question is this “Has anyone, in football, ever given you anything unconditionally?”

And also in business “Has anybody walked through your door ready to solve your financial problems with no strings attached?”

There are groups of people, with anonymous connections, circling in the football world, with offers for financial survival, which initially look quite genuine. Offering investment plans aimed at showcasing players. *They* will tell you that they cast their eyes on your club, because of your potential set-up.

They will pose as technically gifted individuals who have contacts ready to invest in your team. *They* will be prepared to help you improve your Nursery (where they start looking at youngsters as their future *investment*). *They* will lead you to believe that their love of football will be shared by your club. *They* will say that their plans will guarantee success, both sporting and financial. *They* will promise you a high position in the league with participation in European cup competitions etc... *They* will propose a Technical Director/Advisor (probably someone conversant with the local scene), who will bring over “his” players, and will include them in the team irrespective of their abilities. *They* will also say that it is very important for the Technical Director/ Advisor or a collaborator sits on the bench during matches.

What guarantees do you have about people who have no reliable history to go by? How can you trust somebody who is not prepared to abide by your club’s system and is adamant at imposing his own “secret” for success? *Be sure that you perform a Due Diligence test before embarking on any project.*

Please be aware of what is going on in football. Do not rush into quick-fixes for your financial shortcomings. ***Your financial quick-fix does not exist, but your financial worries are avoidable.*** Do not be blinded by success at all costs. You may inflict irreparable damage on your club, which will lead to a point of no return with unsavoury consequences. ft