



*Together We Can Make Aquatics Bigger!*

FINA has the pleasure to inform you that during its meeting in Bangkok (THA) on 14<sup>th</sup> & 15<sup>th</sup> January 2010, the FINA Bureau decided to organise the 1<sup>st</sup> **FINA World Aquatics Convention** to be held on

**27<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup> September 2010**

**in Punta del Este, Uruguay.**

This event will a **unique opportunity to gather more than 700 of the Aquatic protagonists**: Olympic partners, National Federations, Sponsors & Broadcasters, Event Organisers, Bidding & Host Cities, Media, partners, suppliers and companies in the Aquatics and sports event business.

Following FINA's success during the 2008 Olympic Games in Beijing and the outstanding figures of TV audience during the 2009 FINA World Championships, which were seen by over 3.5 billion viewers worldwide, FINA is ready to present its **vision for the Aquatic Sports in 21<sup>st</sup> century** through the development of its FINA Member National Federations.

Only by reinforcing the strength of FINA's members can we **increase the value of Aquatics in the global sports market.**

The 1<sup>st</sup> FINA World Aquatics Convention will constitute a major milestone for the Aquatic sports community to come together in order to explore new horizons, developments, communications platforms and technologies, share knowledge and develop ideas, build up networking and establish new relationships.

During three days, we will allow a **closer and personal relationship between those Organising the sport and those Promoting it.**

This Convention will show why Sponsors & Partners are proud to support FINA and why prestigious cities are interested in hosting FINA's major events.

With this initiative, FINA wants to **innovate, to create new synergies and to enhance its strategies.**

That is why, this major FINA event will bring together:

- Representatives from all FINA Member Federations (202)
- IOC guests
- UN guests

- LOCOG 2012
- OC Rio 2016
- Organising Committees of FINA Championships 2010, 2011, 2012, 2013
- NF/Cities Bidders for future FINA events
- FINA Partners and Sponsors
- Companies active in the aquatic sports business
- Consultants and Service Providers

During three days reputed members of FINA Family, partners and representatives of sport business & broadcasting companies will make presentations followed by group discussions with Convention delegates. The list of speakers (full list to be announced shortly) will also include IOC and United Nations personalities.

The goal is to **meet the challenges to better overcome them**: administration, promotion, media attention, organisation of events, generation of revenue, economical impact, relations with NOCs and other sport federations.

The objective to **learn**, to **plan ahead** and to **better act**.

Because Development is like training athletes: long-term goals generate **optimal performances!**

Book the dates of the 1<sup>st</sup> FINA World Aquatics Convention in your agenda and join us for a thrilling journey at the heart of FINA activities. Add to that the excitement of being at one of the most emblematic summer resorts in South America. Punta del Este (Uruguay) and FINA are waiting for you!

*The future is not waiting for us. We must go and get it.*

*Tomorrow starts today!*

**Note to Media:**

- Complete information, including Media Accreditation, will be published on a devoted site of the Convention (within [www.fina.org](http://www.fina.org)), to be launched on February 15, 2010.
- Contact e-mail: Pedro Adrega, at [press@fina.org](mailto:press@fina.org)