

GLOBAL CHESS REPORT

Following the acquisition of Global Chess BV, a Dutch Company, by Chess Lane SA, the new shareholders indicated their wish to review and develop a new business plan for Global Chess.

The key emphasis is on developing further the legal relationship between FIDE and Global Chess which was finalized in the Executive Board in Antalya in November of 2007. The agreement laid out a number of responsibilities for both parties and to date it has been moving reasonably positive although not with the momentum on sponsorship that was initially assumed.

The company was initially funded by Mr Kirsan Ilyumzhinov through World Chess Foundation. The majority of this capital, except for one share held by Mr Bessel Kok, is now owned by Chess Lane SA.

One of the new shareholders is Mr David Kaplan who has shown a keen desire to promote a number of ideas for development and promotion of chess. Chess Lane SA objective is to be involved in a number of business activities in the chess world and these cover, to varying degrees, academies, internet, event organization etc...

So what has Global Chess achieved so far? This is a question which is often asked in the FIDE Presidential Board and in chess circles.

Firstly, there was a better focus on delivering value in key events. Efforts were made firstly to push up the organizational level of tournaments so that we could attract sponsorship or advertising. The introduction of new tournaments such as Grand Prix were intended to assist in this exercise.

Secondly, Global Chess has assisted greatly in rebranding and restoring some credibility to FIDE although much more work is required if one wishes to bring FIDE up to the level of other leading international sports organizations such as FIFA, UCI or FIBA. We still have some way to go and this involves also introducing stricter procedures and regulations in the way tournaments or key events are organised.

The work undertaken to rebrand FIDE started with the FIDE website which got a complete new look as all FIDE members would have undoubtedly appreciated so far.



