

# CAF<sup>®</sup>

## ACTIVITY REPORT 2024-2025





# CONTENTS

## CAF

CONFÉDÉRATION AFRICAINE DE FOOTBALL

### FOREWORD FROM CAF PRESIDENT

4 | Dr Patrice Motsepe

### STAKEHOLDER ENGAGEMENT

10 | Dr Motsepe meets stakeholders

### CAF HIGHLIGHTS OF 2024-25

14 | Memorable moments

### ROLL OF HONOUR

16 | Our champions from 2024-25

### NEW CAF TROPHIES

18 | A bold new era for Competitions

### CAF'S YEAR OF SUCCESS

20 | Growing the African game

### CAF SPONSORS

22 | Driving revenue with new partners

### COMMERCIAL GROWTH

24 | Global partners come onboard

### BILLION-DOLLAR VISION

30 | Investing in African football

### TOTALENERGIES CAF AFCON 2025

34 | The Final Draw in Rabat

### CAF PRIZE MONEY

36 | Increases across competitions

### CAF IMPACT PROGRAMME

38 | Advancing development

### CAF EXECUTIVE PROGRAMME

40 | Nurturing tomorrow's leaders

### CAF BROADCAST ACADEMY

42 | A first for the continent

### CAF BROADCAST PARTNERS

44 | Producing world-class content

### CAF'S DIGITAL FOOTPRINT

46 | Growing an audience

### CAF COMMUNICATIONS

48 | Servicing the media

### MARKET IMPACT

50 | Sponsorship & Marketing

### WOMEN'S FOOTBALL

54 | Creating opportunities

### SCHOOLS FOOTBALL

58 | Changing the game

### CAF INTERCLUB FOOTBALL

64 | Giving more to clubs

### REFEREE DEVELOPMENT

68 | Nurturing match officials

### CLUB LICENSING

72 | Improving standards

### CAF JUDICIAL BODIES

74 | Overseeing disciplinary matters

### SAFETY & SECURITY

78 | Making the game safe

### MEDICAL & DOPING

80 | Training and testing

### FINANCIAL REPORT

82 | Past year and look ahead

### AFRICAN CLUB ASSOCIATION

86 | Giving clubs a voice

### IN MEMORIAM

90 | Remembering those we have lost

## CAF REPORTS

ASSOCIATIONS

### AFRICA'S LEAGUE WINNERS

94 | Champions across the continent

### CAF AWARDS

96 | All the winners from the night

### UNAF FOCUS

100 | Zonal Union report - North Africa

### WAFU A FOCUS

102 | Zonal Union report - West Africa

### WAFU B FOCUS

104 | Zonal Union report - West Africa

### UNIFFAC FOCUS

106 | Zonal Union report - Central Africa

### CECAFA FOCUS

108 | Zonal Union report - East Africa

### COSAFA FOCUS

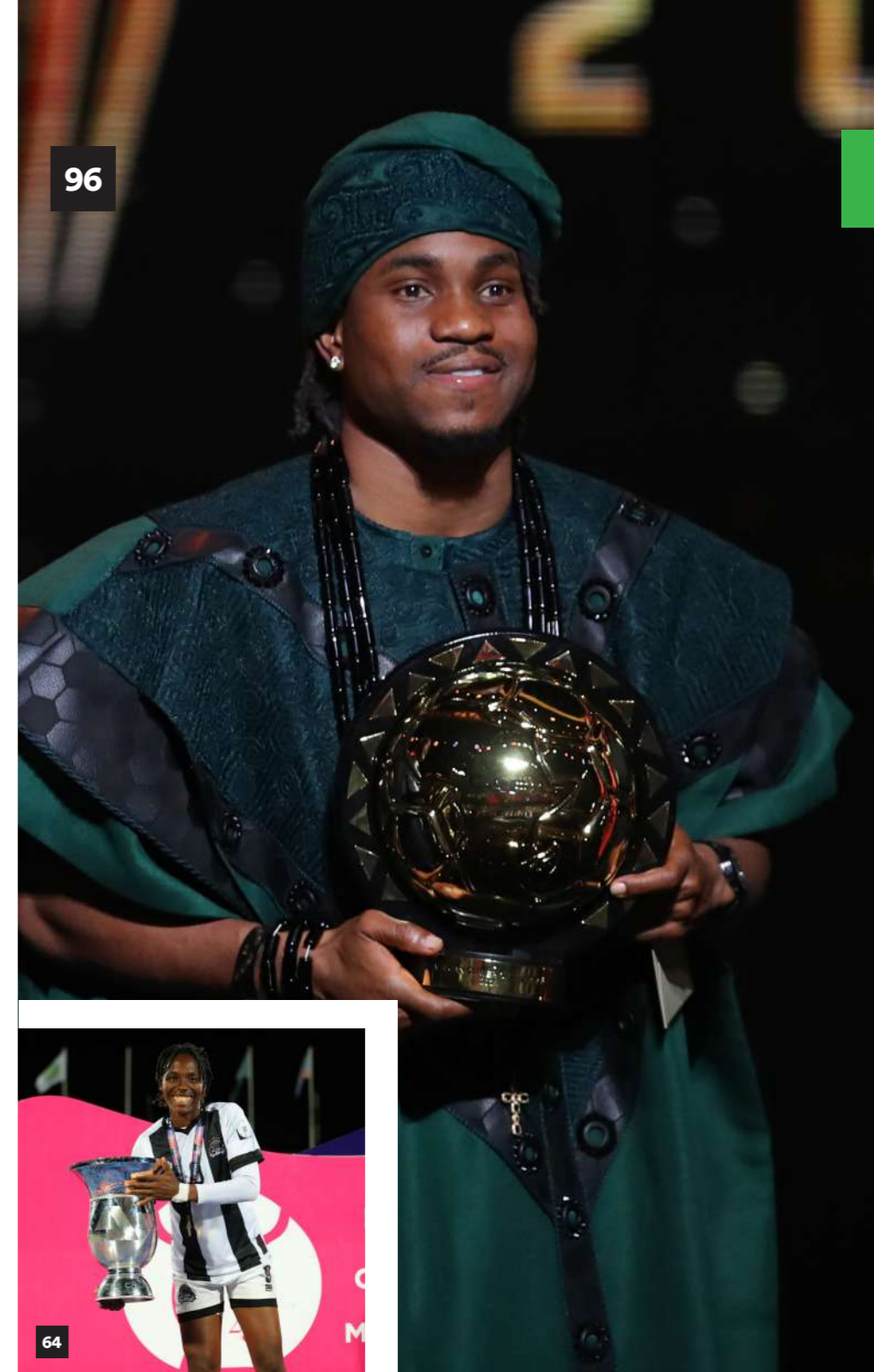
110 | Zonal Union report - Southern Africa

### CAF STANDING COMMITTEES

112 | Committee details

### CAF MEMBER ASSOCIATIONS

114 | Key contacts





# CAF PRESIDENT'S FOREWORD

**We continue to make significant progress in developing and growing football in Africa and making it globally competitive and self-supporting.**

**The most successful TotalEnergies African Nations Championship ("CHAN") in the history of this competition**  
CAF hosted the most successful TotalEnergies CAF African Nations Championship ("CHAN") Kenya, Tanzania and Uganda 2024, in the history of this competition during August 2025; with record spectator attendances in the three host countries; Kenya, Tanzania and Uganda.

Approximately 120 countries watched the TotalEnergies CAF CHAN Kenya, Tanzania and

Uganda 2024 on TV and on the CAF OTT Partners.

On behalf of the CAF Member Associations that represent 54 African countries, I would like to express our deep gratitude to President William Ruto of Kenya, President Samia Suluhu Hassan of Tanzania and President Yoweri Museveni of Uganda for their leadership and contributions to the enormous success of the TotalEnergies CAF CHAN Kenya, Tanzania and Uganda 2024.

This competition showed the deep passion for football in these

countries and in East Africa and has laid an excellent foundation for the success of the TotalEnergies CAF Africa Cup of Nations ("AFCON") Kenya, Tanzania and Uganda 2027.

**CAF allocates USD 12 million to 120 African Clubs participating in the CAF Interclub competitions to assist with travel, transport and other expenses**

Each of the 62 Clubs participating in the TotalEnergies CAF Champions League and the 58 Clubs participating in the TotalEnergies CAF Confederation's Cup will receive a minimum of USD 100,000 to assist them with the expensive travel, transport and other expenses. These costs are incurred while participating in the CAF Interclub competitions.

The Clubs that proceed to the Group and Knockout Stages will receive significantly more.

The number of Clubs that have registered for the CAF Interclub competitions is at an all-time high. The 2024/25 season of the CAF Interclub competitions delivered outstanding media and audience result.

The TotalEnergies CAF Champions League generated over USD 100-million in media value and reached a global TV audience exceeding 240 million viewers, underscoring its growing international appeal and commercial impact.

Similarly, the TotalEnergies CAF Confederation's Cup recorded impressive figures, generating more than USD 46-million in media value and attracting a global TV audience of over 130 million viewers.

These results reflect the competitions' increasing visibility, strong broadcast value, and the rising global interest in African Club football.

**CAF continues to increase the Prize Money of certain CAF Competitions**

CAF significantly increased the Prize Monies of the following CAF competitions:

- The Total Prize Money of the TotalEnergies CAF African Nations Championship ("CHAN") Kenya, Tanzania and Uganda 2024 increased by 32% from USD 7.9-million to USD 10.4-million, and the Prize Money of the Winner of this competition was increased by 75% from USD 2-million to USD 3.5-million.
- The Total Prize Money of the TotalEnergies CAF Women's Africa Cup of Nations ("WAFCON") Morocco 2024 was increased by 45% from USD 2.4-million to USD 3.475-million, and the Prize Money of the Winner of this competition was increased by 100% from USD 500,000 to USD 1,000,000.
- The CAF Women's Champions League Prize Money was also increased by 52% from USD 1.55 million to USD 2.35-million.

**CAF CONTINUES TO INVEST IN WOMEN'S FOOTBALL**

African Women's football continues to thrive and inspire young female and male football players.

**The TotalEnergies CAF Women's Africa Cup of Nations ("WAFCON") Morocco 2024**

The TotalEnergies CAF Women's Africa Cup of Nations ("WAFCON")

Morocco 2024 was a huge success. Nigeria lifted the brand-new TotalEnergies CAF Women's Africa Cup of Nations trophy and received USD 1 million which is a 100% increase in the Prize Money of this competition.

The final was broadcast live on approximately 70 TV channels and partner platforms around the world.

For the first time, the TotalEnergies CAF Women's Africa Cup of Nations had 10 Sponsors who are TotalEnergies, VISA, Unilever, Orange, 1xBet, the European Union, Puma, Danone, Royal Air Maroc and AGL.

On 30 August 2025, the CAF Executive Committee ("EXCO") resolved to increase the number of participating teams in the TotalEnergies CAF WAFCON from 12 to 16, starting with the TotalEnergies CAF WAFCON 2026. CAF has expanded opportunities for the development and growth of Women's football by introducing:

- The CAF Women's Futsal Africa Cup of Nations, whose first edition was held in Morocco during April 2025. Morocco won this competition and qualified for the FIFA Women's Futsal World Cup Philippines 2025. Tanzania came second and will also represent Africa at this competition.
- The Girls Integrated Football Tournament ("GIFT") pilot competition in Tanzania. This is a new competition for girls U-17 and will be extended to all the CAF Zonal Unions.



**INVESTING IN YOUTH FOOTBALL**

**The TotalEnergies CAF Africa Cup of Nations U-17 and U-20**

The TotalEnergies CAF Africa Cup of Nations (“AFCON”) U-17 and U-20 took place in Morocco during April 2025 and in Egypt during May 2025, respectively.

The TotalEnergies CAF AFCON U-17 was won by Morocco and the TotalEnergies CAF AFCON U-20 by South Africa.

The quality and standard of football of these competitions is consistently increasing and is world-class.

**The CAF African Schools Football Championship**

The CAF African Schools Football

Championship has become the largest youth football competition for boys and girls in the world.

Since its inception, 1.9-million students of whom 1.18-million are boys and 747,000 are girls; from 82,422 schools have participated in this competition.

This competition has also become the cornerstone of CAF’s contribution to the development and growth of football and education amongst boys and girls in Africa.

I am grateful to the Motsepe Foundation for its USD 10-million donation, which has been allocated to the 125 Winning schools across Africa.

These schools used their Prize Money to:

- Purchase sports equipment
- Upgrade football facilities and infrastructure at their schools
- Build and renovate classrooms, libraries and laboratories
- Purchase buses and other learning materials
- Drill and install boreholes and provide water for their schools and neighbouring communities

During the 2024/25 season, the CAF African Schools Football Championship welcomed new sponsors and partners including the United Nations Football for Goals, the European Commission, TotalEnergies, Canal+ and Danone.

To date, over 70% of these

development and upliftment projects have been completed and 28 infrastructure initiatives are underway; reinforcing CAF’s commitment to education, youth empowerment, football excellence and to creating lasting impact beyond the football pitch.

The Final of the CAF African Schools Football Championship 2024/25 was held in April 2025 in Accra, Ghana.

I would like to thank President Mahama of Ghana for hosting the 2025 CAF African Schools Football Championship Continental Final. The Boys’ competition was won by Tanzania and the Girls’ by Ghana.

**The CAF USD 1 Billion over 8 years Commercial Rights Project**

At the CAF Extraordinary General Assembly in March 2025 in Cairo Egypt, we reflected on the significant progress that CAF had made and outlined plans for an ambitious development plan to raise USD 1 billion over the next eight years, through a partnership with a global marketing agency. These funds will be used to accelerate the development and growth of football in the 54 CAF Member Associations and of CAF competitions.

An Invitation To Tender (“ITT”) was issued in March 2025 requesting interested bidders to submit proposals for CAF’s consideration to achieve this ambitious development plan.

CAF received several proposals from leading global marketing



agencies. The CAF EXCO Advisory Committee together with CAF’s lawyers and financial advisors have been in meetings with the bidders that have been shortlisted, so that the best qualified global marketing agency can be evaluated and identified by the CAF EXCO.

We are excited and inspired by the substantial interest and confidence in CAF and African football that the global marketing

agency bidders have expressed in their proposals.

**CAF’s commitment to Governance Global Best Practices**

CAF is deeply committed to implementing and adhering to governance global best practices, transparency and ethics.

CAF welcomes and is pleased with the Governance Compliance



Committee Report which found no breach of governance by the CAF Secretariat.

CAF appointed this Committee, which was chaired by Justice Petrus Damaseb, Deputy Chief-Justice of the Supreme Court of Namibia, after allegations of governance non-compliance by the CAF Head of Governance, Risk and Compliance.

Justice Petrus Damaseb made certain recommendations which will strengthen and enhance governance, transparency and ethical behaviour within the CAF Secretariat.

These recommendations together with the additional governance recommendations that Justice Damaseb and PricewaterhouseCoopers (“PwC”) are compiling, will be submitted to the CAF EXCO and should be implemented in due course.

**Ongoing initiatives to strengthen the quality and integrity of African Referees, Match Officials and VAR Operators**

CAF is committed to training and enhancing the skills and expertise of its African referees, match officials and VAR operators.

The integrity, independence and credibility of our referees, match officials and VAR operators is critically important for the long-term success and global competitiveness of African football.

CAF trained 54 referee instructors, 118 men and women referees and 11 VAR operators through the VAR Academies that were established in the CAF Zonal Unions.

In addition 77 new referees, 9 of whom are women were trained to become VAR operators.

**New Sponsors and Partners Conclude Agreements with CAF and Current Sponsors Renew their Contracts**

The respect, good image and attractiveness of CAF and its competitions have resulted in a consistent increase in new sponsors and partners, as well as the renewal of several current sponsorships, including TotalEnergies, Unilever, Qnet, AGL, LONACI, Apsonic, and Tecno.

In addition, CAF concluded five new partnerships with the following globally respected

organizations and companies: the European Union, Danone, the BEL Group, Royal Air Maroc, and Midea.

CAF currently has 16 sponsors, and this reflects the high confidence of our partners in our brand and value proposition. Our commitment to global governance best practices and zero tolerance of bribery and corruption is the cornerstone of our success and future.

**FIFA Club World Cup 2025**

CAF is proud of the four African Clubs; Al Ahly, Espérance de Tunis, Mamelodi Sundowns and Wydad Athletic Club that represented Africa at the FIFA Club World Cup 2025.

We are confident that they will achieve greater success at the next FIFA Club World Cup.

**The CAF Beach Soccer Africa Cup of Nations Egypt 2024 and the FIFA Beach Soccer World Cup Seychelles 2025**

The CAF Beach Soccer Africa Cup of Nations Egypt 2024 was held in Hurgada, Egypt during October 2024. Senegal was victorious and Mauritania, by coming second secured a slot at the FIFA Beach Soccer World Cup Seychelles 2025.

CAF is honoured that the FIFA Beach Soccer World Cup Seychelles 2025 took place in Africa for the first time. Beach Soccer in Africa will benefit and grow immensely as a result of this competition having been hosted in Africa.

**CONCLUSION**

I am grateful and humbled for having been re-elected as CAF President at the 14th CAF Extraordinary General Assembly Egypt 2025.

The achievements and successes of CAF over the past four years is the result of the cooperation and hard work of the leadership of the 54 CAF Member Associations, Zonal Unions, CAF EXCO and the staff at the CAF Secretariat.

I am deeply grateful to the leaders, members and staff of these associations and organizations; as well as to the 54 African Heads of State for their cooperation and support of the Member Associations in their countries.

We are all committed to build on these significant achievements to ensure that football in each of the 54 CAF Member Associations, the Zonal Unions and on the African Continent is world-class and self-supporting.

I am confident that the cooperation, solidarity and unity that we have built amongst our 54 CAF Member Associations, the CAF Zonal Unions, the CAF EXCO, African Governments, sponsors and partners, will make football in Africa amongst the best in the world, financially self-sustaining and with world-class stadiums, and other football infrastructure and facilities.

# CAF PRESIDENT'S STAKEHOLDER ENGAGEMENTS

CAF President Dr Patrice Motsepe met with Heads of State and key stakeholders from across the African continent and beyond to discuss the development of the game.



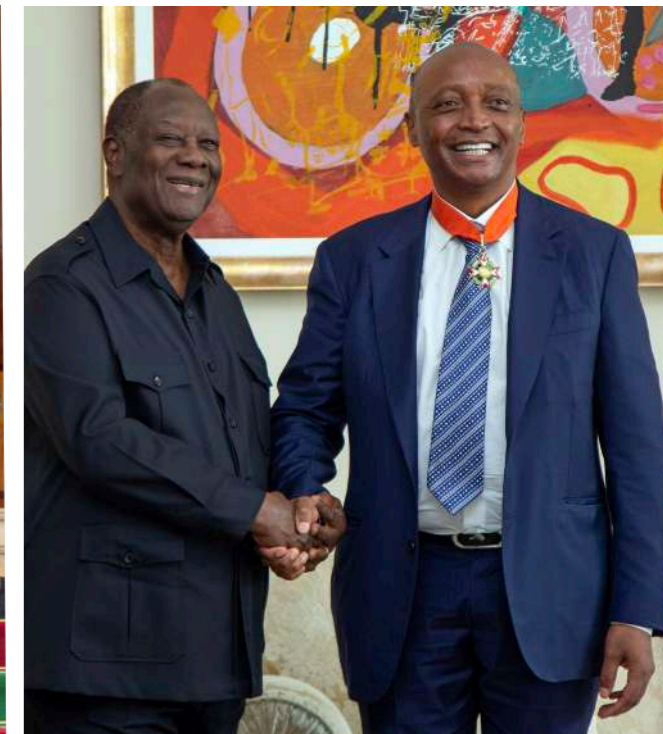
■ ABOVE: Dr Motsepe and FIFA President Gianni Infantino meet Saudi minister of state Mohammad Bin Abdul Malek Al ash-Shaikh.



■ RIGHT: Dr Motsepe and the President of Ghana, His Excellency John Mahama.



■ ABOVE: Dr Motsepe received a shirt from the President of Kenya, His Excellency William Ruto.



■ ABOVE: Dr Motsepe was presented with the Commander of National Order by the President of Côte d'Ivoire, His Excellency Alassane Ouattara.



■ ABOVE: Dr Motsepe received a token of appreciation from CONMEBOL President Alejandro Domínguez.



■ ABOVE: Dr Motsepe with the Prime Minister of the Federal Democratic Republic of Ethiopia, His Excellency Abiy Ahmed.



■ ABOVE: The **CAF Executive Committee** met several times over the past 12 months, on this occasion in Accra, Ghana at the CAF African Schools Football Championship.



■ ABOVE: The opening of a FIFA regional office at the **Mohammed VI Football Complex** in Rabat, Morocco, drew stakeholders from across the African continent and beyond.



■ ABOVE: Dr Motsepe meets with the President of Uganda, His Excellency **Yoweri Museveni**.



■ ABOVE: Dr Motsepe honoured the President of Cameroon, His Excellency **Paul Biya**, with the CAF President's Outstanding Achievement Award.



■ ABOVE: Dr Motsepe paid a visit to the President of Zanzibar, His Excellency Dr. **Hussein Ali Mwinyi**.



■ ABOVE: Dr Motsepe bestowed the CAF President's Outstanding Achievement Award on the President of Egypt, His Excellency **Abdel Fattah El-Sisi**, received by Minister of Youth & Sports **Dr Ashraf Sobhi**.



■ ABOVE: Dr Motsepe enjoys the action at the 2025 FIFA Beach Soccer World Cup with the President of Seychelles, His Excellency **Wavel Ramkalawan**.



■ ABOVE: Dr Motsepe with **Jozef Sikela**, the European Union Commissioner for International Partnerships, shake hands after the signing of an agreement to develop and grow African Schools and Youth Football.



■ ABOVE: Dr Motsepe and the President of FIFA Gianni Infantino are pictured with the President of Ethiopia, His Excellency **Taye Atske Selassie**.

# CAF MEMORABLE MOMENTS OF 2024-25



## CAF 14TH EXTRAORDINARY GENERAL ASSEMBLY

CAF staged a successful 14th Extraordinary General Assembly in Cairo, Egypt where

elections were held for key positions within the organisation. Dr Patrice Motsepe stood unopposed for the position of President of CAF and a new Executive Committee was formed.

## TOTALENERGIES PARTNERSHIP RENEWAL

TotalEnergies and CAF signed a new agreement that will see the multi-energy giant sponsor 12 major CAF events

and competitions in the period: 2025-2028.

## MOROCCO 2030 CONFIRMED

Morocco was officially confirmed as co-host of the 2030 FIFA World



Cup along with Spain and Portugal, the second time the global finals will be played on African soil after the 2010 edition.

## BILLION-DOLLAR PLAN

CAF launched a tender for a global marketing agency that will commercialise the media, broadcast and sponsorship rights for CAF's National Teams competitions. The Global Agency will be appointed for the period 2026-2029 to establish and service a new commercial entity owned 100% by CAF that is dedicated to the management of broadcasting, media, sponsorship, and marketing rights.

## INTERCLUB: FROM USD 0 TO USD 100,000

CAF increased its financial support for club's participating in the TotalEnergies CAF Champions League

and TotalEnergies CAF Confederation Cup with a USD 50,000 solidarity fee to be paid to teams that exit in the preliminary rounds. This amount will be increased to USD 100,000 from the 2025-26 season

## SEYCHELLES MAKE FIFA BEACH HISTORY

Seychelles played host to a successful 2025 FIFA Beach Soccer World Cup as Brazil secured their seventh title. The tournament was a huge sporting triumph.

## ENHANCING TV PRODUCTION

CAF launched a Broadcast Academy and TV Directors' Programme to uplift the quality of TV production and broadcast standards in African football. TV is key in delivering a world class product that is commercially strong. Already, CAF's flagship tournament,

the TotalEnergies CAF Africa Cup of Nations attracts over 1.4 billion TV audiences and 2.2 billion digital streams making it one of the top four global football events.

## CAF AND CANAL+ UNIVERSITY

CAF and CANAL+ INTERNATIONAL, under the banner of CANAL+ University, entered into a strategic partnership to develop training programmes in sports journalism. This is in line with the objectives of the African Youth Promotion Programme of the CAF African School Football Championship.

## CAF IMPACT PROGRAMME

The CAF IMPACT Programme supports Member Associations by strengthening football infrastructure, operations, and governance.



## BANDA MAKES HISTORY

Barbra Banda became the first African to be named in the FIFA FIFPro Women's World XI when she was included in 2024. This is another sign of the ever-improving standing of African women's football in the global game. Banda took her place among the very best players in the world, such as Aitana Bonmati, Alexia Putellas, Lauren James, Lucy Bronze and Marta.

# ROLL OF HONOUR

SEPTEMBER 2024



CAF | **SUPER CUP**  
RIYADH 2024

**Hosts:**  
Saudi Arabia  
**Winners:**  
Zamalek (Egypt)

OCTOBER 2024



CAF | **BEACH SOCCER**  
AFRICA CUP OF NATIONS  
EGYPT 2024

**Hosts:**  
Egypt  
**Winners:**  
Senegal

NOVEMBER 2024



CAF | **WOMEN'S**  
CHAMPIONS  
LEAGUE  
MOROCCO 24

**Hosts:**  
Morocco  
**Winners:**  
TP Mazembe  
(DR Congo)

DECEMBER 2024



**Hosts:**  
Morocco

DECEMBER 2024



**CAF President's**  
**Outstanding**  
**Achievement**  
**Awards 2024**

JANUARY 2025



**Finals Draw**

**Hosts:**  
Morocco

MARCH 2025



CAF | **U-17 AFRICA CUP**  
OF NATIONS  
MOROCCO 25

**Hosts:**  
Morocco  
**Winners:**  
Morocco

2024

2025

APRIL 2025



CAF | **WOMEN'S FUTSAL**  
AFRICA CUP  
OF NATIONS  
MOROCCO 25

**Hosts:**  
Morocco  
**Winners:**  
Morocco

APRIL 2025



CAF | **AFRICAN**  
SCHOOLS  
FOOTBALL  
CHAMPIONSHIP

**Hosts:**  
Ghana  
**Boys' Winners:**  
Tanzania  
**Girls' Winners:**  
Ghana

APRIL 2025



CAF | **U-20 AFRICA CUP**  
OF NATIONS  
EGYPT 25

**Hosts:**  
Egypt  
**Winners:**  
South Africa

MAY 2025



CAF | **CONFEDERATION**  
CUP 2024/25

**Winners:**  
RS Berkane  
(Morocco)

JUNE 2025



CAF | **CHAMPIONS**  
LEAGUE 2024/25

**Winners:**  
Pyramids  
(Egypt)

JULY 2025



CAF | **WOMEN'S**  
AFRICA CUP  
OF NATIONS  
MOROCCO 24

**Hosts:**  
Morocco  
**Winners:**  
Nigeria

AUGUST 2025

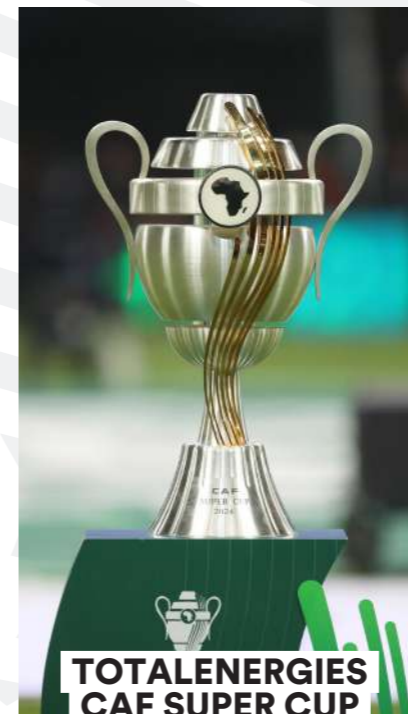


CAF | **AFRICAN**  
NATIONS  
CHAMPIONSHIP  
KE-TZ-UG-2024

**Hosts:**  
Kenya, Tanzania,  
Uganda  
**Winners:**  
Morocco

# CAF UNVEILS NEW TROPHIES ACROSS ITS COMPETITIONS

CAF has unveiled nine new Trophies for its Competitions in 2024-25, in line with the vision of making African football among the best in the world.



# CAF INVESTMENT IN AFRICAN FOOTBALL

## A YEAR OF SUCCESS

CAF CONTINUES TO GROW FOOTBALL ON THE AFRICAN CONTINENT IN 2024-25 AND HAD MANY SUCCESSES ON AND OFF THE PITCH.



### 10

CAF HAS HOSTED 10 WORLD-CLASS INTERNATIONAL AND CLUB COMPETITIONS IN THE 2024-25 YEAR.



### 45M

CAF'S SOCIAL MEDIA FOLLOWERS SURPASSED 45-MILLION IN THE 2024-25 YEAR.



### USD 124.8M

AT THE END OF THE 2024-25 FINANCIAL YEAR, CAF HAS CASH RESERVES OF USD 124.8M, UP 61% FROM THE PRIOR YEAR.



### USD 47.6M

CAF HAS INVESTED USD 47.6-MILLION IN FOOTBALL DEVELOPMENT IN THE 2024-25 YEAR.



### USD 4M

CAF HANDED OUT USD 4-MILLION IN PRIZE MONEY DURING THE 2024-25 AFRICAN SCHOOLSFOOTBALL CHAMPIONSHIP CAMPAIGN.



### USD 100,000

CAF SIGNIFICANTLY INCREASED PRIZE MONEY ACROSS ALL ITS COMPETITIONS AND FROM THE 2025-26 SEASON WILL PROVIDE USD 100,000 IN SUPPORT TO TEAMS KNOCKED OUT IN THE PRELIMINARY ROUNDS OF CAF INTERCLUB COMPETITIONS.



### 267 +

A TOTAL OF 267 LICENSED FEMALE COACHES WERE TRAINED, BOOSTING WOMEN'S INFLUENCE IN COACHING AT CLUB AND NATIONAL LEVELS.



### +16

CAF SIGNED SEVERAL NEW SPONSORSHIP AGREEMENTS TO TAKE THEIR NUMBER OF PARTNERS TO 16.



### +9

IN ORDER TO REBRAND AND MODERNISE THEIR TOURNAMENTS, CAF UNVEILED NINE NEW TROPHIES FOR ITS COMPETITIONS IN 2024-25.



# CAF CONTINUES TO ATTRACT GLOBAL SPONSORS

2023 - 2025



DEC  
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FEB  
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## GROWTH IN COMMERCIAL PARTNERSHIPS

CAF has secured a series of high-profile partnership and sponsorship agreements over the past year, reinforcing its position as a premier platform for global brands seeking to engage with African football's growing audience.



## TotalEnergies and CAF renew long-standing partnership

CAF and TotalEnergies have renewed their long-standing partnership, extending the multi-energy company's sponsorship of African football for another four years, from 2025 to 2028.

Under the renewed agreement, TotalEnergies will continue as the title sponsor of 12 major CAF competitions, including WAFCON 2024, AFCON 2025, and AFCON 2027, the latter which will be hosted by Kenya, Tanzania, and Uganda.

Significantly, the partnership now includes the CAF African Schools Football Championship from 2025, further reinforcing TotalEnergies' commitment to youth development across the continent.

"CAF is excited to continue its partnership with TotalEnergies and its Chairman and CEO Patrick Pouyanné, whom I respect and have known for many years," said CAF President Dr Patrice Motsepe. "This

partnership contributes to the development and global competitiveness of football in the 54 African countries whose football federations are Members of CAF. Over the past few years, CAF has introduced several initiatives to grow African football among its youth, and the African Schools Football Championship has been enormously successful."

Dr Motsepe also praised TotalEnergies' alignment with CAF's principles: "The values

of governance, ethics, transparency, and commitment to the development and growth of our communities and countries in Africa are values that CAF and TotalEnergies are both committed to."

TotalEnergies Chairman and CEO Patrick Pouyanné echoed the sentiment: "Since 2016, TotalEnergies has been honoured and privileged to shine a spotlight on African football, and we are thrilled to pursue this collaboration with CAF for the next four years.

"This extension allows the company to keep celebrating African football, and to share the commitment and passion of millions of Africans."

Since the partnership began in 2016, TotalEnergies has already sponsored over 1,500 matches across 10 major CAF competitions.



■ ABOVE: Dr Patrice Motsepe, Egypt Football Association President **Hany Abo Rida** (left) and beIN Media Group Chairman **Nasser Al-Khelaifi** (right).

**Danone Partners with CAF**

CAF named Danone as an official partner for the TotalEnergies CAF Africa Cup of Nations (AFCON) Morocco 2025 and the TotalEnergies WAFCON, Morocco 2024. The partnership reflects shared values of honesty, integrity, and hard work, with a joint commitment to youth football development across Africa. CAF President Dr Patrice Motsepe expressed enthusiasm about leveraging Danone’s nutrition expertise to support grassroots engagement.



Official Global Partner for the 2025 and 2027 AFCON tournaments. Building on its exclusive sponsorship in Côte d’Ivoire 2023, TECNO aims to elevate fan engagement through AI-powered tech. CAF praised TECNO’s investment in African football, while TECNO emphasized its ongoing dedication to empowering the continent.

**CAF & European Commission Forge Landmark Deal**

CAF and the European Commission finalized a historic partnership. The agreement covers support for AFCON 2025 and 2027, WAFCON 2024, and the CAF African Schools Football Championship. CAF

President Dr Motsepe underscored the European Commission’s commitment to advancing youth football and developing African football ecosystems.

**Midea Named Official Sponsor of AFCON 2025 & 2027**

CAF signed a new partnership with Midea, making the global home appliance leader an Official Sponsor of the TotalEnergies CAF Africa Cup of Nations (AFCON) 2025 and 2027. The agreement marks a key step in Midea’s expanding sports sponsorship portfolio and its growing presence in Africa. CAF President Dr Motsepe welcomed the deal, saying Midea “has been an integral

part of Africa.” The partnership will provide Midea with widespread brand exposure across CAF competitions, digital platforms, and fan engagement initiatives.

**Apsonic Joins CAF as AFCON 2025 & 2027 Sponsor**

CAF has partnered with Apsonic, a leading motorcycle and motorized vehicle manufacturer, as an Official Sponsor of the TotalEnergies CAF Africa Cup of Nations (AFCON) 2025 and 2027. The deal highlights CAF’s focus on working with innovative African and international brands that support football’s growth. Apsonic will receive premium exposure across AFCON platforms, including stadium branding,



digital campaigns, and fan engagement. CAF President Dr Patrice Motsepe welcomed the partnership, saying Apsonic’s commitment to innovation and Africa aligns with CAF’s goal of making African football globally competitive and commercially strong.

**Royal Air Maroc Named CAF Official Global Partner**

CAF announced Royal Air Maroc (RAM) as the official global partner for the TotalEnergies CAF AFCON 2025, WAFCON 2024, U 17 and U 20 AFCON 2025, CAF Champions League 2024-25 finals, CAF Confederation Cup 2024-25 finals, and the Women’s Champions League 2025. This partnership positions RAM as the gateway between Africa and global football, reinforcing Morocco’s growing role as a sports hub ahead of the 2030 FIFA World Cup that will be played in the North African country.

**CANAL+ Partners to Develop Young Reporters**

CAF and CANAL+ International entered a partnership focused on discovering and nurturing future young journalists through the Young Reporters workshops at the CAF African Schools Football Championship. Aiming to empower aspirations among youth, the collaboration supports CAF’s broader youth development goals.



**CAF Joins UN “Football for the Goals”**

CAF officially partnered with the UN’s “Football for the Goals” initiative to promote Sustainable Development Goals (SDGs). This collaboration will integrate SDG awareness into CAF’s grassroots and youth programs - including the CAF African Schools Football Championship, which has impacted almost 2-million children - to tackle education, poverty, and gender equality across Africa.





# BILLION-DOLLAR VISION

At CAF's Extraordinary Congress in March 2025, President Dr Patrice Motsepe unveiled one of the most ambitious development plans in African sport: a USD 1-billion funding initiative over the next eight years to uplift football across the continent.

It's the first plan of its kind - equitable, continent-wide, and game-changing. It will place Africa's national teams, clubs, and players on par with global competition, while fuelling local economies and social progress through the power of football.



## THE CORE GOALS

### CAF REVENUE GROWTH

CAF aims to grow revenues from USD 150-million (2024-25 projection) to USD 1-billion by 2033. This will be fuelled by new sponsorships, broadcast rights, and private partnerships.

### DISTRIBUTE WEALTH EQUITABLY

From 2026, each Member Association is set to receive USD 1-million (up from USD 400,000) annually to support football development at national levels.

### INVEST IN CLUB FOOTBALL

Further investment into Interclub football for both men and women to allow more clubs to compete and make these competitions stronger.

### INVEST IN INFRASTRUCTURE

Dr Motsepe is urging governments and private sectors to invest in stadiums and training facilities. The aim is to meet FIFA/CAF standards, enabling all countries to host international and club competitions.

### FUND YOUTH & WOMEN'S FOOTBALL

Highlighting gender equity, Dr Motsepe pledged that this USD 1-billion will support youth, women's football, academy systems, and infrastructure. Under his leadership, CAF already invests nearly five times more in women's football than at the start of his tenure. The intention is to grow this further in the coming years to provide greater opportunity.

## CREATING OPPORTUNITY FOR GROWTH

The plan offers a steady revenue stream of USD 1-million per country, empowering grassroots programs, professional leagues, and coaching systems, especially in smaller or underfunded federations.

## ECONOMIC IMPACT LEGACY

According to the research produced by Nielsen, the TotalEnergies CAF AFCON 2023 had an economic impact of USD 1.5-billion for Cote d'Ivoire. This once again demonstrates the power of AFCON.

## ATTRACTING GLOBAL SPONSORS

CAF has continued to attract some of the leading commercial partners and sponsors in the year under review. CAF renewed several agreements and welcomed seven new partners.

## WOMEN'S FOOTBALL

For the TotalEnergies CAF WAFCON 2024 in Morocco, CAF significantly increased its investment in women's football, taking the prize money for the winners to USD 1-million, an increase of 100%.



## HOW THE FUNDING WILL FLOW

### TRANSPARENT OPEN TENDER PROCESS

CAF has launched a tender for long-term media, broadcast, and sponsorship deals to secure multi-year revenue sources to grow African football.

### USD 1-MILLION MEMBER ASSOCIATION INFUSION

The plan includes giving each Member Association (MA) a USD 1-million subvention per year to drive football development infrastructure and competitions in each MA.

### INFRASTRUCTURE MATCHING FUNDS

CAF will partner with governments and private investors to renovate stadiums and build new facilities that meet FIFA/CAF standards, improving access for national teams and continental tournaments.

### YOUTH & WOMEN'S PROGRAM FUNDING

Resources will be channelled into academies, grassroots programs like U 17, youth leagues, female leagues, and coaching and referee development.



## BEYOND CAF: BROADER IMPACTS

### ECONOMIC & SOCIAL OPPORTUNITIES

Dr Motsepe consistently emphasized how investment in football can yield economic development, social cohesion, and youth engagement, even amid budget constraints.

### STRENGTHENED GOVERNANCE & TRANSPARENCY

Under Dr Motsepe, CAF has enforced better financial oversight, setting the stage for financially disciplined growth. New club licensing regulations and transparent tendering aim to eliminate past mismanagement and ensure funds serve football development, not bureaucracy.

## HOW IT WILL BE DONE...

### Open Tender

Selling broadcast/sponsorship rights through transparent bidding

### Broadcast

Monetizing major events, leveraging global audience growth

### Private Partnerships

Engaging private sector for investment and sponsorship

### Regulatory Compliance

Structuring multi-year deals within COMESA limits

### Reinvestment

Disbursing funds back into CAF Member Associations and football development programs

# TOTALENERGIES CAF AFRICA CUP OF NATIONS MOROCCO 2025 FINAL DRAW



The 35th edition of TotalEnergies CAF Africa Cup of Nations (AFCON) promises to deliver unforgettable moments and showcase the best of African football when it is played in Morocco from 21 December 2025 to 18 January 2026. This is the story of the Final Draw.

### WHERE WAS IT HELD?

The TotalEnergies CAF Africa Cup of Nations, Morocco 2025 draw was held at the Mohammed V National Theatre, Rabat, Morocco on Monday, 27 January.

### WHO WAS THERE?

CAF President Dr Patrice Motsepe and the Presidents of CAF's 54 Member Associations, as well as legends and distinguished guests.

### LEGENDS

A host of legends graced the draw, including Patrick Mboma, Essam El Hadary, and Gervinho, who brought star quality to the event.

### DRAW ASSISTANTS

Serge Aurier (Cote d'Ivoire), Aliou Cissé

(Senegal), Joseph Yobo (Nigeria) and Mustapha Hadji (Morocco) acted as draw assistants.

### THE ENTERTAINERS

RedOne: The international producer behind hits for Real Madrid and FIFA.  
Gims: A global superstar representing African creativity.

### WHO WAS WATCHING?

Fans from over 90 countries tuned in to the live broadcast via CAF TV, beIN Sports, SuperSport, and other global platforms.

### A NEW LOOK

Morocco unveiled a stunning new AFCON logo inspired by traditional Moroccan zellij mosaic art, symbolising unity and creativity.



# INCREASE IN CAF COMPETITION PRIZE MONEY

CAF has increased prize money across all competitions in recent years to boost its investment in the continental game at both club and country level.



**100%**

Nigeria received USD 1-m for their victory at the TotalEnergies CAF Women's Africa Cup of Nations, up 100% from the previous edition. The overall prize money increased to USD 3.475-m, a jump of 45%.



**USD 32m**

The winners of the TotalEnergies CAF Africa Cup of Nations, Cote d'Ivoire 2023 received USD 7-m in prize money, an increase of 40% on the previous edition. The total prize money for the 2023 edition stood at USD 32-m.



**USD 17.6m**

The winners of the TotalEnergies CAF Champions League now receive USD 4-m, a 60% increase. The overall prize money has increased 41% to USD 17.6-m, while from the 2025-26 season, those clubs that exit in the preliminary knockout rounds will receive USD 100,000 each towards their logistical costs.



**60%**

The winners of the TotalEnergies CAF Confederation Cup now receive USD 2-m, a 60% increase. The overall prize money has increased 55% to USD 9.9-m, while from the 2025-26 season, those clubs that exit in the preliminary knockout rounds will receive USD 100,000 each towards their logistical costs.



**USD 600k**

CAF increased the prize money for the CAF Women's Champions League by 52% overall, with the winner taking home USD 600,000 in the 2024 edition, an increase of 50%. Even the teams that finished fourth in their pool went home with USD 150,000, up from USD 100,000 in the previous edition.



**150%**

The winners of the TotalEnergies CAF Super Cup now receive USD 500,000, a giant leap from USD 200,000 they received previously.



**USD 10.5m**

The winners of the TotalEnergies CAF African Nations Championship (CHAN) 2024 received USD 3.5-m, a 75% increase on previous years. The total prize money increased to USD 10.5-m, a rise of 32%.



# CAF IMPACT PROGRAMME

The CAF IMPACT Programme was launched by the Confédération Africaine de Football (CAF) at its Executive Committee meeting in April 2025.

It was designed to bolster the development of football across Africa by providing robust financial oversight and increased funding to Member Associations.

At its core, the programme aims to enhance transparency, governance, and sustainability, ensuring that every dollar invested contributes meaningfully to the growth of the sport.

Under the new structure, member associations can receive up to USD 1.6-million over four years - a 60% increase from the previous funding cycle.

This substantial boost is accompanied by performance-based incentives totalling USD 500,000, contingent on associations meeting key benchmarks like participating in zonal competitions, implementing safeguarding policies, hosting school football championships, and training women coaches.

A defining feature of CAF IMPACT is its insistence

## SUPPORTING THE GAME

CAF Member Associations will receive up to **USD 1.6-million** over four years, a 60% increase from the previous cycle. These funds are intended to support:

- Women's football
- Football development and youth competitions
- School football programmes
- Operational costs
- Training, especially for coaches and referees

## MEASURING PERFORMANCE

**USD 500,000** in performance-based incentives will be available over four years for each Member Association that meets certain criteria in key areas:

- Participation in the five competitions of the Zonal Unions.
- The implementation of safeguarding policies.
- The organization of the CAF African Schools Football Championship at national level.
- Launching initiatives to ensure compliance with applicable regulations.
- Training sanctioned by a diploma of a certain number of women coaches.

## KEY FIGURES

**USD 1.6 million**  
maximum funding per Member Association over four years

**60%**  
increase in financial support compared to the previous cycle

**USD 500,000**  
performance-based incentives per association

**≥ 50%**  
of funds dedicated to women's football and youth development

that at least 50% of funding be directed towards women's football and youth development, ensuring these essential areas receive sustained, meaningful support. Funds are channelled through dedicated accounts, with oversight from independent auditors, lending the programme integrity and accountability.

The adoption of a specific regulatory framework - the CAF IMPACT Regulations - further emphasizes CAF's commitment to sound financial governance.

Additionally, the programme integrates support for coach and referee education, operational costs, and community outreach initiatives, aligning with broader objectives of social impact and inclusion, and providing funds for this.



## WHY CAF IMPACT MATTERS

By linking increased funding to accountability, performance metrics, and strategic deployment, CAF IMPACT ensures that Member Associations invest in areas that strengthen both sporting excellence and social foundations. The focus on women and youth development brings a renewed emphasis on diversity, equality, and long-term talent nurturing.

Moreover, the financial governance component promotes better financial reporting, legal compliance, and prudent

use of resources, raising the operational standards of member associations. This oversight enhances trust among sponsors, partners, and stakeholders.

Lastly, CAF IMPACT amplifies the social impact of football by supporting grassroots school competitions, community outreach, coach and referee education, and safeguarding measures.

Through this program, CAF isn't just promoting football; it's championing inclusive social development, cultivating future talent, and

strengthening the sport's foundation across Africa.

In summary, the CAF IMPACT Programme is a transformative initiative - anchored in financial integrity, oriented toward performance, and deeply invested in the growth of football and society on the continent.



# CAF FOOTBALL MANAGEMENT EXECUTIVE PROGRAMME

CAF signed a landmark Memorandum of Understanding with the University of Cape Town (UCT), ranked Africa's top university, committing to developing football leadership through structured academic modules in governance, finance, strategy and management. This led to the launch of the CAF Football Management Executive Programme in 2024.

## Inaugural Edition

The first phase, held virtually, included 30 participants, consisting primarily of General Secretaries and senior administrators drawn from CAF's 30 Member Associations and Zonal Unions.

The second phase, a five day in-person block from 1-7 September at UCT Graduate School of Business, featured expert lectures and strategic modules, officially launched on 2 September 2024 by CAF President Patrice Motsepe and the UCT leadership.

A total of 28 General Secretaries successfully

graduated from the programme, marking the completion of the inaugural programme.

## Curriculum & Delivery Model

The 20-day blended curriculum combined online learning with face-to-face workshops, covering topics such as Strategic Planning, Finance & Operations, Legal & Governance, Marketing & Sponsorship, and Event Management.

Delivered by a faculty of local and international experts, including former Arsenal vice-chairman David Dein, ex-MultiChoice chair Imtiaz Patel, sports media specialist Robyn Cox, and legal expert Lyrique Du Plessis, among more than 15 distinguished facilitators.

## Participant Profile & Geographic Reach

The intake represented 28 CAF Member Associations, spanning Anglophone, Francophone and Lusophone regions across the African continent.

Leaders included General Secretaries from countries such as Botswana, Eswatini, Ethiopia, Ghana, Liberia, Nigeria, Kenya, Mauritius, Namibia, Sierra Leone, Somalia, South Sudan, Tanzania, Zambia, Zimbabwe, the Northern

African union (UNAF), and national Women's Football heads.

## Outcomes & Strategic Impact

The programme equips national executives with modern governance, operational leadership, financial management and sponsorship acumen. Participant evaluations highlighted the programme's transformative impact on administrative professionalism and strategic decision-making across associations.

UCT leadership described the Programme as "forward-thinking," providing tools essential for elevating associations to global standards of excellence and integrity.

## Second Edition

July 2025 saw the launch of the second edition of the Programme, drawing a fresh intake of senior executives representing Member Associations across Africa.

A French version of the Programme has also been launched in partnership with the Université Cheikh Anta Diop de Dakar (UCAD) in Senegal to provide the same opportunity to up to 30 Francophone Member Associations, ensuring access for more participants from across the continent.

## STRATEGIC SIGNIFICANCE

**Capacity-building:** By training 28 General Secretaries in its first edition, CAF significantly upgraded executive leadership across associations.

**Continental reach:** Representation from 28 Member Associations ensured cross-region knowledge transfer and strategic alignment.

**Modern governance tools:** Subjects like finance, sponsorship, legal frameworks and strategic planning were tailored to the unique needs of African football administration.

**Hybrid learning model:** The mix of virtual and in-person sessions accommodated busy executives and ensured scale and flexibility.

**Long-term vision:** This programme represents a practical step toward CAF President Motsepe's goal of professionalising football administration across Africa and supporting sustainable growth.

# CAF LAUNCHES BROADCAST ACADEMY

CAF is committed to improving television production on the African continent and has taken steps to upskill a new generation of talent in the industry.



In March 2025, the Confédération Africaine de Football (“CAF”) launched the CAF Broadcast Academy and the TV Directors Programme to uplift the quality of TV production and broadcast standards across the African continent.

The CAF Broadcast Academy falls in line with the vision set by CAF President Dr Patrice Motsepe of making African Football globally competitive and amongst the best in the world.

TV is key in delivering a world class product

that is commercially strong. Already, CAF’s flagship tournament, the TotalEnergies CAF Africa Cup of Nations attracts over 1.4 billion TV audiences and 2.2 billion digital streams making it one of the top four global football events.

The CAF Broadcast Academy focuses on upskilling TV Directors, Camerapersons, Producers, Broadcast Venue Managers, Broadcast Liaison Officers, Commentators and many other role players key in delivering the product over a two year period.

The end-goal is to ensure that African football reaches world class standards in all 54 Member Associations of CAF, creating a better

product for fans. The inaugural workshop was held in Johannesburg for English-speaking countries with 18 TV Directors from 16 countries gathered in Johannesburg at SuperSport studios. SAFA President Dr Danny Jordaan attended the inaugural certification ceremony in Johannesburg.

The TV Directors Workshop is being facilitated by HBS/FIFA World Cup Director, Jamie Oakford.

CAF is partnering with CAF’s TV partners like beIN Sport, Canal+, SuperSport and many others to make this dream a reality in a bold new era for African broadcasting and football on the continent.



■ ABOVE: Graduates from the first CAF Broadcast Academy.



# CAF AND TV PARTNERS UNITE TO PRODUCE WORLD-CLASS CONTENT

CAF and broadcast partner beIN SPORTS teamed up to stage the Quarter-finals draws for the TotalEnergies CAF Champions League 2024/25 and TotalEnergies CAF Confederation Cup 2024/25 in Doha, Qatar.

The draw ceremony, held at beIN SPORTS' world-class studios on 20 February 2025, highlighted the strong partnership between beIN SPORTS and CAF, cemented in 2017 with a 12-year broadcast agreement covering 40 countries in the Middle East, North Africa, and Asia-Pacific regions, as well as France and the United States, taking African football to the world.

CAF television partners, including Canal+, SuperSport, Azam Media, SABC, and 20 additional free-to-air broadcasters in Sub-Saharan Africa, broadcast the draw live.

Other free-to-air broadcasters in MENA included Morocco's SNRT, Cairo's OnSport, and Algeria's EPTV. The ceremony was led by renowned beIN SPORTS presenter Mohammed Saadoun Al-Kuwari, assisted by 2015 TotalEnergies CAF Champions League and 2016 TotalEnergies CAF Confederation Cup winner Rainford Kalaba from Zambia and revered former Algerian international Rabah Madjer.



# CAF DIGITAL GROWS FOOTPRINT

CAF's digital presence grew significantly, both in audience and engagement, and played a vital role in amplifying competitions across multiple platforms.

## AFCON U17

30 March - 19 April 2025

**Impressions:** 130-million

**Video Views:** 91m

**Content Interactions:** 5m

Focused on increasing visibility, engagement, and diaspora reach, the competition was covered with real-time content, behind-the-scenes access, and platform-specific strategies.

## Women's Futsal AFCON

22-30 April 2025

The inaugural edition in Morocco was documented extensively through dynamic, vertical social content aimed at younger audiences. Highlighted the historical significance of the first women's futsal tournament and delivered wide-reaching digital buzz and community engagement.

## AFCON U20

27 April - 19 May 2025

**Video Views:** 177.6m

**Impressions:** 261m

**New Followers:** 709,000

**Total Engagement:** 3.8m

A campaign focused on talent discovery and legacy building. Digital content included live streaming, real-time match updates, legends-led vlogs, and platform-tailored graphics and videos.

## WAFCON

5 - 26 July 2025

The strategy focused on Experience, Exposure, and Engagement, through media days, influencer collaborations, and the "Born Winners" and "This is Me" interview series. The trophy reveal campaign and on-ground activations were major highlights.

**Trophy Reveal Views:**

70m

**Reach:** 78m via CAF platforms

**Overall Impressions:** 2-billion+

**Total Video Views:** 1.22b

**New Followers:** 1.6m

**Influencer-shared content impressions:** 150m+

## CAF Interclubs

2024/25 Season

**Impressions:** 225m

**Video Views:** 196m

**New Followers:** 382,000

**Total Engagement:** 11.2m

Increased impressions by 65m and video views by 3m over the previous season

Created player- and club-specific content to boost relatability and fan interaction. Covered both CAF Champions League and Confederation Cup from qualifiers to finals. The digital team worked with participating clubs to improve content quality and fan connection.

## CAF African Schools Football Championship Continental Finals

21 - 24 May 2025

**Instagram Growth:**

+3,000 followers in 4 days

**Reach:** 11m

**Video Views:** 9m+

**Content Pieces Produced:**

300+

Focused on visibility, fan engagement, and cultural promotion through city tours, promo videos, and real-time coverage.

## KEY DIGITAL NUMBERS

**45,000,000**

CAF's social media audience surpassed 45-million followers.

**11,000,000**

CAF'S TikTok audience reached 11-million, positioning CAF as the third most-followed football regional federation on the platform.

**50,000**

CAF Play, the digital media asset management system, supported all competitions with over 50,000 downloads of match footage and photographs.



## CAF COMMUNICATIONS DEPARTMENT LAUNCHES NEW INNOVATIONS TO INCREASE MEDIA ENGAGEMENT

CAF pushed forward with plans to modernise communications tools and assist media in the coverage of events and tournaments.

In the 2024/25 season, the Communications Department introduced several major innovations as part of its digital transformation strategy, aimed at enhancing the media experience, modernising tools, and strengthening professional skills for the media across the continent.

One of the flagship projects was the launch of the **Media Hub**, a centralised platform providing accredited media with direct access to HD photos, videos, press releases and statistics, with optimised navigation and download functions. This tool complements the Media Channel and

ensures faster and more targeted dissemination of content.

The Department also implemented a **Remote Simultaneous Interpretation** system, allowing real-time translation of press conferences and official meetings, as well as a

new ticketing and access control integration, providing media with a single digital pass that reduced waiting times and reinforced security.

Additional initiatives included a **Tournament Newsletter** and **Matchday Media Packs** to deliver regular updates and



tailored content, along with the expansion of video production across multiple formats to enrich storytelling and strengthen CAF's digital presence.

At the same time, the Department intensified **training programmes for media officers**, reinforcing their skills and mastery

of modern tools to meet international standards and ensure the media get the best possible service at CAF Competitions.

### Consolidation of CAFOnline.com editorial activity

The Department also consolidated the editorial activity of its main portal,

**CAFOnline.com**, which remains the primary digital showcase for African football.

In 2024/25, the website recorded a significant audience growth of more than one million new users, reflecting the editorial relevance of its fulsome content.

Through these initiatives, the Communication Department reaffirms its commitment to modernising tools, strengthening operational capacity, and consolidating its editorial ecosystem, thereby contributing to the growth and global visibility of African football on the world stage.

# SPONSORSHIP

It has been a year of unprecedented commercial and sponsorship achievements. These successes provide vital financial support for our initiatives and fostered valuable partnerships that expand our reach.

## COMPETITION HIGHLIGHTS

### TotalEnergies CAF Women's Africa Cup of Nations, Morocco 2024

The TotalEnergies CAF Women's Africa Cup of Nations (WAFCON) achieved a 30% sponsorship growth over 2022, securing a record 10 sponsors including TotalEnergies, VISA, Unilever, and Orange, with coverage on 60+ global channels.

A high-profile trophy reveal event, staged with TotalEnergies, showcased the tournament's prestige.

This milestone reflects CAF's successful commercial strategy, boosting visibility, partnerships, and fan engagement.

The 2024 TotalEnergies CAF WAFCON welcomed new sponsor Royal Air Maroc, joining TotalEnergies and Puma. Over 10 activations were delivered, including Royal Air Maroc Final Podium Hostesses

and TotalEnergies Ball Kids, enhancing fan engagement.

### TotalEnergies CAF Africa Cup of Nations U-20, Egypt 2024

The competition was sponsored by TotalEnergies, Puma, Orange, and Royal Air Maroc, featuring over 10 activations including the TotalEnergies Man of the Match award and Royal Air Maroc branding on referees' kits.

### African Schools Football Championship, Ghana 2024-25

The Commercial Department secured five new partnerships with top international brands for the African Schools Football Championship, supporting CAF's targeted strategy to develop African football talent. Key competition sponsors included TotalEnergies, VISA, Orange, Puma, and the European Union.

### TotalEnergies CAF Champions League and Confederation Cup 2024-25



Nielsen data shows a 35% increase in total media value for sponsors of the TotalEnergies CAF Champions League and Confederation Cup, highlighting enhanced ROI and brand exposure.

The 2024-2025 Champions League generated over USD 100 million in media value and reached 240 million global TV viewers.

The Confederation Cup added USD 46 million

in media value with 130 million viewers. Key sponsors include TotalEnergies, 1xBet, Puma, Qnet, and new partner Royal Air Maroc.

CAF also partnered with TotalEnergies to unveil the Champions League trophy in events held in South Africa and Egypt.

### TotalEnergies CAF Super Cup, Riyadh 2024

TotalEnergies CAF Super Cup, Riyadh 2024 has

generated over USD 4 million dollars in Media Value and +100 million in Global TV Audience.

### TotalEnergies CAF African Nations Championship, PAMOJA 2024

TotalEnergies, Puma, and 1XBET sponsored the TotalEnergies CAF African Nations Championship 2024.

The commercial team successfully delivered consistent brand activations and visibility across the three host countries, including the TotalEnergies Football Together Experience and a Commercial Display Area for 1XBET.

### TotalEnergies CAF Africa Cup of Nations, Morocco 2025

As of August 2025, the CAF Commercial Department sold over 70% of the competition inventory and hopes to secure full sales.



The CAF Ambassadors program, established in 2024, has successfully grown, partnering with World Class Ambassadors and delivering activations with CAF Commercial Partners.

The CAF Ambassadors program now features Ahmed Hassan, Elhadji Diouf, Jay-Jay Okocha, Mohamed Ramadan, Yaya Toure and Emmanuel Adebayor, and list is growing.



Active participation in the CAF Partners Club will unlock unprecedented business growth for our valued sponsors. We have sent 24 newsletters to all our partners, and we had 3 CPC events, since launching.

## KEY NUMBERS

16

CAF now has a total of 16 Major Commercial Partners.

45%

There has been an increase of major partners of 45% compared to 2024.

7

There have been seven contract renewals: TotalEnergies, Unilever, Qnet, AGL, LONACI, Aponic, TECNO.

5

There have been five New contracts: European Union, DANONE, BEL, Royal Air Maroc, Midea.

4

CAF has four ongoing contract since 2024: Orange, 1xBet, VISA, Puma.

## CURRENT SPONSORS

TITLE SPONSOR



OFFICIAL GLOBAL PARTNERS



OFFICIAL SPONSORS



OFFICIAL SUPPLIERS



# CAF MARKETING & BRANDING DEPARTMENT

## — ANNUAL REPORT —

### CONTEXT

Over the past three years, CAF Marketing has undergone a significant transformation, marked by ambitious strategic repositioning, unified campaigns, and advanced professional tools. We've strengthened the CAF brand image, expanded our influence across Africa and internationally, and laid the foundation for a sustainable and structured marketing model.

Our enhanced in-house capabilities now encompass comprehensive brand identity development and strategic direction, delivering a cohesive and authentic voice for CAF. 2025 marked a pivotal shift from traditional football to full-scale sportainment, focusing on immersive experiences and holistic promotion.

### COMPETITION HIGHLIGHTS AND BRANDING OVERVIEW

#### TOTALENERGIES CAF AFRICA CUP OF NATIONS MOROCCO 2025



Flagship event branding inspired by Moroccan heritage, especially the zellige pattern. Comprehensive storytelling strategy with extensive sponsor visibility, city activations, immersive stadium experiences, and detailed broadcast toolkit (~400 design assets).

#### TOTALENERGIES CAF SUPER CUP



Maintained momentum from the redesigned logo and new trophy launched in 2024, with digital, broadcast, and stadium branding (~140 design assets).

#### CAF BEACH SOCCER EGYPT 2024



Developed a new vibrant logo and trophy inspired by beach elements and African motifs (~150 design assets).

#### TOTALENERGIES CAF AFRICAN NATIONS CHAMPIONSHIP KENYA, TANZANIA, UGANDA 2024



Launched the 'PAMOJA' campaign emphasizing regional unity with extensive activations (~200 design assets).

#### TOTALENERGIES CAF U-17 AFRICA CUP OF NATIONS MOROCCO 25



Youthful and vibrant branding enhancing fan engagement with comprehensive broadcast graphics and digital media (~180 design assets).

#### TOTALENERGIES CAF U-20 AFRICA CUP OF NATIONS EGYPT 25



A lively and modern brand approach designed to captivate audiences, combining cohesive broadcast visuals with impactful digital content to deepen fan connection. (~180 design assets).

#### CAF WOMEN'S CHAMPIONS LEAGUE MOROCCO 24



Distinctive branding elevating women's football visibility through empowering storytelling (~140 design assets).

#### CAF WOMEN'S FUTSAL AFRICA CUP OF NATIONS MOROCCO 25



Innovative concept highlighting the futsal field as waves symbolizing a new wave in women's futsal (~120 design assets).

#### TOTALENERGIES CAF WOMEN'S AFRICA CUP OF NATIONS MOROCCO 24



Strong visual identities and engaging storytelling around teams and players (~200 design assets).

#### CAF AFRICAN SCHOOLS FOOTBALL CHAMPIONSHIP GHANA 2025 FINAL



Youth-focused identity emphasizing education, teamwork, and talent development (~90 design assets).

#### TOTALENERGIES CAF CHAMPIONS LEAGUE 2024-2025

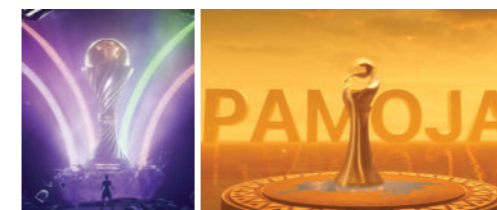
#### TOTALENERGIES CAF CONFEDERATION CUP 2024-2025



Bold visual identity with color schemes and extensive outdoor activations and broadcast graphics (~350 design assets).

Total Estimated Design Assets (2024-2025): ~1,970

### TV GRAPHICS AND OPENING SEQUENCES



Significant advancements were made in creating unified and dynamic TV graphics and opening sequences across all CAF competitions. The in-house team delivered cohesive match animations, sophisticated scoreboards, engaging statistics visuals, and customized motion graphics tailored to each event's visual identity, significantly enhancing broadcast quality and audience engagement.

### MERCHANDISE AND LICENSING PROGRAM



#### A strategic expansion in merchandising was achieved through:

- Development of the Official Licensed Product (OLP) logo, ensuring brand consistency and robust intellectual property protection.
- A significant partnership with WAGON to create and develop official merchandise products, enhancing our product range and market appeal.
- A key strategic sales partnership was secured to manage distribution channels, broadening our market reach and commercial growth.

### PROGRESS SUMMARY (2024-2025)

- + 15** signing ceremonies delivered
- + 30** stadiums branded
- + 20** marketing campaigns executed
- + 12** major trophy activations
- + 50** licensed product lines launched with WAGON
- + 35** TV graphics and opening sequences produced
- + 150** city activations and outdoor campaigns

### CONCLUSION

CAF Marketing is enhancing the brand and fan experience through innovative branding, merchandising, and design, showcasing its growing influence and commitment to exceptional sportainment across Africa and globally.

### STRATEGIC TRANSITION YEAR (2025 FOCUS)

In 2025, CAF Marketing transitioned strategically towards "Total Sportainment," emphasizing immersive storytelling around competitions, including pre-match shows, artistic performances, influencer engagements, and enhanced fan experiences.

#### KEY INITIATIVES INCLUDED:

- Brand Protection with OPSEC: Safeguarding CAF properties through digital surveillance, infringement reporting, and enforcement processes.
- Strategic structuring of marketing operations, clearly dividing responsibilities between in-stadium (branding, ceremonies, entertainment, hospitality) and out-of-stadium activities (city activations, fan zones, merchandising, media), necessitating close coordination between CAF HQ, agencies, and Local Organizing Committees (LOCs).

- Extensive efforts for Trophy Reveal Events incorporating cultural shows, music, and local influencers.

- Comprehensive involvement in production and creative execution of Pre-match & Medal Ceremonies, ensuring seamless integration of branding, sponsor visibility, and media coordination.

### CROSS-DEPARTMENTAL INVOLVEMENT

#### CAF MARKETING PLAYED A TRANSVERSAL ROLE, SUPPORTING VARIOUS DEPARTMENTS:

- Competitions: Provided visuals, signage, and managed match ceremonies.
- Digital & Media: Supported content creation and platform strategy.
- Sponsorship: Developed activation toolkits and enhanced partner value.
- Development: Provided design support for programs and workshops.
- Legal & Licensing: Assisted with IP enforcement, product design, and OLP logo development.
- Other Departments: Supported protocol, IT, women's football, and stadium inspections with visual materials.

### TOOLS & PROCESSES

#### CAF MARKETING ESTABLISHED ROBUST TOOLS AND PROCESSES TO STREAMLINE OPERATIONS, LEVERAGING IN-HOUSE EXPERTISE:

- CAF Playbook: Comprehensive branding, editorial, and visual guidelines developed in-house.

- Workflow frameworks: Created for campaigns and events, ensuring alignment with internal strategic directions.

- Templates and dashboards: Provided to LOCs and agencies for consistent brand application.

- Marketing reporting tools and KPI matrix: Implemented for effective performance tracking.

- Clear workflows established for both stadium and city-based operations.

### LESSONS & OPERATIONAL FEEDBACK

- Early planning significantly improves branding delivery.

- Enhanced LOC-CAF coordination is essential for seamless execution.

- Ceremony direction requires full rehearsal and synchronization with broadcast teams.

- In-house creative production significantly increases flexibility and speed.

- Sportainment activities generate stronger fan engagement and sponsor value.

### EXTERNAL RECOGNITION

**"CAF'S BRANDING EVOLUTION SINCE 2023 HAS BECOME A CONTINENTAL BENCHMARK. FAN EXPERIENCE HAS REACHED A NEW PROFESSIONAL AND EMOTIONAL LEVEL."**

— NIELSEN SPORTS AFRICA



# CAF WOMEN'S FOOTBALL DEVELOPMENT

CAF significantly advanced women's football development across Africa through targeted programs empowering coaches, administrators, leaders, and players. These efforts strengthened professionalisation, gender equity, and sustainability, with collaborative initiatives across Member Associations (MAs) and Zonal Unions.

## WOMEN-ONLY COACHES EDUCATION

**Objective:** Bridge gender gap in coaching by creating inclusive spaces with quality technical training.

### Licensing Courses Delivered (2024-2025): CAF D Licence

- Gabon: 25 participants (24 Aug - 19 Sept).
- Egypt: 60 (31 July - 8 Aug).
- Central Africa: 28 (5-10 Aug).
- Mozambique: 29 (28 Aug - 8 Sept).

### CAF C Licence

- Liberia: 20 (6 May - 13 July).
- Rwanda: 29 (20 May - 15 June).
- Nigeria: 30 (15 July - 29 Sept).

### CAF B Licence

- Egypt: Dec 2024 - April 2025.

**Total impact:** 267 licensed female coaches trained, boosting women's influence in coaching at club and national levels.

## CAF WOMEN'S CHAMPIONS LEAGUE 2024 - LEGACY INITIATIVES

Four legacy activities alongside the tournament generated long-term impact:

- 1. Player Wellness & Safeguarding Workshops (8-10 Nov):** All eight teams received training on mental, physical well-being, and safe environments.
- 2. Meet the Coaches & Captains (11 Nov):** Interactive dialogue on challenges and experiences.
- 3. Medical Workshop (17-18 Nov):** Focused on injury prevention, rehabilitation, and mental health support.
- 4. Goalkeeping Coaches Workshop (20-21 Nov):** Advanced training for 14 Moroccan league coaches, emphasizing technique and mental resilience.

These initiatives strengthened welfare systems, technical expertise, and professional networking-creating a lasting legacy beyond competition.



### GIRLS INTEGRATED FOOTBALL TOURNAMENT (GIFT) PILOT TANZANIA, 7-18 JAN 2025

A strategic grassroots-to-elite development pathway featuring:

#### Participants:

7 women youth teams from Tanzania, Kenya, South Sudan, Uganda, and Burundi.

#### Resources & Coverage:

- CAF funded accommodation and USD 500 flight support per person (25 per team).
- UEFA provided 100 footballs, 25 sports bras, and gloves per team.
- Live broadcast on Azam TV and CAF TV (YouTube).

#### Side Activities:

- D Licence Coaching Course: 30 coaches (17 women).
- Youth Festival: 150 girls (under 13) play and engage.
- Safeguarding Workshops: For players and officials.
- HPV Health Seminar: With UEFA/Gavi.

#### Refereeing Milestone:

- 17 match officials developed, including Djibouti's first female referee abroad.

The GIFT program successfully blended development with visibility, supporting long-term pathways for girls through competition, training, and media exposure. This pilot project proved a huge success and established best practices.

### CAF WOMEN'S FUTSAL TECHNICAL WORKSHOP - RABAT, 27 APR 2025

**Purpose:** Advance technical knowledge among women's futsal coaches.

#### Focus Areas:

- Futsal's evolution and tactical trends.
- Training structures and cross-national collaboration.

The workshop enriched technical standards and strengthened coach networks across Africa.

### WOMEN'S INSTRUCTORS DEVELOPMENT PROGRAMME (WIDP)

#### Format & Timeline:

- Online: 4 Mar - 9 Apr 2025.
- In-Person (Addis Ababa): 5-9 May 2025.

#### Participants & Curriculum:

- 24 women from 19 countries.
- Modules on leadership (AI integration, digital tools), communication, pedagogy, and practical coaching.
- Led by Jacqueline Shipanga, Andrew Cale, and Abraham Mebratu.

#### Outcome:

Built a continent-wide network of qualified female coach educators capable of delivering football education within MAs.

This is important for creating a sustainable future for women in the game, and lay the platform for careers long into the future.

These coaches can work at senior and grassroots level, and be role-models for other girls and women to get a foot hold in the sport. Visibility is key in encouraging participation at all levels.

### EMPOWERHER: WOMEN IN FOOTBALL LEADERSHIP CAIRO, 18-20 JUNE 2025

#### Attendees:

20 women leaders across governance, administration, and technical roles.

#### Three-Day Structure:

- Day 1 - "The Story of Self": Leadership identity, storytelling, and public speaking.
- Day 2 - "The Story of Us": Governance, finance, resilience, networking.
- Day 3 - "The Story of Now": Vision presentations,

peer feedback, and individual action planning.

#### Outcome:

Participants strengthen leadership vision, gained strategic tools, and left with continent-wide peer support and actionable plans.

EmpowerHER is a catalyst for sustained structural change-creating a confident generation of women leaders in football.

It will provide the starting point for future careers and help navigate the football industry.

### CAF X FIFPRO PLAYERS-CENTRIC WORKSHOPS - WAFCON 2024 1-6 JULY 2025

#### Participating Teams:

Nigeria, South Africa, Morocco, Zambia, DR Congo, Tanzania, Botswana, Tunisia.

#### Key Themes:

- Player rights, contracts, and professional entitlements.
- Health topics: ACL injury prevention, menstrual cycle management.

- Safeguarding: harassment and abuse prevention.

#### Players' Key Concerns:

- Percentage of prize money directly paid to players.
- Improved accommodation, logistics, staffing.
- Signed contracts and timely payment.
- Adequate injury management support.
- Better early-stage marketing and promotion for WAFCON.

#### Recommendations:

- Transparent prize

- money protocols.
- Minimum standards for competition logistics.
- Contractual and payment enforcement.
- Injury insurance and maternity protections.
- Advance marketing strategies.

These workshops empowered players to influence reform and shaped CAF's roadmap toward a safer, more equitable women's football environment.

It will provide opportunity for the future with knowledge and skills.

### KEY WORKSHOPS & TRAINING (2024-2025)

| Date & Venue                        | Program                                 | Participants & Focus  |
|-------------------------------------|---|---|
| Sierra Leone<br>3-9 June 2024       | Women Admin Workshop & CAF D Licence    | <b>28 administrators, 25 coaches</b><br>leadership & technical skills |
| Sierra Leone<br>10-13 June 2024     | "Football for Reform" - CAF D Licence   | <b>25 inmates</b><br>rehabilitation via football                      |
| Bo Town (Sierra Leone)<br>6-7 Aug   | WAFU A Club Admin Workshop              | <b>32 delegates</b><br>governance & sustainability                    |
| Bouaké (Côte d'Ivoire)<br>15-16 Aug | WAFU B Club Admin Workshop              | <b>22</b><br>Champions League readiness                               |
| Praia (Cape Verde)<br>17-18 Aug     | Leadership Seminar - WAFU A             | <b>20</b><br>Regional action planning                                 |
| Algiers, Algeria<br>23-27 Aug       | Female Staff Workshop & UNAF Club Admin | <b>20 &amp; 25</b><br>Governance, safeguarding, marketing             |
| Addis Ababa, Ethiopia<br>26-29 Aug  | CECAFA Leadership Programme             | <b>15</b><br>Leadership & conflict resolution                         |

# CAF AFRICAN SCHOOLS FOOTBALL CHAMPIONSHIP

With over 2-million boys and girls having participated in the CAF African Schools Football Championship since inception, CAF continues to invest in the growth and development of the game.





Across Africa, football is not just a game. It's a language spoken in the streets, in crowded schoolyards, and on hallowed pitches. It is a force that unites communities, silences divisions, and gives hope.

The CAF African Schools Football Championship harnesses this power, channelling it into something transformative: an engine for education and empowerment.

This championship matters because it speaks to the heart of possibility. For many boys and girls, the path to a better life is filled with obstacles - poverty, lack of access to quality education, gender inequality, and social instability.

Through football, these young people are given more than just the chance to compete.

They are offered an opportunity to dream differently, to see beyond their current circumstances, and to imagine futures rich with promise.

But it's not just about goals and trophies. The Championship is built on a deeper vision: to nurture responsible, inspired, and capable leaders of tomorrow.

It integrates life skills, leadership training, educational support, and community engagement.

It shows children that their value extends far beyond the pitch. In doing so, it creates ripple effects - instilling confidence, respect, and resilience.

The social impact is tangible. The infrastructure developed through the programme - classrooms, computer labs, sports facilities

- leaves lasting footprints. It strengthens schools as safe havens and learning hubs.

Workshops on safeguarding, integrity, media training, and coaching develop skills that will serve these children for a lifetime.

This championship gives young people a voice. It tells them: 'You matter. Your dreams are valid. And you have the power to lead change'.

In a world where too many children go unheard, unseen, and unsupported, the CAF African Schools Football Championship stands tall as a beacon of hope.

It is proof that with the right investment, the right vision, and a shared belief in the future, sport can build stronger societies.

# SUCCESS STORY



## Uganda's Nankya embodies power of CAF African Schools Football Championship

When Patricia Nankya scored five goals at the CAF African Schools Football Championship | CECAFA Qualifier 2022 in Tanzania, few foresaw the meteoric rise that would follow.

Just two years later, the 16-year-old had earned call-ups to Uganda's U17, U20, and senior women's national teams - all sparked by her standout school-level performances.

Her goals led Kawempe Muslim Secondary School to the regional title, marking her as one of East Africa's brightest young talents.

In March 2025, Nankya showed remarkable composure by scoring

the decisive penalty in Uganda's 2-1 win over Ethiopia.

"I still have a long way to go, but playing for the national team at this age gives me so much hope," Nankya said. "The schools competition gave me confidence. If I stay focused and humble, I believe the World Cup dream is possible."

With support from CAF, she also trained at a French academy, accelerating her development.

Her story is a testament to the Championship's power as a pathway to elite football. Across CECAFA, players from Tanzania, Ethiopia, and Kenya are also breaking through.

## CAF AFRICAN SCHOOLS FOOTBALL CHAMPIONSHIP

### ALLOCATION OF PRIZE MONEY

#### Zonal Phase

Winners:

USD 100,000

Runners-Up:

USD 75,000

Third Place:

USD 50,000

#### Continental Phase

Winners:

USD 300,000

Runners-Up:

USD 200,000

Third Place:

USD 150,000

#### Total Prize Money:

USD 4,000,000

## KEY NUMBERS

**48**

Forty-eight Member Associations have registered to participate in the CAF African Schools Football Championship and fielded their teams in the Zonal Qualifiers.

**1,965,194**

The total number of boys and girls that have participated in the three previous seasons of the CAF African Schools Football Championship.

**82,477**

The total number of schools that have participated in the previous three seasons of the CAF African Schools Football Championship.

**10,000,000**

The amount in USD donated by the Motsepe Foundation at the inception of the CAF African Schools Football Championship in 2022.

**72%**

Most players reported that their overall school performance improved following participation in the CAF African Schools Football Championship, while 65% now play more football.



### CAF and CANAL+ INTERNATIONAL sign partnership to discover young reporters

CAF and CANAL+ INTERNATIONAL, under the banner of CANAL+ University, entered into a strategic partnership to develop training programmes in the field of sports journalism for young African talent.

This partnership is in line with the objectives of the African Youth Promotion Programme of the CAF African School Football Championship.

The CAF African Schools Football Championship includes among its main annual activities, a Young Reporters Programme, Young Referees Programme and Safeguarding Programme.

CAF General Secretary Veron Mosengo-Omba said the partnership is a natural transition between two institutions that have long worked to develop football in Africa.

“The introduction of the CAF African Schools Football Championship by our President, Dr Patrice Motsepe, was an important practical intervention by CAF to invest in the lives of young people in Africa and give them hope for the future,” Mosengo-Omba said.

“The partnership between CAF and CANAL+ is an important step for CAF and for the programme.”



## PROGRAMMES & DEVELOPMENT

A key component of the CAF African Schools Football Championship is capacity building - both on and off the pitch.

### YOUNG REFEREES PROGRAMME

A mix of theoretical and practical training for young match officials at the tournament.

### YOUNG REPORTERS PROGRAMME

A combination of classroom sessions and hands-on experience for aspiring media professionals, delivered in partnership with CANAL+ University.

### SAFEGUARDING

Designed to raise awareness among players and educators, with a focus on child protection.

### COACHING COURSE - CAF LEVEL D

A theory and practical-based coaching course for educators, conducted in partnership with the French Football Federation (FFF).

### SAFETY & SECURITY

A specialised programme for local authorities in the host city, aimed at enhancing preparedness.

### MEDICAL WORKSHOP

Targeted at both the local medical committee and team physicians, this workshop ensures strong coordination and readiness for medical support.

### INTEGRITY WORKSHOP

Focused on raising awareness among participating teams and

selected youth groups on integrity issues in sport, including ethics and fair play.

### CAF-FIFPRO WORKSHOP

An important session dedicated to educating players on their rights in modern football and ensuring these are protected at all times.

### UNICEF WORKSHOP

Organised in partnership with UNICEF, this workshop promotes the protection, rights, and well-being of children.

### GRASSROOTS FESTIVAL

A vibrant community outreach event bringing together Under-12 boys and girls to celebrate the joy of football and promote inclusion through sport.



# GROWTH OF INTERCLUB FOOTBALL

CAF is reshaping the landscape of African interclub football through a combination of significant prize money increases, strengthened governance frameworks, and improving branding efforts that apply to both men's and women's competitions.



“CAF is not just rewarding success, we’re building the foundation for a stronger, more professional club ecosystem.”

DR PATRICE MOTSEPE  
CAF President

One of the most visible changes in CAF Interclub competitions in recent years has been the sharp rise in financial rewards. In 2023, the TotalEnergies CAF Champions League winner’s prize jumped from USD 2.5-million to USD 4-million, a 60% increase aimed at narrowing the gap with global tournaments and attracting top players,

coaches, and investors.

The CAF Confederation Cup champion’s prize now stands at USD 2 million, affirming its importance in Africa’s football calendar. The women’s game has also benefited, with the CAF Women’s Champions League prize for winners rising 52% in 2024 to

USD 600,000. For the first time, clubs eliminated in preliminary rounds of men’s and women’s competitions receive USD 50,000 solidarity payments, helping smaller teams share in the financial benefits.

These gains are supported by the African Club Association (ACA), launched in November 2023 to strengthen governance and cooperation between clubs and CAF. In March 2025, CAF President Dr Patrice Motsepe and ACA Chair Hersi Said signed a landmark MoU, introducing solidarity payments and a shared framework for licensing, dispute resolution, integrity, and compliance.

Based at Morocco’s King Mohammed VI National Football Academy, the ACA serves as a hub for capacity building and long-term



planning to professionalize African club football.

CAF has also tightened club licensing requirements, with participating teams now needing to meet high standards for infrastructure, stadium safety, youth development, financial transparency, and legal compliance. These measures aim to foster sustainable operations, attract sponsors, and improve the fan experience, turning clubs into well-run businesses with solid growth strategies.

Adding to the competitions’ prestige, CAF unveiled redesigned trophies for the Champions League and Confederation Cup in May 2025. These modern, intricate designs embody the energy and identity of African football, serving both as symbols of achievement

and as part of CAF’s branding push to elevate its tournaments.

Together, rising prize money, governance reforms, and branding upgrades are reshaping African interclub football. Financial incentives encourage clubs to invest in players and facilities, licensing standards ensure stability and integrity, and solidarity payments promote inclusivity. With growing global media interest and commercial appeal, African football clubs are expanding their visibility and fan bases both at home and abroad.

This integrated approach marks a bold new chapter for CAF, positioning African interclub competitions not just as continental spectacles but as globally respected and commercially viable assets in the football world.

KEY FIGURES

USD 4-million

Men’s Champions League winner (up from USD 2.5 m).

USD 2-million

Confederation Cup winner.

USD 600,000

Women’s CL winner (up 52%).

USD 50,000

Solidarity fee for preliminary round teams.

40%+

Boost in men’s prize pools since Aug 2024

| WINNERS’ PRIZE COMPARISON |          |             |
|---------------------------|----------|-------------|
| Year                      | Men’s CL | Women’s CL  |
| 2021                      | USD 2.5m | USD 400,000 |
| 2022                      | USD 2.5m | USD 400,000 |
| 2023                      | USD 4.0m | USD 400,000 |
| 2024                      | USD 4.0m | USD 600,000 |



# CAF REFEREE DEVELOPMENT

Match officials are a cornerstone of the game and the development of world-class referees is a priority for CAF. The integrity of CAF's competitions relies on the quality of the match officials and there have been many initiatives in the last year to grow capacity on the continent.

## Young Referee Pathways

In October 2024 CAF hosted a four day Young Referees Course in Cairo, training 21 referees aged 15-21 selected from the African Schools Football Championship finalists. The curriculum covered integrity, positioning, game management, and VAR basics.

Since its inception, the CAF African Schools Championship Young Referee Program has reached 200 young officials, offering them international officiating exposure in youth-level competitions, part of CAF's long term strategy to build a pipeline of elite African referees.

## VAR Academy Roll Out Across African Zones

In August-October 2024, CAF launched the CAF VAR Academy, deploying workshops in all six CAF zonal unions. These training sessions aimed to certify over 120 elite referees in Video Assistant Referee (VAR) operations and theory.

The first VAR Academy workshops were

conducted in WAFU B (Côte d'Ivoire), COSAFA (South Africa), UNAF (Egypt), CECAFA (Tanzania), and WAFU A (Senegal), covering zones across West, East, North, and Southern Africa

The COSAFA zone led an intensive VAR rollout in late 2024: eight COSAFA nations participated in Johannesburg workshops attended by 14 elite referees learning both practical VAR operation and theoretical modules.

In February 2025, Zambia hosted the first five day VAR workshop for Central, East, and Southern Africa. Forty male and female referees received at least 25 hours of practical training under FIFA and COSAFA experts, part of a wider push to bring VAR to local leagues and CAF tournaments.

CECAFA launched a VAR training workshop in early October 2024 in Dar es Salaam with participants from 11 countries. CAF's Referee Department led the sessions to certify referees for future VAR use at zonal union tournaments.

## KEY ACHIEVEMENTS

**Grassroots youth & gender inclusion:** Over 200 young referees (aged 15-21) trained; first time 13 women included in a major CAF refereeing cohort at U 17 AFCON 2025.

**VAR capacity building:** Over 120 referees targeted, 180 expected across zonal workshops; 40 trained in Zambia for first full VAR certification in Central/East/Southern zones.

**Operational refinement:** At U 17 AFCON, performances in VAR operations received critical feedback, improving positioning, communication, decision making in dangerous zones (penalty area), and VAR review cycle times.

**Standardised zonal training roll out:** Workshops rolled out, ensuring broad national representation; by end 2024, all six CAF zones had active VAR training modules.



### Integration at TotalEnergies CAF U 17 AFCON, Morocco 2025

At the TotalEnergies CAF U 17 Africa Cup of Nations, Morocco 2025 in April 2025, CAF organized a VAR training open door session for the 45 match officials (including 10 VAR officials).

This included pitch-side simulations, positioning drills, and a simulated match under eight camera CCTV capture in Casablanca, reinforcing physical and VAR performance under competitive conditions.

This event marked CAF's first major inclusion of women referees: 13 of 45 officials were female, reflecting CAF's gender inclusive refereeing strategy. Female refs

participated fully in all drills and feedback sessions, reinforcing equality in officiating development.

### Institutional Support & Strategic Leadership

CAF has underlined the philosophy behind these initiatives: recruit young referees in youth competitions, build a VAR trained referee pool, and promote gender balance in officiating development.

CAF's VAR Academy directly ties into President Dr Patrice Motsepe's broader football development strategy, ensuring that best in class refereeing standards support the integrity and global competitiveness of African football into the future.

### Strategic Impact & Outlook

CAF's referee development initiatives over 2024 and 2025 demonstrate a clear multi level, multi pronged strategy:

**Youth pipeline development:** Identifies and nurtures referees from school age tournaments, feeding them into the elite ecosystem.

**Technological integration via VAR:** Embeds VAR literacy into referee education, bridging the technical gap and advancing African refereeing capability to global standards.

**Gender inclusivity:** Actively elevates female referees into elite levels; at U 17 tournament, women made up nearly

## FEMALE REFEREES

- **CAF HAS BEEN A LEADER IN PROMOTING FEMALE REFEREES**, with Salima Mukansanga (Rwanda), Carine Atemzabong (Cameroon), and Akhona Makalima (South Africa) regularly officiating top men's and women's matches.
- **THIRTEEN FEMALE REFEREES WERE INCLUDED IN THE MATCH OFFICIAL GROUP** for the TotalEnergies CAF U-17 Africa Cup of Nations, Morocco 2025, a record number for any youth tournament on the continent.

30 % of officials in a high profile competition.

**Zonal decentralisation:** By delivering training across all CAF zones, West, East, North, Central, Southern, CAF expands capacity and ensures that even less developed regions participate.

**Certification benchmarks:** Workshops include minimum practical hours, simulations, and collaborative sessions to certify referees under FIFA/COSAFA protocols.

**Operational feedback loops:** Sessions at tournaments provide real time review of match decisions, VAR efficiency, referee physical readiness and process improvement.

### Looking Ahead: Scaling into 2026 and Beyond

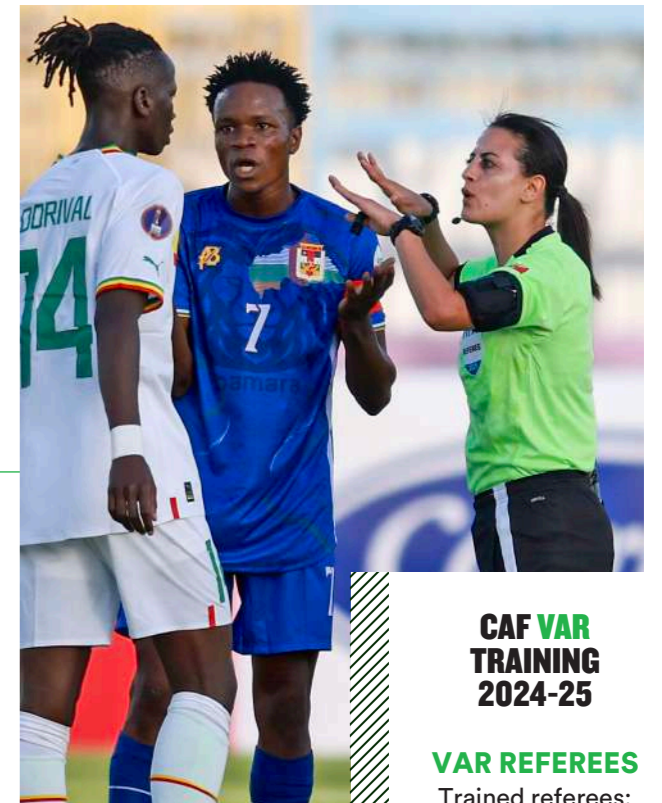
CAF intends to increase the number of VAR

certified referees continent wide, with the goal of rolling out live VAR coverage across more CAF tournaments, including club competitions and qualifiers.

Through initiatives such as CAF VAR Academy, Young Referee Courses, and tournament based open door training, CAF is building a sustainable refereeing ecosystem aiming at long term continental and global officiating professionalism.

Future plans include expanding these programmes into additional youth competitions, pairing refereeing development with long term growth in women's refereeing.

Programmes aimed at promoting direct support to referees in MAs and Zonal Unions are being developed and these will be implemented in the not too distant future.



### CAF VAR TRAINING 2024-25

#### VAR REFEREES

Trained referees: **118**

Certified Video Match Officials (VMO): **24**

Certified referees able to officiate VAR matches: **54**

#### VAR INSTRUCTORS

Trained instructors: **45**

Certified instructors: **6**

#### VAR OPERATORS

Certified VAR operators: **11**

CAF also aims to promote modern refereeing practices and through the CAF Refereeing concept, plan to train and closely monitor International Referees through support to zonal unions (through youth and women's competitions at the zonal level).

The expectations will be seeing them subsequently apply the same modern concepts at the national level to improve standards.

In the near future, we aim to extend this initiative in MAs to non-FIFA referees through the CAF African Schools Football Championship programme, another exciting development.



# CLUB LICENSING

The CAF Club Licensing Online Platform (CLOP) is a digital tool developed by the CAF to manage and enforce club licensing requirements across Africa.

## INTRODUCTION

The 2024/25 period marked another decisive step in CAF's mission to raise standards across African club football. The CAF Club Licensing system, implemented through the Club Licensing Online Platform (CLOP), has continued to expand in both scope and impact, underpinning the professionalisation of the game for both men's and women's competitions.

The use of CLOP has now become second nature for most Member Associations, resulting in fewer support-related queries and a reduced need for national seminars - both encouraging indicators of growing familiarity with the system.

By setting and enforcing minimum requirements in sporting, infrastructure, administrative, legal, and financial domains, club licensing ensures that participating teams are equipped to compete at the highest level both on and off the pitch.

CAF President Dr Patrice Motsepe's vision of elevating African football standards remains at the heart of this initiative. Through the licensing process, CAF is not only preparing clubs for continental competition but also driving improvements within domestic top-tier leagues in all 54 Member Associations

## KEY DEVELOPMENTS IN THE PAST YEAR

### Full Integration of CLOP Across Africa

Following its pilot phase, CLOP is now fully operational in all CAF Member Associations.

The platform provides a paperless, centralised system where clubs submit all licensing documentation digitally, allowing Member Associations and CAF to process applications with greater efficiency, transparency, and consistency, driving standards forward.

### Wider Adoption in Domestic Competitions

For the first time, CLOP has been systematically used for licensing in domestic top-tier competitions in multiple Member Associations.

### Growth in Women's Club Licensing

Building on the successful licensing of 38 women's clubs for the 2024 CAF Women's Champions League, CAF maintained momentum by expanding training and licensing support for women's teams across the continent. This year's process saw 43 women's clubs licensed with zero rejections, a 13% increase from the previous cycle.

### Capacity Building and Training

CAF delivered four regional workshops and numerous national training sessions, equipping administrators and club officials with the skills needed to complete licensing efficiently. Over 100 women administrators were trained, marking a significant investment in

gender-inclusive football development.

### Alignment with Development Goals

Licensing outcomes are increasingly linked to CAF development funding and prize eligibility, creating a direct incentive for clubs to meet compliance standards. The upcoming cycle will also introduce post-licensing audits to ensure sustained adherence.

## LOOKING AHEAD

CAF's focus for the next period includes:

- Conducting a strategic review of the Club Licensing system to assess whether it is meeting its objectives and to identify areas for improvement.
- Refocusing the club licensing approach to place greater emphasis on developmental outcomes.
- Providing Member Associations with practical support toolkits and templates to streamline implementation.
- Establishing a comprehensive online education programme for football administrators across the continent.
- **Expansion of Women's Licensing:** Extending mandatory licensing to more domestic women's leagues, increasing the number

of teams eligible for the CAF Women's Champions League.

- **Post-Licensing Audits:** Introducing annual compliance checks to maintain standards beyond the initial approval stage.
- **Infrastructure and Finance Support:** Launching regional programmes to help clubs meet infrastructure and financial criteria.
- **Data-Driven Insights:** Leveraging CLOP's analytics to identify trends, common challenges, and best practices across all CAF's Member Associations.

## LICENSE APPROVAL RATES

| Season  | Competition | Confirmed | Rejected | Total Applications |
|---------|-------------|-----------|----------|--------------------|
| 2025/26 | IC Licence  | 141       | 3        | 144                |
|         | WCL         | 43        | 0        | 43                 |
| 2024/25 | IC Licence  | 144       | 4        | 148                |
|         | WCL         | 46        | 3        | 49                 |



# CAF JUDICIAL BODIES

The CAF Judicial Bodies oversee disciplinary matters, ethics violations, and legal disputes, ensuring that the rules and regulations of CAF and FIFA are upheld. These judicial bodies operate based on the CAF Disciplinary Code which outlines their powers, jurisdiction, and procedures.

## CAF DISCIPLINARY BOARD

For the third consecutive season, the number of disciplinary cases adjudicated by the CAF Disciplinary Board has shown a marked increase, rising by 26% compared to the previous season. Between August 2024 and August 2025, a total of 82 cases were registered, up from 65 in the 2023/24 season.

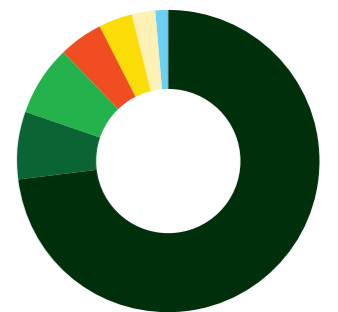
This sustained upward trend may reflect

several contributing factors, including more rigorous enforcement of regulations, improved mechanisms for reporting violations, and evolving behavioural patterns within CAF competitions. In turn during the same period, 9 appeals were filed before the CAF Appeals Board against such decisions. On average, the Disciplinary Board decision was upheld in 60% of cases and overturned in 40%.

In addition, 3 appeals

were filed before the Court of Arbitration for Sport (CAS) against such appeals decisions.

Among decisions issued by the Disciplinary Board, match-related incidents again dominated the docket (80%), covering order-and-security breaches (fireworks, object-throwing, field invasions, offensive banners), player/official misconduct, and violations of fair-play principles were also a factor.



**CASES BY INFRINGEMENT**  
 Match Incidents: 60  
 CAF Statutes: 6  
 Competition regulations: 6  
 Protest: 4  
 Respecting decisions: 3  
 Doping: 2  
 Match-fixing: 1

## KEY NUMBERS

**1,680,000**

The total amount of fines in USD imposed by the CAF judicial bodies in the 2024/25 sporting period.

**300,000**

Ten percent of all fines imposed by the CAF judicial bodies were between USD 50,000 and USD 300,000. The majority (31%) were between USD 10,000 and USD 20,000.

**425**

The number of referees from all levels who participated in education activities run by the CAF Integrity Department.

**82**

The overall number of disciplinary cases heard by the CAF Disciplinary Board between August 2024 and August 2025.



### INTEGRITY

The following activities were performed over period 2024-2025 in furtherance of the CAF Integrity Action Plan. CAF has long maintained a zero tolerance policy towards acts of foul play and will in the future continue to strengthen plans and activities to ward off this threat:

#### Detection and Monitoring

The CAF Integrity Department monitored all CAF inter-club and tournament activities in 2024/25. No corruption or unlawful betting cases were found. Two match manipulation alerts-one in World Cup qualifiers, one in CAF competitions-were received but lacked evidence for investigation.

#### Capacity Building

The department held its first online workshop for integrity officers from all 54 Member Associations, sharing best practices in safeguarding competitions regionally and globally. Technology remains a key focus area and as it develops, so CAF will provide solutions in this regard.

#### Education for Referees

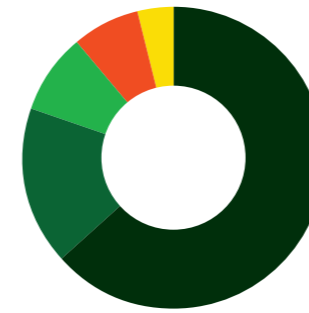
Workshops with the CAF Referee Department reinforced CAF's zero-tolerance stance on match-fixing, betting, and corruption. The Referees were taken few various different scenarios and had the tools to be able to identify and report threats. This is key for the integrity of the game not just in Africa, but around the world.

#### Youth Awareness

At the CAF African Schools Football Championship Ghana 2025 Continental Finals, CAF delivered its first anti-corruption education for youth players, stressing risks, community impact, and reporting channels. This is to raise awareness in the young players, many of who may go on to have long and successful careers. But introducing the subject to them at a young age it prepares them with knowledge should they be approached.

#### Investigative Support

CAF provided Member Associations with reports on suspected match manipulation and assisted in investigating serious cases.



#### DISCIPLINARY MEASURES

■ Fine: 52  
 ■ Match without fans: 14  
 ■ Match suspension: 7  
 ■ Warning: 6  
 ■ Forfeit: 3

### DISCIPLINARY MEASURES

During the 2024/25 season, the Disciplinary Board imposed various sanctions under Article 88 of the CAF Disciplinary Code. Details are provided in the chart alongside.



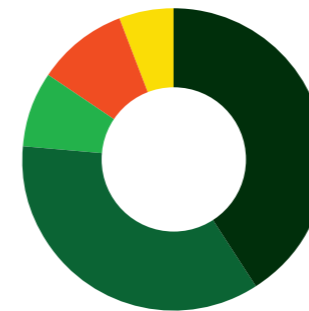
#### FINE AMOUNTS

■ USD 1,000-5,000: 16%  
 ■ USD 5,001-10,000: 19%  
 ■ USD 10,001-20,000: 31%  
 ■ USD 20,001-50,000: 24%  
 ■ USD 50,001-300,000: 10%

### OVERVIEW OF FINES

Fines are the most common form of sanction imposed by the Disciplinary Board. The total amount of fines imposed by the CAF Disciplinary Board for the 2024/25 sporting period has increased compared to previous seasons, reaching USD 1,680,000.

These financial penalties are either the result of serious violations committed by these clubs, or the accumulation of repeated infractions across multiple matches.



#### YELLOW CARDS

■ Champions League: 494  
 ■ Cup of Confederation: 427  
 ■ U-17 Final Tournament: 98  
 ■ U20 Final Tournament: 115  
 ■ WAFCON Final Tournament: 69



#### RED CARDS

■ Champions League: 13  
 ■ Cup of Confederation: 16  
 ■ U-17 Final Tournament: 11  
 ■ U20 Final Tournament: 3  
 ■ WAFCON Final Tournament: 2

### RED & YELLOW CARDS IN CAF COMPETITIONS

The number of yellow and red cards issued during the current season has remained consistent with previous seasons. This suggests that the level of disciplinary enforcement is stable across competitions, with no significant increase or decrease in violations of the laws of the game. From a fair play

perspective, the Women Africa Cup of Nations competition distinguishes itself as the most disciplined among all competitions analyzed. It registers the lowest incidence of both yellow and red cards, reflecting a commendable adherence to the rules and a high standard of sportsmanship demonstrated by its participants.



# CAF SAFETY & SECURITY

CAF's Safety and Security Department delivered multiple cohesive, high-impact interventions, from nationwide training and regional workshops to continental webinars, directly involving almost 800 trained security personnel and club officers. These programmes have professionalized security operations, standardized protocols, and empowered national associations to deliver safer football events across Africa.



## CAF SAFE STADIUM INITIATIVE

The CAF Safe Stadium Initiative is a flagship program designed to strengthen the safety and security culture across African football. The initiative focuses on building long-term capacity within CAF Member Associations to sustainably manage

matchday safety and security in alignment with international best practices.

### The program is designed to:

- Build a standardized understanding of CAF safety and security regulations
- Equip participants with the technical knowledge and

operational skills to plan and deliver secure football matches

- Promote collaboration among national football and security stakeholders
- Enhance the capacity of Member Associations to develop and implement their own safety and security frameworks

### Countries Trained:

- **2024 (July-December) - 17 MAs:** Eswatini, Zimbabwe, Madagascar, Rwanda, Namibia, Liberia, Gabon, Congo, Djibouti, Kenya, Tanzania, Comoros, Uganda, Gambia, Algeria, Tunisia, Nigeria
- **2025 (January-August) - 8 MAs:** Zambia, Egypt, Botswana, Guinea, Seychelles, Niger, Côte d'Ivoire, Malawi



## NATIONAL SAFETY & SECURITY OFFICERS SYMPOSIUM

This event in Cairo from October 29-31, 2024 brought together 54 National Safety & Security Officers from across CAF's member associations in a three day intensive workshop.

Delivered modules on CAF Safety Regulations, accreditation and access control, crowd and queue management, stadium barrier design, and incident escalation protocols.

It included guest speakers from FIFA, UEFA, NFIP, and the European Football Police Group. The event featured practical barrier layout exercises and accreditation drills alongside case study analyses.

It set the foundation for standardized stadium safety protocols and strengthened CAF's continental safety architecture.

## CONTINENTAL WEBINAR: SAFETY CONFERENCE

CAF hosted a virtual Safety and Security Conference Webinar on 11 July, 2025, attracting over 700 participants, including CAF Safety and Security Officers, National Safety Officers, and Club Security Officers from CAF Member Associations.

The webinar addressed emerging threats, incident reporting protocols, planning coordination, and capacity-building strategies. Discussions included CAF's decentralization roadmap and strategies for enhancing local operational capacity.

International contributors included heads of security from FIFA, UEFA, and the AFC, as well as experts from the International Centre for Sport Security.

Panelists included CAF lead officers such as CAF's Head of Safety and Security Dr Christian Emeruwa, Ababacar Sene, Xolile Vilakati, and Zakarihya Diabate.

## SUMMARY OF FINAL TOURNAMENTS

### CAF Women's Champions League

**Summary:** Operations successfully coordinated. No major incidents recorded.

### CAF Beach Soccer Africa Cup of Nations

**Summary:** Safety and security well managed during the final. No major incidents.

### FIFA World Cup Qualifiers

**Summary:** Safety and security operations coordinated across all participating countries. No major incidents reported.

### CAF Champions League Final

**Summary:** Full security coordination. No significant incidents recorded.

### CAF Confederation Cup Final

**Summary:** Safety operations successfully coordinated. No major incidents.

### CAF Super Cup Final

**Summary:** Safe and secure environment ensured. No incidents noted.

### CAF Women's Africa Cup of Nations

**Summary:** Coordinated safety operations throughout. No major incidents.

### Women's Futsal Africa Cup of Nations

**Summary:** Safety and security handled effectively. No major incidents reported.

### GIFT U-17 Girls' Tournament

**Summary:** Safe conduct of all matches. No major incidents.

### CAF U-20 Africa Cup of Nations

**Summary:** Comprehensive coordination throughout tournament. No incidents.

### CAF U-17 Africa Cup of Nations

**Summary:** Morocco claimed the title. Tournament safely delivered.

### African Schools Football Championship Finals

**Summary:** Event managed in coordination with LOC. No incidents recorded.



# MEDICAL & ANTI-DOPING

The anti-doping activities conducted by the CAF Anti-Doping Unit demonstrate significant progress in the continent's efforts to promote clean sport, leverage technological advancements, and enhance regional capacity through widespread education and rigorous testing protocols.

## TESTING AND OPERATIONS

CAF strengthened doping control measures across youth, club, and national team tournaments.

At the TotalEnergies CAF Super Cup 2024 in Saudi Arabia, testing was executed via the ADAMS and MODOC systems.

During AFCON Beach Soccer 2024 in Egypt (19-26 October), all eight teams were tested, with 60 samples collected, 47% in-competition and 53% out-of-competition. This was the first edition to include out-of-competition testing.

The Women's CAF Champions League

2024 (9-23 November, Morocco) recorded its highest ever total, with 88 samples using MODOC, part of 104 tests, 65% in-competition, 35% out-of-competition.

In 2025, the U-17 AFCON saw 200 samples (136 in-competition, 64 out-of-competition), and the U-20 AFCON had 172 samples (120 in-competition, 52 out-of-competition), the highest totals in African youth football history.

CAF also expanded testing in the CAF Champions League (120 in-competition, 12 out-of-competition) and the CAF Confederation Cup (108 in-competition, 8 out-of-

competition), introducing out-of-competition testing for the first time in both competitions.

These record numbers highlight CAF's commitment to rigorous, year-round anti-doping surveillance at all levels of African football.

## Regional Workshops and Capacity Building

Regional workshops remain a cornerstone of CAF's strategy. The WAFU B zone hosted a regional workshop in Burkina Faso (October 14-16, 2024), with the objective to train new Doping Control Officers on the MODOC system and develop a unified list of drug testers for both CAF and FIFA competitions.

Similarly, the CECAFA zone in Uganda (December 8-10, 2024) held a comprehensive training for 24 medical professionals from 12 member nations, focusing on current doping trends, procedures, and the CAF Anti-Doping Strategy.

The COSAFA region conducted a workshop from January 20-22, 2025, training participants on doping testing, WADA prohibited substances, and the use of MODOC to ensure readiness for CAF and FIFA events.

## UEFA-CAF MEDICAL COLLABORATION MEETING

Alongside the 9th UEFA Medical Symposium, UEFA and CAF medical departments met to strengthen cooperation in football medicine. Dr Zoran Bahtijarević (UEFA Chief of Medical and Antidoping) and Dr Sidiki Boubakary (CAF Medical Manager) led discussions, focusing on training, research, and experience exchange.

## Training in Football Emergency Medicine in Africa

UEFA will support CAF from 2026 in a three-year "train the trainers" programme. Each of CAF's 54 Member Associations will nominate one participant (plus Dr Boubakary), making 55 total trainees.

### Key points include:

- Participants should be 40 years old or younger.
- Training will be two days, followed by a third day of written and practical exams, requiring 80% minimum in theory and a pass in practicals.
- CAF will decide the location and whether to group countries by language or zone.

- UEFA, through its UEFA Together initiative, will cover airfare, full-board accommodation, local transport, and provide training materials.
- Proposed dates must reach UEFA by June 2025.

## Experience Exchange at Tournaments

UEFA will help CAF strengthen medical operations at CAF tournaments:

- Training team physicians and local medical committees.
- Overseeing medical logistics in airports, hotels, stadiums, and hospitals.

UEFA will also invite CAF administrators to UEFA tournaments to gain first-hand experience in European-level medical organisation. CAF must send invitations in advance.

## KEY NUMBERS

200

During the AFCON U-17 2025 in Morocco, a total of 200 anti-doping samples were collected, the highest in any youth African competition.

172

In the AFCON U-20 2025, 172 samples were collected, marking the highest in any women's club competition in Africa.

105

The number of trained Doping Control Officers (DCOs) increased from 22 in 2023 to 105 by January 2025, covering approximately 70% of African countries.

88

The Women's CAF Champions League 2024 saw 88 samples collected, the highest number ever in Africa for a women's club competition.



# FINANCIAL REPORT

A summary of the Unaudited financials for 2024-2025 for CAF.

## OVERVIEW

The Financial year closed with an unaudited net loss of USD 43m, compared to a profit of USD 9.5m in 2024. The main cause was the postponement of CHAN and AFCON 2025 into the 2025-2026 financial year, delaying recognition of their revenues.

Despite this, CAF strengthened its cash position and high investment in football development.

## REVENUE PERFORMANCE

**Total Revenue:** USD 88.8m, down 47% from USD 166.4m last year, driven largely by CHAN 2024 and AFCON 2025 deferred to the second half of 2025 causing a dip in our revenue base.

**Competition-related revenue:** USD 71.8m, down 48% from USD 138.5m. Overall CAF's income profile remains dependent on CHAN and AFCON, our two flagship events.

## EXPENSE MANAGEMENT

**Total Expenses:** USD 144m, down 9% from USD 158.6m.

**Football Development Spending:** USD 47.6m, up 23%, reflecting CAF's long-term commitment of making African football globally competitive notwithstanding revenue challenges in the year.

**Subventions to Member Associations:** Increased from USD 275k to USD 400k each

**Zonal Funding for Grassroots Football:** USD 750k per zone to all six zones to strengthen youth and community football development.

**Interclub Solidarity Fund:** USD 50k paid to 78 clubs (USD 3.9m), in line with the CAF President's vision to provide direct financial support to football development at club level.

**Capacity Building:** USD 17.5m expensed on capacity building

programs, training and conferences for officials, coaches, referees, and football administrators.

**Distribution Expenses:** USD 43.2m, down 44% (fewer competitions).

**Competition Organization Costs:** USD 27.5m, up 41%, due to pre-event preparations, logistical commitments, and inflation.

**Governance & Administration:** USD 25.7m, covering staff, committees and head office administration costs.

## CASH POSITION & LIQUIDITY

**Cash Reserves:** USD 124.8m, up 61% from prior year. Collection of contractual revenues for CHAN and AFCON 2025, with payments starting in January 2025.

This provides a financial buffer to absorb the year's losses, maintains liquidity to support operations, competitions, and development programs without disruption.

## SUMMARY

Overall, despite lower revenues, CAF increased investment in football development, with targeted support for grassroots programs and club-level development in line with the President's vision.

## KEY NUMBERS

**124,800,000**

Cash reserves rose to USD 124.8m, up 61% from the prior year.

**47,600,000**

Football development investment rose 23% to USD 47.6m.

**17,500,000**

The amount invested in the training of officials, coaches, referees, and administrators.

**9%**

Total expenses for the year were down 9% to USD 144m.

# BUDGET SUMMARY



## FOREWORD FROM CAF FINANCE COMMITTEE CHAIRMAN FOUZI LEKJAA

The 2025-2026 CAF Budget reflects a year of strategic growth, sound financial management, and an unwavering commitment to the development of African football.

Our projected revenue of USD 312.85-million demonstrates the continued strength of our competitions and the trust placed in us by our valued commercial partners.

Key revenue drivers include USD 111.24m from sponsorships, USD 81.16m from TV and media rights, and USD 77.5m from commercial agency revenue, supported by strong returns from ticketing, hospitality, and FIFA Forward 3.0 funding.

The TotalEnergies CAF Africa Cup of Nations, Morocco 2025 is set to be a landmark event, with Morocco's world-class infrastructure enabling record financial results. This flagship competition, alongside

the TotalEnergies CAF Champions League, TotalEnergies CAF Confederation Cup, and other major tournaments, continues to elevate African football's global profile.

On the expenditure side, USD 284.39m has been strategically allocated to ensure immediate impact and long-term sustainability.

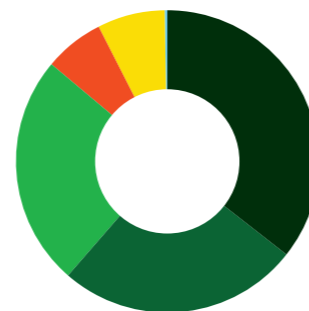
Competitions account for the largest share, including USD 125.35m in prize money, rewarding excellence and inspiring performance.

A further USD 57.8m is committed to development, supporting grassroots growth, capacity building, and infrastructure projects across all six CAF zones.

Governance and administration remain well-resourced to ensure transparency and efficiency at every level. Our prudent approach delivers a projected surplus of USD

28.46m. This surplus will be reinvested into programmes that strengthen Member Associations, improve infrastructure, and expand access to the game for men, women, and youth. In short, we are not just securing financial stability, we are creating a foundation for accelerated growth.

With a sponsorship portfolio worth USD 188.74m, and supported by major broadcasters like beIN Sports, New World TV, and Canal+, CAF enters this cycle with stability, ambition, and optimism, ready to deliver another year of success for African football and its millions of passionate supporters.



**REVENUE BREAKDOWN**  
 Sponsorship **111.24**  
 TV & Media Rights **81.16**  
 Commercial Agency **77.50**  
 Ticketing & Hospitality **20.00**  
 FIFA Forward 3.0 **22.50**  
 Other Income **0.45**

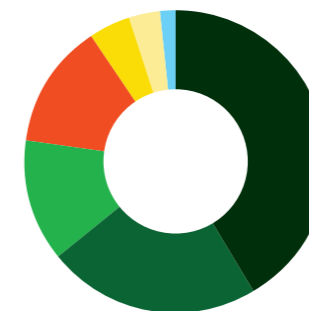
**REVENUE GENERATION**  
 CAF projects USD 312.85 million in revenue for 2025-2026, driven primarily by sponsorships (USD 111.24m), TV & media rights (USD 81.16m), and commercial agency revenue (USD 77.5m). Additional income includes ticketing & hospitality (USD 20m), FIFA Forward 3.0 funding (USD 22.5m), and other minor sources. The TotalEnergies Africa Cup of Nations (AFCON) Morocco 2025 is expected to deliver record returns, supported by Morocco's top-tier infrastructure.



**EXPENDITURE BREAKDOWN**  
 Prize Money **125.35**  
 Tournaments **47.78**  
 Development **57.80**  
 Governance **15.38**  
 Administration **38.08**

**EXPENDITURE**  
 Expenditure is projected at USD 284.39-million, broken down by Competitions (USD 173.13m), with prize money (USD 125.35m) and organisation costs (USD 47.78m). Development spending is projected at USD 57.8m for MAs, zones, grassroots and projects. Governance is at USD 15.38m and administration is USD 38.08m.

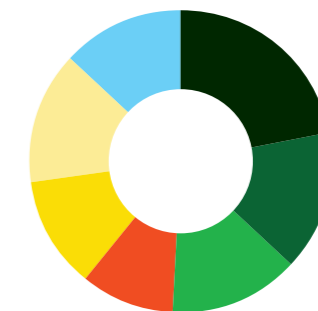
The result is a budget surplus of USD 28.46m, ensuring strong financial health.



**PRIZE MONEY**  
 AFCON **32.00**  
 CAF Champions League **17.60**  
 CAF Confederation Cup **9.90**  
 CHAN **10.40**  
 WAFCON **3.475**  
 CAF Women's Champions League **2.40**  
 ASFC **1.275**

**COMPETITIONS**  
 The TotalEnergies CAF Africa Cup of Nations, Morocco 2025 is forecast to contribute USD 113.1-million in net profit. Other profitable tournaments include the TotalEnergies CAF Champions League, TotalEnergies CAF Confederation Cup and TotalEnergies CAF Super Cup.

Women's and youth competitions are projected to operate at a deficit to support participation and talent growth.



**STAFFING REGION**  
 North Zone **22%**  
 West Zone A **15%**  
 West Zone B **14%**  
 Central Zone **10%**  
 East Zone **12%**  
 South Zone **14%**  
 Non-CAF Nations **13%**

**STAFF COMPOSITION**

| Gender | Male     | 66% |
|--------|----------|-----|
|        | Female   | 34% |
| Age    | Under 30 | 12% |
|        | 30-50    | 78% |
|        | Over 50  | 10% |

**WORKFORCE**  
 CAF employs 125 staff (66% male, 34% female) from across its six zones and some non-CAF member nations. Most staff (78%) are aged 30-50.

**SPONSORSHIP**  
 Total sponsorship revenue is projected at USD 188.74-million, with major partners including TotalEnergies, Orange, 1xBet, Unilever, Visa, Royal Air Maroc, and the European Union. TV and media revenues total USD 81.16m, led by broadcasters such as beIN Sports, New World TV and Canal+.

# AFRICAN CLUB ASSOCIATION

CAF and the African Club Association signed a Memorandum of Understanding in March 2025 to boost club football on the African continent.



The Confédération Africaine de Football (“CAF”) President Dr Patrice Motsepe and African Club Association (“ACA”) Chairman Hersi Said signed a historic Memorandum of Understanding (MoU) in Cairo, Egypt on 11 March 2025.

The MoU strengthens the partnership between CAF and ACA and formalizes a number of strategic objectives.

ACA has commended CAF President Dr Motsepe for increasing financial support for Club Football. This includes the USD 50,000 solidary fee given to all Clubs that participated in the preliminary stages of the CAF Interclub competition - marking it the first time Clubs are given financial assistance to participate in the CAF Interclub Competitions.

ACA was launched in November 2023 with the support of Dr Motsepe and recently announced it would be setting up offices at the world-class King Mohammed VI National Football Academy in Sale, Morocco.

CAF and ACA have mutual aims that are

crucial in growing the Club football on the continent, including to protect and develop a large and healthy professional football sector and invest in and promote the training of young talented players in the long-term interest of football.

They also seek to ensure players benefit from suitable education pathways throughout their sporting careers and to promote fair play and to fight against racism, doping, violence, match-fixing and corruption in football.

CAF and ACA will work to ensure National Team and Club Football provides substantial benefits to players, Clubs, Leagues and Member Associations and foster a closer working relationship.

From its founding, the ACA has worked tirelessly to reshape the narrative around African club football. Its recognition and growing influence within CAF, including representation at the CAF Executive Committee (Exco), mark important milestones in its journey.

ACA’s active involvement



# ACA AT A GLANCE

## WHAT IS THE ACA?

The African Club Association (ACA) is a body established by the Confédération Africaine de Football (CAF) to represent, support, and promote the interests of African football clubs competing in CAF competitions. It acts as a formal platform for club engagement in governance, decision-making, and football development.

## Partnership with CAF

Officially launched in November 2023, on 11 March 2025, CAF and ACA signed a Memorandum of Understanding (MoU) in Cairo. The agreement includes joint governance, licensing enforcement, dispute resolution, and compliance frameworks and creates a pathway forward for the two organisations.

## Headquarters

Based at the King Mohammed VI National Football Academy in Rabat, Morocco.

## Key Financial Benefit

ACA and CAF introduced USD 50,000 solidarity payments for clubs eliminated in the preliminary rounds of the CAF Champions League and Confederation Cup in 2024/25 - a first in CAF history. This will be raised to USD 100,000 in 2025/26.

## Objectives

Promote club development, good governance, and commercial viability. Serve as a liaison between clubs and CAF for regulatory, legal, and administrative matters. Encourage professionalisation through education and collaboration.



in key decisions around club competition formats, commercial strategy, and player development illustrates its integral role. It has sparked strategic conversations about equity in tournament representation, financial sustainability, and innovation - conversations that are shaping the future of African football.

The ACA's visibility in key events and matches of the CAF Interclub tournaments is paramount, and it's a commitment that will

go a long way to show solidarity, visibility, and leadership. This helps to deepen ties with member clubs, and actively participating in key events that shape African club football.

One of ACA's greatest challenges - and greatest opportunities - is expanding its membership. Too many clubs across Africa remain unregistered with the association, despite the availability of CAF-backed financial support and technical assistance.

The benefits are real: funding, representation, visibility and influence. But these can only be fully realised through collective action.

The future of African club football hinges on unity. The more clubs that come under the umbrella, the stronger the association becomes - both in negotiating power and in shaping a sustainable, inclusive future for the game.

ACA understands that commercial viability is key for African clubs to compete on the world stage. The Association is actively exploring marketing and commercial strategies and global partnerships to boost revenues and enhance professionalism. These efforts aim to ensure that African clubs are financially sustainable.

This vision includes both men's and women's football.

ACA is committed to ensuring that women's club football receives the investment, structure, and opportunities it needs to flourish.

## AFRICAN CLUB ASSOCIATION BOARD

### CECAFA

**Hersi A. Said**  
Young Africans, Tanzania

**Hassan Ali Eissa**  
Al Hilal, Sudan

### COSAFA

**Jessica Motaung**  
Kaizer Chiefs, South Africa

**Salamo Newboy Hei**  
African Stars, Namibia

### UNAF

**Khaled Abdelkader**  
Al Ahly, Egypt

**Mohamed Boudrika**  
Raja Casablanca, Morocco

### UNIFFAC

**Ravel Mondjo Mbouloungou**  
CS Bendje, Gabon

**Guy Kapya Kilongozi**  
Maniema Union, DR Congo

### WAFU A

**Rodney Edmond Michael**  
Mighty Blackpool, Sierra Leone

**Famakan Dembele**  
Real Bamako, Mali

### WAFU B

**Ayibatin Wilfrido**  
Loto FC, Benin

**Paul Bassey**  
Akwa United, Nigeria

# IN MEMORIAM

African football lost several stalwarts in the past 12 months as we honour those who have passed away after making their contribution to the continental game.



**Ahmed Faras:** African Footballer of the Year in 1975 and captain of the only Moroccan side to have won the Cup of Nations in 1976.

## ALGERIA

**Lakhdar Bouyahi:** Defender who competed for Algeria at the 1968 Africa Cup of Nations finals.

**Issad Domar:** Former national team player and President of the Algerian Football Federation (FAF).

**Marouane Kacemi:** Respected Algerian referee who perished in a bus accident aged 37.

**Djamel Menad:** Winner of the Africa Cup of Nations in 1990, he

also played for Algeria at the 1986 World Cup in Mexico.

## BENIN

**Razak Omotoyossi:** Born in Nigeria, Omotoyossi was a Benin international who died aged 39.

## BOTSWANA

**Stanley Tshosane:** Coached Botswana to their only Africa Cup of Nations finals appearance in 2012. Was a former winger.

## CAMEROON

**Pascal Owona Baylon:** President of FECAFOOT from 1990-1993 and a former captain of the Indomitable Lions.

**Emmanuel Kundé:** Captained Cameroon to the quarter-finals at the 1990 World Cup.

## CONGO

**Jean-Jacques Ndomba:** Captained Congo at the 1992 Cup of Nations.

**Noel Minga:** Scored the semi-final winner before helping Congo to take the 1972 Cup of Nations. He was also a scorer at the 1974 finals and coached Congo at the 1992 edition in Senegal.

## DR CONGO

**Paul-Mohamed Kalambay Otepa:** Goalkeeper for TP Mazembe when they won the African Champions Cup in 1967 and 1968.

## EGYPT

**Mimi Al Sherbini:** Cup of Nations winner with Egypt in 1959 and later a beloved TV commentator in Egypt.

**Ehab Galal:** Coach of Egypt in 2022 and defender for Ismaili and Al Masry.

**Mrs Abla Hassan:** Long-serving Competitions Director at CAF who blazed a trail for women in the game.

## GABON

**Aaron Boupendza:** Gabon international striker who competed in the 2021 Africa Cup of Nations finals.

**Kévin Mbakogo:** Striker for Vautour Club who passed away playing a match.



## RACHID MEKHOLOUF ALGERIA

**PICKED** to play for France at the 1958 World Cup, he opted instead to sneak out of Europe in a dramatic clandestine escape to Tunisia and spent four years playing in some 80 matches for a team put together by the Algerian liberation movement FLN. They went on a worldwide tour to help publicise the cause of Algerian independence in 1962. Born in Sétif, Algeria, at the time a French territory, he was the star striker for St Etienne between 1954 and 1958. After Algeria's independence, he returned to St Etienne and helped them to championships in 1964, 1967, 1968 and the 1968 Coupe de France. He is the second best scorer in the history of the club (151 goals). He ended his career at SC Bastia (1968-1970). He won four caps for France between 1956-1957 and later 11 for Algeria (1962-1968). He also co-coached the Algerian team at the World Cup in Spain in 1982 and later became the president of the Algerian Football Federation.

## GHANA

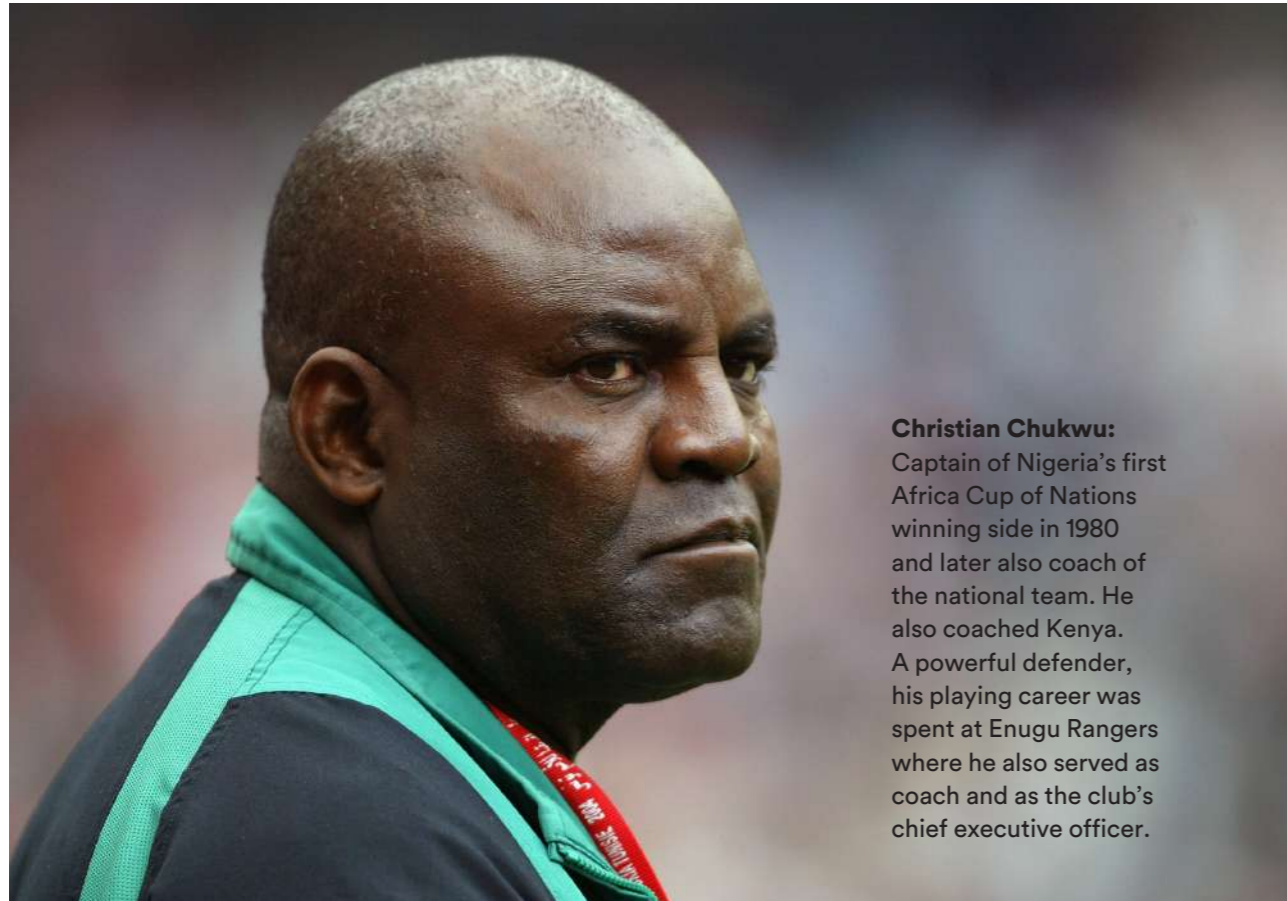
**Wilberforce Mbum:** Scorer of two goals in Ghana's 3-0 win over Sudan in the 1963 Africa Cup of Nations final. He was a long-standing striker at Asante Kotoko but also played at New York Cosmos in the United States during his career.

## KENYA

**Austin Oduor:** Captain of Gor Mahia when they won the 1987 African Cup Winners' Cup.

## MALI

**Moussa Kanouté:** A top FIFA-accredited referee and official at FEMAFoot.



**Christian Chukwu:** Captain of Nigeria's first Africa Cup of Nations winning side in 1980 and later also coach of the national team. He also coached Kenya. A powerful defender, his playing career was spent at Enugu Rangers where he also served as coach and as the club's chief executive officer.

**MOROCCO**

**Hassan Akesbi:** Top scorer for French club Nimes (119 goals in 204 matches between 1955-63) who then won the 1962 French championship with Stade Reims and also played at Monaco. His international career with Morocco was limited to six caps between 1960-69.

**Abdelaziz Barrada:** Competed at the 2013 Cup of Nations and in the 2012 London Olympic Games. He signed his first professional contract at Paris-St Germain, moving to Getafe in Spain and then going on to Olympique de Marseille.

**Mouchine Bouhlal:** Defender who competed at the 1992 Africa Cup of Nations finals and at the Olympic Games in Barcelona the same year.

**Marwa El Hamri:** Talented player at Nahdat Berkane women's football team who tragically lost her life in a car accident.

**Abdelkader Lachheb:** His 23 goals for Wydad Casablanca took them to the Moroccan league championship in 1976. Later became his country's ambassador to Canada, Japan, and Russia.

**NAMIBIA**

**Charles Siyauya:** General secretary of the Namibia Football Association.

**NIGERIA**

**Charles Bassey:** Won the 1980 Africa Cup of Nations title, which was the first for the Super Eagles, making him an instant hero in the country.

**Moses Effiong:** Reserve goalkeeper for Nigeria's 1980 Africa Cup of Nations winning team, but a fine gloveman in his own right.

**Monday Sinclair:** Former coach of Nigeria and Equatorial Guinea in international football.

**SENEGAL**

**Patrice Cardeau:** Senegal international who won the league title with US Goree.

**Louis Camara:** Played at the 1965 and 1968 Cup of Nations finals and coached Senegal's national team.

**Fadiouf Ndiaye:** Captain and central defender of Union Sportive de Ouakam who collapsed while playing.



**Peter Rufai:** Goalkeeper at the 1994 and 1998 World Cups and also when they won the 1994 Africa Cup of Nations. He also played in the final in 1988 when Nigeria lost to Cameroon and at the 1984 tournament as well.

**SOUTH AFRICA**

**Angelo Tsihlas:** Former coach and director of Mamelodi Sundowns

**Lucas Moripe:** Dazzling midfielder with Pretoria Callies, who also played in Hong Kong

**Sinamandla Zondi:** 22-year-old defender with Durban City who died in the warm-up before a league match.

**SUDAN**

**Ali Gagarine:** Played at the 1970 and 1976 Cup of Nations finals and won multiple championships with Al Hilal

**TOGO**

**Sabirou Bassa-Djeri:** National team goalkeeper from 2017-2019, who also played at Coton Sport in Cameroon and Enyimba in Nigeria

**TUNISIA**

**Mohsen Habacha:** Defender at the 1963 and 1965 Cup of Nations finals, who spent most of his career at Étoile Sahel

**UGANDA**

**Peter Kabugo:** Assistant referee, who collapsed during a league match at Wankulukuku Stadium and sadly passed away.

**ZIMBABWE**

**Tendai Ndro:** Top former striker for Chicken Inn, Orlando Pirates, Ajax Cape Town and the Zimbabwe national side who passed away aged 40.

# CAF AWARDS 2024





Nigeria forward Ademola Lookman, Zambia striker Barbra Banda and South Africa goalkeeper Ronwen Williams were the big winners at a star-studded CAF Awards 2024 in Marrakech, Morocco.

Lookman was named CAF Men's Player of the Year after a sensational 12 months with Italian side Atalanta and follows in the footsteps of compatriot Victor Osimhen.

It is the first time Nigeria has had back-to-back winners in the Men's award since Nwankwo Kanu (1996) and Victor Ikpeba (1997).

Banda took the 2024 National Women's Soccer League season in the United States by storm as she helped Orlando Pride to the NWSL Shield and Championship, scoring the

decisive goal in the final against Washington Spirit.

Banda became the first player from Africa to be included in the FIFPRO Women's World 11 in 2024.

Williams was the only double winner, collecting the Men's Goalkeeper of the Year and Men's Interclub Player of the Year awards.

His spectacular penalty saves at the TotalEnergies CAF Africa Cup of Nations Cote d'Ivoire 2023 will live long in the memory, including four in the quarter-final shootout win against Cape Verde as he captained South Africa to the bronze medal.

Nigeria's Chiamaka Nnadozie claimed the Women's Goalkeeper of the Year award for the second year in a row having

had another outstanding season for French side Paris FC, where she was named Première Ligue Goalkeeper of the Season for 2023-24.

AS FAR and Morocco international forward Sanaâ Mssoudy won the Women's Interclub Player of the Year.

Lamine Camara of Senegal and Monaco was the Men's Young Player of the Year and

Doha El Madani of AS FAR and Morocco won the Women's Young Player of the Year as the 19-year-old secured the Golden Boot at the 2024 CAF Women's Champions League with six goals in five matches.

The Men's Coach of the Year went to Emerse Fae after he led Cote d'Ivoire from the brink

of elimination to the TotalEnergies CAF Africa Cup of Nations title on home soil in one of the great global sports stories of 2024.

Moroccan tactician Lamia Boumehdi was named Women's Coach of the Year as she led TP Mazembe from the DR Congo to the 2024 CAF Women's Champions League title with a win over AS FAR in the decider.

Cote d'Ivoire's continental crown saw them named Men's National Team of the Year, while Nigeria's Super Falcons were the Women's National Team of the Year.

Goal of the Year was won by Angola's Mabululu for his audacious finish against Namibia at the continental finals in Cote d'Ivoire, a stunning strike that was worthy of the award.

### 2024 CAF AWARD WINNERS

#### CAF PLAYER OF THE YEAR (MEN)

**Ademola Lookman**  
(Nigeria / Atalanta)

#### CAF PLAYER OF THE YEAR (WOMEN)

**Barbra Banda**  
(Zambia / Orlando Pride)

#### CAF GOALKEEPER OF THE YEAR (MEN)

**Ronwen Williams**  
(South Africa / Mamelodi Sundowns)

#### CAF GOALKEEPER OF THE YEAR (WOMEN)

**Chiamaka Nnadozie**  
(Nigeria / Paris FC)

#### CAF INTERCLUB PLAYER OF THE YEAR (MEN)

**Ronwen Williams**  
(South Africa / Mamelodi Sundowns)

#### CAF INTERCLUB PLAYER OF THE YEAR (WOMEN)

**Sanaâ Mssoudy**  
(Morocco / AS FAR)

#### CAF YOUNG PLAYER OF THE YEAR (MEN)

**Lamine Camara**  
(Senegal / AS Monaco)

#### CAF YOUNG PLAYER OF THE YEAR (WOMEN)

**Doha El Madani**  
(Morocco / AS FAR)

#### CAF COACH OF THE YEAR (MEN)

**Emerse Fae**  
(Cote d'Ivoire)

#### CAF COACH OF THE YEAR (WOMEN)

**Lamia Boumehdi**  
(TP Mazembe)

#### CAF NATIONAL TEAM OF THE YEAR (MEN)

**Cote d'Ivoire**



SCAN WITH YOUR PHONE!  
View the nominations for the 2024 CAF Goal of the Year!

#### CAF NATIONAL TEAM OF THE YEAR (WOMEN)

**Nigeria**

#### CAF CLUB OF THE YEAR (MEN)

**Al Ahly**  
(Egypt)

#### CAF CLUB OF THE YEAR (WOMEN)

**TP Mazembe**  
(DR Congo)

#### CAF REFEREE OF THE YEAR (MEN)

**Mutaz Ibrahim**  
(Libya)

#### CAF REFEREE OF THE YEAR (WOMEN)

**Bouchra Karboubi**  
(Morocco)

#### CAF ASSISTANT REFEREE OF THE YEAR (MEN)

**Elvis Guy Noupue Nguegoue**  
(Cameroon)

#### CAF ASSISTANT REFEREE OF THE YEAR (WOMEN)

**Diana Chikotesha**  
(Zambia)

#### CAF GOAL OF THE YEAR

**Mabululu** (Angola)

# UNION NORD AFRICAINE DE FOOTBALL (UNAF)

 [ NORTHERN ZONE ]



## PRESIDENCY OF THE ZONAL UNION

Mr. Hanan Abou Rida, President of the Egyptian Football Association (EFA), was elected President of the North African Football Union (UNAF) for the 2025-2027 term during the Elective General Assembly held on 11 March 2025 in Cairo, on the sidelines of the CAF Extraordinary General Assembly. Mr. Hanan Abou Rida's election ensures the continuity of the mandate entrusted to the Egyptian Football Association to lead UNAF, which

began with the election of Mr. Gamal Allam on 17 February 2024. Following Mr. Allam's departure from the EFA presidency on 10 December 2024, Mr. Walid Sadi, President of the Algerian Football Federation (FAF) and Vice-President of UNAF, served as interim President of UNAF in accordance with Article 19.8 of the UNAF Statutes until the Elective General Assembly of 11 March 2025, which resulted in the election of Mr. Hanan Abou Rida.



## COMPETITIONS ORGANIZED in 2024-2025

- **CAF Women Champions League | UNAF Qualifiers**
- **UNAF U-17 Women's National Teams Tournament**
- **UNAF U-20 Women's Clubs Tournament**
- **TotalEnergies CAF U17 AFCON | UNAF Qualifiers**
- **TotalEnergies CAF U20 AFCON | UNAF Qualifiers**
- **CAF African Schools Football Championship | UNAF Qualifiers**

## CAPACITY BUILDING

- Training sessions for referees and assistant referees appointed for the tournaments.
- Safeguarding sessions for young male and female players from the participating teams.
- Communication workshops with young media coordinators.

## FOOTBALL DEVELOPMENT

- For a Women-Led Women's Football Seminar (23-24 August 2024 in Algiers).
- Women's Football Clubs Administrators - Female Staff Workshop (26-27 August 2024 in Algiers).
- Technical and sports workshops conducted by former African football stars for youngsters in various school tournaments.



## GENERAL ASSEMBLY

UNAF held an Elective General Assembly on 11 March 2025 in Cairo, during which Mr. Hanan Abou Rida, President of the Egyptian Football Association (EFA), was elected President of UNAF.

## FUTURE TOURNAMENTS

- U20 Women's Tournament.
- TotalEnergies CAF U17 AFCON | UNAF Qualifiers.
- CAF African Schools Football Championship Zonal Phase.
- Futsal tournament.
- U17 tournament in partnership with the Saudi Football Federation in late October, subject to confirmation.

## OTHER INFORMATION

**UNAF 20th Anniversary**  
As part of the festivities marking the 20th anniversary of the creation of UNAF, a ceremony will be organized in December 2025 in Morocco in honour of several personalities and sports figures who have contributed, throughout their career within UNAF, to strengthening its influence and developing football in the region.

### Implementation of ERP system

An Enterprise Resource Planning (ERP) system was implemented for all procurement processes, financial transactions and competition budgeting.



## UNAF NATIONS

- Algeria 
- Egypt 
- Libya 
- Morocco 
- Tunisia 

# WEST AFRICAN FOOTBALL UNION ZONE A (WAFU A)

 [ WESTERN ZONE A ]



## PRESIDENCY OF THE ZONAL UNION

Mr Lamin Kaba Bajo, President of The Gambia Football Federation (GFF), has been the President of WAFU A since the 2022 General Assembly in Tanzania. Since his election, the Zonal Union has experienced a meteoric rise, with the development of competitions and training.



## COMPETITIONS ORGANISED

- **CAF Women Champions League | WAFU A Qualifiers**
- **WAFU A Women's Cup**
- **TotalEnergies CAF U17 AFCON | WAFU A Qualifiers**
- **TotalEnergies CAF U20 AFCON | WAFU A Qualifiers**
- **CAF African Schools Football Championship | WAFU A Qualifiers**

## CAPACITY BUILDING

- Safeguarding Workshop - Women's Champions League
- Safeguarding Workshop - U20 AFCON Qualifiers
- Safeguarding Workshop - U17 AFCON Qualifiers
- Medical Workshop - U17 AFCON Qualifiers
- Media Officers' Workshop
- Competition Management Workshop
- Safeguarding Workshop - Women's Cup
- Medical Workshop - Women Cup



## FOOTBALL DEVELOPMENT

- Women's Club Management Workshop (6-7 August, 2024 in Sierra Leone)
- Women's Football Development Seminar (17-18 August, 2024 in Cape Verde)
- VAR Training Course (7-12 October, 2024 in Senegal)
- Beach Soccer Referees Course (11-15 April, 2025)
- Technical Directors Workshop (Cape Verde)
- Media and Marketing Officers Workshop (4-5 April, 2025)

## GENERAL ASSEMBLY

In line with the Statutes of the Zonal Union, the Ordinary General

Assembly of WAFU A is held annually between July and December. This year, it is scheduled to take place on 13 September 2025, in Praia, Cape Verde. The Assembly brings together the Presidents and General Secretaries of the nine (09) Member Associations, along with representatives from CAF, FIFA, and the Zonal Union's partners.

## FUTURE TOURNAMENTS

- Amicar Cabral Cup 2025.
- TotalEnergies CAF U17 AFCON | WAFU A Qualifiers.
- CAF African Schools Football Championship Zonal Phase.

## OTHER INFORMATION

**New Headquarters**  
The headquarters agreement between WAFU A and the Republic of The Gambia has been ratified and signed by the President of the country. This act formalizes and officially establishes the headquarters in The Gambia, along with the benefits arising from its status as an international organization.

## Implementation of ERP system

An Enterprise Resource Planning (ERP) system was implemented for all procurement processes, financial transactions and competition budgeting.



## WAFU A NATIONS

- Cape Verde 
- Gambia 
- Guinea 
- Guinea-Bissau 
- Liberia 
- Mali 
- Mauritania 
- Senegal 
- Sierra Leone 

# WEST AFRICAN FOOTBALL UNION ZONE B (WAFU B)

 [ WESTERN ZONE B ]



## PRESIDENCY OF THE ZONAL UNION

Mr. Kurt Edwin Simeon Okraku, who has served as President of the West African Football Union Zone B (WAFU B) since October 16th, 2022, stepped down at the end of April 2025 to focus on his new position as Second Vice-President of the Confederation of African Football (CAF). Throughout his tenure, President Kurt Okraku oversaw substantial progress in both the

organization and conduct of regional competitions and the enhancement of WAFU-B's administrative structure.

On May 19th, 2025, the WAFU B Executive Committee appointed First Vice-President Mr. Ibrahim Musa Gusau, also President of the Nigeria Football Federation, as Acting President of the Zonal Union until the next Elective General Assembly.



## COMPETITIONS ORGANISED

- **CAF Women Champions League | WAFU B Qualifiers**
- **TotalEnergies CAF U17 AFCON | WAFU B Qualifiers**
- **TotalEnergies CAF U20 AFCON | WAFU B Qualifiers**
- **CAF African Schools Football Championship | WAFU B Qualifiers**
- **WAFU B U17 Girls Cup**
- **WAFU B U20 Boys Cup**

## CAPACITY BUILDING

- Women Club Managers Workshop
- Media Training Course
- Protocol Training Course
- Leadership Training Seminar
- CAF Governance Workshop

## FOOTBALL DEVELOPMENT

- VAR Workshop for Referees (September 2024)
- VAR Workshop for Referees (March 2025)



## GENERAL ASSEMBLY

In the 2024-2025 fiscal year, WAFU-B Member Associations held several General Assemblies across the region. Burkina Faso conducted its Elective General Assembly on August 31, 2024, while Benin held both Extraordinary and Ordinary sessions on May 20, 2024. Côte d'Ivoire hosted an Extraordinary Assembly on December 26, 2024, followed by combined sessions on June 30, 2025. Ghana's Ordinary Assembly took place on August 27, 2024, and Niger held Ordinary and Elective sessions on September 9, 2024, and July 5, 2025, respectively. Nigeria met on October 3, 2024,

Togo on May 23, 2025, and WAFU-B's Ordinary General Assembly was on November 22, 2024.

## FUTURE TOURNAMENTS

- WAFU B Women's Cup
- African School Football Championship Zonal Phase

## OTHER INFORMATION

**New Headquarters**  
WAFU have inaugurated new headquarters in Abidjan, enhancing visibility and working environment.

## Implementation of ERP system

An Enterprise Resource Planning (ERP) system was implemented for all procurement processes, financial transactions and competition budgeting.



**WAFU B NATIONS**

- Benin 
- Burkina Faso 
- Cote d'Ivoire 
- Ghana 
- Niger 
- Nigeria 
- Togo 

# UNION DES FÉDÉRATIONS DE FOOTBALL D'AFRIQUE CENTRALE (UNIFFAC)

 [CENTRAL ZONE]



## PRESIDENCY OF THE ZONAL UNION

The presidency of the Zonal Union has been held by Mr. Jean-Guy Blaise Mayolas since September 2023.

The President's vision is to enable UNIFFAC to reach international standards in management, and to capitalize on all available resources to help UNIFFAC achieve its football development objectives in all aspects across the Zone.

True to his vision, he has personally led and overseen the implementation of the activities included in UNIFFAC's agenda.



## COMPETITIONS ORGANIZED

- **CAF Women Champions League | UNIFFAC Qualifiers**
- **TotalEnergies CAF U17 AFCON | UNIFFAC Qualifiers**
- **TotalEnergies CAF U20 AFCON | UNIFFAC Qualifiers**

## CAPACITY BUILDING

- Physiotherapy Workshop for Women
- National Technical Directors Capacity Building Workshop

## FOOTBALL DEVELOPMENT

- VAR Workshop (22-27 September 2024)
- Workshop For Senior National Team and U20 Women Coaches (21-24 November 2024)



## FUTURE FOOTBALL DEVELOPMENT

- Medical and Anti-Doping Workshop (10-15 October 2025)
- Training Workshop (14-18 December 2025)
- Instructors Workshop (29 October - 2 November, 2025)
- Youth and Grassroots Promotion Campaign (13-16 November 2025)

## GENERAL ASSEMBLY

No General Assembly was held during this reporting period.

## FUTURE TOURNAMENTS

- TotalEnergies CAF U17 AFCON | UNIFFAC Qualifiers
- CAF African School Football Championship Zonal Phase

## OTHER INFORMATION

**Acquisition of headquarters**  
UNIFFAC acquired a headquarters in November 2024. This operation now allows the staff to work from the office, facilitating smoother communication and contributing to increased performance. Renovation work will be undertaken in the coming days to create a









more conducive working environment.

## Implementation and Adoption of the ERP System

The ERP system is being gradually implemented within UNIFFAC. Practical sessions are being organized with CAF to enable staff to become familiar with the system and integrate it into all activities.



## UNIFFAC NATIONS

- Cameroon 
- Central African Republic 
- Chad 
- Congo 
- DR Congo 
- Equatorial Guinea 
- Gabon 
- São Tomé and Príncipe 

# COUNCIL OF EAST AND CENTRAL AFRICA FOOTBALL ASSOCIATIONS (CECAFA)

 [CENTRAL-EAST ZONE]



## PRESIDENCY OF THE ZONAL UNION

Acting President Alexandre Muyenge from Burundi has assumed office until the next elections after the election of former President Wallace Karia to the CAF Executive Committee at the CAF General Assembly in March 2025 in Cairo, Egypt.



## COMPETITIONS ORGANIZED

- **Dar Port Kagame Cup Tanzania 2024**
- **CAF Women's Champions League | CECAFA Qualifiers**
- **TotalEnergies CAF U-17 Africa Cup of Nations | CECAFA Qualifiers**
- **TotalEnergies CAF U-20 Africa Cup of Nations | CECAFA Qualifiers**
- **CAF African Schools Football Championship Uganda 2024**
- **CAF U-17 Girls Integrated Football Tournament (GIFT)**

## CAPACITY BUILDING

- General Coordinator (GC) Workshop
- Medical & Anti-Doping Officer Workshop
- Media Officer Workshop
- CECAFA Women's Executive Leadership Workshop

## FOOTBALL DEVELOPMENT

- VAR Workshop (30 September - 5 October 2024)
- Technical Study Group (TSG) Workshop (13-15 March 2025)



## GENERAL ASSEMBLY

The CECAFA Ordinary Non-Elective General Assembly was organised on 22nd January 2025 in Juba South Sudan. All Member Associations were in attendance, and we had the privilege to host the following dignitaries at the General Assembly.

## FUTURE TOURNAMENTS

- TotalEnergies CAF U17 AFCON | CECAFA Qualifiers
- CAF African School Football Championship Zonal Phase

## OTHER INFORMATION

**New Partnership**  
CECAFA is finalizing an agreement for a three-year Partnership with the betting company, Betika.

**Azam TV**  
CECAFA enjoys a partnership with Azam TV, who put financial support to both the CECAFA Kagame Cup and the CECAFA Senior Challenge Cup, and provide Broadcast coverage opportunities for all our CECAFA Tournaments.

**Implementation of ERP system**  
An Enterprise Resource Planning (ERP) system was implemented for all procurement processes, financial transactions and competition budgeting.



## CECAFA NATIONS

- Burundi 
- Djibouti 
- Eritrea 
- Ethiopia 
- Kenya 
- Rwanda 
- Somalia 
- South Sudan 
- Sudan 
- Tanzania 
- Uganda 
- Zanzibar 

# COUNCIL OF SOUTHERN AFRICA FOOTBALL ASSOCIATIONS (COSAFA)

 [ SOUTHERN ZONE ]



## PRESIDENCY OF THE ZONAL UNION

Mr Artur de Almeida e Silva started the 2024-25 cycle as President of COSAFA but exited his position as President of the Federação Angolana de Futebol and therefore had to vacate his role with COSAFA too as per the Zonal Union's statutes.

He was replaced in an interim basis by Mr Said Ali Said Athouman from Comoros until new elections are held in 2026.



## COMPETITIONS ORGANIZED in 2024-2025

- 2024 COSAFA Under-20 Men's Championship
- CAF African Schools Football Championship Zonal Qualifier
- 2024 COSAFA Women's Championship
- 2024 COSAFA Under-20 Women's Championship
- 2024 COSAFA Under-17 Girls' Championship
- TotalEnergies CAF U17 AFCON | COSAFA Qualifier (2025)
- 2025 COSAFA Under-17 Girls' Championship
- 2025 COSAFA Cup
- 2025 COSAFA Under-20 Men's Championship (Region 5 Games)
- 2025 COSAFA Under-20 Women's Championship (Region 5 Games)
- 2025 CAF Women's Champions League | COSAFA Qualifier
- TotalEnergies CAF U17 AFCON | COSAFA Qualifier (2026)



## CAPACITY BUILDING

- CAF African Schools Football Championship Zonal Phase - Safeguarding, Young Reporters, Young Referees, Young Coaches workshops
- COSAFA Women's Leadership Program
- Administration Courses
- Emergency Medicine Workshops
- Women's Commentator Course
- Technical Study Group Symposium
- CAF Anti-Doping Workshop

## FOOTBALL DEVELOPMENT

- Coaching clinics for kids with Legends
- Referees Workshops
- VAR Referees Workshop

- COSAFA Women's Club Development Workshop

## GENERAL ASSEMBLY

COSAFA held its 2025 Annual General Meeting in Johannesburg, South Africa on 19 July, 2025. The AGM was attended by CAF President Dr Patrice Motsepe and Member Associations Director Sarah Mukuna. All 14 Member Associations were present, where issues were discussed, such small amendments to the COSAFA statutes and the competitions calendar for 2025 and beyond.

## FUTURE TOURNAMENTS

- COSAFA Women's Championship
- CAF African School Football Championship Zonal Phase

## OTHER INFORMATION

**FIFA+**  
COSAFSA has partnered with FIFA+ across all tournaments, showcasing events to the watching world. This will be an additional revenue stream for COSAFSA. It proved a hugely successful second year with a total of almost 850,000 streams from the four corners of the globe across the COSAFSA events, showcasing African football to a new audience.

## Implementation of ERP system

An Enterprise Resource Planning (ERP) system was implemented for all procurement processes, financial transactions and competition budgeting.



## COSAFSA NATIONS

- Angola 
- Botswana 
- Comoros 
- Eswatini 
- Lesotho 
- Madagascar 
- Malawi 
- Mauritius 
- Mozambique 
- Namibia 
- Seychelles 
- South Africa 
- Zambia 
- Zimbabwe 

# CAF STANDING COMMITTEES

## CAF Executive Committee

| NAME                          | POSITION           | COUNTRY       |
|-------------------------------|--------------------|---------------|
| Dr Patrice Motsepe            | PRESIDENT          | SOUTH AFRICA  |
| Fouzi Lekjaa                  | 1ST VICE-PRESIDENT | MOROCCO       |
| Kurt Okraku                   | 2ND VICE-PRESIDENT | GHANA         |
| Pierre-Alain MOUNGUENGUI      | 3RD VICE-PRESIDENT | GABON         |
| Bestine Kazadi DITABALA       | 4TH VICE-PRESIDENT | DR CONGO      |
| Feizal Sidat                  | 5TH VICE-PRESIDENT | MOZAMBIQUE    |
| Hany Abo Rida                 | MEMBER             | EGYPT         |
| Souleiman Waberi              | MEMBER             | DJIBOUTI      |
| Augustin Senghor              | MEMBER             | SENEGAL       |
| Ahmed Yahya                   | MEMBER             | MAURITANIA    |
| Djibrilla Hima-Hamidou        | MEMBER             | NIGER         |
| Abdulhakim Al Shalmani        | MEMBER             | LIBYA         |
| Kanizat Ibrahim               | MEMBER             | COMOROS       |
| Walter Nyamilandu Manda       | MEMBER             | MALAWI        |
| Colonel Gbezonde Kossi Akpovy | MEMBER             | TOGO          |
| Dr Mutasim Gafar Sirelkhatim  | MEMBER             | SUDAN         |
| Isayas Jira Bosho             | MEMBER             | ETHIOPIA      |
| Mustapha Ishola Raji          | MEMBER             | LIBERIA       |
| Mohamed Samir Sobha           | MEMBER             | MAURITIUS     |
| Wallace Karia                 | MEMBER             | TANZANIA      |
| Sadi Walid                    | MEMBER             | ALGERIA       |
| Samuel Eto'o                  | MEMBER             | CAMEROON      |
| Yacine Idriss Diallo          | MEMBER             | COTE D'IVOIRE |
| Veron Mosengo-Omba            | GENERAL SECRETARY  | DR CONGO      |

## CAF Finance Committee

| NAME                        | POSITION      | COUNTRY       |
|-----------------------------|---------------|---------------|
| Fouzi Lekjaa                | CHAIRMAN      | MOROCCO       |
| Andrew Kamanga              | VICE-CHAIRMAN | ZAMBIA        |
| Mariam Dao Gabala           | MEMBER        | COTE D'IVOIRE |
| Lazare BANSSE               | MEMBER        | BURKINA FASO  |
| Jean Didier Masamba Malunga | MEMBER        | DRC           |
| Mario Mendes Semedo         | MEMBER        | CAPE VERDE    |
| Amara Charaf-Eddine         | MEMBER        | ALGERIA       |
| Wallace John Karia          | MEMBER        | TANZANIA      |



## CAF Organising Committee For Africa Cup Of Nations

| NAME                      | POSITION      | COUNTRY       |
|---------------------------|---------------|---------------|
| Dr Patrice Motsepe        | CAF PRESIDENT | SOUTH AFRICA  |
| Fouzi Lekjaa              | MEMBER        | MOROCCO       |
| Kurt Okraku               | MEMBER        | GHANA         |
| Pierre-Alain MOUNGUENGUI  | MEMBER        | GABON         |
| Bestine Kazadi DITABALA   | MEMBER        | DRC           |
| Feizal Sidat              | MEMBER        | MOZAMBIQUE    |
| Hany Abo Rida             | MEMBER        | EGYPT         |
| Souleiman Waberi          | MEMBER        | DJIBOUTI      |
| Augustin Senghor          | MEMBER        | SENEGAL       |
| Ahmed Yahya               | MEMBER        | MAURITANIA    |
| Djibrilla Hima Hamidou    | MEMBER        | NIGER         |
| Abdulhakim Al Shalmani    | MEMBER        | LIBYA         |
| Kanizat Ibrahim           | MEMBER        | COMOROS       |
| Walter Nyamilandu Manda   | MEMBER        | MALAWI        |
| Kossi Gbezonde Akpovy     | MEMBER        | TOGO          |
| Mutasim Gafar Sirelkhatim | MEMBER        | SUDAN         |
| Isayas Jira Bosho         | MEMBER        | ETHIOPIA      |
| Mustapha Ishola Raji      | MEMBER        | LIBERIA       |
| Mohamed Samir Sobha       | MEMBER        | MAURITIUS     |
| Wallace Karia             | MEMBER        | TANZANIA      |
| Sadi Walid                | MEMBER        | ALGERIA       |
| Samuel Eto'o              | MEMBER        | CAMEROON      |
| Yacine Idriss Diallo      | MEMBER        | COTE D'IVOIRE |



### CAF Organising Committee For Women's Football

| NAME                      | POSITION    | COUNTRY      |
|---------------------------|-------------|--------------|
| Bestine Kazadi Ditabala   | CHAIRPERSON | DRC          |
| Jessica Motaung           | MEMBER      | SOUTH AFRICA |
| Olive Kiloha              | MEMBER      | DRC          |
| Jodie Seton               | MEMBER      | LIBERIA      |
| Dzodope Ayawa Mana        | MEMBER      | TOGO         |
| Diane Tumutoneshe         | MEMBER      | RWANDA       |
| Eugenie Kabura            | MEMBER      | BURUNDI      |
| Teresa Ouko Calleb        | CONSULTANT  | FIFPRO       |
| Sonia Marisa F. Anastacio | MEMBER      | ANGOLA       |
| Illa Khadidja             | MEMBER      | MOROCCO      |
| Chisom Mbono              | MEMBER      | NIGERIA      |
| Mokoko Virginnie Lucienne | MEMBER      | CONGO        |
| Neemah Msitha             | MEMBER      | TANZANIA     |
| Sainabou Cham             | MEMBER      | THE GAMBIA   |

### CAF Organising Committee For InterClub Competitions

| NAME                      | POSITION   | COUNTRY  |
|---------------------------|------------|----------|
| Kurt Okraku               | CHAIRMAN   | GHANA    |
| El Hajoui Hamza           | MEMBER     | MOROCCO  |
| Sekou Macire Sylla        | MEMBER     | MALI     |
| Djibrilla Hamidou         | MEMBER     | NIGER    |
| Shehu Dikko               | MEMBER     | NIGERIA  |
| Dr Ransford Amertey Abbey | MEMBER     | GHANA    |
| Aboubacar Alim Konate     | MEMBER     | CAMEROON |
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| Colonel Major Sawadogo Oumarou   | MEMBER        | BURKINA FASSO     |
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2024-2025

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