

## Beach Soccer Intercontinental Cup Memorandum Signing

June 7, 2012



Joan Cusco, left and Matar Al Tayer



Joan Cusco, left and Ali Haidary

Joan Cusco Beach Soccer Worldwide President & Ali Haidary, Managing Director of Sport Solutions, the exclusive Regional Promoter of BSWW in the Middle East, were together on June 7<sup>th</sup> 2012 at the iconic Burj Al Arab Hotel for the Beach Soccer Intercontinental Cup Memorandum Signing organized by the Dubai Sports Council.

The long term partnership of the Beach Soccer Committee of FIFA to host the Intercontinental Cup for the next Five years in Dubai was signed by Matar Al Tayer, Deputy Chairman of Dubai Sports Council and Joan Cusco under the presence of other UAE sporting leaders and media representatives.

Joan Cusco said that, "The 2009 tournament in Dubai was excellent. It was the best beach soccer tournament ever in my opinion. The Beach Soccer Intercontinental Cup is the second most prestigious beach soccer tournament after the Beach Soccer World Cup. We were so happy with the great success of the first edition in Dubai last year. Now Dubai has almost become as popular as Rio de Janeiro, the beach soccer heaven. Even all the players now want to play in Dubai. This has happened because of the professionalism and commitment this city has shown towards sports."

Al Tayer in his speech mentioned that "Dubai Sports Council will continue to work in its aim to develop the sports sector in the Emirate of Dubai. Since we are here in a sports-related event for beach soccer, I am pleased to inform that work with UAE football Union will continue in order to prepare for the second season of Beach Soccer League, Cup and Super Cup after the great success of the first season."

Ali Haidary added, "This event marks another important milestone in the development of beach soccer in Dubai. Following on from Sport Solutions' very first event with BSWW in 2005, the sport received massive support from the Dubai Sports Council in 2007 culminating in Dubai hosting the prestigious FIFA Beach Soccer World Cup in 2009, and we look forward to continued success for the sport in the Region."