
FIFA outline 11 goals to achieve by 2023 in new strategic plan

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Reviewing the international match calendar and reducing the disparity between different regions in the world are among the key aims in FIFA's new action plan.

Entitled *The Vision 2020-2023: Making Football Truly Global*, the document outlines 11 goals FIFA hopes to achieve by the end of 2023.

FIFA President Gianni Infantino claims the strategy is designed to "pave the way to a landscape in which, one day, we will have at least 50 national teams and 50 clubs from all continents at a top competitive level".

A host of coaches across the world have been critical of the global match calendar and have complained about fixture congestion.

Infantino claimed the current system "should, once and for all, be discussed thoroughly with all stakeholders and reviewed according to their needs in a collective effort to guarantee a truly global approach".

Creating more opportunities for men's and women's teams to play internationally and ensuring FIFA's new Club World Cup, due to launch with the inaugural tournament under the revamped format in China next year, enjoys "prime commercialisation" are among the other targets.

According to *The New York Times*, FIFA has enlisted the help of American financial advisory firm the Raine Group to help find the \$1 billion (£777 million/€914 million) world football's

governing body needs to hold the competition.



FIFA President Gianni Infantino has claimed the strategy will reduce the difference in standards across the world
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FIFA has also vowed to enhance the laws of the game to allow for more "offensive" tactics and continue with an overhaul of the transfer system amid concerns raised in recent years.

"The situation strikes me as fairly straightforward: a game that is so powerful and popular around the planet cannot be played at its highest level in only a few regions," Infantino said.

"Our key mission is to truly globalise, popularise and democratise football for the benefit of the entire world.

"This is what I mean with my vision for the period until 2023.

"When I took office in 2016, the most pressing need was to stabilise FIFA, set it on a new path and help it recover from a well-publicised institutional crisis.

"Now, the time is ripe for FIFA to set clear and specific goals, in order to deliver further concrete results."