



Rugby Expo 08
The World's First Conference and Exhibition Dedicated To Rugby

The Queen Elizabeth II Conference Centre, London 19th March, 08. Rugby Expo, the world's first ever global business-to-business rugby union and league convention, today announced the schedule for the inaugural event taking place on 17-18 November 2008 at The Queen Elizabeth II Conference Centre, London.

At today's announcement the panel of representatives – Martin Bayfield (former England International), Abi Ekoku (former CEO Bradford Bulls & Manager GB Rugby League Team) and Keiran Gaffney (Rugby Expo Commercial Manager) – stated that Rugby Expo 08 is set to be the largest ever gathering of business people involved and interested in the world of rugby.

Supporting the development of rugby as a global sport, Rugby Expo will focus on three key themes as follows:

- Professionalism - building closer links between rugby and business with a shared commitment to success
- Grass roots - attracting and nurturing talent in youth and amateur rugby to support the development of the game through the ranks
- Developing Nations – enabling growing rugby nations to establish viable financial structures, allowing rugby to develop as a global sport

The convention, which coincides with the union Autumn Internationals programme, will host seminars and debates on topics such as; rugby as a growing global business, stadium development, rugby finance, player welfare and development and rugby's place in the community.

Key panellists and contributors will include Dan Jones (Deloitte), Peter Wheeler (CEO Leicester Tigers), Tim Horan (former Australia International), Jon Varney (Commercial Director, Premier Rugby) and Michael Jones (Head Coach of Pacific Islands).

Martin Bayfield, Rugby Expo Ambassador said: "It is clear to see that the business world of rugby has been crying out for a conference of this sort for quite some time. The event provides a fantastic networking opportunity for attendees, where they can also gain valuable insight into rugby's hot topics, thus making it a must attend event this November."

Speaking at the photocall, Danny Cipriani, Wasps and England International said: "Every player wants to contribute in any way they can to the growth of the game and with Rugby Expo's focus on grass roots and the developing nations, I am delighted to be involved with such a concept."

Rugby Expo will attract administrators from the international and national rugby authorities, executives from rugby clubs across the rugby playing nations, executives from global, national and local companies and suppliers of services to the rugby community. Essentially it will provide attendees the chance to develop partnerships and discover new opportunities to meet their business objectives.

Keiran Gaffney, Commercial Manager, Rugby Expo said: "The feedback and support we have had to date from the rugby authorities, clubs and businesses has been overwhelming and extremely positive. We are delighted that Rugby Expo is up and running and are confident that it will grow from strength to strength as the years progress."

Abi Ekoku, former CEO Bradford Bulls & Manager GB Rugby League Team: "Rugby has seen significant challenge, change and progression over the past 12 years and the emergence of Rugby Expo is a wonderful and timely event to identify new opportunities moving forward and celebrate generic 'oval ball' growth and impact to date."

Rugby Expo 08 is committed to making the Rugby Expo Convention a long-term success and aims to build on the foundations put in place this year. Potential venues are already being looked at for Rugby Expo 09.

To find out more about the event and how you can become involved, visit the website on www.rugbyexpo.com.

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