



BELARUS
Up,
up and away.



BELGIUM
URBSFA
President
Jan Peeters
(centre)
at the presentation
of the digital
card.

PHOTO NEWS

News from member associations



ARMENIA

Armenia joins the jubilee festivities

On 15 June, the Armenian FA's football school marked UEFA's 50th anniversary with four simultaneous matches involving some 300 8-14-year-olds.

Before that, the young footballers released special UEFA jubilee balloons in the presence of the FFA leadership and Executive Committee, representatives from top-division clubs, journalists and Bruno Wolfisberg from UEFA, who is responsible for the HatTrick project in Armenia.

In his address to the gathering, FFA Executive Director Armen Minasyan said that the FFA will do its best to ensure that Armenian football comes up to UEFA's expectations, starting with youth football, the development of which is the subject of scrupulous attention in Armenia.

Apart from this celebration, sets of the UEFA Golden Jubilee books were presented by the FFA to Armenian football clubs, sports newspapers and three of the country's biggest libraries (National Library, Republican Library and National Children's Library).

Arayik Manukyan



BELARUS

Celebrating UEFA's Golden Jubilee

To celebrate the 50th anniversary of the foundation of UEFA, the youth players of FC Smena Minsk released 50 special jubilee balloons from the new prototype mini-pitch.

On 27 June, veteran teams from various regions took part in a tournament dedicated to Belarus Independence Day and UEFA's jubilee. A team from Baranovichy won the tournament.

Alexander Tomin



BELGIUM

Digital card for each member

The Belgian Football Association (URBSFA) is Belgium's largest sports federation, with 450,000 registered members. Managing such a huge membership list is quite a challenge. From the 2004/05 season, each member will be issued with a digital URBSFA membership card. The card will be similar

to a bank card, displaying the holder's surname, first name, date of birth and membership number. The card also contains a microchip, which stores certain fixed and variable data (club/transfers, etc.). In the long run, the URBSFA will even be able to use the card as a means of identification. We have already taken the first step in this direction. The card has many advantages for URBSFA members. For example, different commercial partners keen to reach active footballers will be able to offer certain benefits to members. In other words, the commercial partners will provide financial incentives for URBSFA members.

We are pleased to announce that the URBSFA will be working in partnership with *Euro Shoe Unie SA* of Diest. *Euro Shoe Unie SA* owns the big retail names *Primo Stadion SA*, *Shoes in the box*, *Avance* and *Shoe Discount*. All URBSFA members will receive significant discounts when making purchases from any of the aforementioned chains.

The card will be a genuine URBSFA membership card. This means that other commercial partners (as long as they are not competitors of the URBSFA's other partners) are warmly invited to offer benefits to URBSFA members. As more commercial partners join the scheme, our members will make increasing use of their URBSFA membership cards. In this way, they will identify more with their sport. The membership cards will be sent to the clubs by mid-August 2004 at the latest. The clubs will then be responsible for distributing them to their members.

François Vantomme



ENGLAND A highly appreciated course in New Zealand.



BOSNIA AND HERZEGOVINA

Preparing for the World Cup qualifiers

At the recent assembly of the Football Federation of Bosnia and Herzegovina, held at the Olympic Museum in the Zetra sports centre, the main items on the agenda were reports on achievements since the last meeting and the adoption of the budget for 2003/04. In his introduction, FF BHZ President Milan Jelic was pleased to be able to state that the picture was generally positive.

The national team had got within a step of EURO 2004, and other national teams, notably the futsal team, had achieved good results too. In terms of organisation, the club licensing exercise was in its final stages.

The delegates concluded that results could be better, but devoted most