A special kind of celebration

UEFA EURO 2008™ is the world’s third largest sports event, after the FIFA World Cup and the Olympic Summer Games. In terms of TV viewing figures, the European Championship final round is bettered only by the World Cup. A cumulative total of 7.9 billion TV viewers watched the 31 matches in Portugal, while 1.1 million people saw the games in the stadiums.

This brochure, containing information about the UEFA European Football Championship in general and the 2008 finals in particular, has deliberately been kept small and compact. It only contains facts and figures. It will not be long before the emotions of the event begin to be felt, probably during the first qualifying matches in August 2006, but definitely at 6 p.m. on 7 June 2008, when the first of the 31 final round matches kicks off in Basle.

We are already looking forward to a special kind of celebration, which we hope will provide each one of us with many unforgettable moments.

With sportive regards

Lennart Johansson
UEFA President

Friedrich Stickler
President of the Austrian Football Association

Ralph Zloczower
President of the Swiss Football Association

SFA President Ralph Zloczower with UEFA President Lennart Johansson and ÖFB President Friedrich Stickler
The UEFA European Football Championship final round will be held in Austria and Switzerland from 7 to 29 June 2008. Featuring Europe’s best 16 teams, the tournament will last 23 days and comprise 31 matches (16 in Austria, 15 in Switzerland). Around 1,500 people will be employed at each match, looking after the players, safety and organisation in the stadium. Just over 1 million match tickets will be sold (from spring 2007).

UEFA EURO 2008™, as the tournament is officially known, is only the second final round (after Belgium/Netherlands in 2000) to be jointly hosted by two neighbouring countries. The host countries both qualify automatically. A further 50 nations will compete for the 14 remaining places in seven qualifying groups, with matches to be played between 16 August 2006 and 21 November 2007. A total of 308 qualifying matches will be played. The top two teams in each group will qualify for the finals. The draw for the final tournament will be staged in Lucerne (Switzerland) on 2 December 2007.

Key information about the tournament

Countdown

<table>
<thead>
<tr>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>16 August</strong></td>
<td><strong>Spring</strong></td>
<td><strong>13 March</strong></td>
</tr>
<tr>
<td>UEA EURO 2008™ qualifier round begins</td>
<td>Official mascot presentation in Vienna</td>
<td>Workshop for the 16 final round participants in Vienna</td>
</tr>
<tr>
<td><strong>27 September</strong></td>
<td><strong>21 November</strong></td>
<td><strong>Spring</strong></td>
</tr>
<tr>
<td>Official mascot presentation in Vienna</td>
<td>Ticket sales begin</td>
<td>Promotional tour begins</td>
</tr>
<tr>
<td><strong>2007</strong></td>
<td><strong>Spring</strong></td>
<td><strong>May</strong></td>
</tr>
<tr>
<td><strong>21 November</strong></td>
<td>Qualifying round concludes (after 308 matches in total)</td>
<td>Workshop for the 12 final round referees (in Switzerland, exact location to be confirmed)</td>
</tr>
<tr>
<td><strong>7 June, 6 p.m.</strong></td>
<td><strong>2 December</strong></td>
<td><strong>7 June, 6 p.m.</strong></td>
</tr>
<tr>
<td>Draw for the UEFA EURO 2008™ finals in Lucerne (Switzerland) and presentation of the official match ball</td>
<td>Start of registration phase for accreditations; confirmation of team bases and training grounds</td>
<td>Opening match in Basle</td>
</tr>
<tr>
<td><strong>End of the year</strong></td>
<td><strong>29 June, 8.45 p.m.</strong></td>
<td><strong>29 June, 8.45 p.m.</strong></td>
</tr>
<tr>
<td>Start of registration phase for accreditations; confirmation of team bases and training grounds</td>
<td></td>
<td>Final in Vienna</td>
</tr>
</tbody>
</table>
The UEFA European Football Championship has grown tremendously since it was first staged in 1960, not just in sporting terms but also from a commercial point of view. The EURO brand now has a huge market value – particularly in the field of media and commercial rights.
The total turnover of a European Football Championship can be broken down into the following sources of revenue:

- Media rights (television, radio, new media)
- Commercial rights, including sponsorship income, as well as revenue from the various licensed products (e.g., T-shirts, mascot, official video)
- Sale of match tickets
- Corporate hospitality – i.e., the best seats in the stadium, combined with excellent food, VIP treatment and the offer of additional entertainment

Main sources of revenue

The huge increase in revenue from media and commercial rights for UEFA EURO 2004™ is due to the fact that a fixed contract covered the three editions between 1992 and 2000.

<table>
<thead>
<tr>
<th>Year</th>
<th>Commercial Rights</th>
<th>Media Rights</th>
<th>Match Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>CHF 44 mn.</td>
<td>CHF 80 mn.</td>
<td>CHF 97 mn.</td>
</tr>
<tr>
<td></td>
<td>EUR 28.2 mn.*</td>
<td>EUR 51.3 mn.*</td>
<td>EUR 62.2 mn.*</td>
</tr>
<tr>
<td>2000</td>
<td>CHF 81.2 mn.</td>
<td>CHF 140 mn.</td>
<td>CHF 123.7 mn.</td>
</tr>
<tr>
<td></td>
<td>EUR 52.1 mn.*</td>
<td>EUR 89.7 mn.</td>
<td>EUR 79.3 mn.*</td>
</tr>
<tr>
<td>2004</td>
<td>CHF 278.6 mn.</td>
<td>CHF 862 mn.</td>
<td>CHF 123.8 mn.</td>
</tr>
<tr>
<td></td>
<td>EUR 178.6 mn.*</td>
<td>EUR 552.6 mn.*</td>
<td>EUR 79.4 mn.*</td>
</tr>
</tbody>
</table>

* EUR 1 = CHF 1.56
The sponsors of the European Championship final round are well looked after. “We are providing unique opportunities for our sponsors at the tournament itself, on television and on the Internet,” says Philippe Margraff, Chief Operating Officer of UEFA Marketing and Media Management.

In this case, less is more: there were 22 sponsors at UEFA EURO 2000™ in Belgium and the Netherlands and 17 in Portugal; in 2008 there will be just 14. “This is so that we can give the remaining companies more promotional opportunities and thus a greater market value,” Philippe Margraff explains. The figures themselves underline the success of this strategy, since income from sponsors is up by a good 60 per cent.

There are three kinds of sponsor:

1. **EUROTOP partners** (6) – the elite sponsorship programme. Carlsberg, Coca-Cola, Hyundai/KIA, JVC, MasterCard and McDonald’s can enjoy four years of worldwide advertising rights for all national team competitions, which encompass seven final rounds between now and 2009, including UEFA EURO 2008™, the UEFA European Under-21 and Women’s Championships and the UEFA European Futsal Championship.

The most comprehensive rights are for UEFA EURO 2008™, where they include traditional forms of marketing such as perimeter advertising, event promotion (posters, etc.), dedicated VIP sectors, first-class catering and ticket quotas for all matches. The EUROTOP programme also offers sponsorship of live TV broadcasts, Internet coverage, the innovative “Match Partner” programme and two exclusive partner programmes each.

2. **EURO sponsors** (4) – their rights (also worldwide) apply only to UEFA EURO 2008™.

3. **National supporters** (4 per host country) – restricted to national advertising rights.

“Qualifiers”
For the first time, EURO sponsors also have the opportunity to be involved in the European Championship qualifying competition (starting in August 2006). Through the sports marketing agency Sportfive, and in cooperation with the associations, UEFA is offering perimeter advertising and tickets for more than 170 matches. The time period for promotional activities is therefore increased from just four weeks to two years.
UEFA is treading new ground for UEFA EURO 2008™ final round. “From the first European Championship in 1960 up until UEFA EURO2004™,” says Philippe Le Floc’h, director of Marketing and Media Rights, “the European broadcast rights have always been assigned to the European Broadcasting Union (EBU), which bought the TV rights on behalf of its members and was responsible for the production and transmission of pictures during the final round. It was a groundbreaking decision to depart from this tradition.”

Instead, UEFA has selected the marketing agency Sportfive as its exclusive representative for the commercialisation of the European broadcast rights. The media rights are sold on a market-by-market basis, a process which will take about two years, until summer 2007. “We insist that most of the 31 matches be shown on free-to-air TV,” Le Floc’h added, “including the opening match, the quarter-finals, the semi-finals and the final itself as well as all matches of the local team in its country.”

With regards to ex-European distribution, a tender process is being held. UEFA European Football Championship final round is becoming an attractive and truly global property and UEFA’s primary objective is to maximise exposure and viewership in these territories. The broadcasters are also given the opportunity to distribute the UEFA EURO 2008™ matches across all types of media platforms, including mobile and Internet.

Another major step into the development of UEFA EURO 2008™ brand equity is the internalisation of all host broadcasting activities. This will allow UEFA to ensure that the way the competition is shown and conveyed to the fans around the world reflects its premium quality.

Laurent Scharapan (Sportfive), Philippe Le Floc’h (UEFA) and Martin Kallen (Euro 2008 SA)
At UEFA EURO 2004™, revenue totalled CHF 1.31 billion (EUR 840 million) – three times more than four years previously. Tournament expenditure (including all preparation costs) amounted to CHF 263 million (EUR 169 million). UEFA also put aside reserves of CHF 240 million (EUR 154 million) to cover costs until 2008. Some of this money will be used to finance the current youth and women’s competitions.

What happens to the revenue?

In order to invest the profits generated from the major tournaments (particularly UEFA EURO 2004™) in its member associations, UEFA established the HatTrick programme for the support of grassroots football in 2003. The programme has a total budget of CHF 490 million (EUR 314 million) until 2008. In accordance with UEFA’s solidarity principle, each of the 52 member associations receives between CHF 500,000 and CHF 1.1 million (EUR 320,000 – EUR 705,000) per year – the exact amount depends on their level of participation in UEFA competitions and the quality of their club licensing system. This represents a total (until 2008) of around CHF 230 million (EUR 147 million). In addition, up to CHF 2.5 million (EUR 1.6 million) is awarded to each association for the financing of infrastructure.

That’s not all: to celebrate UEFA’s Golden Jubilee, each of the 52 associations (from Albania to Wales) received CHF 1 million (EUR 640,000) to build mini-pitches (between 250 and 1,000 m²). So far, more than 2,200 of these pitches have been built across Europe.

“Since last year, we have particularly been focusing on basic and further training for employees of the member associations,” explains Andreas Kuhn, who is in charge of all UEFA assistance programmes. A total of CHF 20 million (EUR 12.8 million) is available for further training in the technical and administrative fields.

<table>
<thead>
<tr>
<th>In millions</th>
<th>CHF</th>
<th>EUR</th>
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<tbody>
<tr>
<td>Direct event expenditure</td>
<td>263</td>
<td>169</td>
</tr>
<tr>
<td>Future UEFA operational costs</td>
<td>240</td>
<td>154</td>
</tr>
<tr>
<td>Prize money for final round participants</td>
<td>200</td>
<td>128</td>
</tr>
<tr>
<td>HatTrick solidarity payments</td>
<td>490</td>
<td>314</td>
</tr>
<tr>
<td>UEFA Media Technologies expenditure</td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>Net profit</td>
<td>86</td>
<td>55</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,310</strong></td>
<td><strong>840</strong></td>
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</table>

EUR 1 = CHF 1.56

**HatTrick – Solidarity has a name**
Projects supported by the HatTrick programme include:

**Germany:** creation of a unified database for the administration of players’ and coaches’ licences, etc.

**England:** support for 39 socially deprived regions – through the construction of mini-pitches and employment of community football workers, who promote sport, education and health among socially disadvantaged young people

**Italy:** renovation of the Coverciano training centre in Florence

**Lithuania:** construction of a youth training centre in Kaunas

**Netherlands:** refereeing master plan, covering the recruitment, education, training and personal coaching of referees

**Austria:** renovation of the Ernst Happel stadium; "Fit for EURO 2008," an educational programme for stewards and young referees

**Switzerland:** support for two projects (in Huttwil and Emmen) for the sporting and academic education of each 20 talented male and female 14 to 16 year olds

**Czech Republic:** installation of an air-conditioning system at the association headquarters

**Belarus:** purchase of a scoreboard for the Gomel central stadium; construction of a heated artificial pitch in Minsk

**Europe:** 2,200 mini-pitches constructed throughout Europe to date
Financial assistance through the HatTrick programme

In addition to the aforementioned solidarity payments made to all associations, CHF 200 million (EUR 128 million) was paid out to the EURO 2004 final round participants. All participants received a basic premium of CHF 7.5 million (EUR 4.8 million). European champion Greece received an impressive CHF 26 million (EUR 16.6 million).

<table>
<thead>
<tr>
<th>Year</th>
<th>Group match minimum</th>
<th>Group match maximum</th>
<th>Quarter-final</th>
<th>Semi-final</th>
<th>Losing finalist</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>3.6</td>
<td>4.5</td>
<td>5.4</td>
<td>7.65</td>
<td>9.9</td>
<td>10.8</td>
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<tr>
<td>2000</td>
<td>4.8</td>
<td>5.4</td>
<td>7.8</td>
<td>10.2</td>
<td>13.2</td>
<td>14.4</td>
</tr>
<tr>
<td>2004</td>
<td>7.5</td>
<td>9</td>
<td>12.63</td>
<td>16.75</td>
<td>22.5</td>
<td>26</td>
</tr>
</tbody>
</table>

Greece made CHF 26 million

<table>
<thead>
<tr>
<th>Year</th>
<th>Group match minimum</th>
<th>Group match maximum</th>
<th>Quarter-final</th>
<th>Semi-final</th>
<th>Losing finalist</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>2.3</td>
<td>2.9</td>
<td>3.5</td>
<td>4.9</td>
<td>6.3</td>
<td>6.9</td>
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<tr>
<td>2000</td>
<td>3.1</td>
<td>3.5</td>
<td>5</td>
<td>6.5</td>
<td>8.5</td>
<td>9.2</td>
</tr>
<tr>
<td>2004</td>
<td>4.8</td>
<td>5.8</td>
<td>8.1</td>
<td>10.7</td>
<td>14.4</td>
<td>16.7</td>
</tr>
</tbody>
</table>

The distribution key for 2008 has not yet been established.
Trends in costs

Costs can only be properly compared since 2004, since previous UEFA European Football Championships were run by different organisations. As turnover has increased, the cost of organising the event has also risen.

Economic benefits for Austria and Switzerland

The Institute for Advanced Studies in Vienna estimates that Austria will benefit from an added value of around EUR 375 million (CHF 585 million), a purchasing power increase of EUR 250 million (CHF 390 million) and around 4,000 new jobs.

In Switzerland, a study by Rütter & Partner suggests that direct and indirect economic benefits will be worth CHF 550 million (EUR 353 million), with gross added value of approximately CHF 320 million (EUR 205 million). Up to 900,000 additional hotel bookings and at least 3,500 new full-time jobs (over a one-year period) can be expected.

### Austria

**In million**

<table>
<thead>
<tr>
<th></th>
<th>CHF</th>
<th>EUR *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Added value</td>
<td>585</td>
<td>375</td>
</tr>
<tr>
<td>Purchasing power increase</td>
<td>390</td>
<td>250</td>
</tr>
<tr>
<td>New full-time jobs</td>
<td>4,000</td>
<td></td>
</tr>
</tbody>
</table>

* EUR 1 = CHF 1.56

### Switzerland

**In million**

<table>
<thead>
<tr>
<th></th>
<th>CHF</th>
<th>EUR *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct/indirect economic benefits</td>
<td>550</td>
<td>353</td>
</tr>
<tr>
<td>Gross added value</td>
<td>320</td>
<td>205</td>
</tr>
<tr>
<td>New full-time jobs</td>
<td>3,500</td>
<td></td>
</tr>
</tbody>
</table>

* EUR 1 = CHF 1.56

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**EUR 1 = CHF 1.56**

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Greece travelled to Portugal in 2004 without a single European Championship final round victory under their belts, but Rehhagel’s team went on to lift the trophy. Their success was mainly founded on the three clean sheets they kept in their last three matches (quarter-final against France, semi-final against the Czech Republic and final against Portugal).

In the 31 EURO 2004 matches, a total of 77 goals were scored at an average of 2.48 per match.

With five goals, the Czech Republic’s Milan Baros was the tournament’s top goal scorer.

voluntary helpers were recruited for the tournament.

media representatives were accredited.

foreign supporters stayed for an average of seven days, spending EUR 1,320 each on average. 81 per cent of the fans were male and the average age was 32.

Each of the 31 matches was watched by at least 151 million TV viewers. The cumulative television audience was 7.9 billion and a total of 28,378 hours of airtime was devoted to the event worldwide. Interest was certainly not confined to Europe. in America, 446 million TV viewers tuned in, along with 986 million in Africa and an impressive 1.1 billion in Asia.

New records were also set on the Internet. The official UEFA EURO 2004™ website registered a total of 500 million hits and more than 40 million users between April and July.
Distances

Distance Geneva–Vienna: 1,032 km
### Distances and Travel Times

<table>
<thead>
<tr>
<th></th>
<th>Basle</th>
<th>Berne</th>
<th>Geneva</th>
<th>Zurich</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basle</strong></td>
<td></td>
<td></td>
<td>98</td>
<td>255</td>
</tr>
<tr>
<td><strong>Berne</strong></td>
<td>—</td>
<td>1:05</td>
<td>0:58</td>
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<tr>
<td><strong>Geneva</strong></td>
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<td>—</td>
<td>1:40</td>
<td>1:46</td>
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<tr>
<td><strong>Zurich</strong></td>
<td>—</td>
<td>—</td>
<td>2:50</td>
<td>2:43</td>
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<tr>
<td><strong>Vienna</strong></td>
<td>0:50</td>
<td>1:00</td>
<td>1:06</td>
<td></td>
</tr>
<tr>
<td><strong>Klagenfurt</strong></td>
<td>3:30</td>
<td>8:30</td>
<td>10:21</td>
<td>3:30*</td>
</tr>
<tr>
<td><strong>Innsbruck</strong></td>
<td>157</td>
<td>2:30</td>
<td>2:42</td>
<td>2:30*</td>
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<tr>
<td><strong>Salzburg</strong></td>
<td>280</td>
<td>1:20</td>
<td>1:50</td>
<td>1:20</td>
</tr>
</tbody>
</table>

### Distances in km

- **Plane / Car / Train**
- **Plane / Car / Train**
- **Plane / Car / Train**

<table>
<thead>
<tr>
<th></th>
<th>Vienna</th>
<th>Klagenfurt</th>
<th>Innsbruck</th>
<th>Salzburg</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basle</strong></td>
<td>840</td>
<td>750</td>
<td>365</td>
<td>539</td>
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<tr>
<td><strong>Berne</strong></td>
<td>874</td>
<td>791</td>
<td>408</td>
<td>587</td>
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<tr>
<td><strong>Geneva</strong></td>
<td>1032</td>
<td>850</td>
<td>560</td>
<td>740</td>
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<td><strong>Zurich</strong></td>
<td>755</td>
<td>665</td>
<td>280</td>
<td>461</td>
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<tr>
<td><strong>Vienna</strong></td>
<td></td>
<td>320</td>
<td>477</td>
<td>300</td>
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<td><strong>Klagenfurt</strong></td>
<td>0:50</td>
<td>3:15</td>
<td>4:12</td>
<td>320</td>
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<tr>
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<td>1:15</td>
<td>4:40</td>
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<td>227</td>
</tr>
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<td><strong>Salzburg</strong></td>
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<td>3:00</td>
<td>2:37</td>
<td>185</td>
</tr>
</tbody>
</table>

1) via Vienna  2) via Munich  3) via Munich and Vienna

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1) as at July 2006
## UEFA EURO 2008™ – Match Schedule

<table>
<thead>
<tr>
<th>CITY</th>
<th>Stadium</th>
<th>TEAM</th>
<th>MATCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIENNA</td>
<td>Ernst-Happel-Stadion</td>
<td>TEAM</td>
<td>MATCH</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GROUP</td>
<td>MATCH</td>
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<td>MATCH</td>
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<td>SF, F</td>
<td>MATCH</td>
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The match schedule is according to CET (Central European Time). UEFA reserves the right to change venues in particular cases for logistical and security reasons. Any such changes would be made after the first-round draw on 2 December 2007.

The wrap - winner
B - Runner-up
The stadiums – Austria

- Ernst-Happel stadium
  Capacity: 50,000, 7 matches
  (3 group matches, 2 quarter-finals, 1 semi-final, final)

- Wörthersee stadium
  30,000, 3 group matches

- Wals-Siezenheim stadium
  30,000, 3 group matches

The stadiums – Switzerland

- St Jakob Park
  40,000, 6 matches
  (3 group matches, including opening match, 2 quarter-finals, 1 semi-final)

- Letzigrund
  30,000, 3 group matches

- Stade de Suisse Wankdorf
  30,000, 3 group matches

- Stade de Genève
  30,000, 3 group matches
Where and how can I apply for a job at EURO 2008?
The latest information can be found on the Internet at euro2008.com/jobs. In July 2006, Euro 2008 SA had 51 employees. There will be more than 300 shortly before the tournament kicks off. An excellent command of English and a high level of flexibility are required. Around 2,500 volunteers will be recruited from summer 2007 in the fields of welcome services, stadium organisation, VIP and media assistance and transport.

Who answers general questions about UEFA EURO 2008™?
The simplest way is to send an e-mail to info@euro2008.com.

What are the chances of actually obtaining tickets for the finals?
And when will advance sales begin?
Sales will begin in spring 2007. Tickets will be sold via the Internet and, if demand exceeds supply, they will be allocated by the drawing of lots. Anyone applying at the beginning of the sales procedure stands a very good chance of obtaining tickets. There is a maximum of four tickets per match and per person.

Who decided the attribution for UEFA EURO 2008™?
The UEFA Executive Committee, which comprises 14 members (including UEFA President Lennart Johansson).

Why were Austria and Switzerland chosen?
The European Championship is a great chance for both countries to develop both in sporting terms and in terms of infrastructure (through stadium construction). That, according to UEFA President Lennart Johansson, was the deciding factor. Another advantage was the central location of both countries, making them easily accessible for many other nations. “Football’s best – close to you” – that was the slogan of the Swiss/Austrian bid.

Why is the final being staged in Vienna?
The decision to stage the final in the Austrian capital was entirely due to stadium capacity. Vienna’s Ernst-Happel stadium is the only one of the eight stadiums to offer the required capacity of 50,000 for the final.

How long before the start of UEFA EURO 2008™ must the stadiums be ready?
At the beginning of the 2007/08 season (except Zurich, which will not be ready until September 2007).
**Austria**

**Surface area** 83,871 square kilometres

**Population** 8,217,201 – a population density of 98 inhabitants per square kilometre (as at 1 April 2005)

**Capital city** Vienna

**Largest cities by population size** Vienna 1.5 million, Graz 226,000, Linz 183,000, Salzburg 142,000, Innsbruck 114,000, Klagenfurt 91,000 (as at 1 April 2005)

**Languages** German, regional (minority) languages: Croatian, Hungarian, Slovenian

**Main religions** 73.6% Catholic, 4.7% Protestant

**State and government structure** Parliamentary democratic federal republic since 1918. The Parliament has 183 members (elected every four years), the Bundesrat (Federal Council) as the parliament of the Länder has a total of 62 members.

**Head of State** President Heinz Fischer (Social Democratic Party/SPÖ), since 8 July 2004. The President serves a six-year term and may be re-elected.

**Head of Government** Wolfgang Schüssel (People’s Party/ÖVP), since 4 February 2000. The Federal Government is responsible for running the Federation. Its members include the Federal Chancellor, Vice-Chancellor and other ministers (number of members: 10, as at 1 May 2006).

**National holiday** 26 October (adoption of the 1955 Neutrality Act)

**Currency** 1 Euro (EUR) = CHF 1.56 (as at 1 May 2006)

**Gross national product per inhabitant** EUR 19,660 (CHF 30,670, as at 1 May 2006)
Switzerland

Surface area 41,285 square kilometres

Population 7,415,102 – a population density of 179 inhabitants per square kilometre (as at 1 January 2005)

Capital city Berne

Largest cities by population size Zurich approx. 360,000 (agglomeration 1,080,000), Geneva 185,000, Basle 166,000, Berne 127,000 (2005 figures)

Languages German 63.7%, French 20.4%, Italian 6.5%, Romansch 0.5%, others 9.0%

Main religions 41.8% Catholic, 35.3% Protestant

State and government structure The Swiss Confederation has been a federal state since 1848. Switzerland has a federal structure, with semi-direct democracy.

The Swiss Parliament has two chambers, which together are known as the Bundesversammlung (Federal Assembly) and share legislative authority. The 200-member Nationalrat (National Council) represents the people, while the Ständerat (Council of States) represents the 26 cantons. Both are directly elected by the people. The Swiss Government comprises the seven members of the Bundesrat (Federal Council), who are elected by the Bundesversammlung for a four-year term.

Federal President Elected for one year, during which time he acts as Primus inter pares, i.e. first among equals. He chairs meetings of the Bundesrat and fulfils certain official duties.

National holiday 1 August (in remembrance of the oath taken on the Rütli by the founders of the Swiss Confederation in 1291)

Currency 1 Swiss franc (CHF) = 0.64 EUR (as at 1 May 2006)

Gross national product per inhabitant CHF 46,492 (EUR 29,803, as at 1 May 2006)
The Austrian Football Association (ÖFB), with a total of 592,375 members and 2,211 clubs, is by far the largest sports federation in Austria. To put it another way: around 1 million Austrians are involved in football matches (nearly) every weekend, either as players, coaches, officials or spectators. 7.4 per cent of the whole population plays football for a club, putting Austria in sixth position among the 52 UEFA member associations, even ahead of Germany.

The Austrian Football Association was founded in 1904 (it joined FIFA in 1907 and UEFA in 1954). The English gardeners of the noble Rothschild family had brought football to Austria. The country’s first ten international matches were all against neighbour Hungary.

The Austrian national team has played in seven World Cup final tournaments, finishing third in Switzerland in 1954 and fourth in Italy in 1934. It failed to qualify from the group phase on its last appearance in the finals, in France in 1998 (drawing 1-1 with Cameroon and Chile, losing 1-2 to Italy).

Austria has never previously qualified for the UEFA European Football Championship finals.

Former Bremen and Bayern star Andreas Herzog is the most-capped Austrian player (103 caps) and also the country’s EURO 2008 ambassador. The national team’s record goal scorer is Anton Polster with 44 goals, followed by Hans Krankl with 34.

President Friedrich Stickler has been in his post since 7 April 2002. General secretary Alfred Ludwig has been in office for more than 20 years. The national team coach is Josef Hickersberger. Capped 39 times, he took the job at the start of 2006. Born in Lower Austria (Amstetten, 27 April 1948), he won the Austrian league title with Rapid as a player in 1982 and as coach in 2005, taking Austria’s most successful club into the UEFA Champions League in 2005/06. Hickersberger previously coached the national team from 1987 to 1990, reaching the World Cup final tournament in Italy.

Austria’s biggest victory in an international match was 9-0 (against Malta in Salzburg on 30 April 1977, including six goals by Hans Krankl) and its heaviest defeat was also 0-9 (against Spain in Valencia on 27 March 1999).
The Swiss Football Association (SFA) was one of the seven founder members of FIFA in 1904 and has also been a member of UEFA since it was founded in 1954. The SFA itself was established in 1895. Today, with around 1,500 clubs, 13,000 teams and 230,000 players on its books, it is the country’s largest sports organisation.

The Swiss national team enjoyed its first major success in 1924, when they reached the final of the Olympic Games tournament in Paris. Although they lost the final 0-3 to Uruguay, they were given the unofficial title of European champions after beating Sweden 2-1 in the semi-finals with two goals by Max “Xam” Abegglen. Another highlight was the 1954 World Cup which Switzerland hosted – the Swiss team beat Italy twice, but, after leading 3-0, went down 5-7 in the quarter-final against Austria, who went on to finish the tournament in third place.

In all, Switzerland have played in eight World Cup final rounds (including the 2006 FIFA World Cup in Germany). They have reached the quarter-finals three times (1934, 1938 and 1954).

The Swiss have qualified twice for the UEFA European Championship finals (1996 and 2004), going out after the group phase on both occasions. In England in 1996, Switzerland achieved a highly respectable 1-1 draw with the host nation, but lost their other two matches (0-1 to Scotland and 0-2 to the Netherlands). In Portugal in 2004, they drew 0-0 with Croatia before losing 0-3 to England and 1-3 to France. The Swiss consolation goal went down in the history books, as 18-year-old Johan Vonlanthen broke Englishman Wayne Rooney’s record as the youngest ever goal scorer at a European Championship final round.

Switzerland’s most-capped player is Heinz Hermann, who appeared 117 times for the national team. The top goal scorers are Kubilay Türkyilmaz and Max Abegglen with 34 goals each.

Ralph M. Zloczower has been President of the Swiss Football Association since 10 February 2001; Peter Gilliéron is the General Secretary (since 1993). The national team is coached by Jakob “Köbi” Kuhn, who as a player won six Swiss league titles with FC Zurich and 63 caps. Before he took the job in June 2001, Kuhn coached the national Under-21 team. Under Kuhn, Switzerland qualified for UEFA EURO 2004 and the 2006 FIFA World Cup. They qualified automatically as hosts for UEFA EURO 2008. The Swiss national team’s biggest victory was 9-0 against Lithuania (in Berne on 25 May 1924) and their heaviest defeats were 0-9 against England in Basle on 20 May 1909 and against Hungary in Budapest on 29 October 1911.
The overall organisation of UEFA EURO 2008™ is the responsibility of Euro 2008 SA, a 100 per cent subsidiary of UEFA with its headquarters in Nyon and tournament offices in Vienna and Berne. Its operational budget is CHF 215 million (EUR 138 million). In July 2006, it had 51 employees, a number which will grow to over 300 by 2008.

The supreme decision-making body of the company, which was founded on 17 December 2004, is the Board of Administration, which comprises representatives of UEFA and the two host associations. SFA President Ralph M. Zloczower (until the end of 2006) and OFB President Friedrich Stickler (from 2007 onwards) will share the chairmanship of the Euro 2008 SA Board.
**Lars-Åke Lagrell**
(Sweden, born on 20 January 1940)
President of the Swedish Football Association (since 1991), Chairman of the UEFA National Teams Committee. Lagrell was a member of the Euro 2004 SA Board. His career in football administration started at the age of 13 as youth leader of IK Cyrus in Jönköping. He has since filled a number of football association roles, beginning as chairman of the Småland regional association, before becoming a board member of the Swedish Football Association in 1980, general secretary in 1986 and, finally, president five years later. Lars-Åke Lagrell is also vice-chairman of the Swedish Sports Confederation and governor of the Kronobergs Län district of Växjö.

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**Peter Gilliéron**
(Switzerland, born on 5 May 1953)
General Secretary of the Swiss Football Association (since 1993); a qualified lawyer, he began his career at the Federal Social Insurance Office (1978–1982), before spending nine years as head of legal services at the Swiss Cheese Union, including four as deputy director. He became General Secretary of the Swiss Football Association on 1 August 1993. He was previously president of FC Minerva. Peter Gilliéron is a member of UEFA’s Stadium and Security Committee, Administrative Experts Panel and Match Delegates Panel.

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**Board of Administration**
(The nine members in alphabetical order)
Alfred Ludwig
(Austria, born on 26 July 1950)

The Viennese began his career as a secondary school teacher and journalist, before joining the Austrian Football Association in 1981, firstly as press officer and then, since 1986, as general secretary (with a one-year break in 2003 when he acted as tournament director for UEFA EURO 2008™). Since the 1990s, Ludwig has also been chairman of the 100 per cent ÖFB subsidiary Austrian Football Marketing GmbH (AFM).

Giorgio Marchetti
(Italy, born on 27 February 1960)

UEFA Director of Professional Football (since 2004). Marchetti studied literature at the University of Milan. In 1980, he joined the Italian Football Association, before moving to the Italian Football League in 1984. There, he became deputy general secretary in 1991 and general secretary in 1997. Milestones include the conclusion of TV contracts and collective agreements with players, as well as solidarity arrangements between clubs.
Lars-Christer Olsson  
(Sweden, born on 6 February 1950)  
UEFA Chief Executive (since 2004). Olsson completed a degree in leisure industry and public sector administration, followed by an MBA. He became general secretary of the Swedish Football League in 1990 and general secretary of the Swedish Football Association a year later, when he was also appointed as tournament director of the 1992 UEFA European Football Championship finals. In 2000, Lars-Christer Olsson joined UEFA as director of Professional Football and Marketing, before succeeding Gerhard Aigner as Chief Executive in 2004.

Mathieu Sprengers  
(Netherlands, born on 24 May 1938)  
President of the Dutch Football Association, UEFA Treasurer and Executive Committee member. After graduating in economics at the University of Tilburg, Sprengers began his career as an adviser to small and medium-sized companies. He spent 20 years as chief executive of a building company. He started in football administration in 1976, when he became treasurer of VV Venlo – a role he has filled at UEFA since 2000. In Portugal, he was the vice-chairman of the Euro 2004 SA Board.
Friedrich Stickler  
(Austria, born on 18 January 1949)  
President of the Austrian Football Association (since 2002). Stickler has worked for the Austrian casino and lottery associations since 1982 and is currently general director of the Austrian sports betting association and vice-chairman of the lotteries association, as well as being a member of the European Lotteries Association executive committee. He came into contact with football through the UEFA Intertoto Cup and has chaired the UEFA Club Competitions Committee since 2002. Friedrich Stickler has been a member of the managing committee of the ÖOC (Austrian Olympic Committee) since 2004.

Markus Studer  
(Switzerland, born on 31 October 1956)  
UEFA Deputy Chief Executive. Studer studied law at Berne University before spending two years with a law firm. He joined UEFA as head of its Legal Department in March 1989. He became deputy general secretary in 1993 and then, in 2000, assumed the dual role of deputy chief executive and director of Legal Services and Assistance Programmes. Since 2004, Markus Studer has been able to dedicate himself exclusively to his role as UEFA Deputy Chief Executive.
Ralph M. Zloczower
(Switzerland, born on 21 February 1933)

President of the Swiss Football Association. After studying law in Berne and Heidelberg, Zloczower opened a law practice in Berne in 1960. In the 1970s, he became president of the Swiss Curling Association and then of the BSC Young Boys football club. He played various roles at the Swiss Football Association before being elected as its president on 10 February 2001. Ralph Zloczower is a member of the UEFA Professional Football and National Teams Committees.

Tasks of Euro 2008 SA

- Organise the 31 matches of the UEFA European Football Championship final round
- Assist the host associations in their collaboration with the Austrian and Swiss governments in areas such as security and infrastructure
- Implement the commercial rights programme in cooperation with UEFA
- Provide assistance to the participating teams
- Organise accommodation for commercial partners, media, employees, officials, etc. (in cooperation with Kuoni)
- Organise ticket sales (including corporate hospitality)
- Organise the accreditation system
- Set up a volunteer programme
- Organise various events (such as the qualifying and final round draws, logo launch, mascot presentation, finalists workshop, etc.)
- Help produce the international television signal from the eight match venues and assist the broadcast partners
- Provide media facilities (including comprehensive assistance)

Key areas such as legal services, marketing and sponsorship, and the sale of media rights are dealt with internally by UEFA.
Management Board

Martin Kallen
(Switzerland, born on 22 July 1963)

Chief Operating Officer

Responsibilities: Operational management of Euro 2008 SA.

Background: The man from the Bernese Oberland joined UEFA in 1994. He started his UEFA career in the Marketing Department as head of Corporate Identity before becoming event manager with responsibility for all commercial matters. As deputy head of the Marketing Department, he was involved in marketing UEFA's TV, sponsorship and new media rights. After being promoted to senior manager of the newly established Event Management unit in 2000, he was responsible for the successful implementation of all UEFA finals and final tournaments. In 2002, he was appointed COO of Euro 2004 SA and moved to Portugal. There he organised the best European Championship finals of all time and he intends to make UEFA EURO 2008™ even better.

Christian Mutschler
(Switzerland, born on 13 February 1970)

Tournament Director, Switzerland

Responsibilities: Coordinating cooperation with the authorities, implementation of stadium contracts, contact person for partners in Switzerland and development of the volunteer programme in Austria and Switzerland.

Background: Before joining the UEFA EURO 2008™ project, Christian Mutschler worked in various financial companies in business and process management. He was also CEO of Basel United Stadium Management Ltd., responsible for the new St Jakob Park stadium in Basle. He made a name for himself as one of the co-organisers of the UEFA European Under-21 Championship in Switzerland, several matches of the Swiss national team and Swiss Cup finals. He also organised the matches played by FC Basel 1893 in the UEFA Champions League. Incidentally, Christian Mutschler is the longest-serving member of the UEFA EURO 2008™ team, having been appointed Tournament Director by the Swiss Football Association in 2003.
Christian Schmölzer
(Austria, born on 25 June 1968)

Tournament Director, Austria

Responsibilities: Coordinating cooperation with the authorities, stadium contracts, contact person for partners in Austria and implementation of the volunteer programme in Austria.

Background: After playing in goal for the Austrian Under-18 and Under-21 teams, Christian Schmölzer lost no less than three years of his football career after a car accident on his 20th birthday, when he tore a nerve in his right shoulder. The Carinthian nevertheless made a comeback and played for a further seven years as a professional with FK Austria Vienna.

A degree in commerce opened the door for Schmölzer to join the Austrian Football League, where he became head of Marketing and then deputy CEO. In 2004, he was appointed Tournament Director, Austria, for UEFA EURO 2008™.

Accreditation

Players, officials, organising committee members, service staff, stewards, media representatives, technical staff, etc., all need accreditation for UEFA EURO 2008™. Up to ten different access areas are defined – from the pitch to the dressing room area and VIP club to the media centre and catering zone. A total of around 30,000 accreditations will be required.
The Basle region is where Germany, France and Switzerland all meet. The city of Basle, with an official population of 166,000, is a small, distinguished European city. Not least because of its geographical location in the heart of Europe, it has developed over the centuries into a cosmopolitan, innovative economic, cultural and research centre. Thanks to Baselworld, the world watch and jewellery show, as well as Art Basel, the world’s leading art fair, it is also Switzerland’s most important exhibition and conference city. The adjacent Baselbiet provides a scenic contrast to the city. Numerous historical sites, such as the Roman town of Augusta Raurica, are well worth a visit. Basle’s St Jakob Park stadium, home to FC Basel 1893, will host six matches, including the opening match, two quarter-finals and one semi-final.

Berne

Founded in 1191, capital city of Switzerland and home of the Swiss Parliament since 1848. Its Wankdorf stadium was the venue of the 1954 World Cup final, where the so-called miracle of Berne took place. Berne has 127,000 inhabitants and is on the Aar river, nestling between the Jura and the world-renowned Jungfrau region. The ancient city centre has been on the UNESCO World Heritage List since 1983. The Young Boys Berne football club is one of Switzerland’s oldest sports clubs. Berne’s ice hockey club, the SCB, boasts Europe’s highest average attendance of around 16,000 spectators per match. Three UEFA EURO 2008™ group matches will be held in the Stade de Suisse Wankdorf, which has a capacity of 30,000.
The qualifying matches will be played between 16 August 2006 and 21 November 2007. The draw for the final round will be staged in Lucerne (Switzerland) on 2 December 2007 (four groups with four teams in each, Switzerland will be in Group A and Austria in Group B). Around 100 days before the tournament, in early March 2008, the customary workshop for all the participating teams will be held in Austria and a publicity tour featuring the official mascot and the Henri Delaunay trophy will be launched. In April, the twelve referees will gather in Switzerland for a final training session. The eight stadiums will then be officially handed over to UEFA in early May. The opening match will kick off in Basle at exactly 6 p.m. on 7 June 2008.

These will be carried out at all 31 final round matches. Tests will also be conducted in the run-up to the finals and at many qualifying matches. Over the last ten years (1995–2005), around 3,900 players have been tested at UEFA competitions – of those, only twelve have tested positive. UEFA spends around CHF 2.5 million (EUR 1.6 million) on its rigorous doping control programme each year. UEFA currently has a pool of 30 anti-doping experts and hopes to increase the number to 40. Each expert has to pass annual aptitude tests.

The official website of the UEFA European Football Championship. Figures from Portugal: in 2004, the site recorded an incredible 500 million hits and more than 40 million users between May and July. This represents a 285 per cent increase compared to 2000. 45 per cent of users came from Europe, 27 per cent from Asia and 20 per cent from America.

More than 1 million spectators are expected, including around 600,000 from abroad. In Portugal, the “average fan” stayed for seven days, spent a total of EUR 1,320 and was 32 years old.
Meeting place for people and ideas, culture, finance and sport, Geneva is the home of the European headquarters of the United Nations. The Canton of Geneva has a total of 450,000 inhabitants and lies at the heart of a dynamic region on the shores of Western Europe’s largest lake. The city’s history, dating back more than 2,000 years, provides a rich cultural heritage. Today, Geneva is not only an important financial centre and a well-known congress and exhibition venue, it is also a city of watches, industry, science and gastronomy, with a famous wine-growing area on its doorstep. Geneva, home of FC Servette, also stands for a high quality of life and is described as the “smallest of metropolises” on account of its manageable size. The football stadium can hold 30,000 spectators and will host three group matches.

Host broadcasting

Approximately 1,200 people (including producers, cameramen and cable carriers) will be working to provide high-quality TV coverage of all 31 final round matches.

According to Alexandre Fourtoy, CEO of UEFA Media Technologies, the host broadcaster has three main tasks: “Firstly, it produces the international picture signal from all eight match venues. It looks after the broadcast partners and provides them with the necessary technical infrastructure such as commentary boxes and studios. And last but not least, it ensures that the international broadcasting centre in Vienna operates smoothly.”
Innsbruck

The former home city of Emperor Maximilian I has twice hosted the Olympic Winter Games (1964 and 1976) and has a population of around 130,000, including 20,000 or so students. Innsbruck, the capital city of Tyrol, lies exactly 575 metres above sea level and is located between the Nordkette (2334 m) and the Patscherkofel (2247 m) mountains. The city’s emblem is the Golden Roof, a magnificent balcony covered with 2,657 gold-plated copper tiles (commissioned by Emperor Maximilian I). Three group matches will be held in Innsbruck’s Tivoli NEU stadium, home to FC Wacker Tirol, which can hold 30,000 spectators.

Klagenfurt

With a population of 92,000, Klagenfurt is the southernmost regional capital of Austria. The city, home of FC Kärnten, lies directly on the warmest European Alpine lake, the Wörthersee. It is the regular venue of the Beach Volleyball Grand Slam, which attracts more than 100,000 visitors each year, the Ironman Austria competition, in which over 2,000 competitors take part, and the Snowboarding Big Air World Cup. The Wörthersee stadium is being rebuilt for UEFA EURO 2008™. It will include a youth football academy, a ball sports skills centre and a sports park. Stadium capacity: 30,000.
Around 7,000 media representatives are expected, including some 2,500 newspaper journalists, 700 photographers and 3,500 TV and radio employees (including technicians). The host broadcaster will have around 1,200 staff.

Merchandising

As in Portugal, Warner Bros. Consumer Products are responsible for the licensing of items such as the official mascot, official song and official shirt. In 2004, 35 licensees manufactured no less than 2,000 official products, which were sold in 5,000 shops across Europe. More than 6 million Adidas “Roteiro” matchballs were sold – a new record. A million copies of the official UEFA EURO 2004™ video game were also sold, as well as 100 million Panini stickers, probably another record.
We want to organise the best UEFA European Football Championship of all time,” says Martin Kallen, COO of Euro 2008 SA. Preparations are under way in three offices – the headquarters in Nyon as well as in Berne and Vienna. In July 2006, Euro 2008 SA had 51 full-time members of staff; by the time the tournament begins in 2008, it is likely to have around 300. Approximately 1,500 people (including volunteers) will be involved with the organisation of each of the 31 final round matches, including stewards, security staff, technicians and officials. French-speaking Geneva and German-speaking Vienna are around 1,000 kilometres apart; their laws and mentalities could hardly be more different. Nevertheless, the tournament is meant to be a harmonious celebration – what a challenge!

Organisation

The official magazine of the UEFA European Football Championship, “inside,” is published by Euro 2008 SA in three languages (German, English and French). The first issue was published in January 2006, with the eighth and final edition planned for early 2008. The magazine contains 44 pages on average and 10,000 copies are printed. It can also be downloaded as a PDF file on the Internet at euro2008.com. “inside” deals primarily with organisational matters, providing as much first-hand information as possible.

Publications
Salzburg

This city is famous not only as part of the world’s cultural heritage with its historic old town, but also as a lively international cultural centre with Easter and Summer Festivals. The city’s most famous son is Wolfgang Amadeus Mozart, who was born there on 27 January 1756. Salzburg is surrounded by a fantastic landscape of lakes and mountains, which also formed the set for the film “The Sound of Music.” In recent years, the city, which has a population of 150,000, has made a name for itself as the venue of major international sports events. Three group matches will be staged at Salzburg’s Wals-Siezenheim stadium, home to SC Austria Salzburg (capacity: 30,000).

Security

As part of the bidding process in 2001 and 2002, the federal governments of both countries assumed responsibility for public security during the tournament. A disturbance-free UEFA European Football Championship is a top priority. Euro 2008 SA, on behalf of both host associations, will provide stewards inside the stadiums, team hotels and training facilities.

Tickets

Just over 1 million tickets will be available for the 31 matches. They will only be sold via the Internet (euro2008.com) from spring 2007. Anyone who orders tickets at that early stage stands a good chance of success.
Tournament structure

308 matches, i.e. 27,720 minutes of football, plus stoppage time, are needed in order to establish who the 16 final round participants will be. Matches will be played in seven groups (six with seven teams and one with eight). The top two teams in each group will qualify for the final tournament, where a further 2,790 minutes of football will be played (excluding stoppage time and extra time). Each of the 16 teams will play three group matches, with the top two in each of the four groups contesting the quarter-finals.

From there, the knock-out system continues and, if any match ends as a draw after normal time, two 15-minute periods of extra time will be played. If there is still no winner, the match will be decided on penalties.

Transport

In June 2008, the Organising Committee will have around 100 coaches and 600 cars at its disposal to transport teams, referees, VIPs, sponsors, media representatives and staff members. The official Hyundai-KIA fleet will eat up more than 2 million kilometres in Switzerland and Austria during the tournament alone. The shortest distance between two match venues is 85 kilometres (between Zurich and Basle), while the longest is 1,032 kilometres (between Geneva and Vienna).
UEFA Stands for the Union of European Football Associations. European football’s governing body is one of six confederations that form the global football federation, FIFA. It comprises 52 national associations, from Albania to Wales. UEFA was founded on 15 June 1954 in Basle, Switzerland. Its headquarters were in Paris until 1959, when they moved to Berne, Switzerland. UEFA has been based in Nyon, near Geneva, since 1995. The UEFA president, currently Lennart Johansson, also acts as vice-president of FIFA.

UEFA presidents:
- Ebbe Schwartz (Denmark, 1954–1962)
- Gustav Wiederkehr (Switzerland, 1962–1972)
- Artemio Franchi (Italy, 1973–1983)
- Jacques Georges (France, 1984–1990)
- Lennart Johansson (Sweden, since 1990)

UEFA general secretaries (known officially as chief executives since 1999):
- Henri Delaunay (France, 1954–1955)
- Pierre Delaunay (France, 1956–1959)
- Hans Bangerter (Switzerland, 1960–1988)
- Gerhard Aigner (Germany, 1989–2003)
- Lars-Christer Olsson (Sweden, since 2004)

Vienna

The Austrian capital was once the stronghold of the Habsburgs. Emperor Franz Joseph had the city walls torn down and replaced with a ring road 130 years ago. Vienna was the home of great composers such as Haydn, Mozart, Beethoven, Schubert, Mahler and Schönberg. With a population of 1.5 million, the city lies at the foot of the Wienerwald, the most northeasterly foothills of the Alps. The Danube (which is up to 285 m wide) flows through the city.

Vienna’s Ernst-Happel stadium, home to FK Austria Vienna and SK Rapid Vienna, will host more EURO 2008 matches than any other city (seven), the highlight being the final at 8.45 p.m. on 29 June. Stadium capacity: 50,000.

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Vienna
Switzerland’s largest city, with 367,000 inhabitants, lies at the northern end of Lake Zurich. The Limmat and Sihl rivers flow through the city. Zurich, home to FC Zurich and Grasshopper-Club, is famous as a global banking and financial centre and for Europe’s best known shopping street, Bahnhofstrasse. A wide range of cultural activities, lively nightlife and numerous events also make Zurich an exciting, fun-loving city. Three group matches will be played in the newly constructed Letzigrund stadium (completion date: September 2007). Stadium capacity: 30,000.

Volunteers

Voluntary helpers make an essential contribution to all major events. For them, being there means everything. No fewer than 2,500 unpaid staff will be needed for UEFA EURO 2008™. Recruitment begins in summer 2007.

Volunteer team at the UEFA EURO 2008™ qualifying competition draw in Montreux on 27 January

Zurich

Switzerland’s largest city, with 367,000 inhabitants, lies at the northern end of Lake Zurich. The Limmat and Sihl rivers flow through the city. Zurich, home to FC Zurich and Grasshopper-Club, is famous as a global banking and financial centre and for Europe’s best known shopping street, Bahnhofstrasse. A wide range of cultural activities, lively nightlife and numerous events also make Zurich an exciting, fun-loving city. Three group matches will be played in the newly constructed Letzigrund stadium (completion date: September 2007). Stadium capacity: 30,000.

The Old Town of Zurich on the Limmat river with a view of the Great Church Grossmünster
The EURO history

It seems incredible that thirty years separated the dream and the reality. The archives reveal that Henri Delaunay, as General Secretary of the French Football Federation, proposed a European Championship for national teams during a FIFA meeting held on 5 February 1927. He pointed out that South America had had a continent-wide competition since 1916. However, FIFA – and, in particular, its president, Jules Rimet – was too busy consolidating the World Cup to take a new tournament on board. So, even though regional tournaments such as the British Home Championship, the Scandinavian Cup (renamed the Nordic Cup when Finland entered), the Baltic Cup and the Balkan Cup had been in existence for many years, it was not until UEFA was founded in 1954 that the idea fell on more receptive ears.

When he became UEFA’s first general secretary, Henri Delaunay found himself ideally placed to blow the dust off his blueprint for the new competition. Cruelly, he did not live to witness its launching. But, after his death on 9 November 1955, his son, Pierre, became UEFA’s general secretary and continued the project. The proposal was submitted at a meeting chaired by the UEFA president, Ebbe Schwarz, in Cologne in 1957 and finally approved at the UEFA Congress held in the House of Parliament in Copenhagen on 28 June 1957. It seemed only natural that the trophy should bear Henri Delaunay’s name.

The first UEFA European Football Championship was held in France in 1960. The final in Paris was won by the USSR, who beat Yugoslavia 2-1 in the final in front of 17,966 spectators.

The competition’s biggest ever crowd watched the 1964 final at the Estadio Santiago Bernabéu in Madrid. Around 125,000 fans witnessed the hosts’ 2-1 victory over the USSR. However, the official attendance was given as only 79,115.

UEFA EURO 2008™ is the 13th final tournament of the UEFA European Football Championship. A total of 173 final round matches have been played to date, watched by 6.5 million spectators (an average of 37,500 per match) and featuring 426 goals (2.48 per match). Germany is the most successful nation with three victories, followed by France with two. The USSR, Spain, Italy, the Czech Republic, the Netherlands, Denmark and Greece have each won the tournament once.

From 1960 to the present day

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Gustav Wiederkehr, UEFA President, hands the trophy to Franz Beckenbauer, Captain of European champions Germany, in 1972
A familiar name with a new look: the old trophy, designed by Arthus Bertrand in Paris in 1960, had been in service for 45 years. Now, nearly half a century later, it is being confined to the trophy cabinet and replaced by the new Henri Delaunay trophy. The new trophy is 18 centimetres taller and 400 grams lighter (i.e. 60 cm high and 7.6 kg in weight). The modern design was conceived by British lifestyle house Asprey of London.

Another new feature is the inscription of the names of previous winners on the back. The trophy – named after UEFA’s first general secretary – will be presented to the newly crowned European champions on 29 June 2008. It will remain the property of UEFA until a country either wins it three times in a row or five times in all.
The winning Captains

<table>
<thead>
<tr>
<th>Year</th>
<th>Captain</th>
<th>Nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>Igor Netto</td>
<td>Soviet Union</td>
</tr>
<tr>
<td>1964</td>
<td>Fernando Olivella</td>
<td>Spain</td>
</tr>
<tr>
<td>1968</td>
<td>Giacinto Facchetti</td>
<td>Italy</td>
</tr>
<tr>
<td>1972</td>
<td>Franz Beckenbauer</td>
<td>Germany</td>
</tr>
<tr>
<td>1976</td>
<td>Anton Ondrus</td>
<td>Czechoslovakia</td>
</tr>
<tr>
<td>1980</td>
<td>Bernard Dietz</td>
<td>Germany</td>
</tr>
<tr>
<td>1984</td>
<td>Michel Platini</td>
<td>France</td>
</tr>
<tr>
<td>1988</td>
<td>Ruud Gullit</td>
<td>Netherlands</td>
</tr>
<tr>
<td>1992</td>
<td>Lars Olsen</td>
<td>Denmark</td>
</tr>
<tr>
<td>1996</td>
<td>Jürgen Klinsmann</td>
<td>Germany</td>
</tr>
<tr>
<td>2000</td>
<td>Didier Deschamps</td>
<td>France</td>
</tr>
<tr>
<td>2004</td>
<td>Theodoros Zagarakis</td>
<td>Greece</td>
</tr>
</tbody>
</table>

The Champion Coaches

<table>
<thead>
<tr>
<th>Year</th>
<th>Coach</th>
<th>Nationality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>Gavril Katchalin</td>
<td>Soviet Union</td>
</tr>
<tr>
<td>1964</td>
<td>José Villalonga</td>
<td>Spain</td>
</tr>
<tr>
<td>1968</td>
<td>Ferruccio Valcareggi</td>
<td>Italy</td>
</tr>
<tr>
<td>1972</td>
<td>Helmut Schön</td>
<td>Germany</td>
</tr>
<tr>
<td>1976</td>
<td>Vaclav Jezek</td>
<td>Czechoslovakia</td>
</tr>
<tr>
<td>1980</td>
<td>Jupp Derwall</td>
<td>Germany</td>
</tr>
<tr>
<td>1984</td>
<td>Michel Hidalgo</td>
<td>France</td>
</tr>
<tr>
<td>1988</td>
<td>Rinus Michels</td>
<td>Netherlands</td>
</tr>
<tr>
<td>1992</td>
<td>Richard Møller Nielsen</td>
<td>Denmark</td>
</tr>
<tr>
<td>2000</td>
<td>Berti Vogts</td>
<td>Germany</td>
</tr>
<tr>
<td>2004</td>
<td>Otto Rehhagel *</td>
<td>Greece</td>
</tr>
</tbody>
</table>

* German

The finals

<table>
<thead>
<tr>
<th>Date</th>
<th>Teams</th>
<th>Result</th>
<th>Venue</th>
<th>Attendance</th>
<th>Referee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.07.1960</td>
<td>USSR – Yugoslavia</td>
<td>2-1</td>
<td>Paris</td>
<td>17,966</td>
<td>Arthur Ellis (ENG)</td>
</tr>
<tr>
<td>21.06.1964</td>
<td>Spain – USSR</td>
<td>2-1</td>
<td>Madrid</td>
<td>79,115</td>
<td>Arthur Holland (ENG)</td>
</tr>
<tr>
<td>08.06.1968</td>
<td>Italy – Yugoslavia</td>
<td>1-1</td>
<td>Rome</td>
<td>68,817</td>
<td>Gottfried Dienst (SUI)</td>
</tr>
<tr>
<td>10.06.1968</td>
<td>Italy – Yugoslavia</td>
<td>2-0</td>
<td>Rome</td>
<td>32,866</td>
<td>José Ortiz de Mendibil (ESP)</td>
</tr>
<tr>
<td>18.06.1972</td>
<td>Germany – USSR</td>
<td>3-0</td>
<td>Brussels</td>
<td>43,066</td>
<td>Ferdinand Marshall (AUT)</td>
</tr>
<tr>
<td>20.06.1976</td>
<td>Czechoslovakia – Germany</td>
<td>2-2</td>
<td>Belgrade</td>
<td>30,770</td>
<td>Sergio Gainella (ITA)</td>
</tr>
<tr>
<td>22.06.1980</td>
<td>Germany – Belgium</td>
<td>2-1</td>
<td>Rome</td>
<td>47,860</td>
<td>Nicolae Rainea (ROM)</td>
</tr>
<tr>
<td>27.06.1984</td>
<td>France – Spain</td>
<td>2-0</td>
<td>Paris</td>
<td>47,368</td>
<td>Vojtech Christov (CZE)</td>
</tr>
<tr>
<td>25.06.1988</td>
<td>Netherlands – USSR</td>
<td>2-0</td>
<td>Munich</td>
<td>62,770</td>
<td>Michel Vautrot (FRA)</td>
</tr>
<tr>
<td>26.06.1992</td>
<td>Denmark – Germany</td>
<td>2-0</td>
<td>Gothenburg</td>
<td>37,800</td>
<td>Bruno Galler (SUI)</td>
</tr>
<tr>
<td>30.06.1996</td>
<td>Czech Republic – Germany</td>
<td>2-1</td>
<td>Wembley</td>
<td>73,611</td>
<td>Pierluigi Paretto (ITA)</td>
</tr>
<tr>
<td>02.07.2000</td>
<td>France – Italy</td>
<td>2-1</td>
<td>Rotterdam</td>
<td>48,100</td>
<td>Anders Frisk (SWE)</td>
</tr>
<tr>
<td>04.07.2004</td>
<td>Greece – Portugal</td>
<td>1-0</td>
<td>Lisbon</td>
<td>62,865</td>
<td>Markus Merk (GER)</td>
</tr>
</tbody>
</table>

* after extra time / ** replay / *** 5-3 on pens / **** Golden Goal
It was at the UEFA Congress in London in July 1966 that the decision to change the competition’s name from Cup of Nations to “European Football Championship” was approved.

<table>
<thead>
<tr>
<th>Year</th>
<th>Goals</th>
<th>Matches</th>
<th>Average</th>
<th>Goals</th>
<th>Matches</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1958-60</td>
<td>108</td>
<td>28</td>
<td>3.86</td>
<td>17</td>
<td>4</td>
<td>4.25</td>
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<tr>
<td>1962-64</td>
<td>171</td>
<td>54</td>
<td>3.16</td>
<td>13</td>
<td>4</td>
<td>3.25</td>
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<tr>
<td>1966-68</td>
<td>311</td>
<td>102</td>
<td>3.05</td>
<td>7</td>
<td>5</td>
<td>1.40</td>
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<tr>
<td>1970-72</td>
<td>292</td>
<td>109</td>
<td>2.68</td>
<td>10</td>
<td>4</td>
<td>2.50</td>
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<tr>
<td>1974-76</td>
<td>308</td>
<td>108</td>
<td>2.85</td>
<td>19</td>
<td>4</td>
<td>4.75</td>
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<tr>
<td>1978-80</td>
<td>354</td>
<td>122</td>
<td>2.91</td>
<td>27</td>
<td>14</td>
<td>1.93</td>
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<tr>
<td>1982-84</td>
<td>382</td>
<td>131</td>
<td>2.88</td>
<td>41</td>
<td>15</td>
<td>2.73</td>
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<tr>
<td>1986-88</td>
<td>313</td>
<td>131</td>
<td>2.38</td>
<td>34</td>
<td>15</td>
<td>2.27</td>
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<tr>
<td>1990-92</td>
<td>365</td>
<td>138</td>
<td>2.64</td>
<td>32</td>
<td>15</td>
<td>2.13</td>
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<tr>
<td>1994-96</td>
<td>744</td>
<td>262</td>
<td>2.84</td>
<td>64</td>
<td>31</td>
<td>2.06</td>
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<tr>
<td>1998-00</td>
<td>737</td>
<td>259</td>
<td>2.84</td>
<td>85</td>
<td>31</td>
<td>2.74</td>
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<tr>
<td>2002-04</td>
<td>643</td>
<td>241</td>
<td>2.67</td>
<td>77</td>
<td>31</td>
<td>2.50</td>
</tr>
<tr>
<td>Total</td>
<td>4,728</td>
<td>1,685</td>
<td>2.76</td>
<td>426</td>
<td>173</td>
<td>2.46</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Goals</th>
<th>Matches</th>
<th>Average</th>
<th>Goals</th>
<th>Matches</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>4</td>
<td>4</td>
<td>78,958</td>
<td>19,740</td>
<td>France</td>
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<tr>
<td>1964</td>
<td>4</td>
<td>4</td>
<td>156,253</td>
<td>39,063</td>
<td>Spain</td>
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<tr>
<td>1968</td>
<td>4</td>
<td>5</td>
<td>260,939</td>
<td>52,188</td>
<td>Italy</td>
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<tr>
<td>1972</td>
<td>4</td>
<td>4</td>
<td>106,510</td>
<td>26,628</td>
<td>Belgium</td>
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<tr>
<td>1976</td>
<td>4</td>
<td>4</td>
<td>106,087</td>
<td>26,522</td>
<td>Yugoslavia</td>
<td></td>
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<tr>
<td>1980</td>
<td>8</td>
<td>14</td>
<td>350,655</td>
<td>25,047</td>
<td>Italy</td>
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<tr>
<td>1984</td>
<td>8</td>
<td>15</td>
<td>599,655</td>
<td>39,977</td>
<td>France</td>
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<tr>
<td>1988</td>
<td>8</td>
<td>15</td>
<td>849,844</td>
<td>56,656</td>
<td>Germany</td>
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<tr>
<td>1992</td>
<td>8</td>
<td>15</td>
<td>429,241</td>
<td>28,616</td>
<td>Sweden</td>
<td></td>
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<tr>
<td>1996</td>
<td>16</td>
<td>31</td>
<td>1,276,171</td>
<td>41,167</td>
<td>England</td>
<td></td>
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<tr>
<td>2000</td>
<td>16</td>
<td>31</td>
<td>1,126,443</td>
<td>36,337</td>
<td>Belgium/Netherlands</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>16</td>
<td>31</td>
<td>1,148,886</td>
<td>37,061</td>
<td>Portugal</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>173</td>
<td></td>
<td>6,489,642</td>
<td>37,512</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It was at the UEFA Congress in London in July 1966 that the decision to change the competition’s name from Cup of Nations to “European Football Championship” was approved.
As from EURO 96 the UEFA Technical Study Group, led by UEFA’s Technical Director Andy Roxburgh, has elected the Team of the Tournament.

EURO 96

Goalkeepers
- David Seaman (England)
- Andreas Köpke (Germany)

Defenders
- Radoslav Latal (Czech Republic)
- Laurent Blanc (France)
- Marcel Desailly (France)
- Matthias Sammer (Germany)
- Paolo Maldini (Italy)

Midfielders
- Didier Deschamps (France)
- Steve McManaman (England)
- Paul Gascoigne (England)
- Rui Costa (Portugal)
- Karel Poborsky (Czech Republic)
- Dieter Elts (Germany)

Strikers
- Alan Shearer (England)
- Hristo Stoichkov (Bulgaria)
- Davor Suker (Croatia)
- Youri Djorkaeff (France)
- Pavel Kuka (Czech Republic)

Player of the Tournament
- Matthias Sammer (Germany)

EURO 2000

Goalkeepers
- Fabien Barthez (France)
- Francesco Toldo (Italy)

Defenders
- Laurent Blanc (France)
- Lilian Thuram (France)
- Marcel Desailly (France)
- Fabio Cannavaro (Italy)
- Paolo Maldini (Italy)
- Alessandro Nesta (Italy)
- Frank de Boer (Netherlands)

Midfielders
- Demetrio Albertini (Italy)
- Patrick Vieira (France)
- Josep Guardiola (Spain)

Forwards
- Thierry Henry (France)
- Savo Milosevic (Yugoslavia)
- Raúl González (Spain)
- Patrick Kluivert (Netherlands)
- Nuno Gomes (Portugal)
- Francesco Totti (Italy)

Player of the Tournament
- Zinédine Zidane (France)

Rui Costa (Portugal)
Edgar Davids (Netherlands)
Luís Figo (Portugal)
Zinédine Zidane (France)
**EURO 2004**

**Goalkeepers**
Petr Cech (Czech Republic)
Antonios Nikopolidis (Greece)

**Defenders**
Sol Campbell (England)
Ashley Cole (England)
Traianos Dellas (Greece)
Olof Mellberg (Sweden)
Ricardo Carvalho (Portugal)
Georgios Seitaridis (Greece)
Gianluca Zambrotta (Italy)

**Midfielders**
Michael Ballack (Germany)
Luís Figo (Portugal)
Frank Lampard (England)
Maniche (Portugal)
Pavel Nedved (Czech Republic)
Theodoros Zagorakis (Greece)
Zinédine Zidane (France)

**Forwards**
Milan Baros (Czech Republic)
Angelos Charisteas (Greece)
Henrik Larsson (Sweden)
Cristiano Ronaldo (Portugal)
Wayne Rooney (England)
Jon Dahl Tomasson (Denmark)
Ruud van Nistelrooy (Netherlands)

**Player of the Tournament**
Theodoros Zagorakis (Greece)

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**Fixture list for the UEFA EURO 2008™ qualifying competition**

The qualifying competition consists of seven groups (six groups of seven teams and one group of eight). Each group winner and runner-up will go through to the final round of UEFA EURO 2008™. The full fixture list for all seven qualifying groups is as follows.

**GROUP A**
Armenia
Azerbaijan
Belgium
Finland
Kazakhstan
Poland
Serbia

**GROUP B**
Faroe Islands
France
Georgia
Italy
Lithuania
Scotland
Ukraine

**GROUP C**
Bosnia-Herzegovina
Greece
Hungary
Malta
Moldova
Norway
Turkey

**GROUP D**
Cyprus
Czech Republic
Germany
Republic of Ireland
San Marino
Slovakia
Wales

**GROUP E**
Andorra
Croatia
England
Estonia
FYR Macedonia
Israel
Russia

**GROUP F**
Denmark
Iceland
Latvia
Liechtenstein
Northern Ireland
Spain
Sweden

**GROUP G**
Albania
Belarus
Bulgaria
Luxembourg
Netherlands
Romania
Slovenia

---

**Armenia**
**Azerbaijan**
**Belgium**
**Finland**
**Kazakhstan**
**Poland**
**Serbia**
**Faroe Islands**
**France**
**Georgia**
**Italy**
**Lithuania**
**Scotland**
**Ukraine**
**Bosnia-Herzegovina**
**Greece**
**Hungary**
**Malta**
**Moldova**
**Norway**
**Turkey**
**Cyprus**
**Czech Republic**
**Germany**
**Republic of Ireland**
**San Marino**
**Slovakia**
**Wales**
**Andorra**
**Croatia**
**England**
**Estonia**
**FYR Macedonia**
**Israel**
**Russia**
**Denmark**
**Iceland**
**Latvia**
**Liechtenstein**
**Northern Ireland**
**Spain**
**Sweden**
**Albania**
**Belarus**
**Bulgaria**
**Luxembourg**
**Netherlands**
**Romania**
**Slovenia**

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**GROUP D**

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**GROUP E**

---

**GROUP F**

---

**GROUP G**

---
GROUP A

16/08/2006 Belgium – Kazakhstan
02/09/2006 Belgium – Portugal
06/09/2006 Finland – Belgium
06/09/2006 Kazakhstan – Azerbaijan
06/09/2006 Poland – Portugal
06/09/2006 Serbia – Belgium
07/09/2006 Armenia – Finland
07/09/2006 Kazakhstan – Poland
07/09/2006 Serbia – Belgium
07/09/2006 Portugal – Azerbaijan
11/10/2006 Belgium – Azerbaijan
11/10/2006 Kazakhstan – Finland
11/10/2006 Poland – Portugal
15/11/2006 Finland – Armenia
15/11/2006 Portugal – Kazakhstan
15/11/2006 Belgium – Poland
24/03/2007 Poland – Azerbaijan
24/03/2007 Portugal – Belgium
24/03/2007 Kazakhstan – Serbia
28/03/2007 Azerbaijan – Finland
28/03/2007 Poland – Armenia
28/03/2007 Serbia – Portugal
02/05/2007 Finland – Serbia
02/06/2007 Kazakhstan – Armenia
02/06/2007 Azerbaijan – Poland

GROUP B

16/08/2006 Faroe Islands – Georgia
02/09/2006 Georgia – France
02/09/2006 Italy – Lithuania
02/09/2006 Scotland – Faroe Islands
06/09/2006 Ukraine – Georgia
06/09/2006 Lithuania – Scotland
06/09/2006 Serbia – Kosovo
07/10/2006 Italy – Ukraine
07/10/2006 Scotland – France
07/10/2006 Faroe Islands – Lithuania
11/10/2006 Ukraine – Scotland
11/10/2006 Georgia – Italy
11/10/2006 France – Faroe Islands
24/03/2007 Scotland – Georgia
24/03/2007 Faroe Islands – Ukraine
24/03/2007 Lithuania – France
28/03/2007 Ukraine – Lithuania
28/03/2007 Georgia – Faroe Islands
28/03/2007 Italy – Scotland
02/06/2007 Faroe Islands – Italy
02/06/2007 Lithuania – Georgia
02/06/2007 France – Ukraine
06/06/2007 France – Georgia
06/06/2007 Lithuania – Italy
06/06/2007 Faroe Islands – Scotland

GROUP A

16/08/2006 Belgium – Kazakhstan
02/09/2006 Serbia – Azerbaijan
02/09/2006 Poland – Finland
04/09/2006 Azerbaijan – Kazakhstan
06/09/2006 Finland – Portugal
06/09/2006 Poland – Serbia
06/09/2006 Armenia – Belgium
07/10/2006 Armenia – Finland
07/10/2006 Kazakhstan – Poland
07/10/2006 Serbia – Belgium
07/10/2006 Portugal – Azerbaijan
11/10/2006 Belgium – Azerbaijan
11/10/2006 Kazakhstan – Finland
11/10/2006 Poland – Portugal
15/11/2006 Finland – Armenia
15/11/2006 Portugal – Kazakhstan
15/11/2006 Belgium – Poland
24/03/2007 Poland – Azerbaijan
24/03/2007 Portugal – Belgium
24/03/2007 Kazakhstan – Serbia
28/03/2007 Azerbaijan – Finland
28/03/2007 Poland – Armenia
28/03/2007 Serbia – Portugal
02/05/2007 Finland – Serbia
02/06/2007 Kazakhstan – Armenia
02/06/2007 Azerbaijan – Poland

GROUP B

16/08/2006 Faroe Islands – Georgia
02/09/2006 Georgia – France
02/09/2006 Italy – Lithuania
02/09/2006 Scotland – Faroe Islands
06/09/2006 Ukraine – Georgia
06/09/2006 Lithuania – Scotland
06/09/2006 Serbia – Kosovo
07/10/2006 Italy – Ukraine
07/10/2006 Scotland – France
07/10/2006 Faroe Islands – Lithuania
11/10/2006 Ukraine – Scotland
11/10/2006 Georgia – Italy
11/10/2006 France – Faroe Islands
24/03/2007 Scotland – Georgia
24/03/2007 Faroe Islands – Ukraine
24/03/2007 Lithuania – France
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GROUP G

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11/10/2006 Netherlands – Albania
24/03/2007 Netherlands – Romania
24/03/2007 Belgium – Belarus
24/03/2007 Albania – Slovenia
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28/03/2007 Slovenia – Netherlands
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02/06/2007 Belarus – Bulgaria
02/06/2007 Slovenia – Romania
06/06/2007 Luxembourg – Albania
06/06/2007 Bulgaria – Belarus
06/06/2007 Romania – Slovenia

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