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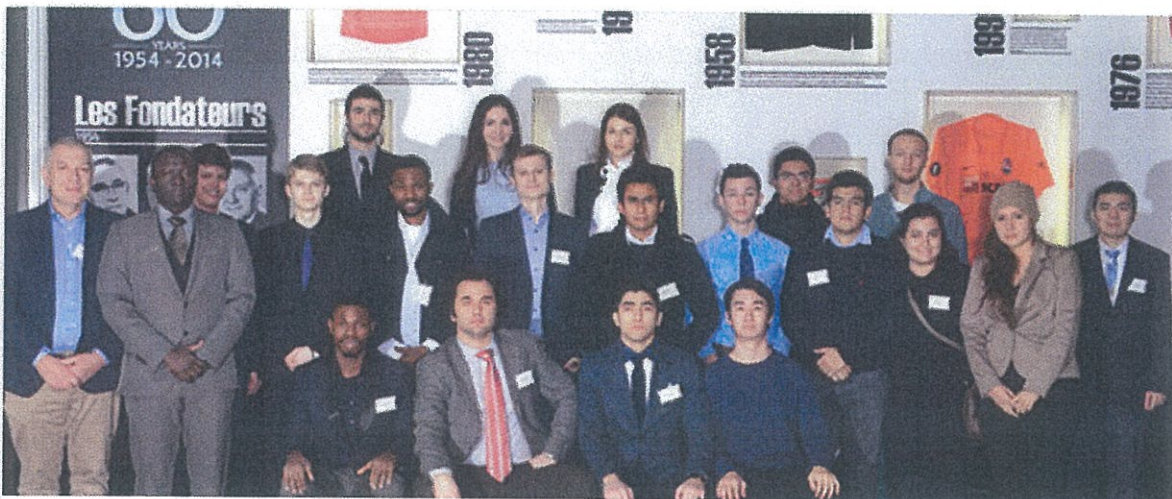
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EUROPEAN UNIVERSITY SCORES WITH UEFA HEADQUARTERS VISIT, BY BHAN PUOK RIEK



Posted by communications on 25 Feb 2014 / 0 Comment

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OOOAAAAAAL!!! It may be a matter of debate for others, but in my opinion, no other English word can bring such magical excitement to me on such a large scale. In an instant, joy is expressed and tears are shed by many speakers of different languages from different parts of the world.

So, I bring you the subject which is tied to the magical word "goal," and I will tell you about my experiences at UEFA (the Union of European Football Associations).



On Friday, February 21, the students of European University Switzerland were treated to an exciting and informative industrial visit to the UEFA headquarters in Nyon. For those of you who do not know already: UEFA is an association that governs and deals with football in Europe and Israel.

There is so much to UEFA that I could write for days on end. But I will just summarize the interesting tidbits of information that you need to know: UEFA was founded in Basel, located here in Switzerland; UEFA conducts more than just football events, although they are responsible for 1,800 games per year (that is not an extra zero in that last figure I gave!); and UEFA helps to minimize pollution, thus contributing to the preservation of the environment. As part of this initiative, game tickets are accompanied by bus tickets. As you can imagine, a lot of fans headed to a game means a lot of cars being driven!

You want *more* examples of meaningful contributions by UEFA? I have one for you: UEFA hosts a homeless tournament. Basically, UEFA gives homeless individuals an incredible opportunity by coordinating teams that compete, giving them a renewed sense of purpose and a constant focus. Ticket sales from other matches contribute to funding for the homeless tournament. The extra attention given to the homeless gives many of them a positive outlook on life again. Participants are given the ability to pursue opportunities that would not otherwise have existed at all. Meaningful contributions toward society overall should be everyone's goal (pun intended).

Last but not least of the fun facts about this organization, and for all those who are interested: UEFA is growing. There are currently just over 400 permanent employees. For EU students interested, do not hesitate to apply!



European University industrial visits serve as a foot in the door. Organizations like UEFA will be more than happy to meet you. And who doesn't want to interact with top footballers like Lionel Messi, Franck Ribery, Mario Balotelli, Eyong Enoh, and Cristiano Ronaldo on a regular basis?

To conclude my article, one of UEFA's mottos reads "we care about football." It goes beyond that from what I saw. Through competition, UEFA creates unity among the masses. That's what I learnt during the



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European University UEFA industrial visit.

By Bhan Puok Riek
EU Student



About Veronica Cancio

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