

EXECUTIVE COMMITTEE MEETING

Mandarin Oriental Hotel, Prague, Czech Republic

Friday 17th – Saturday 18th August 2018

Minutes

1. Welcome and Opening

1.1 President's opening remarks

The ITTF President, Mr. Thomas Weikert, welcomed everyone and thanked the Czech Republic Table Tennis Association (CAST) for hosting the EC meeting. He also praised the CAST for the hard work and for being one of the very most active Associations in terms of organizing international events for both Junior and Senior categories.

1.2 Local organizers welcome

The CAST President, Mr. Zbynek Spacek, welcomed everyone to the beautiful city of Prague, and wished the participants a successful and productive meeting.

The CAST Vice-President, Mr. Nikolas Endal, presented to the EC an update on the projects CAST is currently engaged in, and expressed interest in hosting future ITTF World Events.

1.3 Roll call

Thomas Weikert	President
Khalil Al-Mohannadi	Deputy President
Petra Sörling	Executive Vice-President
Bruce Burton	Executive Vice-President
Masahiro Maehara	Executive Vice-President
Alaa Meshref	Executive Vice-President
James Morris	Executive Vice-President
Nestor Tenca	Executive Vice-President
Zoran Primorac	Athletes Commission Representative
In attendance	
Steve Dainton	CEO
Raul Calin	Secretary General
Michael Brown	CFO
Matt Pound	Marketing Director
Vicky Elefteriade	Competition Director
Iulia Necula	Executive Assistant & Athletes Manager
Invited Guests	
Zbynek Spacek	CAST President – only for the opening
Nikolas Endal	CAST TTA Vice-President – only for the opening
Christian Palierne	French Table Tennis Association President – Only for the signing ceremony of the LIEBHERR 2018 Men's World Cup
Apologies	
Shi Zhihao	Executive Vice-President
Ryu Seungmin	Athletes Commission Interim Chair

1.4 Adoption of the agenda

The Agenda was adopted with the following additions:

- 11.4 Complaint to the Ethics Commission
- 11.5 Omar Assar case
- 11.6 Aspire Academy visit
- 11.7 TTX Beach Asian Games
- 11.8 Visit to Russia
- 11.9 Players withdraw at major ITTF events
- 11.10 Signature of the contract of the LIEBHERR 2018 Men's World Cup

2. Minutes of the previous Executive Committee meeting

2.1 Adoption of the Minutes of the previous meeting (28th of April and 6th of May 2018)

The minutes of the previous meetings were approved and signed by the President.

2.2 Business arising from the Minutes

The Secretary General, Mr. Raul Calin, reported to the EC that the eligibility criteria for the Merit Award need a revision as decided in Halmstad. A new proposal is to be elaborated by the EC member in charge, together with the Nominations Committee, and will be presented to the next EC in December.

3. CEO Update

3.1 Staff update

The ITTF CEO, Mr. Steve Dainton, updated the EC on the new organizational chart and staff structure announcing the two major shifts at Senior Management level: Mr. Matt Pound has been promoted to the position of Marketing Director and Mrs. Vicky Eleftheriade to the position of Competition Director.

Mr. Dainton stated that since the WTTC in Halmstad, the ITTF registered its most active period in terms of staff / consultants' recruitment, following a proper selection process.

In the Competition Department, he announced that Ms. Zena Sim was promoted to the position of Head of World Cups & ITTF Challenge, and two more Competition Managers positions will soon be filled once the selection process is finalized.

The CEO highlighted the need to grow the competition team due to the increased number of events and he stated that a Competition Managers' workshop will take place in November in Singapore.

Mr. Dainton also updated the EC on the changes inside the High Performance and Development Department as Mr. Ramon Ortega Montes was promoted to Continental Development Manager and Mr. Massimo Costantini was hired as the new High-Performance Manager. He announced that more interviews were being performed to fill the positions of Asian and Pan Am Development Manager.

Following the decision in Halmstad, it was reiterated that anyone holding a position in the ITTF Staff Chart shall not simultaneously occupy an elected official position within the ITTF.

In the Marketing area, Mr. Cheng Howe was hired as the Marketing and Event Manager after successfully concluding his internship at the ITTF Asia Pacific headquarters, and the positions of Content Manager & Asia Pacific Marketing Manager will soon be filled.

The ITTF Secretary General, Mr. Raul Calin, updated the EC about the Operations Department, acknowledging the significant improvement in the area of Finances, with the use of a new Financial software tools and the introduction of a multiple-layer approval system for payments' authorization.

Mr. Calin also expressed that, as part of the professionalization in the area of Equipment, an equipment manager will be hired very soon. The position of Technical Official Manager had also been advertised and it's expected to be filled soon.

The ITTF Executive Vice-President, Mrs. Petra Sörling, emphasized the need of the ITTF to take the lead in hiring professional staff to work on matters that are currently run by committees. Mrs. Sörling also warned about the necessity of innovation as the IT tools used in the past were quite primitive.

The ITTF Executive Vice-President, Dr. Alaa Meshref, highlighted the importance of the online registration, data base integration and professionalization in terms of IT, and the CEO provided an update on the outcome of the IT meeting held in Singapore and the necessity of hiring a Web Developer and Database Manager as soon as possible.

The ITTF CEO reported that in the case of the Museum curator, Mr. Chuck Hoey, an official contract has been signed in order to legalize his status, as there was no pre-existing legal document regarding his hiring.

The Secretary General continued by explaining that the new management is introducing software to control, evaluate and report the performances in the different areas of the organization, and that Mr. Brown, as the person in charge of HHRR, will be the main responsible for its implementation and oversight.

After interviewing several candidates, the Head of TTX will be decided in the following weeks.

In regard to the ITTF Foundation, the CEO informed the EC that the documents for the Official Registration at the Chamber of Commerce in Switzerland are on track to be finalized soon. New positions within the ITTF Foundation are to be opened and advertised in the next couple of weeks.

3.1.1 Senior Management Meeting update

The ITTF CEO updated the EC on the Senior Management Meeting held in Qatar from 3rd to 6th of July.

As a newly incorporated type of meeting, he proposed for the future meetings to consider adequate timelines as well as a better structure and organization. Those management meetings will ideally be scheduled a few weeks before the EC meeting in order to optimize its effectiveness, and to help prepare the necessary information and reports for the EC in advance.

The EVP, Mrs. Petra Sörling, acknowledged that the introduction of the Team Management Meetings is a very important step to become more professional, and a good opportunity for the staff responsible for each area to report to the CEO, so he can, in turn, report to the EC with the key information, keeping the EC focus on the strategic decisions.

3.2 Strategic Plan update

The ITTF CEO stated that after 2018 WTTC in Halmstad, he has received very positive feedback in regard to the Strategic Plan, praised by many stakeholders.

The ITTF CFO, Mr. Michael Brown, noted that online versions of the Strategic Plan are available in English and Spanish, and it's currently in the process of being translated into the rest of the official languages such as French, Arabic and Chinese.

3.2.1 Operational Plan update

The ITTF CEO updated the EC on the Operational Plan and its 50+ key objectives. Mr. Dainton praised the effort and involvement of Mr. Michael Brown, working alongside with Deloitte's consultants on the internal planning and establishing the ITTF timelines and pathways on how to achieve the objectives of the Strategic Plan through the operational plan.

3.2.2 Continental Forums update

The ITTF CEO updated the EC on the Continental Forums and the objective of engaging the membership and sharing the vision of the new ITTF.

Successful Continental Forums have been held in Europe and Latin America, including discussions related to the Strategic Plan, the new WTTC system, the Constitution update, the ITTF Foundation and TTX.

The EVP, Mrs. Petra Sörling, noted that the ITTF ETTU Forum held in Romania, was very interactive and very well received by the participants, and congratulated the ITTF staff for the tremendous work done preparing and delivering it.

The EVP, Mr. Nestor Tenca, noted that the ITTF LATTU Forum in Costa Rica, was an excellent opportunity to inform the National Associations about the new ITTF goals and objectives.

Mr. Tenca added that all the delegates enjoyed the professional presentations and the delivery of the event and expressed gratitude on behalf of the ITTF members of Latin America for the opportunity given to exchange ideas between them and the ITTF management.

The ITTF CEO stated that the next ITTF Continental Forum will be held in Africa, on 3rd and 4th of September, hosted by the Mauritius Table Tennis Association. He also noted that the locations and dates of the next forums to be held in Oceania, Asia and North America are still to be decided.

3.3 Future Events Working Group (FEWG)

The ITTF CEO informed the EC that after the approval in Halmstad, it was agreed that the FEWG will continue its work with the objective of creating a comprehensive system that will ensure the growth of the WTTC with more National Associations' participation, as its main focus.

The next FEWG meeting will be held in Alicante, on 17th and 18th of September prior to the European Championships.

3.4 Boosting Working Group

The ITTF Secretary General reported that the boosting working group is finally confirmed and can start their deliberations.

A proposition should be presented at the next EC meeting in December in order to be eventually presented to the 2019 AGM in Budapest.

3.5 Information & Technology

The ITTF CEO gave an update after the finalization of the collaboration with TMS that led to the current situation and the progress after 8 months of collaboration with Bornan.

Mr. Dainton stated that he was satisfied with the overall outcome especially when considering all the complications caused by TMS's lack of cooperation during the transition process of the data base and IT systems.

The Marketing Director, Mr. Matt Pound, reported about the meeting he and Mr. Raul Calin had in Madrid with Bornan representatives and updated the EC on the next steps and deadlines.

He reported that it was agreed to focus the work on the main priority areas such as automated World Ranking, online entry system, Registration, Integration and Centralization of the Database, and established new delivery deadlines for each and every one of the phases.

The Executive Vice-President, Dr. Alaa Meshref, mentioned that it is necessary to have technical staff on site during the main events as it's very difficult for Competition Managers to deal with complicated IT situations. He also noted that it is very important to be very clear on the ownership of the software.

4. **Athlete's Commission**

The AC representative, Mr. Zoran Primorac, updated the EC on the Athletes Commission's election process and the next steps. He also noted that the next Para TT representatives' elections will be held on 17th, 18th and 19th of October, during the ITTF World Para Table Tennis Championships in Lasko - Celje, Slovenia.

Due to the short timelines, it was recommended and agreed that the EC will appoint the three members by the end of October 2018, and the AC should appoint the two remaining members by the 15th of November.

Mr. Primorac also requested advice on how to proceed with the election process of the Chair of the Athletes Commission.

The ITTF CEO recommended that once the full commission is established, the members should meet and elect their Chair. Further discussions are to be held with the current AC Interim Chair, Mr. Ryu Seung Min, about the possibility of hosting the meeting in Korea during the World Tour Grand Finals.

5. **Operations Program**

5.1 Finances

The ITTF CFO, Mr. Michael Brown, updated the EC on the finances stated as of 31st July 2018. He reported that live accounts are available almost daily thanks to the managing staff and especially due to the new financial software, which helps to implement and process the various financial actions.

Mr. Brown highlighted that the current negative balance is not a true reflection of the situation because, moving forward, a significant amount from the Olympic Fund will be released at the end of the year.

He recommended that in the future the allocated Olympic Fund should be managed differently by releasing funds on a monthly, or quarterly basis, to provide a more accurate

reflection of the current state of the finances. However, Mr. Brown informed that the forecast for 2018 is a positive balance.

The Executive Vice-President, Mrs. Petra Sörling, was happy to be able to present, for the first time, Financial statements periodically at each of the EC meetings, and highlighted that further detailed reports and comparisons with the previous years may be provided moving forward.

The ITTF CEO noted that while working on the budgeting, it is important to find the optimal balance between having a positive result and long-term investment in staff and development in all different areas.

The ITTF CFO presented to the EC the newly updated ITTF Financial Policies.

5.2 ITTF Headquarters

The CEO, reviewed the history and circumstances that led to the establishment of the ITTF Headquarters in Lausanne. He also mentioned that the financial dependency that the ITTF had on the Olympic funding changed from almost 80% in the past to 18% currently.

Due to the growing number of operations in the Singapore Office as well as other financial reasons, it was suggested to reconsider if it's still in the best interest of the ITTF to maintain its headquarters in Lausanne. In order to reconsider the location of the ITTF Headquarters, a tender document will be prepared for worldwide distribution.

Mr. Dainton also reported that after analysing the existing assets and properties, in the current situation it is recommended to sell the ITTF property in Switzerland and reinvest the capital in active assets around the world that will help in the development and/or professionalization of the ITTF.

The EC decided to address an expression of interest to look for a new potential headquarters and to inquire on the feasibility and possibility of selling the Switzerland property. However, the EC noted that a change in Headquarters location must first be approved by the AGM.

01-EC-20180818

The Executive Committee decided to open an expression of interest to look for a new potential headquarters.

02-EC-20180818

The Executive Committee decided to inquire on the feasibility and possibility of selling the ITTF property in Switzerland.

5.3 Offices update

The ITTF Secretary General updated the EC about the new Lausanne Office, operative since July 1st, 2018.

The ITTF CEO updated the EC on the Singapore Office situation and highlighted the need to move into new facilities due to the increased number of staff. He also spoke about the possibility of collaboration and office share with the Sportsmaster staff.

5.4 Equipment Committee Research budget

The ITTF Secretary General presented to the EC the request of the Equipment Committee to have a specific budget for research.

The ITTF CFO noted that once a professional staff member is hired as Equipment Manager, it will be within that person's scope to confirm the possibility of establishing available funds and to allocate a budget for Research, not only related to Equipment but also for other areas such as Sport Science.

5.5 Application for Personal Honorary Membership

The EC decided that the Chinese Table Tennis Association's application for Mr. Yao Zhenxu to become an ITTF Personal Honorary member should be presented to the 2019 BoD in Budapest with the EC's favourable recommendation.

03-EC-20180818

The Executive Committee decided that the Chinese Table Tennis Association's application for Mr. Yao Zhenxu to become an ITTF Personal Honorary member should be presented to the BoD with the EC's favorable recommendation.

5.6 Membership Recognition issues

The Executive Committee was updated on the situation of Libya and on the steps being made for the reinstatement of Kuwait.

5.7 Pan American Confederation

The ITTF Secretary General updated the EC on the current situation and the necessary next steps in the process of the establishment of a Pan Am Confederation.

The ITTF CEO stated that Deloitte was managing this process since the 2018 WTTC in Halmstad, and a first draft report of the proposed structure and organization will be presented and distributed moving forward.

6. Competition Program

6.1 World Championships update

6.1.1 2019 WTTC Budapest

The ITTF Competition Director, Mrs. Vicky Eleftheriade, reported that the WTTC Commercial agreement has been signed in Qatar, on July 5th 2018, and that a next inspection is scheduled for August 19th – 22nd 2018 in Budapest.

Mrs. Eleftheriade advised that following the discussions it seems everything is progressing accordingly and that the 2019 World Tour Hungarian Open held in Budapest in January will be used as a platform to check the operations and technical aspects, on a smaller scale of course. She also noted that a more detailed briefing will be done after the inspection.

The ITTF CEO, Mr. Steve Dainton, announced that Mr. Mounir Bessah will be the key person from the ITTF Staff leading the 2019 WTTC in Budapest.

6.1.2 WTTC Bidding process

The ITTF Competition Director, Mrs. Vicky Eleftheriade, informed the EC that the 2021 and 2022 WTTC bidding process was launched in July after the Team Management Meeting in Qatar.

Mrs. Eleftheriade briefed everyone about the stages of the new bidding process which includes the Expression of Interest phase, the Bid phase and Selection phase and the respective deadlines. She noted that reminders announcing each of the stages are scheduled to be sent out periodically.

6.2 World Tour Update

The ITTF Competition Director provided an update on the 2018 ITTF World Tours situation, highlighting that the ITTF World Tour average number of entries compared to the maximum number of allowed entries is 110%, which means that most of the events have higher demand than the current capacity. This shows that the decision to change the qualification system to only K.O. from 2019 on was a correct decision because it will allow more entries and ensure top player participation.

She also announced that the 2018 World Tour Grand Finals will be held in Incheon, Korea.

Mrs. Eleftheriade reported that overall the entire process related to the event allocation is finalized more in advance and hopes to improve even more in the future.

She stated that the 2019 ITTF WT events have been confirmed, and Pre-event preparations will start immediately after the hosting agreements have been signed by the end of the year. She also mentioned that the bids for 2020 ITTF WT are intended to be released later this year.

6.3 Challenge Update

The ITTF Competition Director provided an update on the 2018 ITTF Challenge Series. She mentioned that as a result of the high demand, a new tier of events named Challenge Plus (top tier of the Challenge Series) had been created, which will offer higher prize money and WR points, and will require better playing conditions and improved marketing and media services.

Mrs. Eleftheriade also reported that the 2019 ITTF Challenge Series bidding process is closed, registering a maximum number of 20 bids and 17 confirmed events (6 Challenge Plus + 11 Challenge regular).

The ITTF CEO, Mr. Steve Dainton, mentioned that it was amazing to receive such a high number of bids, double if comparing to 2018. He also noted it was very positive to have new Local Organizers.

The Executive Vice-President, Mr. Bruce Burton, stated that it is important for the LOC and National Associations to understand that the new ITTF events have a highly competitive standard.

6.4 World Cups Update

The ITTF Competition Director, Mrs. Vicky Eleftheriade, gave an update on the 2018 Women's World Cup to be held in Chengdu (28th -30th of September) and the 2018 Men's World Cups in Paris (19th -21st of October), assuring that the marketing and competition staff are already following up on their areas.

She also noted that the 2019 WWC (18-20 October) and MWC (25-27 October) will be held in Chengdu and 2019 TWC (6-10 November) will be held in Tokyo.

6.5 Junior Program Update

The ITTF Competition Director, Mrs. Vicky Eleftheriade, noted that main events like WJTTC, WCC are still pending as they are scheduled for the last part of the year, but the general number of entries is also higher compared to the previous years.

An on-site inspection for the 2018 WJTTC, was made by Mr. Mounir Bessah and Mr. Mohamed Dawlatly and everything seems to be running accordingly, and for the World Cadet Challenge there are ongoing preparations.

Mrs. Eleftheriade reported that the next steps are to finalize the bidding process for 2019 and release the bids as soon as possible for 2020.

6.6 Multi-Sport Games Update

6.6.1 Tokyo 2020 Olympic Games

The ITTF Secretary General updated the EC on the progress leading up to the Tokyo 2020 Olympic Games, reporting that the IOC confirmed and accepted the slight amendments of the competition schedule following the recommendations of the Marketing Director, Mr. Matt Pound.

He also stated that the future inspections' schedule is under discussion.

The EVP, Mr. Masahiro Maehara, confirmed the hotel for the ITTF Family, which is a very good accommodation option in terms of location.

Mr. Maehara also informed that a proposition regarding the multi-balls playing system will be forward to the OPC for consideration.

The EC recommended that the multi-balls playing system should be used for the 2020 Tokyo Olympic Games.

The EVP, Mr. Bruce Burton, raised the question of the Technical aspect of the event, and it was acknowledged that the Competition Director Mrs. Vicky Eleftheriade, will assist the OPC regarding the URC and Anti-Doping selection criteria.

The ITTF Secretary General, also updated on the preparation leading to the 2020 Tokyo Paralympic Games, mentioning that the competition schedule is waiting for the IPC approval.

6.6.2 Buenos Aires 2018 Youth Olympic Games

The ITTF Secretary General updated the EC on the progress leading up to Buenos Aires 2018 YOG.

Mr. Calin informed that everything is going according to the plans and that table tennis will have 4 days of live TV broadcast.

6.6.3 Mediterranean Games

The EVP, Dr. Alaa Meshref, reported to the EC a series of issues during the table tennis event as part of the Mediterranean Games which had a very low standard comparing to other events and asked if the ITTF can give its input and be involved in a professional way. The Athletes Representative, Mr. Zoran Primorac, emphasized the lack of interest of the top players towards the Mediterranean Games and the fact that a bad representation of our sport during these kinds of events can affect the image of table tennis.

6.7 Continental events

The ITTF Competition Director, Mrs. Vicky Eleftheriade, reported that during the four continental events held in 2018 everything went accordingly and the preparations for most of the events scheduled for 2019 are in place.

She noted that one of the next steps is to contact the Continental Federations in regard to the Continental Olympic qualification as nothing has been confirmed until now.

6.8 World Veteran Tour (WVT)

The EVP, Mr. James Morris, informed the EC about the WVT Launch Party celebrated on 20th of June in Las Vegas and stated that it was very well received by the over 1500 attendees and generated a lot of interest among all stakeholders.

The ITTF CEO, Mr. Steve Dainton, updated the EC on the WVT concept which was intended to be a series of large-scale participation type of events with an attempt at a different approach and multiple stops around the world. He highlighted that the development of such a product was based on the strong interest and many requests to host veteran events.

Mr. Dainton stated that in the future he hopes that the WVT will become a centralized activity that will result into a total integration of its members as part of the veteran players' community. As part of the professionalization of the event structure, the Competition Department is currently working on the WVT business model, directives, website, etc., aiming to have several events included in the WVT in the second half of 2019.

6.9 World Veteran Championships (WVC)

The Executive Vice-President, Mr. James Morris, updated the EC on the 2018 WVC held in the Exhibition Centre in downtown Las Vegas and thanked the USATT for the efforts towards a memorable week of Veterans Table Tennis. Mr. Morris confirmed a large number of registered entries and praised the excellent hotel accommodation, proximity, transport and playing conditions, which resulted in high level experiences for all the athletes.

The ITTF President, Mr. Thomas Weikert, emphasized the necessity of scheduling a meeting with the Swaythling Club in regard to the bids for the 2022 & 2024 WVC. The Secretary General was asked to coordinate such a meeting.

The EC agreed that further discussions and negotiations need to be held in the near future in order to formalize an agreement between the Swaythling Club and the ITTF in regard to the WVC rights.

6.10 2019 Calendar - Addition of Challenge and Junior events

The Competition Director, Mrs. Vicky Eleftheriade, confirmed the addition of the new events on the 2019 Event Calendar.

6.11 Continental Para Championships

The ITTF Secretary General confirmed the candidates for the different continental Para Championships in 2019. There are three bidding cities for Asia (from Chinese Taipei, Korea and Thailand) and four for Europe (two from Sweden, and one from Denmark and Spain). On-site inspections will be organized, and a report will be presented to the members of the EC for their consideration.

6.12 New World Ranking

6.12.1 World Ranking revision

The Executive Assistant and Athletes Manager, Ms. Iulia Necula, updated the EC on the positive impact that the new WR had over the events and general participation.

Ms. Necula also informed that the WR working group was currently revising the basic principles and point tables, taking into consideration the analysis of the WR dynamic and the feedback of the stakeholders.

The WR working group's recommendations will then be forwarded to the EC for approval by the end of September. If approved, all the proposed changes will be effective from 1st of January 2019 with no retroactive effects.

The AC representative, Mr. Zoran Primorac, warned about the importance of having a final version ready and clearly communicated as soon as possible to ensure no further changes will be done before Tokyo 2020.

6.12.2 World Team Ranking

The Executive Assistant and Athletes Manager, Ms. Iulia Necula, advised about the need of the World Team Ranking to be revised according to the agreed formula.

7. Marketing and Promotion

7.1 Marketing & Media strategy update

The ITTF Marketing Director, Mr. Matt Pound, updated the EC on the new ITTF Marketing strategy oriented to raise the revenues as much as possible.

He explained that when the commercial rights were bought from TMS at the beginning of 2017, the ITTF inherited a lot of pre-existing deals that will expire at the end of 2020, which will lead to a unique situation and a new commercial rights cycle in 2021.

In the next couple of years, the priority is to develop the 2021 strategy by investing in our sport and products and to ensure the biggest return of benefit by achieving all the objectives set according to the Strategic Plan.

Mr. Pound reported there were ongoing discussions being held with different companies to help the ITTF with the tender process by evaluating the current products and the potential development of these products in order to get the best return on the market.

The EC insisted to Mr. Pound that the best way would be to have an open tender process for finding the company that would help with the 2021 Commercial Rights structure and overall tender process.

He presented the timelines for each of the phases

- Expression of interest of potential partners in this project by the beginning of 2019
- New partners by Q3 and Q4 2019
- January 2020 – available on the market for at least one-year time

The ITTF Marketing Director stated that the business models used in the past by TMS should not be used in the future and recommended different business models that will help develop the ITTF's products, ensuring long-term deals and a bigger return.

He highlighted the importance of creating an ITTF vehicle that will draw a clear line between politics and the commercial rights. He also presented the proposed structure of an Institutional Platform with a much wider footprint and market opportunities with the WTTC at its core, and a Professional Platform including WT, Challenge, TTX, WVT as the main assets with the biggest potential towards developing and monetizing.

Mr. Pound showed the new philosophy and presented the next steps in the key areas of Media and Marketing:

- Collecting information about the fans in terms of demographic, customer preferences and content and develop a centralized Database.
- Engaging fans through digital and advertising content.
- Enhancing the Players profiles and increasing their visibility.
- 360 degrees Sponsorship and athletes' activation.
- Integrated Communication strategy managed internally from Singapore, with the new Content Manager overseeing all ITTF content ensuring that all key goals are communicated across all departments and all platforms.
- Review of the Commercial Contracts and Hosts, making sure they are in line with the new objectives.
- More intelligent selling strategy, new innovating tools to be used with new people.
- More care and attention towards Sponsors during ITTF events.
- Marketing Implementation at all the events, in line with the key points of the contracts.

The ITTF President, Mr. Thomas Weikert, reminded that everything related to the use of image of the Athletes and sponsor activation should be done properly from a legal point of view.

The ITTF Marketing Director, Mr. Matt Pound, assured that the ITTF Events "Conditions of Participation" form signed by the Athletes covers all the aspects in terms of the use of their image during the ITTF Events. He also stated that in order to increase the available inventory and enhance activations through ITTF platforms, the ITTF secured some of the top players through Players Sponsorship Agreements that guarantee their participation at events and granting image rights and advertising space on their shirts.

Mr. Pound presented to the EC the activation video done for British Airways during the Team World Cup which included the key information of the event and media value and stated that in the future there should be more emphasis on this kind of service.

The ITTF Marketing Director, Mr. Matt Pound, reported to the EC that the 2018 WTTC was a big success, breaking all the social media, digital, and TV audience records and congratulated the Media and Marketing team present in Halmstad as well as the LOC for ensuring a great event. He also stated that the ITTF has a very strong position as the WTTC is not monetized enough and should at least double its profit for 2021.

The ITTF CEO, Mr. Steven Dainton, stated that as a staff working both under TMS and ITTF Marketing this is the first time in which there is a strategic vision about the next commercial cycle. For the new ITTF the priority focus should be on the real opportunity in terms of growth, which comes from 2021.

The ITTF President, Mr. Thomas Weikert, mentioned that there are a few companies that sense the potential growth and are interested in a potential partnership, therefore it's necessary to prepare a proper tender process.

7.2 Continental Commercialization Agreements

The ITTF CEO, Mr. Steve Dainton, reported that there are no further updates regarding this matter since the last EC meeting.

The Continental Commercialization Agreements were already ongoing for North America and Oceania, and Latin America is in the process of implementing the contract after the signing in Halmstad. Europe was also signed in Halmstad and is ongoing.

7.3 ITTF Marketing Subsidiary – China Office

The ITTF CEO, Mr. Steve Dainton, said that from a marketing perspective it is important and very necessary to have an ITTF Operations Office in China. Future updates will be presented once the ITTF Headquarters situation is decided.

7.4. Sponsors update

The ITTF Marketing Director, Mr. Matt Pound, updated the EC on the Sponsorship situation, stating that long-term deals including more money and wider event coverage are being negotiated with Liebherr and GoDaddy.

Mr. Pound also informed that there are ongoing discussions regarding more potential events with the new sponsors such as British Airways (2018 Team World Cup) and AIA (2018 WT China Open) that will hopefully result in longer-term partnerships.

The marketing team is continuously working on improving its products and hopefully ITTF and table tennis will become more interesting and provide more value to potential sponsors, which would lead to bigger deals.

7.5 Sportsmaster x ITTF Agreement – 2nd July Announcement

The ITTF CEO updated the EC on the Commercial Agreement signed with Sportsmaster for the 2019 - 2020 World Tour, at a higher value than the previous agreement.

Mr. Dainton stated that the signing ceremony was delivered in a professional manner and it accounted for many media representatives and the presence of a lot of sports marketing agencies. He considered that it was a good opportunity to promote the new commercial cycle starting in 2021 and to present the new concept of the Institutional and Professional Platforms that would increase the potential in terms of market value and benefit.

He insisted that this process is necessary to define the role of the National Associations and the reshape of the ITTF products through professionalization of the operations and management.

The ITTF CEO admitted that ITTF would need to take some tough formal decisions in the future but in the current situation, from a marketing perspective, the ITTF has very low prize money compared to other sports that have been blooming in the last years. He also explained that the Event structure is very confusing and hard to understand for all the stakeholders and a new structure that will bring more value is needed.

Following the examples of other successful sports and organizations such as ATP, FINA, IAAF, FIBA, it shows that this kind of professional platform and model is necessary because if we continue to use the current amateur model the risk of an external party doing it themselves increases with time.

The ITTF President, Mr. Thomas Weikert, highlighted the importance of increasing the prize money as the current ones are very low. In line with the financial statements the prize money should be increased by a minimum of 5% for the next year with further efforts in order to increase even more in the future.

7.6 ITTF x T2 Events

The ITTF CEO, Mr. Steve Dainton, stated that it was necessary to find a way for the ITTF and T2 to collaborate in the future instead of competing with each other, which would result in a higher investment from Sportsmaster towards the ITTF, as well as developing a new strategy on how to test and improve the WT events in order to accomplish the future objectives and maximize its revenues.

The ITTF CEO advised that a two-day meeting was held in Singapore between the ITTF and T2 regarding the new concept and it was agreed to use these hybrid events, called the Diamond tier, as a laboratory for innovations by integrating new rules, format and playing systems.

Mr. Dainton stated Diamond Tiers will be an incentive for the players by offering a higher prize money per event but will not be considered a part of the World Tour due to the current commercial contracts that fall under the WT umbrella package.

Further discussions are needed in order to finalize the concept and a decision will be taken at a later stage after considering all the facts and elements.

7.7 Star Awards

The 2018 Star Awards will be held on 12th of December in Incheon, Korea during the WTGF. The Executive Vice-President, Mr. Bruce Burton updated the EC about Nomination and selection panels, mentioning that the only modification would be the Fair Play award, which should be awarded in extraordinary cases and only at the EC members' advice.

8. High Performance and Development

8.1 ITTF Centres of Excellence and Continental Development Centres

The ITTF CEO stated that in line with the Strategic Plan, the ITTF will put more emphasis on high performance, therefore additional funding gained from the selling of the Lausanne property would be reinvested in the continents by creating ITTF Centers of Excellence & Continental Development Centres.

Mr. Dainton noted that many members are interested to invest or be a part of the Project and further details will be distributed soon.

8.2. Coach Accreditation Scheme Revision

The ITTF CEO updated the EC on behalf of the Director of HPD, Mrs. Polona Cehovin, in regard to the revision of the Coach Accreditation scheme and renewed model with a tendency towards Online and a more interactive e-learning system rather than traditional printouts.

The ITTF President, Mr. Thomas Weikert, emphasized that the Antidoping and Harassment education among players and coaches is very important and further discussions will be held for the development of adequate regulations.

9. ITTF Foundation

9.1 Unified Korea

The ITTF President, Mr. Thomas Weikert, updated the EC on the Unified Korea project highlighting the success of the Olympic Day celebrated in Lausanne and all the media interest generated during the 2018 WT Korea Open due to the unified team.

Mr. Weikert praised the hard work and level of commitment of the ITTF Foundation and Korean TTA and informed that further joint participation will be supported by the ITTF with the ultimate goal of having a Unified Korea at the 2020 WTTC in Busan and 2020 Tokyo.

The ITTF President reported that the IOC President personally congratulated him in regard to this Project.

The Executive Vice-President, Mr. Maehara Masahiro, stated that although the promotion of world peace through Table Tennis is a proud and correct movement, it is necessary to respect the event entry deadline and it's very important to regulate the number of entries for team, singles and double pairs ensuring they are the same as for all other NA's.

The Competition Director, Mrs. Vicky Eleftheriade, highlighted the importance of regulating the number of entries at all events where the members and players are participating as Unified Korea.

Following the direction of the IOC, the EC endorses and supports the registration of a mixed pair formed by a North Korean and a South Korea athlete during the 2018 events.

The EC, agreed on the following:

- 1 Unified Korean doubles pairs guaranteed to the doubles events.
- Other Unified Korea doubles pair included as an entry.
- The above has no bearing on the other two countries' entries.

The ITTF Secretary General was given instructions to check with the IOC, the possibility of a Unified Korea Team at the 2020 Tokyo Olympic Games and, based on the answer, the ITTF will consider how to manage its 2019 and 2020 regulations.

9.2 Health Promotion through Table Tennis

The ITTF CEO informed the EC that in line with the Strategic Plan statement it was decided to include the health promotion through table tennis as one of the objectives of the ITTF Foundation.

Following the meeting with Mr. Nenad Bach in Halmstad about the studies of the health benefits of table tennis related to the improvement of the patients suffering Parkinson's, it was agreed that a new World Parkinson's Table Tennis Championships project will be included in the ITTF Foundation portfolio.

Further discussions between Mr. Nenad and his team regarding the location and the conditions of hosting of such an event will take place in the near future.

The ITTF CEO stated that in the future more similar projects should be initiated, as, for example, the Alzheimer's World Table Tennis Championships, etc.

10. **ITTF 100 years commemoration update**

The ITTF Deputy President, Mr. Khalil Al-Mohannadi, presented the idea of the ITTF 100 years commemoration and updated the EC on the meeting that was held in London together with Table Tennis England.

He reported that the discussions with TT England were very positive as they have a special interest of hosting a series of events leading up to 2026 linking it with several other centenary anniversaries.

Mr. Khalil Al-Mohannadi expressed the intention of forming a working group or commission to lead the project. A proposal will be formulated as such at the next EC in Incheon to be further presented at the AGM 2019.

11. Any other business

11.1 Match directives

The ITTF Executive Vice-President, Mr. Bruce Burton, presented to the EC the modified URC Directives for Match Officials. He highly recommended that the professionalization of the Officials' directives is a step forward.

Mr. Burton stressed that the World title events should not be used for evaluation and training purposes and it is vital to use only professional officials.

The EC approved the modifications of the URC directives and match directives.

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The Executive Committee approved the modifications of the URC and match directives.

11.2 Show court Specifications (LED, Logo Size, Lighting system)

The Executive Vice-President, Mr. Maehara Masahiro, presented to the EC different examples where different elements of the show court affect the players during a match.

Mr. Maehara advised that the show court specifications should be clearer and that the Competition Managers on site should check more carefully all the elements linked to the playing area in order to ensure that none of the items affects the visibility or the performance of the players.

The ITTF Marketing Director, Mr. Matt Pound, reported that Marketing directives including the LED specifications and templates are being sent to all organizers, but that LOC's implement it differently depending on the quality of the LED. Mr. Pound also advised that a new company was contracted to work on the lighting system guidelines, which will improve the overall quality.

ITTF CEO, Steve Dainton, recommended to the Marketing Department to make an update of the logo dimensions in the show court and to formulate a new proposal to be presented to the BoD 2019.

11.3 International transfers between leagues

The EC agreed that the ITTF should regulate the international transfers between different international leagues.

11.4 Ethics Commission case

The Secretary General updated the EC members on the case received by the Ethics Commission. The complainant failed to submit a formal appeal to the EC within the timelines established in the ITTF handbook and consequently, the EC decided to close the case.

The EC decided to confirm the decision of the Ethic Commission.

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The Executive Committee decided to confirm the decision of the Ethic Commission since no appeal was received within the established timelines.

11.5 Omar Assar

The EC was informed of the facts that led to the suspension of Omar Assar by the Egyptian Table Tennis Association.

The EC was informed by the Deputy President, Mr. Khalil Al-Mohannadi, about the series of accusations made against him by Mr. Omar Assar.

The EC acknowledged the case and agreed to defer it to the next EC meeting with further considerations of the facts.

11.6 Aspire Academy

The ITTF Deputy President, Mr. Khalil Al-Mohannadi, informed the EC about the meetings conducted by himself, together with Mr. Steve Dainton, Mrs. Polona Cehovin, Mr. Raul Calin, Mr. Mounir Bessah, and Ms. Iulia Necula at the Aspire Centre, in Qatar on 5th of July 2018.

Mr. Al-Mohannadi brought to the attention of the EC that Aspire Academy expressed their interest towards a potential collaboration with the ITTF and they are seriously considering becoming one of the centers of excellences in the region.

The Athletes Commission Representative, Mr. Zoran Primorac, stated that it is very important for the ITTF to be associated with a world-wide known Academy such as Aspire and that it would be a very good opportunity for young players to be able to train in such great facilities.

It was agreed that the ITTF High Performance and Development Director, Mrs. Polona Cehovin, and Mr. Zoran Primorac, should conduct further discussions about a potential future collaboration.

11.7 TTX Beach Asian Games

The ITTF Deputy President, Mr. Khalil Al-Mohannadi, reported that during the Asian Games held in Jakarta, Indonesia, an Official letter was handed to the President of the Olympic Council of Asia, Mr. Ahmed Al-Fahad Al-Ahmed Al Sabah, asking him to consider the introduction of TTX as part of the Asian Beach Games.

Mr. Khalil Al-Mohannadi reported on the successful series of TTX events organized by the Arab Table Tennis Union in Qatar, Tunisia and Egypt and presented photos from a cruise on the Nile and in front of the Pyramids.

The Executive Vice-President, Mrs. Petra Sörling, also reported about the success of the TTX event held in Sweden and the positive feedback of all participants.

11.8 Visit to Moscow

The ITTF President, Mr. Thomas Weikert, updated the EC regarding the visit he and the ITTF Secretary General made to Moscow and the meeting held with Mr. Igor Levitin about how to cooperate for the benefit of table tennis and its development in Russia and Europe in particular, as well as about the ITTF Foundation.

11.9 Players withdrawal at major ITTF events

The Executive Vice-President, Mr. James Morris, expressed his disappointment and concern about the cases where the Top players withdrew from Major events. He stated that the withdrawal of the Chinese players from the Australian Open over the past 2 years had a huge impact on the event finances and sponsors.

The EC agreed that there should be tougher penalties in the case of players that withdraw from major events after the entry deadline.

11.10 Signature of the contract of the LIEBHERR 2018 Men's World Cup

The ITTF President, Mr. Thomas Weikert, and French Table Tennis Association President, Mr. Christian Palierne, signed the contract of the LIEBHERR 2018 Men's World Cup.

12. Next EC meeting

It will be held on Thursday 13th December 2018, during the World Tour Grand Finals in Incheon, Korea.

11. Adjournment

Without further subjects, the meeting was adjourned on 18th August at 12:00.

Thomas Weikert
ITTF President

Date

Raul Calin
ITTF Secretary General

Date