



# **Temamøde Vissenbjerg Storkro 4.Juni**

Oplæg ved Torsten Danielsson

## **Dansk Billard set med internationale øjne**

Indledning – fokus Karambole – Struktur – Løsninger

**Dansk Billards (sær)stilling i  
international sammenhæng og hvordan  
DDBU kan påvirke CEB/UMB**

**CEB/UMB – Mastodonter med  
potentiale**

**Mit arbejde i UMB og fremtidige  
perspektiver**

## **Dansk Billards (sær)stilling i international sammenhæng og hvordan DDBU kan påvirke CEB/UMB**

- **Keglebillard kultur contra international Karambole historisk og nutidig perspektiv**
- **Potentialet – sportsligt**

**Keglebillard – Euro Kegler**

**5- Kegler**

**3- Bande**

**Små spil**

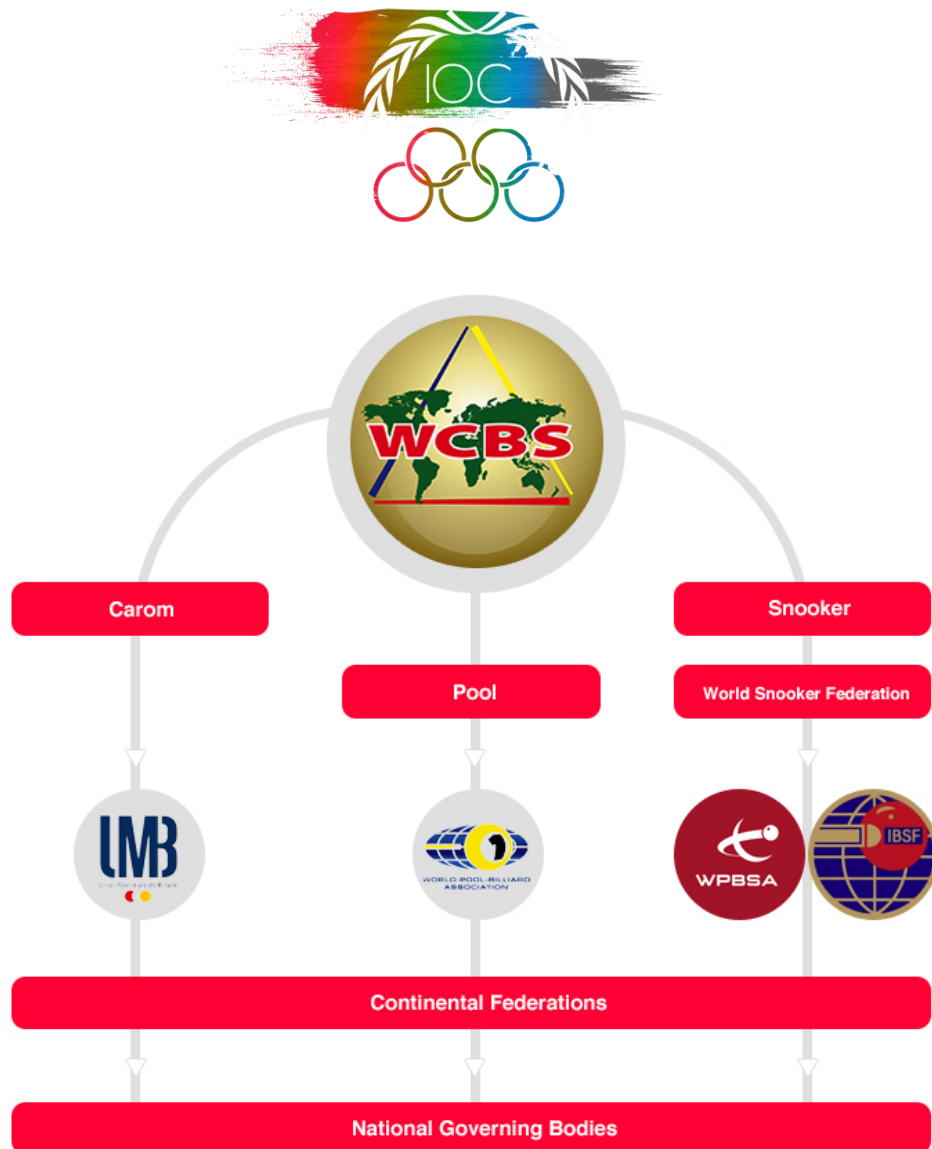
- **Potentialet – organisatorisk**

**CEB**

**UMB**

## CEB/UMB – Mastodonter med potentiale

Struktur og organisation – nepotisme eller rettidig omhu?



Hvordan valg afgøres i CEB/UMB:

**CEB:** 26 medlemmer – 7 inaktive/suspendedede - CEB årsmøder 10-14 aktive deltagere. Præsidentens magt position

**UMB:** 260 stemmer fordelt på ca. 70 medlemslande – 140 stemmer tilhører CEB – Præsidentens (CEBs) magtposition

**KONKLUSION**

# Mit arbejde i UMB og fremtidige perspektiver

- Valget 2014 – og det politiske grundlag (Visionsplan)
- Vigtigste punkter i overskrifter:
- Organisatorisk omstrukturering og oprydning – Ny Corporate Identity – Klar til OL
- Ny definition af mål og strategier i Verdensbillardsporten og prioritering
- Sponsorer og Medier

Hvad opnåede jeg konkret og hvad skete der egentlig?

- Corporate Identity
- Love og forordninger – stopklods for eks-præsidenten og oprulning af store interne problemer
- Resten er historie!

Hvad nu – Fremtiden?

**Opfordring til DDBU!**

# UMB

Union Mondiale de Billard



## The Future of Carom

Billiard Sport



Torsten Danielsson

**UMB Board Member**

# Who is Torsten?

- Born** 1964 in Denmark, living in Zürich (CH)
- Job** CEO King's Kurry Group  
Vice President and Co-Founder Morning Star Foundation Basel
- Billiard** Since 1976 playing active billiards – first Danish Kegel-Billard and Pool later Three Cushion and 5-Pins.  
President ABC (Aarhus Billard Club) DK 1987-1994,  
Organizer of CEB International Grand Prix 1989 Aarhus DK,  
Board Member of BCZ (Billard Club Zürich) 2007-2015,  
UMB Board Member since 2014 ,  
Candidate for the UMB Presidency 2016
- 11 Swiss Championships in Three Cushion  
5 Swiss Championships in Biathlon,  
Participation in 8 European Championships Individual/National Teams  
Participation in 5 World Championships National Teams for Switzerland

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**Ideas and proposals**  
**Brainstorm**

# Union Mondiale de Billard

on the way into the future

## The New UMB

- Open and Transparent
- Communicative and Informative
- Modern and Trendy
- On the floor – not in the sky
- Professional
- Visionary

**UMB realizes the beauty and excellence of the Carom Sport and its immense unused potential. The enormous amount of energy and training invested to reach closer to the perfect performance is outstanding. The players - the ambassadors of the Carom Sport - deserve not only to be recognized as artists and masters of accuracy and technical skills – but also be offered earning opportunities that reflect their dedication and years of hard work. An intense media coverage of top players performances will lead to innovative progress of carom for the benefit of millions of players and lovers of this great sport worldwide.**

**It is the job of UMB to make this happen.**

## **First steps are:**

- **Upgrading the UMB Board structure and entire organization by optimizing the use of modern technology for the benefit of efficiency and cost saving**
- **Focusing on the main disciplines Three Cushion and 5-Pins – as our intellectual property and unique selling points to attract sponsors, partners and media bringing carom up to where it belongs – among other prestigious and high profiled sports with outstanding price money and worldwide exposure**
- **Adjusting the UMB structure to mirror and display the various situations of the confederations in terms of active federations and amount of players and disciplines**
- **Promoting carom in new countries**
- **Future orientation through modern business management principles both in administration and execution of sport events**
- **Excellent public appearance through new CI, website, apps etc.**
- **Professional use of modern marketing tools such as social media and the internet**



# 2016 - 2017

**UMB must regain lost confidence and trust and take lead in and around the carom sport worldwide.**

**Transparency, communication and listening are the key words**

**UMB should focus on creating new attractive concepts in all areas of the carom sport and public appearance in general**

**– and prepare and change the infrastructure and the organization to meet the upcoming challenges**

## **Focusing first on:**

### **Administration / PR – Marketing**

- Internal outsourcing of bookkeeping and administration – preferable in cooperation with CEB – to release time and energy for creative and visionary thinking and working – and minimizing risk factors
- Legalization and implementation of a new modern CI in UMBs entire public appearances including website, a new UMB app, newsletter, documents etc.
- Upgrading and revising the constitution especially in areas like organization and competences as well as a general upgrade. This should include a new structure of the UMB Board into a political head-board and a managing board
- Creating an effective communication system both internally and externally
- Deciding on the future structure of sponsor and partner agreements
- Evaluating UMBs media coverage, agreements and future opportunities
- Seeking to revive dormant federations through active support programs
- Creating and implementing a plan for introducing Carom to new countries

# Sport

- Creating a new innovative tournament execution sport program with exciting professional features that can be used worldwide
- Initiating a talent promotion program worldwide
- Modernizing and upgrading existing tournaments and introduce new tournaments including a new structure of the world ranking lists
- In general revising the world ranking lists and reinvent an European and World ranking list for 5-Pins as well
- Modernizing the World Championships with execution every 2<sup>nd</sup> year
- Preparing to establish a new professional media presentation with focus on Three Cushion and 5 Pins worldwide in the next 2-6 years. This might include new playing systems for these disciplines in order to awaken the public interest and media interest (look next page)
- It will furthermore involve key people from both disciplines on advisory basis and professional business people on the organizational side (look next page)
- Revision of all sport regulations and material regulations with implementation worldwide assuring conformity from federations and confederations up to UMB

# 2018 – 2023

**Focusing on the image and awareness of Carom worldwide, the appearance and how we can present carom sport as attractive, challenging and trendy**

**The goal is to continue aiming on the two main carom disciplines – Three Cushion and 5-Pins – to be our face to the world and to offer investors and sponsors attractive business promotion opportunities – through professional media involvement and tournaments with high price money.**

**The success of this plan will enforce and impact all minor but fundamental important disciplines like Free Game, Balk Line, One Cushion, Artistique, Large Pin-Games etc.**

**By**

- Introducing a new professional Sponsor and Partner Platform with different participation levels
- Involving and engaging key sports people, decision takers and professional business people
- Establishing a promotion and event execution company – to minimize risks and optimize potential success rate

**Which should lead to**

- Worldwide promotion of the carom sport through Three Cushion and 5-Pins with prestigious tournaments including high price money and attractive level of professionalism suitable for sponsors, partners, live audience, TV and Internet streaming providers, smartphones etc.
- Chasing the potential advantages of a formal cooperation between Pool, Snooker and Carom regarding tournaments
- Presenting and promoting carom sport as trendy, intellectual and challenging – and creating “Heroes” (like in Snooker, Football, Tennis, Formula 1, Golf etc.)
- Aiming at reaching Olympic participation of billiards in 2024

# Final words

*I challenge you to rethink all what you ever thought about Carom. And I challenge billiard leaders and players worldwide to interact in the discussion about the future of our beloved sport.*

*Finally I hereby declare that the time has come to renew the entire leadership and organization of UMB and to embrace a new generation of leaders who will take responsibility and move Carom Sport into its deserved and desired international position  
I will be honored and humbled to participate in this immense challenge*

Torsten Danielsson

## Farouk Barki: **billiard deserves worldwide media exposure**

Posted by Frits BAKKER on April 27, 2016

Kozoom/Frits Bakker: The new UMB board, elected at the General Assembly in Cairo, has been installed and has had its starting period. How do you look back on these months? What were the first decisions of the new board, what are your first impressions?

*Farouk Barki: I'm very comfortable working with the new elected members in Cairo, especially that the first decision was to appoint Mr. Rainer Selgrath as UMB Secretary General, and with Mr. Santos Chocron as UMB Office Manager, in my opinion, we have an excellent team.*

Kozoom/FB: What did you and your board see as the spearheads with regard to the near future?

*Farouk Barki: **Players! We all have noticed the very high technical quality the players are showing us these last years, I think they deserve a way of appreciation, we will do our best to improve the quality of organizations, and increase the prize money as much as we can with the support of UMB. As for UMB work, the priority is transparency on all levels, finance, sponsorship, sports, etcetera. We will have our books audited by an external professional office, TMA 'Administratieve Diensten' [Bert Kregmeier (bc)]. As for sponsorship, we are reviewing all contracts to get the best conditions for UMB, taking into consideration that the UMB will be a partner for our sponsor. We are on the same boat, and will always be a trustworthy partner.***

Kozoom/FB: Have all the tasks and positions been assigned within the board? What has changed, other than the fact that you are the new president?

*Farouk Barki: All tasks and positions are distributed among elected board members and UMB office, financial matters are under the responsibility of Mr. Fernando Requena and Mr. Rainer Selgrath, Mr. Requena is also in charge with communications and the UMB website. Mr. Steve Lee will open the door for UMB sponsors in Korea, Mr. Santos Chocron will handle all UMB administrative work.*

Kozoom/FB: What was the importance for the UMB to sign the new contract with Kozoom for the next three and a half years? What will change in terms of media coverage compared to recent years?

*Farouk Barki: **The new agreement signed between UMB & Kozoom International has a completely different concept and target than the old one; it's not only much better financially, but also Media coverage wise, our target now is for our sport to be covered by the maximum possible TV stations around the whole world. As I said on the UMB Website "This agreement marks a new era of ambitious UMB event broadcasting that will significantly contribute to the professional promotion of our sports. I am sure it will be to the satisfaction of players, the general public, organizers and sponsors. It will provide the promotion that our sport deserves, bringing it - in conjunction with the spectacularly high technical skills - to a higher level of professional sports exposure, thereby hopefully opening doors to new sponsorships.***

Kozoom/FB: The World Cup cycle for this year is known, are there negotiations with new organizers? What can we expect from (South) America as an organization, can we expect a new World Cup there? Which contracts for World Cups are a certainty for the next years?

*Farouk Barki: For this year's World Cup circuit, we have seven World Cups on the UMB Calendar, as for next year we have four confirmed, I'm negotiating other possibilities and I'm*

*quite sure that we will not have less than six. South and North America are amongst our targets, and I hope to have one there, next year or the year after. The board in Cairo decided to support World Cups prize money with 5000 euros for each tournament, applied since the Bursa World Cup. I'll do my best with our organizers to have a stable Sports Calendar for the next three years, with a minimum of six World Cups annually. In my opinion, a stable sports calendar for a minimum of three years is a must for selling our sport to TV stations and accordingly attract a main sponsor from outside billiards, such as a Multinational company.*

Kozoom/FB: The European federation (CEB) is a major confederation. The death of Wolfgang Rittmann has forced a changing of the guard on top of the board. You were at the special meeting last weekend. How do you see the further cooperation with the new CEB board?

***Farouk Barki: No doubt the death of Mr. Wolfgang Rittmann is a great loss for Billiards, but life will have to go on. Since the Cairo UMB General Assembly, we are working very close with CEB, it's an important partner for us. For sure our cooperation will remain the same, the new CEB President, Mr. Bennie Deegens, as well as all board members, are very good friends. We worked together for many years, and it's a great pleasure for me to work with Mr. Deegens as CEB President.***

Kozoom/FB: Will you tell us something about your future vision for the billiards world? Are you worried about the declining (media) interest, lesser television interest, in the traditional European countries like Belgium, the Netherlands, France, Germany, but also the lack of young talents? How do you see the developments of countries like South Korea, Vietnam, Turkey, where there is a huge rise of youth and the billiard sport, in particular three cushion, faces growth and flourish?

*Farouk Barki: With the new UMB/Kozoom Media Agreement, I'm very optimistic for Billiards concerning media and TV, not only in Europe, but also in all continents. I'm very happy that France is now on the 3C UMB Calendar. Last year we had the World Championship in Bordeaux, this year we will have the La Baule World Cup and the World Championship in Bordeaux again, and I hope that the three cushion organizations in France will continue in the next years. Germany has organized the World championship three cushion for National Teams for many years and will keep doing so for the next 4 years. What we are really missing is professional organizations in Belgium and the Netherlands.*

*As for Juniors, except for Turkey, Spain and France, I'm very disappointed in the European players' level! Juniors are the future of billiards, therefore, UMB will have a good budget for promotion. I'm sure that the bigger part of this budget will go to juniors rather than ladies!*

Kozoom/FB: Do you see a possibility to improve the World Cup system, because many of the European and American players from the second echelon stay away from the tournaments. Should a system be implemented with a type of satellite tournaments within the confederations, as a selection for the main World Cups?

*Farouk Barki: I'm aware of this problem, it's a financial reason, but this will be my target on long term and not before 2018.*

Kozoom/FB: And last question: can you look ahead with a positive view to refute too much gloom?

*Farouk Barki: I worked for many years on the international level. The UMB Presidency was never my target, but it seems that it was my destiny! I'll do my best to take our beloved sport 'BILLIARDS' to the highest level possible!*