

What a special feeling!

French captain Jérôme Fernandez lifts the EHF EURO plate in Vienna on the 31st January 2010.



FROM THE PRESIDENT

The year 2010 has been one of intense work and of momentous achievement for the EHF.

Just before reaching its twentieth year of existence, the European Handball Federation has implemented a concept that had been in the air for some time: a FINAL4 to crown the Champions League Season. The event, perfectly organised in the LANXESS Arena in Cologne at the end of May was a resounding success. It did not only mean an improvement in the structure of the competition; it also corresponded to a new approach in the field of handball event organisation. The signing on of Stefan Lövgren as FINAL4 ambassador, the communication strategy prior to the event, the flags and banners in the City of Cologne, the production of the Trophy by renowned artists and its completion and presentation in the presence of the audience all contributed to the buildup of an extremely high level of expectations and interest. The sport event itself certainly was no disappointment to anyone: a full house, a fantastic atmosphere, an incredible media interest and, above all, fascinating games only left each and everyone with wonderful memories and a wish to be part of the next edition.



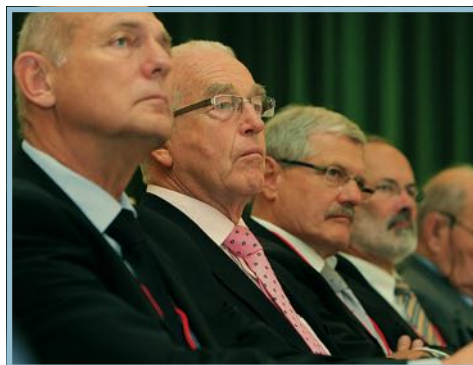
*Tor Lian
EHF President*

The success of the organisation and the event speaks volumes about the EHF 's daughter company: EHF Marketing GmbH. This company, totally in the ownership and control of the EHF was a bet when it was founded. The rapid and positive evolution of the Champions League and the perfect organisation and tremendous success of the FINAL4 are confirmation that the daring step taken when the decision was made to set up a specific marketing company was the right one.

Competitions for national teams on a senior level constitute another source of satisfaction for all those involved in handball in Europe. The Men's EURO, due in great part to its perfect organisation, due also to the specific attention paid to accompanying activities, attracted fans from all over Europe to the various Austrian venues. It was also followed by more than one billion TV viewers all over the world, thus beating an all-time record. The closing ceremony organised following a new format was a great success and was broadcast on numerous TV channels. The Danish-Norwegian Women's EURO has just got under way as I am writing these lines: the first impression, the first figures, and are a sure sign that it can also be expected to be a success. It is to be noticed that the possibility that is now offered by the EHF to follow the games live online, both for Champions League games and for European Championships is more and more taken advantage of, not only in Europe, but all over the world.

On the political level, the Congress held in Copenhagen (DEN) in September has marked a new evolution in the democratic life of our federation. It was the end of a long process and the beginning of a new phase.

The long process was one where all the actors of handball in Europe were involved in a rich and not always comfortable dialogue in which the EHF leadership played the part of a pivot, a facilitator and a mediator. Further to the steps taken on the occasion of the Rome, Lillehammer and Nicosia Congresses, a motion presented by the Executive Committee of the EHF was broadly supported by the Congress. The result is the foundation of a Professional Handball Board for men's handball. This new body has already held its first meeting and should, from now on, constitute a major platform for the dialogue with and between stakeholders.



FROM THE PRESIDENT

The new phase corresponds to this very possibility now offered to all concerned to inspire and participate in the decisions made in the future concerning European handball. The Professional Handball Board is merely a tool; depending on the way it is going to be used, depending on the involvement of all those concerned, depending also on the broader context, it may become an extraordinary lever that will contribute to the further development of our beloved sport.

In the field of education and development, 2010 has also been one of intense activity. The Competence Academy and Network (CAN) whose principle was adopted at the 2006 Congress in Portugal is now fully operative. Beside its involvement in the continuing education of coaches, referees and delegates, it has been involved in the foundation of the Executive Master in Sport Governance in articulation with other European team sport federations and with some of the most prestigious European universities. In cooperation with both internal and external partners the EHF CAN has developed new tools to foster and encourage the transfer of knowledge. It has also been involved in new programmes of support to the national federations in the fields of equipment and infrastructures which now exist side by side with the older but still very active SMART and Foster programmes.

All of this leaves us with a major challenge: women's handball. The spectacular games that I am watching in Denmark and Norway at the moment, the crowds of spectators that I can see following their teams, the media interest in this 2010 EURO leave me wondering why women's handball is not more consistently successful in Europe in marketing terms. Various immediate answers may be suggested but there can be no easy answer to a complex question. Therefore, the EHF has started a procedure which began in Denmark at the beginning of June and which is continuing during this 2010 Women's EURO and afterwards to produce analyses, ideas and strategies for the further development of women's handball in Europe. This is our challenge for the coming year. It is not an easy one but I have no doubt that if we face it together and with determination we shall, as we always have in the past concerning other aspects of our organisation, be able to achieve great results and make handball even more popular all over our continent. This is my sincere wish as we move into the twentieth year of the existence of the EHF, which will give us new opportunities of celebrating European handball.



Tor Lian
EHF President



EHF EURO 2010 MEN'S CHAMPIONSHIP



EHF EURO 2010 in Austria was the event that gave the year its flourishing start. The men's senior handball championship was played across five venues in the cities of Graz, Linz, Innsbruck, Wiener Neustadt and Vienna from the 19th - 31st January.

The European Handball Federation is delighted with the ever-growing popularity of handball in Europe and the event-on-event development of the EHF EURO. Once again, the governing body of handball in Europe can boast increased TV viewing figures, record attendance in the arenas, and a boon in website traffic – see for your yourself how this men's competition continues to go from strength to strength.

The event produced some outstanding records. The following figures speak for themselves and give you an insight into the heights which were reached.

Did you know?

- Over 250,000 spectators at the games watching more than 250 players taking part
- Sustained high level of interest worldwide: 1.03 billion TV viewers of EHF EURO 2010
- Over 1,700 TV programme hours
- Broadcast agreements with more than 80 TV and radio broadcasters covering 70 territories worldwide
- Over 1,200 accredited media representatives
- 4.7 million page impressions on the official website
- All games broadcast live on the internet

The organisers ensured the best possible conditions for the players by introducing additional rest days into the playing schedule with the sole objective of protecting the health of the handballers.

EHF EURO 2010 in Austria was the crowning glory to a tremendous 18 months of the French national team. Having sealed the fate of Croatia in a thrilling match in front of 11,000 spectators in the Wiener Stadthalle, where the teams were on equal footing at the half-time point, France turned the match in their favour with a four-goal victory and added another golden accolade to place next to the gold medals from the 2009 World Championship and 2008 Olympic Games.

The cooperation of the Central Organising Committee and the EHF EURO partners (adidas, Infront Sport & Media AG) was instrumental in the outcome of a competition that was in the making for 3 years and 8 months. From conceptualisation to the final whistle, this event has encompassed the assistance of hundreds of people each fulfilling their roles in making this event the best yet.

The ninth edition of the men's European handball championships has gone down in history as a spectacular event rated as one of the best events in the history of European Championships. Congratulations Austria!

Relive all the magic moments from EHF EURO 2010 Austria and visit www.ehf-euro.com!



EHF EURO 2010 MEN'S CHAMPIONSHIP

Preliminary Round

Group A

	P	W	D	L	GD	Pts
1. Croatia	3	3	0	0	7	6
2. Norway	3	2	0	1	4	4
3. Russia	3	1	0	2	-2	2
4. Ukraine	3	0	0	3	-9	0

Group B

	P	W	D	L	GD	Pts
1. Iceland	3	1	2	0	5	4
2. Denmark	3	2	0	1	4	4
3. Austria	3	1	1	1	2	3
4. Serbia	3	0	1	2	-11	1

Group C

	P	W	D	L	GD	Pts
1. Poland	3	2	1	0	5	5
2. Slovenia	3	1	2	0	2	4
3. Germany	3	1	1	1	-1	3
4. Sweden	3	0	0	3	-6	0

Group D

	P	W	D	L	GD	Pts
1. Spain	3	2	1	0	21	5
2. France	3	1	2	0	1	4
3. Czech Republic	3	1	0	2	-6	2
4. Hungary	3	0	1	2	-16	1



Main Round

Group I

	P	W	D	L	GD	Pts
1. Croatia	5	4	1	0	11	9
2. Iceland	5	3	2	0	14	8
3. Denmark	5	3	0	2	2	6
4. Norway	5	2	0	3	3	4
5. Austria	5	1	1	3	-9	3
6. Russia	5	0	0	5	-21	0

Group II

	P	W	D	L	GD	Pts
1. France	5	4	1	0	17	9
2. Poland	5	3	1	1	4	7
3. Spain	5	3	1	1	19	7
4. Czech Republic	5	1	1	3	-12	3
5. Germany	5	0	2	3	-9	2
6. Slovenia	5	0	2	3	-19	2

Semifinals

Croatia vs Poland **24:21** (09:10)

Iceland vs France **28:36** (14:16)

Place 3/4

Poland vs Iceland **26:29** (10:18)

Final

Croatia vs France **21:25** (12:12)

Direct Qualifications from the EHF EURO 2010

2011 Men's World Championship (IHF Event)

Based on their performance at EURO 2010, the national teams of Croatia, Iceland and Poland, will join Sweden (organiser of the final tournament) and France (defending champion) at the 22nd Men's Handball World Championship from the 15th – 30th January 2011.

2012 Men's European Championship

The national teams of Serbia (organiser) and France (reigning champion) have automatically qualified for the final tournament taking place from the 17th -29th January 2012.

Final Ranking

1. France
2. Croatia
3. Iceland
4. Poland
5. Denmark
6. Spain
7. Norway
8. Czech Rep.
9. Austria
10. Germany
11. Slovenia
12. Russia
13. Serbia
14. Hungary
15. Sweden
16. Ukraine



EHF EURO 2010 WOMEN'S CHAMPIONSHIP



The 9th Women's European Handball Championship took place from the 7th – 19th December 2010, and was the final top event of the year. In front of a sold-out arena, the competition came to a close in spectacular fashion in the MCH Multiarena in Herning, Denmark.

In front of 12,500 ecstatic fans, the national team of Norway was crowned 2010 European Champion for the 4th consecutive time. The performances of Norway from the Preliminary Round into the Main Round and through the Semi-Finals were strong, professional and simply better than the performances of their opponents.

For the national team of Sweden, winning the Silver Medal was the best result from a European Championship in the history of the team. It was a hard match for Sweden, the experience of the Norwegian team put pressure on Sweden, especially in the second half.

Organised jointly by the National Handball Federations of Norway and Denmark, the EHF EURO 2010 was an event full of surprises. By the end of the preliminary round Germany, who were one of the favourites, were out of the competition having been dramatically defeated by Ukraine (33:22). Though much was not expected of the Netherlands based on previous performance at the EHF EURO, the team achieved their best European result by ranking 8th.

In an exciting Bronze Medal match, Romania took the win from Denmark, denying the host nation a ranking place.

Facts & Figures

- Over 220,000 spectators at the games watching the 250 players in action
- Record breaking audience figures in Denmark and Norway: for example 2,000,000 TV viewers for the game between Denmark and Russia, most watched TV programme of the year in Denmark
- Over 500 accredited media representatives
- 3.5 million page impressions by 650,000 visitors on the official website, double the amount compared to EHF EURO 2008 in Macedonia
- All 47 games broadcast live and on demand free-of-charge on the internet

For a review of all the action and news from EHF EURO 2010, please visit www.ehf-euro.com.

Qualifications from the EHF EURO 2010

2011 Women's World Championship (IHF Event)

Based on their performance at EHF EURO 2010, the national teams of Norway, Sweden and Romania, will join Brazil (organiser of the final tournament) and Russia (defending champion) at the 20th Women's Handball World Championship from the 3rd – 18th December 2011.

2012 Games of the 30th Olympiad

The newly crowned European Champions, Norway, secured their direct entry to the final tournament of the handball discipline in London, England from the 27th July – 12th August 2012.

2012 Women's European Championship

For the 10th Women's European Handball Championship the national team of the Netherlands (organiser) and Norway (reigning champion) have automatically qualified for the final tournament taking place from the 4th -16th December 2012.



EHF EURO 2010 WOMEN'S CHAMPIONSHIP

Preliminary Round

Group A

	P	W	D	L	GD	Pts
1. Denmark	3	3	0	0	11	6
2. Romania	3	2	0	1	13	4
3. Spain	3	1	0	2	-4	2
4. Serbia	3	0	0	3	-20	0

Group B

	P	W	D	L	GD	Pts
1. Russia	3	2	0	1	13	4
2. Montenegro	3	2	0	1	4	4
3. Croatia	3	2	0	1	5	4
4. Iceland	3	0	0	3	-22	0

Group C

	P	W	D	L	GD	Pts
1. Sweden	3	3	0	0	17	6
2. Netherlands	3	1	0	2	2	2
3. Ukraine	3	1	0	2	-10	2
4. Germany	3	1	0	2	-9	2

Group D

	P	W	D	L	GD	Pts
1. Norway	3	3	0	0	48	6
2. Hungary	3	2	0	1	-9	4
3. France	3	1	0	2	-4	2
4. Slovenia	3	0	0	3	-35	0



Main Round

Group I

	P	W	D	L	GD	Pts
1. Denmark	5	4	0	1	23	8
2. Romania	5	3	0	2	-3	6
3. Montenegro	5	3	0	2	2	6
4. Russia	5	2	0	3	5	4
5. Croatia	5	2	0	3	-25	4
6. Spain	5	1	0	4	-2	2

Group II

	P	W	D	L	GD	Pts
1. Sweden	5	4	0	1	24	8
2. Norway	5	4	0	1	62	8
3. France	5	3	0	2	1	6
4. Netherlands	5	2	0	3	-11	4
5. Hungary	5	2	0	3	-30	4
6. Ukraine	5	0	0	5	-46	0

Semifinals

Romania vs Sweden **23:25** (13:14)

Denmark vs Norway **19:29** (10:14)

Place 3/4

Denmark vs Romania **15:16** (7:9)

Final

Norway vs Sweden **25:20** (10:11)

Final Ranking

1. Norway	2. Sweden	3. Romania	4. Denmark
5. France	6. Montenegro	7. Russia	8. Netherlands
9. Croatia	10. Hungary	11. Spain	12. Ukraine
13. Germany	14. Serbia	15. Iceland	16. Slovenia



2010 MEN'S 20 EURO CHAMPIONSHIP



A summer highlight of the 2010 sporting calendar was the eighth edition of the Men's 20 European Championship. Bratislava, Slovakia was the setting for the 16 team competition that was played out from 29th July – 8th August 2010. Over the course of eleven days, the young European athletes were centre stage as 56 matches were played to determine the next M20 title holder.

After defeating Portugal 30:24, in a match that was for the first time in the history of this competition transmitted live to Eurosport viewers, Denmark cemented their supremacy by successfully defending the title of the two years older, generation from 2008, thus taking their fourth title in this age category.

Slovenia had to work very hard to take this 30:25 victory in the bronze medal match that was decided in two sessions of extra-time. From the beginning, it was a very tight match which started, most definitely, in favour of team Germany. It seemed that team Slovenia were in survival mode for the entire first half. However, the second half of the match saw team Slovenia gain, not only their second wind, but also a miraculous insight on how to hold team Germany at bay.

Once again, the Handball Federation of Slovakia, no stranger to hosting competitions on this level, organised another successful event that was played out under a great atmosphere that reflected the spirit of Fair Play.

Qualification from the M20

2011 Junior World Championship (IHF Event)

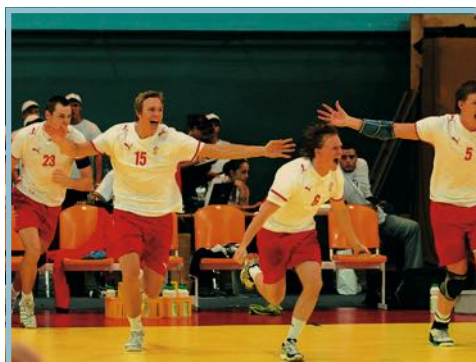
As the finalists of the 2010 M20, Denmark and Portugal directly qualified for the U21 World Championship from the 24.07.-02.08.11 in Greece.

Final Ranking

1. DEN	2. POR	3. SLO	4. GER	5. SWE	6. FRA	7. ESP	8. ISL
9. RUS	10. SRB	11. CRO	12. SVK	13. ROM	14. CZE	15. FIN	16. ISR

Final Results

Place 1 / 2	POR v DEN	24:30 (11:14)
Place 3 / 4	SLO v GER	30:25 (11:15)



2010 MEN'S 18 EURO CHAMPIONSHIP

The tenth edition of the Men's 18 European Championship that took place in Montenegro from the 12th -22nd August was the event that brought the European handball summer officially to a close.

For the first time in its history, the Handball Federation of Montenegro hosted a younger age category European Championship. The competition saw 55 matches played in the cities of Podgorica and Niksic and an exciting final between Croatia and Spain; it was the players from Croatia that proved the better team taking the gold medal in a very close victory for the second time in this age category.

Denmark and Germany battled it out for the bronze medal in a match that was full of thrills and excitement and a result of 25:25 sent the match into extra time before Denmark were declared winners. For some this may seem a reversal of fortune, as the national teams of Denmark and Germany were fighting for the gold medal at the last edition of the M18 in 2008.

The Men's 18 European Championship was played out under the most promising circumstances and the national team of Spain not only took the silver medal in the final tournament, but was also awarded with the Fair Play Award for their truly sporting performance.

Qualification from the M18

2011 Youth World Championship (IHF Event)

The teams ranked 1 – 9 directly qualified for the Youth World Championship from the 24.07. – 02.08.11 in Argentina.

Final Ranking

1. CRO	2. ESP	3. DEN	4. GER	5. SRB	6. SUI	7. SWE	8. SLO
9. RUS	10. POL	11. CZE	12. ISL	13. NOR	14. POR	15. MNE	16. SVK

Final Results

Place 1 / 2	ESP v CRO	26:27 (13:11)
Place 3 / 4	DEN v GER	28:27 25:25 (15:13)



2010 WOMEN'S EUROPEAN OPEN



The third edition of the women's European Open took place in Gothenburg, Sweden from the 5th – 10th July 2010. The 19 teams played 80 matches over the 5-day tournament. Once again, with the intention to use the opportunity to promote the development on all level, the national team of Brazil was invited to compete; unfortunately the team withdrew from the competition. Therefore, in accordance with the regulations, Brazil takes place 20 in the final ranking.

The bronze medal was taken by the hosts as Sweden defeated Poland 28:22 in a clear victory. Denmark took the gold medal in a strong performance against Russia; the final score was 24:20.

Final Ranking

1. DEN	2. RUS	3. SWE	4. POL	5. AUT	6. HUN	7. NED	8. ESP
9. NOR	10. ROU	11. CRO	12. SVK	13. CZE	14. SUI	15. FIN	16. BUL
17. ISL	18. MNE	19. POR	20. BRA				

Final Results

Place 1 / 2	DEN v RUS	24:20	(12:14)
Place 3 / 4	SWE v POL	28:22	(13:10)

2010 EUROPEAN MASTERS HANDBALL CHAMPIONSHIPS



The 7th edition of the Men's and Women's European Masters Handball Championships took place in the Spanish city of Berga from the 18th – 25th June 2010. Fifty-two teams from 13 member federations participated at this event, making it the largest handball event for veteran players in Europe. The Royal Spanish Handball Federation was represented at the tournament by its President Juan de Dios Roman Seco; Treasurer Ralf Dejaco represented the European Handball Federation.

In a joint cooperation with the Royal Spanish Handball Federation, the EHF and the city of Berga, the games were played in three age categories for the men's competition and two categories in the women's event.

The opening day of the competition ended in the tragic loss of Hans Wienbeck (68-year-old player of ZTR/UKR) on 18 June 2010. Mr. Wienbeck suffered a cardiac arrest and despite the best efforts of the emergency services, unfortunately passed away.

At the express wish of the team ZTR, the programme of the European Masters Handball Championship continued according to schedule and the matches were played in homage. Once again, the European Handball Family expresses its condolences to the family and friends of Mr. Wienbeck and thanks the organisers of the event and the city of Berga for their assistance.

Men +35

1. Slovan Veterani	SLO
2. Russia	
3. KIF Kolding	DEN
4. Odense Old Boys	DEN

Men +45

1. Russia	
2. KIF Kolding	DEN
3. Slask	POL
4. Szczecin	POL

Men +50

1. Budapest Old Boys	HUN
2. MHK Martin	SVK
3. ZTR	UKR
4. Fjellhammer IF	NOR

Women +33

1. Angyalok	HUN
2. Fredriksberg Idreats	DEN
3. Senior Győr	HUN
4. Avedore IF	DEN

Women +43

1. Angyalok	HUN
2. Lessz Vigasz	HUN
3. Gladsaxe	DEN
4. Fredriksberg Idreats	DEN

2010 IHF/EHF WOMEN'S CHALLENGE TROPHY

On Saturday, 11 December 2010, the winners of the two regional tournaments – Finland and Israel – met in Gigantium, Aalborg (DEN) for the final of the 2010 IHF/EHF Women's Challenge Trophy. After a very close game, Finland took the gold medal with 28:26.

The two regional tournaments were carried out in March and April, saw a total of 8 teams from developing handball nations play for the chance to meet in Denmark. Based on their victory in Aalborg, Finland has now qualified for the IHF Intercontinental Challenge Trophy.

The sixth edition of the competition was a joint event between the International Handball Federation and the European Handball Federation. Both federations share the responsibility of further developing the competition based on the commitment to continue providing high level events for developing nations.

Group two started the competition in Tel Aviv, Israel from the 19th – 21st March and Group 1 played in Tallin, Estonia from the 2nd – 4th April 2010. Both three-day regional tournaments were supported by game officials from the Young Referee Programme. Also, with the assistance of the EHF Competence Academy and Network, the EHF organised courses for referees and coaches at each venue.



Final Results

Group 1 – Estonia

Team	M	W	D	L	G	GD	P
1. Finland	3	2	1	0	77:53	24	5
2. Faroe Islands	3	2	0	1	87:65	22	4
3. Moldova	3	1	1	1	78:87	-9	3
4. Estonia	3	0	0	3	52:89	-37	0

Group 2 – Israel

Team	M	W	D	L	G	GD	P
1. Israel	3	3	0	0	81:34	47	6
2. Cyprus	3	2	0	1	73:62	11	4
3. Armenia	3	1	0	2	57:72	-15	2
4. Malta	3	0	0	3	31:74	-43	0

2010 IHF/EHF Women's Challenge Trophy Final

FIN v ISR 28:26 (13:11)

Final Ranking

1. FIN 2. ISR 3. FAR 4. CYP
5. MDA 6. ARM 7. EST 8. MLT



2009/10 EHF MEN'S CHAMPIONS LEAGUE



To the handball enthusiast there is no bigger club competition than the EHF Champions League. The speed and the dynamic of the game continue to thrill and fascinate fans and stakeholders alike.



The measured growth of this top European club event exudes an ever-strengthening allure that continues to attract high-profile partners. The 2009/10 season of the EHF Men's Champions League got off to a fabulous start in the handball arenas across Europe and underwent a title-partnership transformation (see p.69) towards the very end of the season.



The inaugural EHF FINAL4 in Cologne, Germany could only be described as a 'clash of the titans' as six-time CL champions FC Barcelona Borges threw-off again THW Kiel who won the title for the first time in 2007. In a star-studded match that was unpredictable and exhilarating, the athletes kept the capacity crowd enraptured as THW Kiel won the Champions League title for second time in the history of the club.

Top Scorer

THW Kiel can attribute a large part of the team's victory to Filip Jicha - the handball wonder from the Czech Republic. Over the course of the season Jicha scored 119 goals to take the title of Top Scorer for the second consecutive season.

To win the Champions League is the greatest thing you can experience as a player."

Momir Illic, THW Kiel



2009/10 EHF MEN'S CHAMPIONS LEAGUE

Last Sixteen

DEN KIF Kolding 26:26, 23:28 {49:54}	SLO RK Gorenje Velenje 23:31, 23:29 {54:67}
FRA Montpellier HB	ESP BM Ciudad Real
DEN FCK Handbold A/S 31:33, 23:29 {54:62}	ROU HCM Constanta 23:27, 26:27 {49:54}
GER THW Kiel	HUN MKB Veszprém KC
CRO HC Croatia Osiguranje-Zagreb 26:33, 33:36 {59:69}	POL KS Vive Targi Kielce 24:30, 30:27 {54:57}
ESP F.C. Barcelona Borges	GER HSV Hamburg
ESP Pevafera Valladolid 29:30, 33:37 {62:67}	ESP Reale Ademar 36:37, 25:29 {61:66}
GER Rhein-Neckar Löwen	RUS Chekhovskie Medvedi

Quarterfinals

GER HSV Hamburg 26:22, 27:35 {55:57}	GER Rhein-Neckar Löwen 28:29, 30:31 {58:60}
ESP BM Ciudad Real	GER THW Kiel
RUS Chekhovskie Medvedi 32:27, 32:36 {64:63} *	ESP F.C. Barcelona Borges 33:27, 34:33 {67:60}
FRA Montpellier HB * After 7m	HUN MKB Veszprém KC

FINAL4 Semifinals

RUS Chekhovskie Medvedi 27:34	ESP BM Ciudad Real 27:29
ESP F.C. Barcelona Borges	GER THW Kiel

FINAL4 3/4 place

RUS Chekhovskie Medvedi 28:36
ESP BM Ciudad Real

FINAL4 1/2 place

ESP F.C. Barcelona Borges 34:36
GER THW Kiel

Men's 09/10 Champion

THW Kiel



EHF CHAMPIONS LEAGUE – Winners

1994	TEKA Santander	ESP
1995	Elgorriaga Bidasoa	ESP
1996	FC Barcelona	ESP
1997	FC Barcelona	ESP
1998	FC Barcelona	ESP
1999	FC Barcelona	ESP
2000	FC Barcelona	ESP
2001	Portland San Antonio	ESP
2002	SC Magdeburg	GER
2003	Montpellier HB	FRA
2004	RK Celje Pivovarna Lasko	SLO
2005	FC Barcelona-Cifec	ESP
2006	BM Ciudad Real	ESP
2007	THW Kiel	GER
2008	BM Ciudad Real	ESP
2009	BM Ciudad Real	ESP
2010	THW Kiel	GER

VELUX EHF CHAMPIONS LEAGUE FINAL4



“The EHF FINAL4 has set new standards in the areas of show, entertainment and organisation. The event was the best planned and organised handball event in the past 20 years.”

Handball Woche

Cologne welcomed handball fans from across the world in May 2010, as the German city hosted the very first VELUX EHF FINAL4, the new final phase of the EHF Men's Champions League. For the first time, the continent's best four men's teams met in one venue, over two days to decide who would win the top prize in European club handball.

The venue for the biggest club handball event of the year was the LAXNESS arena, one of the largest indoor sports and entertainment arenas in the world, and an arena synonymous not just with top-class club and international handball but also some of the most memorable moments in handball, including the final match of the Men's IHF World Championship in 2007.

Playing their part in this small piece of handball history were the Russian team, Chekhovskie Medvedi, Spanish teams, FC Barcelona Borges and BM Ciudad Real and German side, THW Kiel - the very first men's clubs to make it all the way to the VELUX EHF FINAL4.

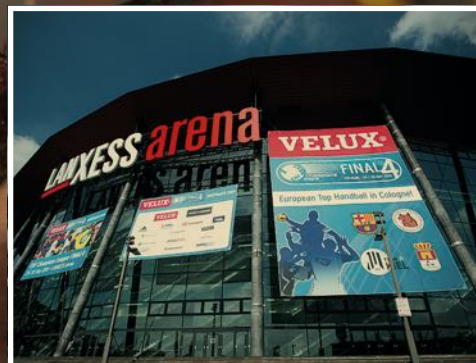
Amazing atmosphere

20,000 handball fans made the trip to Cologne to support their teams and witness this special event. Show and entertainment were at the centre of an international handball party, with live bands and music as well as promotions in conjunction with the EHF Champions League and VELUX EHF FINAL4 partners and sponsors in the Fan Zone outside the LANXESS arena.

Inside the arena, fans were treated to a spectacular opening show with laser shows and the presentation of the new EHF Champions League Trophy by its creators, the artists, Herbert and Stefan Gahr, to the VELUX EHF FINAL4 Ambassador, the Swedish handball legend, Stefan Lövgren. A closing show with artists from the musical hit “We Will Rock You!” rounded off a sporting and entertainment event the likes of which have never been seen before in handball.

Final encounter: THW Kiel defeats FC Barcelona Borges

The handball action was just as spectacular on court. FC Barcelona Borges defeated Chekhovskie Medvedi in the first semifinal on Saturday 27:34 (11:17), ahead of a thriller as the reigning champions, BM Ciudad Real, were defeated by THW Kiel 27:29 (15:12).



VELUX EHF CHAMPIONS LEAGUE FINAL4

The final saw THW Kiel play their fourth consecutive EHF Champions League final, their second against FC Barcelona Borges. A tense, emotional and exciting match saw the Germans manage to beat a Spanish team in the final for the first time, 36:34 (17:20), in front of 19,374 spectators – a new record for European club competitions.

Match winners were the outstanding Kiel goalkeeper Thierry Omeyer (15 saves) and EHF Champions League top scorer Filip Jicha, who hit the back of the net eleven times, including the last goal. The Kiel sniper finished this season with 119 goals in total and was crowned the top scorer of the EHF Champions League.

TV record

A total of 25 international television channels broadcast the games of the VELUX EHF FINAL4, providing coverage of the event right across the globe. The delayed transmission from Eurosport 2 was available in 45 European countries; Eurosport Asia/Pacific reached 15 more. Dubai Sports added another 25 countries in the Middle East and North America.

Eurosport achieved a TV record in Germany, the final between THW Kiel and FC Barcelona watched by over 950,000 spectators on average and by nearly 1.3 million at its peak period. Eurosport Germany has not achieved such high audience figures since 2002.

TV stations in Spain, Hungary, Croatia, Slovenia and Romania all reported excellent viewing figures, 600,000 watched tuned into TV3 and la2 in Spain and in Denmark for example, the final attracted 250,000 fans on average and over 350,000 in peak times on DR2. There was a live TV audience of more than 2.5 million viewers in the countries analysed.

Online at ehfFINAL4.com, ehfTV.com and ehfCL.com

Extensive coverage of the event was provided online via the VELUX EHF FINAL4 website, www.ehfFINAL4.com, and the official website of the EHF Champions League, ehfCL.com. Every game was commentated live in English by the “Face and Voice” of the VELUX EHF FINAL4 Tom Ó Brannagáin, who also provided fans with regular video updates and a glimpse behind the scenes of this major sporting event.

Almost 1 million page impressions were recorded over all EHF websites during the EHF FINAL4 weekend and 10 million page impressions in the three months running up to the event.

VELUX®

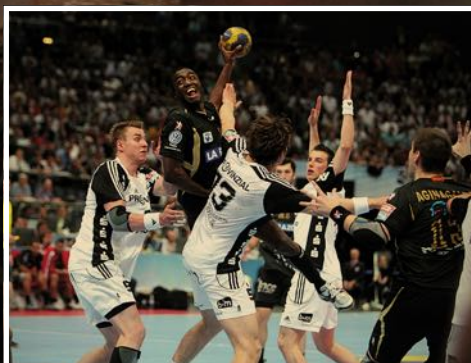


“It is great to be the winner of the first EHF FINAL4! 20,000 people in the playing hall on both days – this was a great experience for all players.”

Thierry Omeyer,
THW Kiel goalkeeper.

“Congratulations to the EHF for this magnificent event and the organisation!”

Xavier Pascual,
F.C. Barcelona Borges coach.



2009/10 EHF WOMEN'S CHAMPIONS LEAGUE



Capitalising on the 2008/09 season where the key characteristic was the development of the product that is the Women's EHF Champions League with the introduction of the newly designed ball for all matches and a uniformed look across all European CL venues; the 2009/10 Season opened with the qualification tournaments in September 2009 and followed with the group matches in October.

This was a great season for the Danish team. They were top of their table in the Group Matches and in the Main Round were second to C.S. Oltchim Rm. Valcea. Viborg HK A/C was clearly the favourite going into the second match with a seven-goal advantage. In two thrilling matches that the players' recall being one of the hardest in their sporting careers; Viborg HK A/C took on team C.S. Oltchim Rm. Valcea in Herning, Denmark (scene of the EHF EURO 2010 Final) and once again tasted success in the Champions League.

As the competition remains fierce, it is Austrian club team "HYPO Niederösterreich" that remains the most successful team of all time in the history of this top club competition. However, with a third title in its possession, Viborg HK A/C is now on par with fellow Danes Slagelse FH who also had three WCL victories in 2004, 2005 & 2007.

Currently in its 17th season at the time of publication, the European Handball Federation remains optimistic about the continual development of women's handball in the EHF Champions League.

Top Scorer

Cristina Georgiana Varzaru, from Romania, had a lot to celebrate at the end of the season. She not only secured and added a CL title to her sporting résumé, but also, having scored an amazing 101 goals for the title winning team, took the CL Top Scorer award 2009/10.

"It was a tough match, but the most important fact is, which team is leading after 60 minutes."

Henriette Mikkelsen, Viborg HK A/C



2009/10 EHF WOMEN'S CHAMPIONS LEAGUE



MAIN ROUND – GROUP 1		won	draw	lost	goal difference	points
1	NOR Larvik HK	5	0	1	170:149	21
2	HUN Györi AUDI ETO KC	4	1	1	157:139	18
3	SLO RK Krim Mercator	2	1	3	163:166	-3
4	GER HC Leipzig	0	0	6	134:170	-36

MAIN ROUND – GROUP 2		won	draw	lost	goal difference	points
1	ROU C.S. Oltchim Rm. Valcea	4	1	1	178:168	10
2	DEN Viborg HK A/C	4	0	2	190:171	19
3	AUT Hypo Niederösterreich	2	0	4	163:182	-19
4	RUS HC Dinamo	1	1	4	166:176	-10

Women's Semifinals

DEN Viborg HK A/C

27:21, 26:27 (53:48)

HUN Györi AUDI ETO KC

25:25, 20:24 (45:49)

NOR Larvik HK

ROU C.S. Oltchim Rm. Valcea

Women's Finals

DEN Viborg HK A/C

28:21, 32:31 (60:52)

ROU C.S. Oltchim Rm. Valcea

Women's 09/10 Champion

Viborg HK A/C

EHF WOMEN'S CHAMPIONS LEAGUE – Winners

1994	Hypo Niederösterreich	AUT	2003	Krim ETA Kotex Ljubljana	SLO
1995	Hypo Niederösterreich	AUT	2004	Slagelse FH	DEN
1996	Podravka Koprivnica	CRO	2005	Slagelse FH	DEN
1997	Mar El Osito L'Eliana Valencia	ESP	2006	Viborg HK A/S	DEN
1998	Hypo Niederösterreich	AUT	2007	Slagelse DT	DEN
1999	Dunaferr SE	HUN	2008	Zvezda Zvenigorod	RUS
2000	Hypo Niederösterreich	AUT	2009	Viborg HK A/C	DEN
2001	RK Krim Neutro Roberts	SLO	2010	Viborg HK A/C	DEN
2002	Kometal D.P. Skopje	MKD			



DRAW HIGHLIGHTS

More than 17 years ago, in August 1993, the handball world could observe the first ever EHF draw event taking place. It was a historical moment: the EHF had just taken over the European Champions Cup from the IHF and directly reformatted it into the premier season of the EHF Champions League. Representatives from over 70 clubs witnessed the draw at the Golf Club of Vienna's Hotel Bosei, near the first EHF office building. Since then numerous draw events of different nature have taken place.

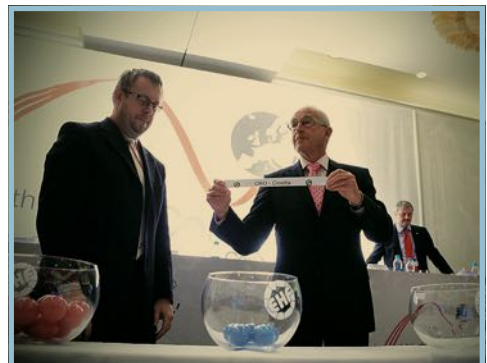
On the 27th July 2010 EHF Secretary General Michael Wiederer could celebrate a special moment, as he drew his 20,000st ball on behalf of the EHF. Besides numerous minor events not less than eight major competitions in club handball, four for national teams and five for national teams of the younger age category were organised in the year 2010 by the EHF. To ensure a fair compilation of opponents for each round, the EHF arranged 25 draw events.

In order to certify good sportsmanship, the teams of the draw were put into pots according to a seeding list based on earlier results. A clever procedure ensured that the drawn opponents were a challenging match and that – in some club competition stages – the teams were not from the same country. Some of the EHF draw events were accomplished in a smaller scale, occasionally in combination with other draws. Other draws were carried out as major gala like events, in stunning surroundings with a magnificent side event programme and live television broadcasting.

All EHF draws were stylish and professional events, but three events of 2010 stood out as the most impressive. In early April, the city hall of Belgrade (SRB) played host to a spectacular gala event, where the coach of Serbia's national team, Veselin Vukovic, together with one of his players, Momir Ilic, assisted the EHF Competition Commission's Leopold Kalin to put together the seven qualification groups with four teams each.

On May 4th the eyes of the handball world focused on the draw of the long awaited first ever edition of the EHF FINAL4 in Cologne (GER). The luxurious event took place in Cologne's LVR Tower and besides deciding the fixtures of the two semifinals, also information on the great event (see page 16) was given, including the first mentioning of the brand new EHF Men's Champions League trophy.

A month later, on June 5th, the elegant draw for the Women's EHF EURO 2010 took place in front of thousands of handball fans in the half-time of a friendly match between the two hosting nations Denmark and Norway in Arena Fyn of Odense (DEN). The lucky hands of four participating players, Romania's Cristina Neagu, Germany's Anja Althaus, Norway's Linn-Kristin Riegelhuth and Denmark's Trine Troelsen, put together four exciting Preliminary Round groups.



DRAW HIGHLIGHTS

EHF Champions League

Five decisions were taken with bowls and balls in the EHF Women's Champions League this year, including three of last season in the first half of the year, and two of the ongoing season 2010/11. In the men's European top league altogether four draws took place, two for last seasons EHF Champions League, one for the four contestants of the premiere of the EHF FINAL4, and recently one for the 2010/11 VELUX EHF Men's Champions League, that started in September.

European Cups

Besides the EHF Champions League, three European Cups for club handball are played, the EHF Cup, the Cup Winners' Cup and the Challenge Cup. Both men's teams and women's teams compete in six tournaments. This led to another twelve draws, six for men and for women, whereof three each were for the final stages of last season that ended in May, and three each decided which teams were opponents in this year's competition.

National teams

The women's national teams saw two draws take place this year, not only the compilation of the groups of the final tournament of the EHF EURO 2010 in Denmark and Norway but also the draw of the Qualification Europe Play-Off match-ups in the race for the World Championships 2011 in Brazil.

Three times the men's national teams were to be drawn this year. The qualification for the EHF EURO 2012 in Serbia saw two occasions to put together qualification groups, one for the first and one for the second stage. Additionally the draw for the Qualification Europe Play-Offs of the men's run for tickets for the World Championship 2011 in Sweden was carried out.

Younger Age Categories

Over the last years the EHF has emphasised the importance of tournaments in Younger Age Categories of both genders. The tournaments are being carried out with the same complexity, procedures and the same effort as the major adult events. Thus six big draws took place this year for such events, three for young men and two for young women.

The women saw draws for two qualifications, the European Championships of W17 in the Czech Republic 2011 and the W19 in the Netherlands 2011 and for the W18 European Open in Sweden. For the men, the group stages of two final tournaments of European Championships were drawn, for the M20 in Slovakia and for the M18 in Montenegro. Additionally, the groups for the Qualification Europe of the U21 category for the World Championship in Greece 2011 were drawn.

“In July 2006 we drew the final tournament for the EHF EURO 2006 on the occasion of the Partille Cup. The very first ball I had taken out of the bowl just wouldn't open up and reveal the team name, no matter how hard I tried. It was quite embarrassing as the event was televised live and over 700 people were in the hall. In the end I surprised everybody by putting it on the ground and stepping on it.” EHF Secretary General Michael Wiederer



EHF EUROPEAN CUP THE FIGURES



European Cup 2009/10

May 2010 marked the completion of the seventeenth European Cup season in both the men's and women's competitions. The competitions that form the European Cup remain at the heart of club handball in Europe. On a daily basis, the Champions League, EHF Cup, the Challenge Cup and the Cup Winners' Cup, are administered by dedicated team out of the EHF office in Vienna each season.

Men's 2009/10 Season

The European Cup season saw a minor reduction in the key figures in the men's category. A total of 43 Member Federations registered 159 teams across the competitions.

Facts & Figures

Once again, 430 matches were played and there was 9% increase on the spectators figures, with over 930,600 fans filling the halls and arenas around Europe to support their teams. Over the course of the season the men's teams also scored less goals (a total of 23,193 goals were scored over the duration of the competition – a reduction of 7% on the last season).

Men 2009/10

EHF Champions League: 40 teams from 23 different nations

EHF Cup: 43 teams from 34 different nations

Challenge Cup: 40 teams from 23 different nations

Cup Winners' Cup: 36 teams from 33 different nations

Women's 2009/10 Season

A total of 121 clubs from 36 EHF Member Federations registered for the season, with two Danish, a German and a Montenegrin team taking the titles. Despite how wide-spread and strong top level handball is in many parts of Europe, Denmark played a major role in this year's European cups, taking part with three teams in the four finals. Two of these teams were victorious, winning the EHF Champions League and the EHF Cup. All final matches were broadcast live on television.

Facts & Figures

In comparison to the 2008/09 season, the 2009/10 women's European Cup season saw decreases in the number of competitors. In 2009/10, 121 teams (-14%) from 36 National Federations played 324 matches (-16%) in front of over 398,000 fans, who saw their teams' score a sum of 17,437 goals (-14%). The number of spectators remained the same.

Women 2009/10

EHF Champions League: 30 teams from 22 different nations

EHF Cup: 39 teams from 26 different nations

Challenge Cup: 28 teams from 20 different nations

Cup Winners' Cup: 24 teams from 23 different nations



2009/10 EHF CUP

Men's EHF Cup

In a dramatic game that saw TBV Lemgo of Germany defeated by Kadetten Schaffhausen of Switzerland by two goals, the 'Ostwestfalen' nevertheless collected their third EHF title (1996, 2006, and 2010) on aggregate. Both teams started the match looking balanced and playing an active game, which was until TBV Lemgo made multiple mistakes. Kadetten capitalised and turned the game around to their advantage and even recovering from their moments of weakness; TBV Lemgo got back in the game, but could not avoid the loss in front of 1500 spectators in the Schweizersbildhalle. But even that failed to put a damper on the celebrations!



Men's Semifinals

ESP Naturhouse la Rioja	GER SG Flensburg-Handewitt
30:25, 26:34 (56:59)	31:30, 21:24 (52:54)
GER TBV Lemgo	SUI Kadetten SH Handball

Men's Finals

GER TBV Lemgo
24:18, 28:30 (52:48)
SUI Kadetten SH Handball

Men's 09/10 Champion

TBV Lemgo

Women's EHF Cup

In front of 2800 excited fans cheering them on, Randers HK gave the crowd exactly what they wanted – a win on home turf, in the Elro Arena Randers and the 2009/10 EHF Cup title. Despite losing the first final in Spain, Randers HK A/S overturned their opponents with a stunning performance in the second leg of the final to win the competition. In their seventh consecutive year participating in the EHF Cup the Danes defeated Prosolia SIID Elda Prestigio 24:30 (14:12) and, with a final score of 46:50, finally managed to bring home the trophy.

Women's Semifinals

ESP Prosolia SIID Elda Prestigio	DEN Randers HK
27:23; 28:31 (55:54)	30:23; 28:27 (58:50)
GER TSV Bayer 04 Leverkusen	FRA Havre HAC

Women's Finals

ESP Prosolia SIID Elda Prestigio
22:20; 24:30 (46:50)
DEN Randers HK

Women's 09/10 Champion

RANDERS HK A/S



2009/10 CHALLENGE CUP



Men's Challenge Cup

The 2009/10 EHF European Cup season will be remembered as the season when an unknown team from the Mediterranean made handball history. Sporting Clube de Portugal not only made it to the final of an EHF European Cup Final for the very first time, the team also managed to take the title.

With a fantastic away performance in Poland, where Portuguese team won by a very small margin - the team knew that they had a better chance to take the title on home soil, however, nothing had prepared the team for the moment of victory as the final whistle sounded in the Pavilhao do Complexo Desportivo Municipal do Casal Vistoso in Lisbon. With a one-goal win and a place in history, celebrated into the night...

Men's Semifinals

POR **Sporting Clube de Portugal**
28:23; 30:33 (58:56)

SLO **RD Slovan**

ITA **Bologna Untied**
24:24; 19:28 (43:52)

POL **MMTS Kwidzyn**

Men's Finals

POL **MMTS Kwidzyn**
25:27; 26:27 (51:54)

POR **Sporting Clube de Portugal**

Men's 09/10 Champion

Sporting Clube de Portugal

Women's Challenge Cup

In the Sporthalle Schulzentrum Nord in the German city of Buxtehude, the local 'Sportverein' took on Frisch Auf Göppingen in the final of the EHF Challenge Cup. In front of 1600 fans, Buxtehuder quickly took control of the match – capitalising on the 12-goal lead from the first leg match a week previously. Frisch Auf Göppingen – with the odds stacked against them – played a tight defence and refused to let the ladies from Buxtehude run away with the match. Though it was not enough to repair a weak performance, Göppingen lost the return leg by two goals – it was more than enough for Buxtehuder Sportverein celebrate their first EHF Challenge Cup win!

Women's Semifinals

GER **Frisch Auf Göppingen**
29:24; 28:22 (57:46)

POL **Vistal Laczpol Gydnia**

MKD **HC Metalurg**
22:21; 28:31 (50:52)

GER **Buxtehuder Sportverein**

Women's Finals

GER **Frisch Auf Göppingen**
28:40; 26:28 (54:68)

GER **Buxtehuder Sportverein**

Women's 09/10 Champion

Buxtehuder Sportverein



2009/10 CUP WINNERS' CUP

Men's Cup Winners' Cup

In front of a capacity crowd at the Palau d'Esports de Granollers it was the home team, Fraikin BM. Granollers that had the advantage from the first throw-off. Scoring the first and second goals, the Spaniards sent the visitors from Germany a clear message that this was going to be a very tough match. In the final of the 09/10 Cup Winners' Cup in Spain, it was clear that both teams had a lot at stake. In the second half, VfL Gummersbach returned to the court with a cool demeanour and seemingly a new plan. Though it was not enough to keep turn the match around, the team from Germany managed to keep up for a while equalising on a further three occasions. Nevertheless, it was not enough to win the match on the day, but it was more than enough to take the Cup Winners' Cup with a higher aggregate score.



Men's Semifinals

GER	VfL Gummersbach 30:26, 31:28 (61:54)	ROU	Steaua MFA Bucharesti 32:28, 23:32 (55:60)
ESP	Reyno de Navarra San Antonio	ESP	Fraikin BM. Granollers

Men's Finals

GER	VfL Gummersbach 34:25, 33:37 (67:62)
ESP	Fraikin BM. Granollers

Men's 09/10 Champion

VfL Gummersbach

Women's Cup Winners' Cup

In the women's competition, the final of the 2009/10 EHF Cup Winners' Cup was also played out in front of a capacity crowd. Four thousand spectators were on hand to support their teams at the S.C. Moraca sports hall in Podgorica, Montenegro. In the return match against KIF Vejen, Buducnost T-Mobile started with a tight 6:0 defence in comparison to Kolding's 5:1. Both teams were playing a hard game and at end of the first half – only 17 goals in total managed to hit the back of the nets. In the second half the match soon became deadlocked; goalless for nearly 13 minutes. However, it was Buducnost, cheered on by their fans, that managed to break the impasse and began scoring one goal after another to take the win and their second Cup Winners' Cup title since season 2005/06.

Women's Semifinals

GER	VfL Oldenburg 17:25; 25:22 (42:47)	MNE	Buducnost T-Mobile 28:21; 28:27 (56:48)
DEN	KIF Vejen	FRA	Metz Handball

Women's Finals

DEN	KIF Vejen 20:23; 16:18 (36:41)
MNE	Buducnost T-Mobile

Women's 09/10 Champion

Buducnost T-Mobile



EUROPEAN BEACH TOUR FINALS

Finalising the sixth season of the European Beach Tour, the EBT Finals took place in Espinho, Portugal from the 3rd – 6th June 2010. The traditional highlight of the Beach Handball club season saw high quality Beach Handball played by the best teams of the continent. Both men's and women's competition has eight participating teams who qualified through their EBT performance throughout the season 2008/2009.

In the men's final the Croatians deserved the win with a great performance against the German side and for the second consecutive time, Detono Zagreb took the title. The women's final was decided in a shoot-out in favour of the Swiss team. The President of the Portuguese Handball Federation attended the EBT Masters and handed over the gold medals at the winners' ceremony.

The 8th edition of the European Beach Tour Finals will take place in Fuengirola / ESP from the 5th -6th June 2011.

Men		Women	
1 Detono Zagreb	CRO	1 Playadettes	SUI
2 Waterboys Neerstedt	GER	2 Universidad de Malaga Beach	ESP
3 Chemo Profili Zagreb	CRO	3 OVB Beach Girls	HUN

2010 EUROPEAN BEACH TOUR

Since its humble beginnings in 2003, the European Beach Tour (EBT) continues to grow; participating teams and fans alike cannot get enough of this competition. As the teams compete throughout the season, the ultimate goal is to reach the EBT Masters Finals.

The seventh season which ran from 1 October 2009 – 30 September 2010, saw 76 men's and 34 women's team participate in 45 tournaments organised across the breadth of Europe.

Season eight began on the 1st October 2010. The numerous tournaments, results and the all-important rankings can be found at www.eurohandball-beachtour.com!

2011 European Beach Handball Championship Bids

In 2011 the 7th edition of the European Beach Handball Championships will be organised in Umag / CRO. The event for both Women and Men is scheduled to take place from the 28th June - 3rd July.

Earlier in the year two federations submitted their bid for the right to host the popular Beach European Handball Championship. After careful evaluation, the event was awarded by the EHF Executive Committee at the final meeting of the year on December 17th 2010.

Cancelled: Men's 19 and Women's 19 Beach Handball European Championship

The 2nd edition of the Men's and Women's 19 Beach Handball European Championship, scheduled to take place from 16th – 18th July was cancelled after the unexpected withdrawal of the organiser Bulgaria. The 20 participating nations were informed accordingly. The next edition of the Youth BH European Championship will be hosted together with the senior Beach Handball European Championship from the 24th - 26th June 2011.



IHF COMPETITIONS

1st Men's and Women's Youth Olympic Games

Under the motto 'Blazing The Trail', the inaugural Youth Olympic Games athletes aged 14-18 was held in Singapore from the 14th – 26th August 2010. The Games, organised by the International Olympic Committee, boasted 26 Olympic disciplines and participation from 204 National Olympic Committees.

The handball competition took place from the 20th – 25th August. The national team of France participated in the men's competition and Denmark and Russia played in the women's tournament. In the handball event, held at the International Convention Centre in the SUNTEC Hall 602, France took the bronze medal in the men's competition, while Denmark took the gold in the women's event with Russia taking silver.



Men's Competition

1. EGY 2. KOR 3. **FRA** 4. BRA 5. SIN 6. COK

Women's Competition

1. **DEN** 2. **RUS** 3. BRA 4. KAZ 5. ANG 6. AUS

2010 Men's and Women's IV Beach Handball World Championship

Synonymous with fun, passion and Fair Play, the beaches of Antalya in Turkey, once again played host to a top Beach Handball event. Lara Beach Park was the setting for five days of Beach Handball at its best. The 4th Beach World Handball Championship was played from the 22nd – 27th June 2010.

Europe was represented by 7 teams in the men's category and eight teams in the women's category. Croatia failed in its bid to retain the 2008 titles in both categories. It was the turn of Brazil to hoist the trophy in the men's competition and for the first time ever, leaving Hungary to settle for the silver medal. Norway took the gold medal in the women's event. In the women's competition all women's teams ranked in the top ten.



Men's Competition

1. BRA 2. **HUN** 3. **TUR** 4. EGY 5. **DEN** 6. **RUS** 7. **CRO** 8. **ESP**
9. OMA 10. QAT 11. LBA 12. **ISL**

Women's Competition

1. **NOR** 2. **DEN** 3. BRA 4. **UKR** 5. **TUR** 6. **CRO** 7. **HUN** 8. **ITA**
9. **ESP** 10. JPN 11. CHN 12. NZL



IHF COMPETITIONS



2011 Men's World Championship – European Qualification

The XXII Men's Handball World Championship 2011 presented by the International Handball Federation will take place in Sweden from the 15th – 30th January 2011. At the 22nd edition of the competition, the European Handball Federation is pleased to have 14 national teams representing the continent of Europe.

After their spectacular performance in Croatia in 2009, the national team of France return to the competition to defend their title. Sweden gained automatic entry to the competition as the hosting nation. The national team of Sweden has been part of every world championship bar one since 1995.

Presentation of European Nations

Defending Champion	France
Ranked 1-3 at EURO 2010 AUT	Croatia Iceland Poland*

Qualified from the play-off matches	Austria Denmark Germany Hungary Norway Romania Serbia Slovakia Spain
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* 4th place, nevertheless qualified due to the defending champion France

2011 Women's World Championship - European Qualification

The scene for the XX Women Handball World Championship 2011 will be the Brazilian region of Santa Catarina. Across seven cities, 24 national teams from the 5 handball Confederations will be part of the 20th edition of the Women's Championship to be played out in the final days of the Brazilian summer from the 3rd – 18th December 2011.

Europe will have 12 teams representing their countries and hoping for championship success.

Presentation of European Nations

Defending Champion	Russia
Ranked 1-3 at EURO 2010 DEN/NOR	Norway Sweden Romania

Play-off Matches

With eight allocated places remaining, the final step to see which teams will be flying to Brazil next year will be the matches of the Play-Off Europe. On 19th December 2010 prior to the final matches of the EHF EURO, the teams from Pot 1 (8 best ranked teams from EURO 2010 not directly qualified for the WC Final Tournament) and Pot 2 (teams ranked 13-16 at EURO2010 not directly qualified for the WC Final Tournament and the 4 winners of the 2011 WC Qualification Europe groups) were drawn in Herning, Denmark.

The matches that will take place on the 4th / 5th and the 11th / 12th June 2011 are as follows.

Czech Republic vs Montenegro	Netherlands vs Turkey
Spain vs FYR Macedonia	France vs Slovenia
Croatia vs Serbia	Iceland vs Ukraine
Germany vs Hungary	Poland vs Denmark

And the winners of these matches will qualify for the Final Tournament.

IHF COMPETITIONS

Women's U18 World Championship (IHF Event)

The third edition of the Women's Youth Handball World Championship took place from the 2nd – 12th August 2010 in the Dominican Republic. The European Handball Federation had nine teams representing the continent and the performance of the women's national teams at the U18 World Championship was excellent!

The competition came to a dramatic finish with a Nordic battle which saw the nations of Sweden and Norway play a dramatic game. With Sweden showing Norway exactly who was in control of the match, the Sweden got the best of Norway to take the title with a five-goal victory. In the bronze medal match, the national team of Netherlands defeated France in a gruelling match that was evenly scored in the 54th minute of the match. It was a goal that landed in the back of the net 25 seconds before the final whistle that led the Netherlands to a 27:25 victory.

Overall, this was a very successful event for the teams of Europe as seven of the teams ranked in the top ten and the remaining two teams ranked in the top fifteen.

1. **SWE** 2. **NOR** 3. **NED** 4. **FRA** 5. **ESP** 6. **DEN** 7. **RUS** 8. **DOM**
9. **KOR** 10. **ANG** 11. **HUN** 12. **URU** 13. **BRA** 14. **GER** 15. **JPN** 16. **KAZ**
17. **ARG** 18. **COD** 19. **THA** 20. **CIV**

Women's U20 World Championship (IHF Event)

In the venues of Seoul, Gwangju and Cheonan in Korea, the XVII Women's Junior Handball World Championship 2010 was played out from the 17th – 31st July 2010. It was Norway that took the gold medal in this competition in a fantastic athletic performance against Russia. Having taken the lead early in the game, the Norwegian goalkeepers managed to save a high number of goal attempts by the Russian players. And the rest of the team played a very smart game, putting pressure on the Russians leading to avoidable mistakes of which the Norwegians played to their advantage and were rewarded with their first ever title in this category.

Although they were tipped to win the gold medal – the national team of Montenegro were nonetheless thrilled with their performance and the bronze medal. Facing the hosts in the bronze medal match, the Montenegrins played a very strong first half which ended 10:12 for the Europeans. After gaining their second wind in the second half, Montenegro kept the national team of Korea at bay. With a final score of 22:24, Montenegro won their first ever Bronze medal in international competition.

The eleven national teams representing Europe put on a valiant performance, with three teams in the top positions and all teams ranking in the top fifteen.

1. **NOR** 2. **RUS** 3. **MNE** 4. **KOR** 5. **HUN** 6. **NED** 7. **GER** 8. **SWE**
9. **SRB** 10. **ESP** 11. **CRO** 12. **BRA** 13. **FRA** 14. **ANG** 15. **ARG** 16. **JPN**
17. **CHN** 18. **MEX** 19. **TUN** 20. **THA** 21. **GRL** 22. **AUS** 23. **COD** 24. **HKG**





HANDBALL HITS NEW HEIGHTS



Infront Sports & Media's marketing partnership with the European Handball Federation is highlighted by the successful and sustained expansion of the EHF EURO.

The best is still to come, as we enter our 18th year of co-operation and the year of the EHF's 20 anniversary, which we look forward to celebrating. Planning, teamwork and partnership continue to deliver exciting marketing results.

The most recent men's EHF EURO tournament took place in January 2010 in Austria and was the most extensively covered tournament in the history of this event.

It was broadcast in 70 territories with 1,700 programme hours and a cumulative television viewing audience of more than one billion.

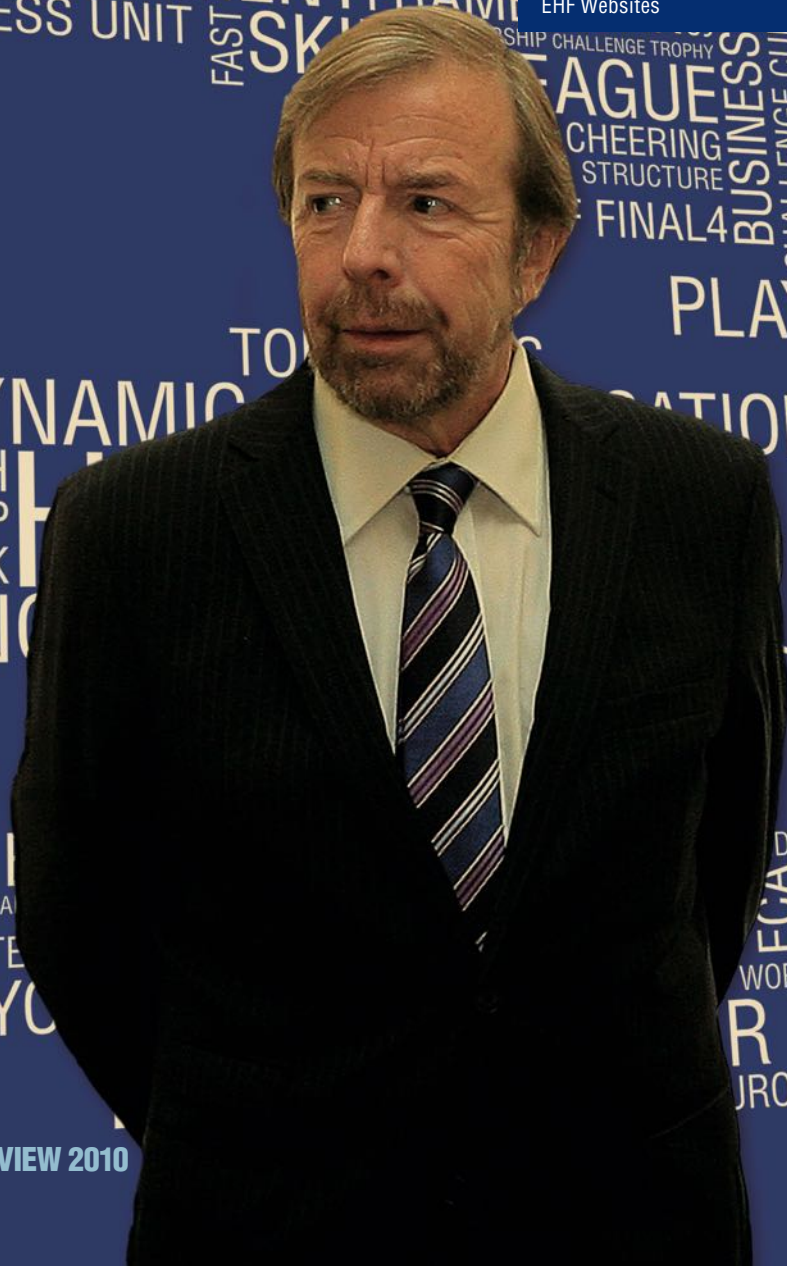
Broadcast Distribution for the 2010 women's event in Denmark/Norway are expected to reach slightly higher levels than the last event in 2008, ensuring the sustained commercial success of the tournament.

**Infront — Our experience. Shared passion.
Your success.**

ANNUAL REVIEW 2010 ROUND TABLE



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GRASSROOTS HANDBALL
CUP WINNERS' CUP
HANDBALL
EHF CHAMPIONS LEAGUE
GENERAL MANAGEMENT
DEVELOPMENT FRAMEWORK
BUSINESS UNIT
FAST SKI
LEAGUES
CHEERING STRUCTURE
FINAL 4
BUSINESS CHALLENGE CUP
CONFERENCE HANDBALL
COMMISSION
REFEREE
EXCITING
PLAYER
COOPERATION
BOARD SPECTATORS
EXECUTIVE COMMITTEE
BEACH HANDBALL
EHF CAN OFFICIAL
SCHOOL HANDBALL
PROGRESS DYNAMIC
COACH
EHF CUP
FAST BREAK
CONC
MASTER
YO
WORKING GROUP
R PLAY
JURO EVENTS

10th EHF ORDINARY CONGRESS



The 10th Ordinary Congress of the European Handball Federation took place on 24th – 25th September 2010 in Copenhagen in front of the representatives of 49 EHF member federations plus the associated federation of Kosovo. EHF President Tor Lian opened the Congress together with high ranked representatives of the organising country Denmark. A number of honorary guests attended the important sport political event including Danish Crown Prince Frederik who welcomed the European Handball Family.

Under the motto 'Together We Are Handball', the convocation of the Congress was the most suitable platform to discuss a range of topics that have influenced handball over the past two years and to take democratic decisions of the pathways of the future.

Motions to the Congress

The Member Federations voted in favour of the creation of the Professional Handball Board, a common strategic platform for the stakeholders of European men's handball – Nations, Clubs, Leagues and Players. The PHB, which aims to preserve the coherence of European handball, was accepted by the Congress with an overwhelming majority.

The delegates also adopted the motions on changing the legal structure of the EHF by creating a new second instance, the EHF Court of Appeal. As a consequent step, the Congress also voted in favour of changing the name of the existing first instance body, which will be called EHF Handball Court. Finally, the Congress voted in favour of amending the Rules of Arbitration of the EHF Court of Arbitration.

As was the intention, the range of motions promoted healthy discussion among the handball stakeholders in attendance. The National Federations had spoken and their dedication to the development of the sport will allow the EHF, with the full assistance of the new Boards and Committees, to implement the necessary strategic actions in the near future leading to an augmented progression of handball in 2011 and beyond.

Awarding of future EHF events

At any EHF Congress, one of the most anticipated sections of the convention is the awarding of the European Championships. Bids for the three Younger Age Category events and the 2014 EHF EURO were received at the EHF Office earlier in the year. All the Member Federations that applied for the right to host a European Championship presented their bid before the congress. In Copenhagen, the 10th Ordinary Congress voted on the organising rights of national team events, and the Congress participants voted as follows:

- Men's EHF EURO 2014: **Denmark** (14th – 26th January 2014)
M20 European Championship 2012: **Turkey** (26th July - 5th August 2012)
M18 European Championship 2012: **Austria** (9th – 19th August 2012)
W19 European Championship 2013: **Denmark** (1st – 11th August 2013)

Due to the withdrawal of bids from three member nations, the 2013 Women's 17 European Championship will be held in Poland from 15 - 25 August 2013, based on a Executive decision on 17th December 2010. The 2014 Women's EHF EURO allocation did not take place as scheduled. This event will be awarded directly by the EHF Executive Committee in April 2011.



10th EHF ORDINARY CONGRESS

Election of Committees/Boards

The European Handball Federation used the occasion of the 10th Ordinary Congress to expand the internal structure of the organisation. The EHF has recognised that for the positive development of the sport not all areas can be treated in an identical manner. Therefore, on this occasion, amendments to the structure were ratified and the subsequent election of the members to the newly founded committees and boards were subsequently elected by the Congress. The members of the EHF Nations Board, Women's Club Committee, Women's National Team Committee and the Women's Club Board (for EHF Marketing) were elected by vote.



Celebration of the best nations

As the sportsmen train rigorously and play hundreds of games on a national and international level over the course of the season, statisticians are recording all achievements of the national federations of Europe. Based on strong performances in all EHF competitions on a club and national team level in all age group categories, the EHF recognised the most successful nations of 2008 and 2009.

Best Nation Award 2008: **Denmark**

Best Nation Award 2009: **France**

Development projects

The EHF signed SMART Project agreements with the English Handball Association as well as with the Serbian Handball Federation. The Croatian Handball Federation and the Israel Handball Association have closed an agreement on cooperation in the framework of the Foster Project. The Infrastructure Project was confirmed by a signature between the EHF and the Irish Olympic Handball Association as well as with the Scottish Handball Association.

Further information to the various EHF development programmes and projects, including the introduction of handball's latest variation 'Street Handball' can be found in the 'Forming The Future' section of this Annual Report beginning on page 46.



MEETINGS

The European Handball Federation recognises the importance of upholding and improving the relationships that it has with both the internal and external handball stakeholder. Through maintaining this type of contact, the EHF is able to anticipate and act on the necessities; all which promote the growth of not only the sport, but the organisation as a whole.

January 2010 - Intercontinental Meeting

The EHF office in Vienna was the setting for the meeting, initiated by the President of the International Handball Federation that called together various representatives of handball stakeholder groups. At the meeting, on the fringes of the EHF EURO 2010, sport-political issues as well as global competitions were discussed. In attendance were the Presidents from the Continental Federations of Asia, Africa, and Pan-America.

February 2010 - Representing Handball at the Sport Business Conference (SpoBIS)

Europe's largest sports industry event, the ISPO Sports Business Summit, took place in Munich, Germany from the 22-23 February. With over 1,500 participants and 160 guest speakers, the sport business conference provides representatives from the media and marketing communities with the opportunity to meet clubs, federations and other service providers to discuss business possibilities and the current trends in sport.

Representatives of the European Handball Federation and EHF Marketing as well as EHF partners gave keynote speeches and held discussions. EHF Secretary General, Michael Wiederer, outlined the development path of the EHF EURO Events over the past years. Peter Vargo, EHF Managing Director, also used the occasion to give an overview on the marketing and media philosophy implemented in the premium club competition, EHF Champions League.

May 2010 – President's Meeting in Cologne

The EHF Champions League FINAL4 was the backdrop to a number of meetings held by the European Handball Federation. The opportunity was used not only by players and fans to meet in Cologne; the event attracted handball professionals who discussed strategic questions in the hosting city. The President's Meeting took place on 29 May 2010 preceding the semifinals of the EHF FINAL4 as a follow up to the 1st President's Meeting in Vienna in January 2010. A total of 35 nations and the EHF Executive Committee took part at the meeting which served as a preparation for the EHF Congress in Denmark. The representatives dealt with a busy agenda. The motion of the Professional Handball Board was discussed at the meeting in detail as well as topics related to the EHF legal system and current matters in international handball.

May 2010 - EHF and FCH sign Memorandum of Understanding

On the occasion of the EHF Champions League VELUX FINAL4 on Sunday 30 May 2010, the European Handball Federation (EHF) and the newly constituted body Forum Club Handball (FCH) held a joint press conference in the LANXESS arena of Cologne.

Both organisations were represented by top level officials at the event and the Memorandum of Understanding, a strategic document on the future cooperation of European Handball stakeholders, was signed. EHF President Tor Lian, Vice President Jean Brihault and Secretary General Michael Wiederer represented the European Handball Federation; FCH President Tomaz Jersic, FCH Vice President/GCH President Joan Marin and FCH/GCH Managing Director Gerd Butzeck represented Forum Club Handball.

Joan Marin, GCH President, outlined the cooperation between EHF and Group Club Handball (GCH) and the development that led to the agreement. The newly constituted FCH will be the body representing the interests of European top clubs in the Professional Handball Board (PHB), a top level body creating the strategies and shaping the future of European handball. The signing of the Memorandum of Understanding marked a milestone in the cooperation of the stakeholders in European Handball Sport.

MEETINGS

May 2010 - European Games

Created by the European Olympic Committees (EOC) to examine the possibility of staging European Games following the tradition of other Continental Games, the 'European Games Feasibility Study Group' convened once again in Rome to study the international sports calendar.

The panel comprised of the EOC Leadership and sporting leaders from various sport disciplines including Handball, represented by President Lian. The group are analysing the idea of the European Games as early as 2015 or 2017.

June 2010 - EHF Competitions Conference for Women's Handball

The EHF Competitions Conference, chaired by Vice President Jean Brihault, took place on 4 – 6 June in Odense, Denmark, in front of handball specialists from all areas of the sport. The prime goal of the event was to focus the attention on women's handball and on possible development paths that the women's national team and club competitions can follow.

Tor Lian, President of the EHF officially opened the event by underlining the creative objectives of the conference by stating: "This weekend is about innovation. The focus is on building the brand of women's handball."

Speakers from all professions

The conference saw presentations on the various aspects of top level women's handball. Top players such as Cristina Neagu, Anja Althaus and Lene Lund took part and shared their experience on challenges handball players are facing today.

The conference was an opportunity to learn best practices from other sports as well. Nathalie Janvier (French Federation of Rugby) and Karen Espelund (UEFA's Women's Committee) were invited to address the conference.

In addition to the technical side of the game, marketing and promotion aspects were also presented by professionals. Marc Rapparlié (Global MMK) and Patrik Holmgren (Infront Sport & Media) called the attention to what they see as key elements to success.

Street Handball introduced

The new game conceived by Danish players and coaches, Street Handball, was shown to the public at the EHF Competitions Conference. Read more on Street Handball on page 46.

Nations Board

The inaugural meeting of the EHF Nations Board took place in Vienna on October 29th 2010. In a first step, the members discussed various topics relating to matters of the Nations Board and National Team affairs. Morten-Stig Christensen was voted to Chair the Board, with Philippe Bana named as Vice Chairman. Ulrich Strombach, Anrijs Brencans, Bozidar Djurkovic and Paul Hoes complete the Nations Board.



MEETINGS

First meeting of the Professional Handball Board

Following the development from meetings at the EHF FINAL4 in May 2010 and at the EHF Congress in September 2010, the newly introduced Professional Handball Board held their first meeting in Vienna.

The PHB is comprised of 10 members – two members representing all the following stakeholders: European Clubs, European Handball Leagues, Players, National Federations as well as the EHF Executive Committee. In addition, the Chairman of the PHB will be absorbed into the EHF Executive Committee as member.

Jean Brihault and Jan Tuik as members of the EHF Executive Committee, Joan Marin and Gerd Butzek as representatives of the clubs in the name of Forum Club Handball, and Morten Stig Christensen and Philippe Bana as representatives for the National Federations/Nations Board as well as EHF President Tor Lian, EHF Secretary General Michael Wiederer and Assistant Secretary General Alexander Toncourt took part in the meeting.

Structural issues as well as positions of the PHB were conferred; several items for discussion were identified and examined. A procedure focusing on the area of players' salaries' insurance during official events and other national team activities was established. This includes a pilot project with the National Federations in order to harmonize differences in the regional conditions.

The concept of merging the EHF Cup and the Cup Winner's Cup into one European Cup competition in order to strengthen the competition structure was discussed. Taking regional aspects into consideration, the Challenge Cup shall remain untouched. Furthermore the topics of TV rights, marketing rights, the awarding of events and technical matters such as the organisation of referee nominations were also on the agenda at the meeting.

Meeting with stakeholders

After the meeting a working session with other stakeholders took place, including Jordi Pallarés (ASOBAL) and Reiner Witte (HBL) as representatives of the leagues and Jaume Fort representing the European Handball Player's Union. The target was to immediately include the stakeholders.

It is the aim of the EHF and the recently created PHB to include these stakeholders as soon as possible. The recognition of their structures is planned for the end of January 2011.

Due to this development, the election of the Professional Handball Board Chairman (will be a member of the EHF Executive Committee) as well as the Deputy Chairman was postponed until the next meeting of the PHB, which is scheduled for March 2011.

EHF President Tor Lian reflected very positively: "This very constructive meeting was in the sense of the introduction of the Professional Handball Board in order to reach the common goal for all our stakeholders."

Meeting of the Women's National Team Committee and Women's Club Committee

Following the implementation of two new committees at the 10th Ordinary EHF Congress in Copenhagen and the subsequent election of the members; the bodies, whose objective is to contribute to the strategies of the European Handball Federation in women's club handball and in women's national team matters, met for the first time in Vienna in November.

During the two-day meetings, the members elected the chairs of the committees: Carmen Manchado will be chairing the Women's Club Committee and Karl-Arne Johannessen was elected to chair the Women's National Team Committee.

The five elected members of the Women's Club Committee are:

Henrik Mortensen	DEN	Stanislav Kulinchenko	RUS
Boguslaw Trojan	POL	Carmen Manchado	ESP
Torbjörn Balstad	NOR		

The five elected members of the Women's National Committee are:

Karl-Arne Johannessen	NOR	Margarita Avila	ESP
Per Bertelsen	DEN	Gordana Boseva Naceva	MKD
Victor Poladenko	RUS		

The members of the two committees will serve a two-year office period.

MEETINGS

EHF Women's Champions League Round Table

Throughout the year, the European Handball Federation has been treating the subject of women's handball with special attention. The Women's Competitions Conference took place in June 2010 in Odense, Denmark. As a follow-up to that event, the EHF invited the representatives of the EHF Women's Champions League clubs of the past seasons for an open discussion.

The EHF Women's Champions League Round Table took place on 23 November 2010 in Vienna following the draw events. Over 20 club representatives were present at the meeting and were joined by the newly elected Women's Club Committee and Women's National Team Committee members.

The meeting – chaired by Competitions Commission Chairman Jan Tuik – brought an open dialogue on a number of matters important for top level women's handball. The invited guests touched upon topics such as TV contracts, marketing strategies, calendar issues, technical initiatives as well as the future of the European Cup competitions. The inputs of the clubs will be used by the various EHF bodies on a strategic level in order to give another boost to the development of the EHF Women's Champions League competition.

EHF at the General Assembly of the EOC – November

The 39th European Olympic Committee General Assembly took place on the 26th and 27th November 2010 in the Serbian capital, Belgrade. EHF President Tor Lian and Secretary General Michael Wiederer took part at the event upon the invitation of the EOC. The annual assembly of the 49 NOCs of Europe under the leadership of President Patrick Hickey was attended by IOC president Jacques Rogge, Serbian State President Boris Tadic, Prime Minister Mirko Cvetkovic and Minister for Youth and Sport Snežana Samardžić Markovic.

In addition to the various reports on activities – including an intermediate report on the project "European Games" with Tor Lian as member of the Feasibility Study Group – the candidates for future Olympic Games presented their bids. Among other important decisions, the awarding of the European Youth Olympic Festival (EYOF) took place. The Georgian capital Tbilisi won the voting for the 2015 Summer EYOF. A joint Austria-Liechtenstein bid won the right to organise the 2015 Winter EYOF.

The EHF has a long-term cooperation with EOC as handball is one of the sports on the EYOF programme.

About EYOF

European Youth Olympic Festival, known by its initials EYOF, is a biennial multi-sport event for youth athletes from the 49 member countries of the association of European Olympic Committees. EYOF has a summer edition, held for the first time in Brussels in 1991, and a winter edition, which began two years later in Aosta. EYOF is the only all-European multi-sport event. The next edition of EYOF is planned to take place in 2011 in Trabzon, Turkey. The Summer EYOF 2013 will be held in Utrecht, Netherlands. EYOF includes handball competition for 17/16-year old male and female players - born 1994/1995. Handball has been on the programme of the EYOF since the introduction of the festival.



WORKSHOPS

May 2010 – Development of Infrastructure in National Federations

The inception of the new development programme featured on page 50 was based on a working group initiated by the EHF Methods Commission which was seeking to define a new way of supporting developing member federations with infrastructure issues. The outcome of the working group was to define clear solutions and create a programme in effect that would augment the existing development projects (Foster & SMART) in supporting the National Handball Federations of Europe.

Representatives from developing nations familiar with the areas of internal federation structure, handball progression and development were invited to Vienna to introduce the current status of the individual federations and the difficulties that they were currently facing. Five developing nations responded to the invitation and met with Jan Tuik from the EHF Executive Committee, Allan Lund from the EHF Methods Commission, Helmut Höritsch (EHF CAN) and Nicole Rabenseifner (EHF Development). The working group participants agreed that the financial situation of their federations was the main hindrance in the area of development. In an intensive working session, the participants made many viable proposals for further development and result was unveiled at the 10th EHF Congress - the Infrastructure Support Programme.

May 2010 - RINCK Convention Workshop

Founded in 1997, the RINCK Convention is now in its 13th year of existence. Named for its founder, Claude Rinck – the 1st chairman of the Methods Commission, the convention seeks the mutual recognition of standards and certification in the area of education for handball coaches in Europe. The objectives of the RINCK Convention include standardising and safeguarding the regional and national features of coaches' education in order for handball professionals to be able to take employment within the 21 signatory nations.

Information received by the EHF Methods Commission strongly indicated that professional players were experiencing difficulties been accepted as a handball coach due to the deficiencies in formal education where experience and knowledge have not been taken into consideration. This and other issues led the EHF MC to initiate contact among the signatory nations and present them with various proposals, and based on high percentage of positive feedback, the educational programme was restructured. Naturally, the changes are compatible with the EU educational requirements and framework established by ENSSEE (European Network Sport Science Education Employment) in accordance with the "Bologna" Process.

Within the framework of the 10th EHF Congress, 24 – 25 September 2010 in Copenhagen the signatories' nations received the respective documentation to the restructuring of the RC and on the same occasion, a formal signing confirmation took place as Luxembourg was welcomed to the RINCK Convention. All in all, the RINCK Convention has certified 123 Master Coaches and continues to support freedom of movement for handball coaches in Europe.

July 2010 - EHF Referee and Education Workshop

Following the referee candidate courses held in June, the EHF Competence Academy & Network organised an education workshop held from the 2nd – 4th July, was attended by 75 participants from 45 EHF Member Federations.

The EHF CC Chairman, Jan Tuik, opened the two-day workshop by reiterating the necessity of the handball officiator and the instilling a sense of urgency for the betterment of the current educational process. For this important symposium, the EHF invited the Chief of Referees from FIBA Europe, Miguel Angel Betancor, to give a keynote opening speech to the attendees. Sándor Andorka, EHF CC Member responsible for refereeing, took the floor to explain in detail the changes to the Rules of the Game. Henrik La Cour Laursen (YRP Coordinator) stressed the importance of National Federations getting involved, by nominating candidates to the programme, focusing on education and using the IT teaching tools readily available to them. The topic of how to encourage more females to be part of the officiating family led to energetic discussions.

Summarising this event, Jan Tuik praised the attendees for their focus and collaboration in the breakout groups and assured the guests that the EHF CAN would continue to work in close cooperation with the EHF CC and TRC to finalise the new referee education curriculum.

EHF PARTNERS

For nineteen years, the European Handball Federation has been working with the best sport partners in the business. The partners have, over the course of many years, played their parts to perfection, allowing us to strengthen our competitive products. With the standardisation of the various competitions, from the unified look of the playing courts to the appearance of the EHF officials, the EHF is nearing its goal of achieving the most advantageous market position.

As handball remains associated with top brands and sponsors, the EHF takes this opportunity to thank all the organisations, with whom we continue to collaborate on all levels, for sharing our mission which remains the promotion and development of handball. The EHF is proud to be associated with the top names in sports equipment and sports marketing and we look forward to our cooperation in 2011 and beyond!

adidas

EHF Partner since 1992 – Competition balls, clothing and sports equipment

In 2010, the European Handball Federation and adidas AG celebrated 18 years of cooperation. The globally known top brand adidas, synonymous with high performance, continues to be the official outfitter and official match ball supplier to the EHF EURO, the YAC European Championships and the top club competition that is the Champions League.



With a partner that shares our vision and our passion for the game, adidas unveiled the event match ball (STABIL Champ®) designed to correspond to the look of the tournament at the Men's 2010 EHF EURO, this was recreated for the women's competition in Denmark/Norway. The EHF EURO ball will be redesigned to each event with the next unveiling of official match balls for the EHF EURO events in Serbia and the Netherlands in 2012.

Infront Sports & Media AG

EHF Partner since 1993 - TV and marketing partner for EURO events

Infront is not only responsible for the marketing of the television rights to international broadcasters around the world; the services extend into the realm of scouting and statistics provided by Swiss Timing Sport Service. With the professionalism of Infront Sport & Media AG, the development of the EHF EURO in terms of television coverage has been remarkable. To date the EHF EURO in both the men's and women's categories can boast 1.5 billion viewers worldwide. In the area of senior handball championships, the EHF EURO continues to break handball records in terms of viewership.



For the women's EHF EURO in Denmark and Norway, Infront delivered the product to 62 territories including radio services. Handball remains a very attractive product and with the internal developments of the EURO events, continuing to present a product that is optimum for television. European handball has also experienced major success in 2010, under the guiding hand of Infront Sport & Media AG, the sports has managed to break into the Asian and Pan-American television markets.

Gerflor

EHF Partner since 2004 – Flooring supplier for EURO events

It was in 2004 at the EHF EURO for Women in Hungary that the exclusive Gerflor Taraflex® flooring system without any lines was used for the first time at an EHF Championship. Designed specifically to signify the corporate identity of the European Handball Federation, the yellow and blue Taraflex® floor is unique to the EHF EURO and Younger Age Category European Championships. The special vinyl flooring systems aim to prevent injury to the professional athletes due to its intertwined shock absorption system.



In 2011, the continuation of the EHF-Gerflor partnership will commence. After announcing the extension of the partnership until 2016, handball athletes will have the benefit of Gerflor Taraflex® technology at every senior EHF EURO and Men's 18 & 20 / Women's 17 & 19 European Championships – a total of 18 competitions – over the next 6 years.

EHF INFORMATION & COMMUNICATION

Traditional journalism has changed dramatically over the past years. Broadband connection, live stream, live score, podcast, web TV, social media, twitter and dozens of other expressions simply did not exist a decade ago. Today, modern sports events enjoy all benefits of a rapid technical advancement together with all the challenges they pose.

Year 2010 has seen another giant leap for handball with new challenges for teams, players and media companies alike. The Men's EHF EURO 2010 in Austria, the Women's EHF EURO 2010 in Denmark and Norway were followed by an immense number of media representatives at the venues and the worldwide interest was unprecedented. Also, the newly introduced EHF VELUX FINAL4 broke records in terms of media and viewer interest.

The European Handball Federation and its dedicated media team are committed to servicing the various branches of media no matter what their specific needs are. Our common goal is reaching out to the fans, presenting handball at its best.

In this work the EHF uses a variety of tools and channels including the internet which is seen as the prime source of information together with a quick e-mail information service. A total of 10 websites and five Facebook pages carry up-to-date information to the public (pp. 42-43). At the same time, personal contacts must not be neglected and the colleagues at the EHF Corporate Communication Department have always been available to answer questions directly.

Siân Rowland Media Award

During the final weekend of the 9th Men's EHF European Handball Championship in Austria, the European Handball Federation announced a new media award in memory of the organisation's former Communications Manager, Siân Rowland, who passed away in December 2008.

The first recipient of the award was Günter Pfeistlinger, Chairman of the AIPS Handball Commission, who worked together with Siân on numerous European Championships and other handball events in her 9 years with the European Federation.

The Siân Rowland Special Media Award will be presented on a biennial basis at the Men's European Championship. The Award was presented at the final press conference of the EHF EURO 2010 by EHF President Tor Lian and Siân's brother, JJ Rowland.



EHF PUBLICATIONS

The European Handball Federation continues to be known for leaders in the exchange of information. Using the E-News platform as a primary source to deliver all aspects of handball life to email recipients, the EHF continues to produce handball specific materials for the promotion and development of the sport. With over 30 electronic and printed publications per year and over 50 editions of the EHF E-News and with the addition of social media platforms – the EHF is now reaching more handball stakeholders than ever before! An overview of the 2010 publications has been reproduced below.

Publications 2010 – Other mediums

6 th Beach Handball Delegates Course	2010/11 EHF Course of Delegates
7 th Beach Handball Coaches Course	Beach Handball 2009
7 th EHF Referee Candidates Course	CAN Beach 2010
2009 RINCK Convention Seminar CD for Signatory Nations	CAN Referee Candidates Course
2009 Youth Coaches Course	DVD Referee Course
2010 EHF Men's European Championship Analysis	EHF Euro HYMN
2010 EHF Referee Education Workshop	EURO 2010 Data
2010 M20 SVK & M18 MNE Championship Guides	Handball@School Packs
2010 EHF Youth Coaches' Course Course Documentation	Teamsport EURO 2010
2010Top Coaches Seminar	Women's Competitions Conference
EHF Course No7 for EHF Beach Handball Referee Candidates	

Corporate / Event Identity Products

Various event banners, flags, pennants, etc...
European Cup and corporate event roll-ups
EHF EURO 2010 Pull-out A3 with Stickers
EHF European Cup Regulations 2010/11 season
EHF Champions League 2010/11 season
EHF Men's Champions League Regulations
EHF Women's Champions League Regulations
EHF Men's Champions League Corporate Identity Manual
EHF Champions League Host Broadcaster Manual, TV Master & trailers
EHF Champions League Floor manual
EHF Champions League Promo trailer
EHF Champions League On-Screen Graphics and Slow Motion Wipes
EHF FINAL4 event materials
EHF Congress folder

Event Publications

EHF EURO 2010 Championship Guide - DEN
Men's 20 European Handball Championship Guide - SVK
Men's 18 European Handball Championship Guide - MNE
Women's 18 European Open Championship Guide - SWE
2010 IHF/EHF Women's Challenge Trophy – ISR/EST
EHF FINAL4 event programme



EHF WEBSITES

EHF Online in Focus

The EHF has undergone a lot of activities in the year 2010 in order to make the worldwide distribution of its information – handball news, results, stories of club and national team competitions, technical areas and sport political information – more effective.

Also rebuilding work was underdone on the websites to make information more appealing and easier to find. This goes in line with upcoming media work of the newly structured EHF Media and Communications department.

New features 2010

Social Media News Publishing

Four new fan pages on the popular social networking website Facebook were added to the 2009 introduction of the EHF Champions League. Every adult EHF EURO has got an own page, where thousands of Facebook friends are registered to meet, get official as well as inside information, interact and share their passion for handball.

<http://www.facebook.com/ehf.champions.league>

<http://www.facebook.com/DENNOR2010>

<http://www.facebook.com/SRB2012>

<http://www.facebook.com/NED2012>

Handball Videos Boost

There has been an increase in live web broadcasts. More draw events, now also including Women's EHF Champions League draws, were streamed. To the event itself, also live interviews were made and later published as clips. The amount of CL games, both men and women, streamed live on ehfTV.com increased another 20 percent compared to last season.

A new feature, the ehfTV.com Match of the Week, was introduced. The selected top game of the week is promoted with extra news articles; the live broadcast includes English commentary by Tom O'Brannagain. Videoblogs are produced at the occasion of major events by an EHF team, where a reporter and a cameraman brought viewers inside the event and showed interesting parts that the TV broadcast missed out.

Enlarged News Article Quantity

The amount of articles published on our range of websites was clearly increased, offering up-to-date information on all competitions, organisation, events, technical and sport political issues.

Fresh Newsletter Formats

The EHF's various newsletters will be modernized to fit the Web 2.0 and HTML standards. Also a new professional and easy-to-use handling of recipients will be added. This project is planned to be completed and in use next year.

Re-launch of the EBT website

The European Beach Handball Tour has a new website with innovative functionalities for fans, teams, officials, calendars, tournaments and more, combined with a pleasant modern look.



EHF WEBSITES

EHF Online Park

The EHF maintains the standard operations on their well-known websites and portals that have become a household name for web users. They were all adapted to make use of several new and popular trends on the internet in order to promote handball on an even wider basis.

eurohandball.com
ehf-euro.com
ehfCL.com
ehfTV.com
ehfFINAL4.com
europeancup.eurohandball.com
ebt.eurohandball.com
activities.eurohandball.com
ehfmarketing.com

Further rebuilding of the "EHF Online Park" will be undertaken in the next year in order to make sure the EHF maintains state of the art technology to meet the strict requirements in quality of news publishing it has set itself.

EHF Family

Ignited in 2008, the idea of the 'EHF Family' Portal, tailored to the needs of those involved in handball on an internal level, was borne from a desire to provide a top level administrative service, which also had a touch of specification and personalisation. The service has been created for EHF referees, delegates, commission members, media representatives, club and national federation representatives. The primary goal of the EHF Family for all users is the distribution and retrieval of internal documentation via a secure platform.

Additional available services

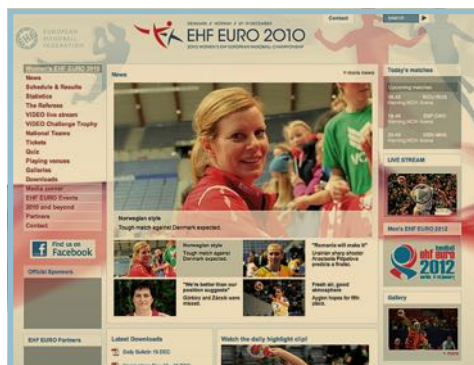
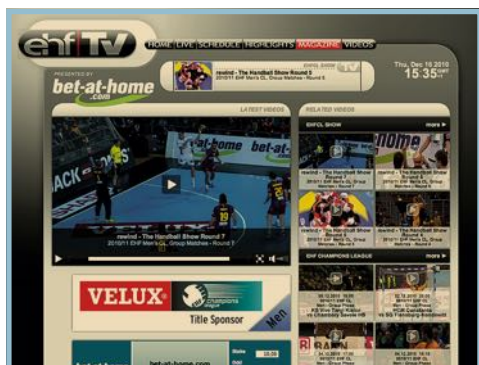
The EHF Family Portal allows all those with access to update their personal details at anytime. Another service, exclusive to referees and delegates, is the possibility to input dates of availability and to download forms required by the EHF such as the Referee and Delegate Reports. Similar services are also provided for all EHF Commission members and other stakeholders. All registered tournament organisers can access the EHF Family Portal to promote their tournaments.

EHF Lecturers and EHF CAN Presenters as opposed to the officials, have complete access to the e-Learning and Event Documentation Portal. This allows the educators to access a full range of presentations and the video sample archive that is catalogued and easy to use with the assistance of drop-down menus.

All EHF Family members have access to the EHF Calendar that contains all the data for all EHF competitions, meetings, draw and administrative events. A further service is the personalised calendar integrated into the personalised desktop. This gives the EHF the opportunity to route specific information to the relevant recipients.

Pushing forward

In the first half of 2011, the IT Business unit, in cooperation with external partners will be adding the finishing touches to specialised areas of the EHF Family Portal, namely the EHF Congress Portal, the EURO Officials Portal and the EURO Teams Portal for participating teams.





Jumping or jumping

Taraflex® Sport M Plus

ANNUAL REVIEW 2010

FORMING THE FUTURE



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GRASSROOTS HANDBALL CUP WINNERS' CUP HANDBALL BUSINESS UNIT EAST OF ENGLAND HANDBALL CHAMPIONSHIP CHALLENGE TROPHY SEMINAR COMPETITION COMMISSION REFEREE EXCITING PLAYER ORGANISATION BOARD SPECTATORS COOPERATION BEACH HANDBALL EXECUTIVE COMMITTEE HANDBALL ECA WORKING GROUP OFFICIAL SCHOOL HANDBALL EHF EURO CHAMPIONS COMMITTEE YOUNGER AGE CATEGORIES POWERFUL FAIR PLAY EURO EVENTS

EHF COMPETENCE ACADEMY & NETWORK (EHF CAN)



The beginnings

The evolution of the EHF Competence Academy & Network (EHF CAN) can be dated back to 2005 and a concept that was presented before the EHF Executive Committee based on the management of technical knowledge and transfer in the future. In 2006, a motion put before the Congress in Portugal was unanimously adopted. With further input and support from the national federations at the Conference for Secretaries General in Vienna as to how the educational services were to be administrated; it was in 2007 in Paris that the EHF Executive Committee cemented the introduction of the EHF CAN.

Excellence in education

In 2010, the EHF CAN continues to expand its standing as an educational service centre for the handball stakeholders. The EHF CAN in cooperation with the technical commissions of the EHF (MC, CC, BC) is responsible for bringing several educational courses and seminars to handball referees, delegates, coaches and other interested parties.

To attain a key objective of setting up business executive education programmes, the EHF Competence Academy & Network became heavily involved with the Executive Master in Sport Governance (MESGO) in 2009. To reiterate MESGO is a vocational education programme for executives and elected officials working in sports institutions and the programme is backed by the Association of European Team Sports (ETS).

In June 2010 and in keeping with the theme of women in handball; the European Handball Federation gifted a scholarship to a female Danish candidate on the occasion of the federation's 75th Anniversary.

Development snapshots

Street Handball

Created in Denmark and developed as a joint initiative of the Danish Handball Federation and handball professionals (Lasse Boesen, Ole B. Andersen and Torben Sorensen) product development experts and handball coaches; Street Handball is a simple and accessible introduction to handball for children and a highly effective way of attracting youngsters to the sport. It is a game that is played without physical impact and a soft leather ball that is very easy to control and the game therefore can take place across age, level and gender with focus on communication, respect, equality and fair play.

First presented to international handball stakeholders at the Women's Competitions conference in Odense and again in Copenhagen at the 10th Ordinary Congress, Street Handball made a strong impression on the participants and welcoming the principles of the project, the EHF CAN initiated cooperation with the Danish Handball Federation in a move that aims to see Street Handball taken across Europe. The first steps have already commenced; the production of promotional and teaching materials is moving into the final phases. More information on Street Handball can be found at www.streethandball.org.



EHF COMPETENCE ACADEMY & NETWORK (EHF CAN)

SportVAS

In January, EHF CAN solidified its partnership with QuESD NV of Belgium. QuESD NV is an innovative company that had developed the Video Analysis System and sold worldwide under the name SportVAS. In 2009, EHF CAN and QuESD NV were utilising its new found partnership to make video analysis of beach and indoor handball matches. In 2010, the cooperation has developed and the SportVAS system was used during the 2010 Men's EHF EURO in Austria.



FIDA Professional Sports Equipment

In October, FIDA Sports of Slovenia and the EHF announced their new partnership. FIDA Sports launched a soft ball aimed at young players. The ball is made of polyurethane foam covered in rubber layer and is appropriate for all categories which otherwise use balls of sizes 46, 48 or 50 cm. It can be used for Minihandball (Sponge ball) and handball at school.

The FIDA soft handball has already been integrated into the Minihandball programmes among the participating national federations of Europe. Based on a model in which the safety of the young users is paramount, FIDA sports equipment sets highest standards.

The FIDA soft handballs were introduced at the 10th Ordinary EHF Congress in Copenhagen in September 2010 and softball samples were distributed to members of the national federations.



IT tools

Over the course of the year in cooperation with both internal and external partners the EHF CAN has developed two new tools, which in accordance with the main objectives of EHF CAN foster and facilitate the transference of knowledge.

In a first step early in the year EHF CAN launched the Event Management Archive Tool. The online database is a central storage for all EHF CAN course documentation and other publications from EHF lecturers.

Documentation with dates back to 1999 is accessible to all members of the technical commissions, all EHF lecturers and the members of select target groups who have been issued with access codes to the EHF Family internet portal.

In addition to the educational archive, EHF CAN in cooperation with SportVAS masterminded a video sharing platform that currently has over 1,700 short clips that are available for teaching purposes specific to referee education. All National Federations have access to the platform.

Looking to the future

At the start of the year, the video sharing platform will have even more videos to share. These recordings will come from the 2010 Women's EHF EURO in Denmark/Norway. In 2011, there will be a continuation of the referee and analytic projects with focus on those projects that brings women in handball to the forefront and working in an advisory capacity with the EHF Technical Delegation, the EHF CAN will continue to support educational progression within handball on all levels.



COURSES & SEMINARS

In 2010, it was decided to increase the number of courses for active EHF officiators. The EHF Methods Commission, in association with the EHF Competence Academy & Network (EHF CAN), strive to provide the most effective education through the numerous courses and seminars organised independently or within the framework of various EHF events. As the game become more demanding it is imperative that the EHF officials, in positions of authority on and off the court, have the most up-to-date training and education; as the EHF understands, it is not just about the exchange of knowledge and absorbing the wisdom of handball experts – it is about the integrity of the game.

2010 EHF Top Coaches' Seminar – January 2010

The sixth edition of the EHF Top Coaches' Seminar was held on the fringes of the 2010 Men's EHF EURO in Austria. In cooperation with the Austrian Handball Federation, the EHF welcomed 97 top handball coaches from 32 Nations (all five continents were represented: 2 from Australia, 5 from Egypt, 10 from Iran, 1 from Japan, 1 from Kuwait, 1 from Marocco, 2 from the USA). The seminar that was promoted under the banner 'Less speed in favour of more creative play' was well received as were the guest speakers, Mats Olsson and Per Carlen.

Beach Handball: Referees', Delegates' and Coaches' courses – June 2010

In line with the objective of developing Beach Handball within the Continental Federation, the Beach Handball Commission organised a collective of education courses on the occasion of the EBT Masters tournament on 3-6 June 2010, in Espinho, Portugal. Seven couples from across Europe attended the 7th EHF Course for Beach Handball Referee Candidates. The referees were evaluated for their officiating performances at the matches of the EBT Masters and rigorously tested on their knowledge of the rules. Parallel to this, the participants of the 6th EHF Beach Handball Delegates Course focused on the security and safety of the match before discussing event management. At the 4th EHF Beach Handball Coaches Course the participants looked at the defence strategies and the quick retreat in detail in addition to tackling other key issues of the sport.

Handball at School Conference – June 2010

In June, the Polish Handball Federation, in cooperation with the top Polish club VIVE Targi Kielce, organised a conference for physical education teachers with the intention of upgrading the status of handball as a choice sport with the Polish school system.

The Handball at School conference took place from the 10-12 June 2010 in Kielce. The presenters included EHF lecturers (Allan Lund, Wolfgang Pollany, and Helmut Höritsch) and top domestic experts such as Bogdan Wentka, coach of the Polish Men's National Team.



COURSES & SEMINARS

8th EHF Referee Candidates Course - June 2010

Within the framework of the 5th European Universities Handball Championship in Nicosia, Cyprus, the EHF held a candidates course for seven pairs of referees from the member federations of Cyprus, Montenegro, FYR Macedonia, Portugal, Slovakia and Switzerland. As the referees officiated the matches, their practical skills were observed by TRC Chairman Sandor Andorka of Hungary. The candidates were further exposed to theoretical lessons and lectures by EHF lecturer Ekke Hoffmann and referee specialist Mona Förström of Finland.

2010 EHF Youth Coaches' Course – August 2010

During the final weekend of the Men's 20 European Championship, the Chairman of the EHF Methods Commission Frantisek Taborsky, supported by five additional EHF envoys, led the 2010 EHF Youth Coaches' Course from the 5 – 8 August in Bratislava, Slovakia.

In the 10th edition of the course for this specific target group, the participants focused on Group tactical solutions in offence and defence set-play.

2010/11 EHF Course for Delegates – September 2010

The EHF delegate is a key operator in the area of competitive handball and the function of this official is fundamental to the veracity of the sport. The EHF currently has over 100 active delegates overseeing the club and national team competitions on a seasonal basis. In September 2010, Balatonfüred (HUN) was the setting for the EHF delegate symposium that was aimed at standardising the structures of the current system. The course focused on EHF Event Management, reporting, referee guidance and all participants undertook mandatory English and Rules of the Games examinations.



DEVELOPMENT

In the ever-growing challenge not only to place, but also to keep handball among the top team sports on the continent, the European Handball Federation remains committed to supporting the 49 Member Federations of Europe through its various development programmes.

National Support

In the area of Development and Education, the department receives requests from the European National Federations for short-term support and in 2010, in accordance with the mission of the European Handball Federation; the business unit was able to supply fourteen nations with 600 balls, 20 goals and 12 Beach Handball line systems. In addition to equipment, a great deal of knowledge was exchange via the numerous EHF Lecturers nominated to various competitions and events where seminars and courses were held.

EHF Infrastructure Support Programme (ISP)

In the autumn of 2010, the EHF Infrastructure Support Programme (ISP) was created in response to the outcome of the Working Group "Infrastructure Development in National Federations" that took place in May 2010.

The European Handball Federation was presented with evidence that whilst the Foster and SMART programmes remain valuable to the developing federations, the programmes are limited in terms of internal structural support.

The need for an adaptation and more importantly a new strategy to assist the Member Federations of Europe on this level became apparent. The needs combined support similar to that of the SMART and Foster programmes; however, the support was to be more encompassing.

The brainchild of the EHF Methods Commission evolved over the course of the many months and the EHF Infrastructure Support Programme was officially unveiled at the 10th Ordinary EHF Congress in Denmark.

The programme that reaches the levels of national government in the nations of the federations signed up to the ISP, has gotten off to an auspicious start. The Scottish Handball Association and the Irish Olympic Handball Association are the first member federations to receive the benefits of this innovative development project in the realm of handball.

Through the time defined ISP agreements, the EHF supports the part-funding of administrative positions within the National Federation e.g. developmental officials, general managers, and marketing and promotion staff based on an EHF approved development master plan and development officers profile. At the centre of the project is the area of Federation Consultancy where the EHF establishes a group of experts to assist in the strengthening of the internal federation structures.

The European Handball Federation are currently in talks with additional nations who want to take advantage of this programme and in 2011, the Development Unit of the EHF intends to further nurture this programme.



DEVELOPMENT

SMART Programme

With the aim of long-term support for developing handball nations, the SMART Programme was founded in 2001. In its nine years of existence, the EHF has championed 25 National Federations, from the first signatories of Ireland and Georgia, to the most recent SMART recipients, the Member Federations of England and Serbia, who signed their agreements on the occasion of the 10th Ordinary EHF Congress in Copenhagen Denmark.

The SMART programme requires a lasting commitment of three years from the National Federation signing the agreement. This is to ensure the accurate and precise implementation of the three SMART phases, each lasting one year.

At the heart of the SMART programme are the key activities and the tailored development measures for each receiving federation. The European Handball Federation makes a strong and valuable contribution to each contemporary programme in terms of supplying lecturers, equipment and securing the maintenance of the programme with financial support where necessary.

Foster Programme

The Foster project is in its 3rd successful year and the European Handball Federation is pleased to report on the continuing accomplishments of the project. The success of the foster project is based on the “adoption” of a developing nation by a developed nation. To date there have been 12 highly successful collaborations.

The involvement of the European Handball Federation in the area of Foster project is firmly in the area of guidance. The collaborating nations can reach out to the EHF when in need of assistance which is always aimed to be minimally invasive. To start the partnerships on a stronger footing, at the beginning of the agreement, the EHF provides access to required equipment and publications. However, all the organisational aspects are executed between the cooperating federations.

In 2010, the developing handball nation of Israel and the developed handball nation of Croatia signed a contract of collaboration in September – the thirteenth of such an agreement. The accord signed until 2012, is an inclusive and cross-platform cooperation which incorporates the utilisation of Israeli referees and the development of coaches from Israel who will participate in a number of seminars during the fixed term.

The agreement between the two nations also reaches the area of national and club teams. With the support of the Croatian Handball Federation led by President Sola it is expected that the Israel Handball Association led by President Simchi will see a progression in the number of international participations from Israeli referees and the national team over the next two years.

Forward thinking

In 2011, the EHF expects a strengthening among the ranks of the developing nations as we continue to maintain projects that in effect support the handball principals of tomorrow.

As special mention of thanks has to be imparted to the members of the Education and Development business unit, Methods Commission and the EHF Competence Academy & Network whose assistance over the year has facilitated and expedited the implementation and administration of these development projects.



REFEREES

When you take into consideration the amount of matches organised by the competitions department of the European Handball Federation, it is easy to overlook a select group of EHF officials that are at the heart of the game. The EHF boasts 142 referee couples that have completed all the required training to independently officiate matches on all levels – club and national team competition.

During the course of a handball season, the referees have an average of five nominations to European Cup (CL, EHFC, CWC, and CC) matches. However, appointments to national team matches, qualification tournaments, youth and junior matches are all in addition to the EC nominations. Naturally, the acceptance of a nomination depends on availability. The referees of the EHF bear the responsibility of each nomination with a high level of decorum. However, being an EHF referee not only takes you to the far reaches of Europe, but also creates memories that last a lifetime...

Together with his twin brother Bernd, German Referee **Reiner Methe** was selected to officiate the final of the Men's EHF EURO 2010 between Croatia and France in January.

What is it like to officiate an EHF Euro final?

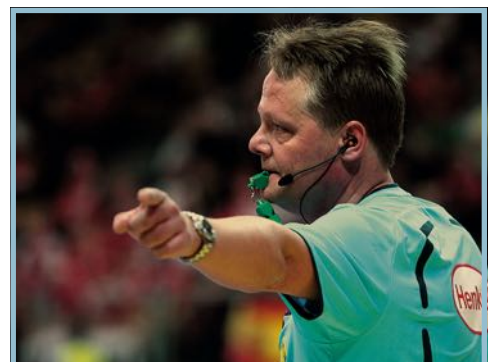
Reiner Methe: First of all it is a great honour for us to having been chosen. But it was also a huge challenge, as despite our experience that was the most important match we ever were nominated for. And it was quite something, and we were obviously a bit nervous before the game. And from the throw-off on it was very challenging. But from the very same moment on it was also a lot of joy.

How has refereeing developed in the last time?

Reiner Methe: It has developed tremendously, parallel to the development in the sport itself, as it becomes more demanding. Referees need to be by far more athletic than before, as the quicker game has higher requirements on the referee's condition. But there is also a clear increase in physical pressure, as we can see a media presence that is growing every month. First we felt it in international games, then in the major European leagues, but in the meantime referees get media attention in all European countries and all leagues. The referees are in focus. We enjoy the development, because but it requires good performances and therefore preparation. But that's very good, because it helps us referees to be athletes too, in a certain way.

What is the biggest responsibility of the referee in the game?

Reiner Methe: Mainly we have two parts, on the one hand we make sure that the better team wins the match, and on the other hand we are there to protect the players. And in that respect we have also seen a positive development. There are by far less fouls that were only aimed at hurting the player and not at stopping the game. It is a clear trend that leads to a feeling of "togetherness" in the name of sports among professional handball players. Referees see this development positively, and try to support that by officiating by following one line with clear decisions. And we also receive feedback from clubs and players, and from parents who tell us that they gladly send their children to handball training because it is a nice sport and they do not feel fear that their children would get hurt.



REFEREES

What kind of development and courses does the EHF offer to referees?

Reiner Methe: Besides referee courses and info material we like the social gatherings with other referee colleagues. The discussions are often advantageous. Also having so many experienced and brilliant referee observers around at the games is helpful. They bring in expertise from other countries which are so important to become a better international referee. But I believe that besides the official courses and events everybody has to provide a maximum of interest in order to develop, like in any life situation. If you want to be good at something you have to gain knowledge on the topic, also in your spare time. The internet offers many possibilities; we often watch games at ehfTV.com, and discuss the performance of other colleagues.

What is most enjoyable about refereeing?

Reiner Methe: It is a good job because we are here to do the right thing. Before every game you get the feeling that there is a demanding task to be accomplished. And if the game went well and you receive positive feedback, it is a very nice emotion. And of course it is very enjoyable to officiate big games, where the sport is at the forefront. We are also aware that refereeing also is within short distance of the existence of some of the individuals. The professional careers of players and coaches are linked to our decisions. Having the importance of it in mind, being a referee does not end when you take the referee shirt off. It accompanies you afterwards when you think about your actions or when others discuss this.

Which future trends do you see in refereeing?

Reiner Methe: One trend is that I guess more technical systems will support our jobs. Take the headsets for instance, that were used at both the men's and the women's EHF EUROs this year for the first time. They are the biggest and best new introduction in the 20 years that we have been referees. With them your attention can be on the game all the time, you do not need to focus on your partner, you simply talk. When more referees use headsets effectively, this will bring an increase in the officiating quality. Another trend is that growing media pressure and a tight match schedule will lead to referees needing to invest more time to their "hobby". This will not be accepted by all couples. Also the Federations will have to think about this, as I believe stress management will become an important part of referee organisation. But knowing that they are already working on that, I have a good feeling about the future.

The European Handball Federation thanks Reiner for his time and agreeing to be interviewed.

The EHF says congratulations...

June 2010 saw two very important referee courses take place. The 8th EHF Referee Candidates Course held in Nicosia/CYP saw 7 new referee couples qualify. These new pairs began officiating as of the 2010/11 season. The IHF Referee Course in Granollers, Spain saw the following referees from Europe awarded the IHF Referee status. Congratulations to all the men and women listed below.

...on gaining EHF Status

Christos Mouttas* / Angelos Argyridis	Cyprus
Georgios Panayides / Marios Andreou	Cyprus
Miljan Vesovic / Novica Mitrovic	Montenegro
Dimitar Mitrevski / Blagojche Todorovski	FYR Macedonia
Daniel Accoto Martins / Roberto Accoto Martins	Portugal
Boris Mandak / Mario Rudinsky	Slovakia
Robin Sager / Stefan Styger	Switzerland

* EHF Status granted prior to this course

...on gaining IHF Status

Dzmitry Nabokau / Siarhei Kulik	Belarus
Helena Crnojevic / Emina Kostecki Radic	Croatia
Malene Krolokke Lythje / Karina Christiansen	Denmark
Kjersti Arntsen / Ida Cecilie Gullaksen	Norway
Bojan Lah / David Sok	Slovenia
Aleksandar Pandzic / Ivan Mosorinski	Serbia

REFEREES

The EHF says farewell...

After 15 years in service to the sport of handball, one of the most popular referees on the Austrian handball scene, **Christian Kaschutz** decided to end his sporting career in order to have more time to concentrate on the finer culinary arts. But as a parting gift to us, he kindly wanted to share a day in the life....

"It is 6am and it is raining again and regardless of the weather, it means it is time to get up and get out – a 40-minute run to keep the fitness levels up. After that, I check my email, and its there, the nomination and it is for the Champions League. Now the 'stress' begins – shall I put in some overtime, take annual leave or shall I take time off in lieu? A referee needs a great deal of free time. On the day before the match, I am at work until the very last second and then it is quickly off to the airport and we're off!

That is when I start thinking about my destination – who is going to be waiting at the airport for me and are they going to be on time? What does the hotel look like? What about the hall? Is everything ready for this match? Oh great! I know the delegate, lots of experience therefore it all should go well.

The next morning at the technical meeting, I feel the tensions starting to rise; on the evening of the match I look around the arena – full house, no pressure! The match: a hard and close affair, after 60 minutes, I am exhausted but thrilled. And the day after I head back to the airport and head for home and with the next nomination, it starts all over again – repeat for 15 years! Through all my experiences, I was not just 'there' – I was part of it!"

Thanks to Christian for this interesting look behind the scenes!

At this time, the European Handball Federation takes this opportunity to say thank you and farewell to the international referees, listed below, who for a variety of reasons decided to end their careers. We thank them for their professionalism and their dedication to handball and wish them all the best in their future endeavours.

Gerhard Reisinger / Christian Kaschütz	Austria
Georgi Dobrev	Bulgaria
Milen Kostov	Bulgaria
Sotiris Constantinou	Cyprus
Assaf Faran	Israel
Zoran Naumovski / Vasil Cavdarov	FYR Macedonia
Predrag Pavicevic / Nebojsa Vujisic	Montenegro
Arkadiusz Solodko / Leszek Solodko	Poland
Darko Repensek / Janko Pozeznik	Slovenia
Lukas Stalder	Switzerland

Referees in training...

The number of couples in the EHF Young Referee Programme has reached 74 and though the nomination of couples from the YRP varies slightly from those of the fully fledged referees; these referees in training are able to develop alongside the European champions of the future. YRP couples are nominated to YAC and developmental tournaments such as the European Open, Partille and the Challenge Trophies. The YR programme celebrated its 10th anniversary in March and is led by programme coordinator Henrik La Cour Laursen.

Shaping the future of officiating...

The future is female! In agreement with the Technical Referee Committee and the Competitions Commission, a resolution was passed concerning the number of female referees being nominated by their national federations. In the future, the European Handball Federation will be taking promotional measures to encourage national federations to nominate female referees and a concerted effort will be made to encourage more females to join the realms of officiating for the EHF.

TRANSFERS

In Europe there are over 21,000 professional handball players contracted to the hundreds of clubs across the national federations. As the amount of international opportunities continue to grow in response to the high profile seasonal competitions, the competition between the top clubs to sign exceptional players has become fierce. With over 2000 transfers over the course of the year, the EHF Champions League saw some high profile movement within the teams. We highlight here only a few who said goodbye to the old teams and hello to their new teams.

Au revoir Ciudad Real.....Bonjour THW Kiel!

In the most high profile transfers of the year, the renowned left back from France, Jerome Fernandez said goodbye to Ciudad Real in a move that saw him join current CL champions THW Kiel. This transfer between two top clubs in Europe generated a lot of press for the star.

Farvel Viborg.....Goddag Győr!

Olympic and European Champion Katrin Lunde Haraldsen ranks among the top goalkeepers in the world. Her skills helped secure Champions League Victory for Viborg in the 09/10 WCL season. Breaking a long held tradition by moving to Győr (HUN), this will be the first time that she is not on the same team as her twin sister Kristine.

Do vidjenja Zagreb.....Dobar dan Ciudad Real!

Having being described on numerous occasions as the best right back player in the world, as a Champions League Top Scorer Kiril Lazarov is a handball force to be reckoned with. After two seasons with HC Zagreb in Croatia, Lazarov realised a personal and professional dream by signing to Renovalia Ciudad Real.

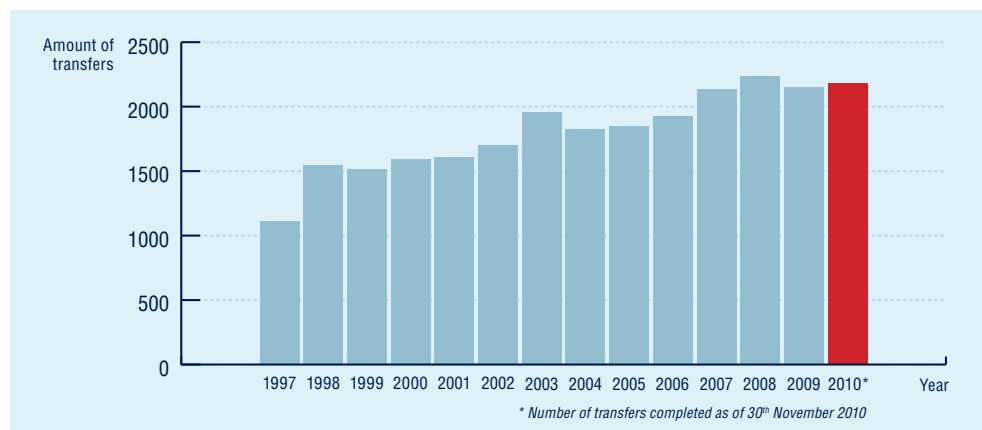
Ciao Viborg.....Zdravo Buducnost!

With 2 Champions League victories and a CL Top Scorer award standing her in good stead, the outstanding left back Bojana Popovic decided to return to her homeland after the latest CL victory with Viborg HK in the 2009/2010 season. She started the current season with Buducnost Podgorica – though her decision to leave shocked Viborg, her presence with Buducnost is a boon to the team that has its sights set on the title.

However, it is not only the top names that have been moving around. The handball world sports a number of players who are still in full time education. Based on transfer legislation, students affiliated to programmes such as “ERASMUS”, “da VINCI” and “SOCRATES” can transfer on an international basis and all transfer fees are waived in these cases.

Currently 31 countries partake in European study programmes and in 2010, the EHF executed 37 student transfers. Clubs in Spain and Norway shared fifteen student players. Germany received 7 and Sweden received 5 new players for their club teams. Clubs in Italy, Belgium and France among other countries – requested and received new players where the International Transfers Certificate was issued free of charge.

On a daily basis, the transfers team at the EHF office in Vienna deals with numerous requests to issue International Transfer Certificates. The certification ensures that all transfers are completed in accordance with International Transfer System that is regulated by the International Handball Federation in Basel, Switzerland.



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OFFICE
LEAGUES
OFFICE
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STRUCTURE
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BUSINESS
CHALLENGE CUI
CONFERENCE
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COMMISSION
REFeree
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PLAYER
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SPECTATORS
PROGRESS
COACH
EHF CUP
FAST BREAK
HANDBALL
COURT
CONGRESS
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EHF EURO CHAMPIONSHIP
HANDBALL
COMPT DRAMATIC
MASTERS CHAMPIONSHIP
COMMITTEE
ECA
YOUNGER AGE CATEGORIES
WORKING GROUP
OFFICIAL
POWERFUL
FAIR PLAY
EHF EURO EVENTS
SCHOOL HANDBALL

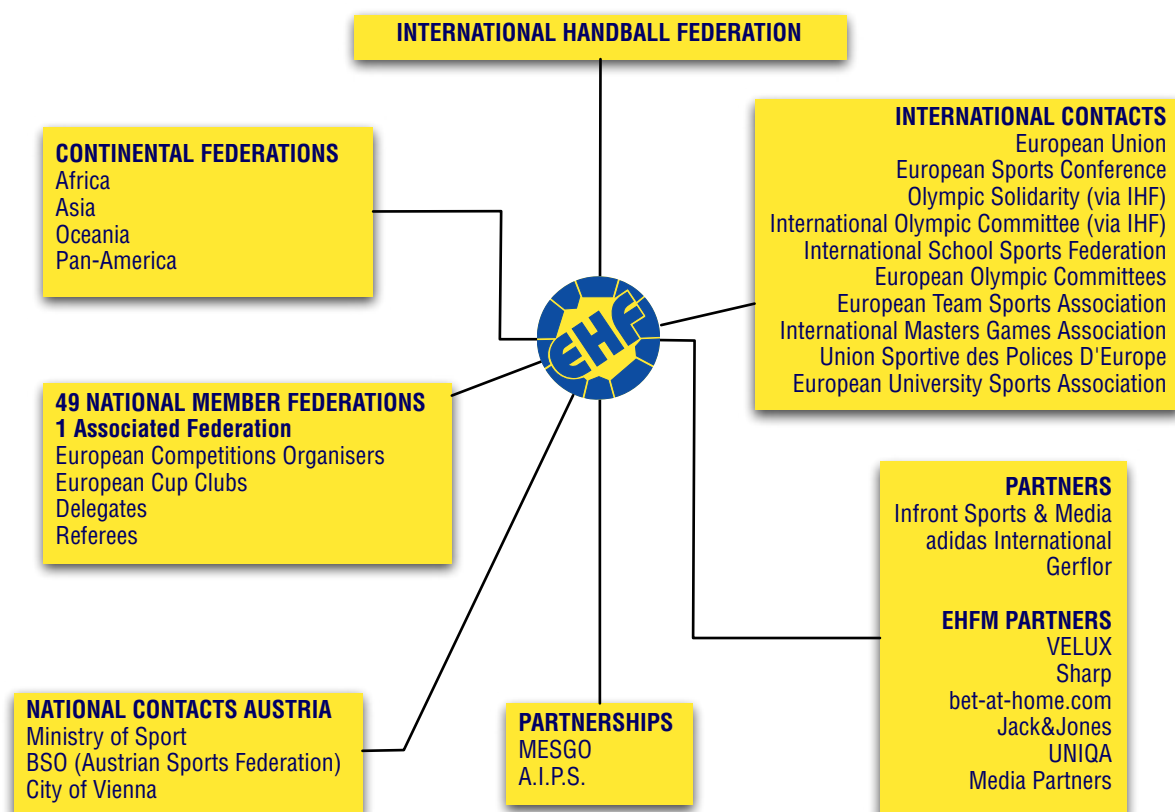
EHF CORPORATE NETWORK

Seated in Vienna, Austria, the European Handball Federation was founded on 17th November 1991 and is the European governing body for the sport of handball. In 2010, the company is staffed by thirty-seven persons across six internal departments and twelve staff members in the, 100% owned Daughter Company, EHF Marketing GmbH. The EHF has several commissions encapsulating the various divisions of the sport (i.e. Executive, Competitions, Arbitration...) and which act in a regulatory capacity above the Business Groups.

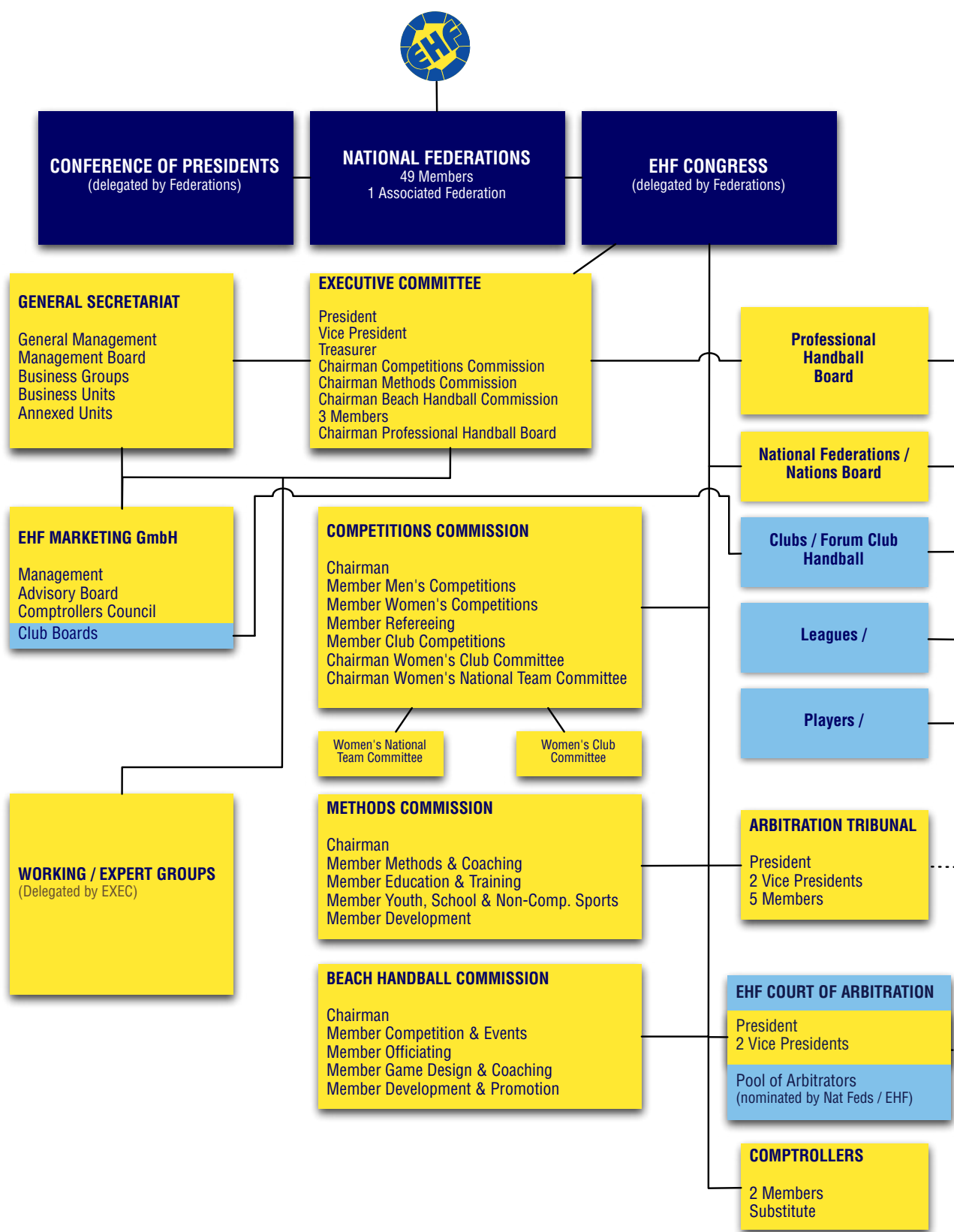
The EHF is responsible for club and national team competitions amounting to over 700 matches per competition season in both the younger and senior age categories. Additionally, the EHF oversees the organisation and execution of the European qualifications to World Championships and the Olympic Games. Handball has been an OG discipline since 1936.

As the administrator of handball in Europe, the EHF is solely responsible for the development of the sport on all levels and providing sufficient and appropriate sporting opportunities for the 49 member nations and 1 associated member (KOS). The European Handball Federation is a not-for-profit organisation that has seen modifications to the corporate structure evolve over time, from the addition of various Boards and Committees constituted of elected handball stakeholders.

The organisation places great value on support and cooperation received from the internal bodies and the external stakeholders. The success of these collaborations has led to the attainment of organisational targets and the continued development of handball in Europe.

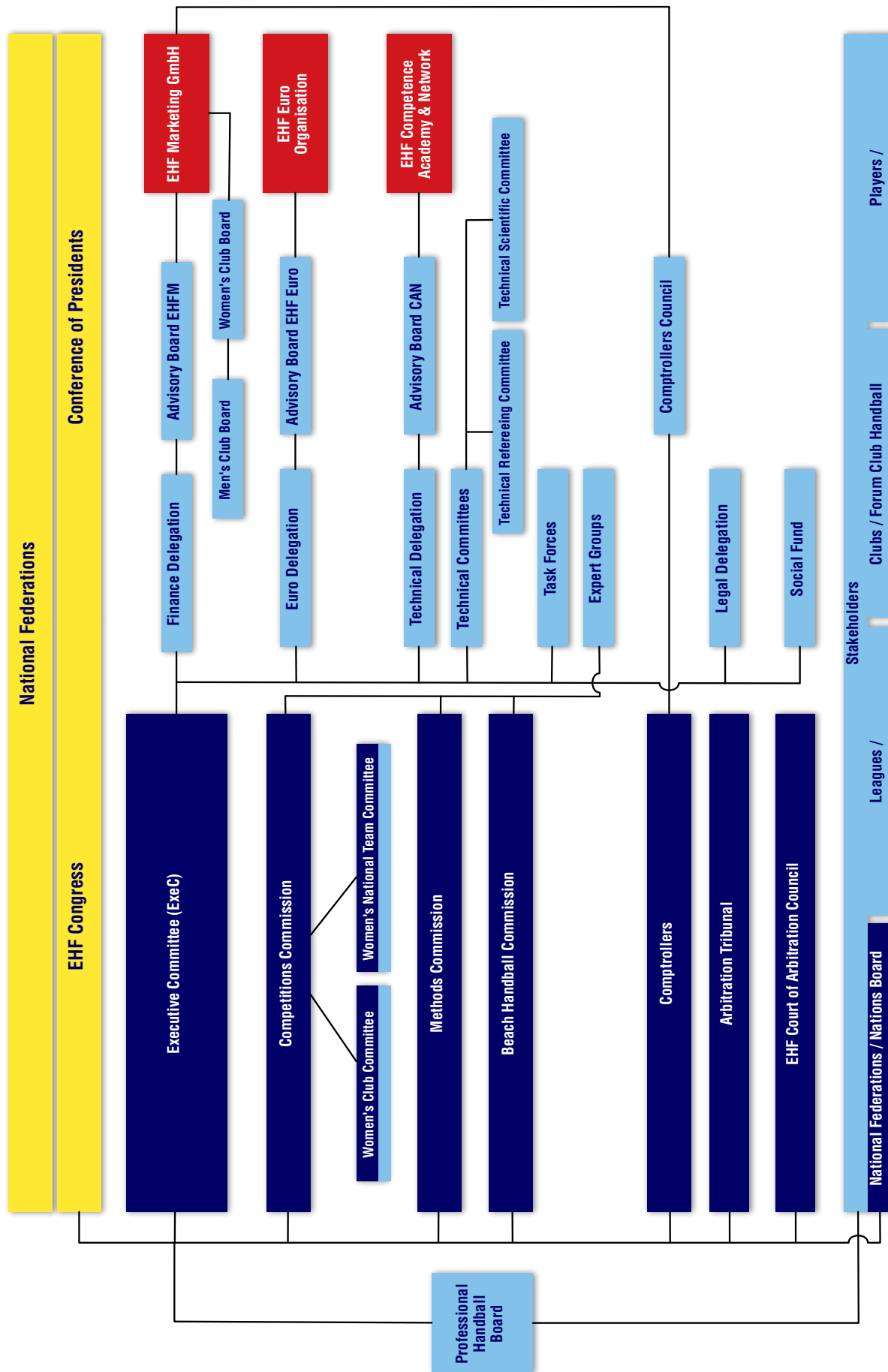


EHF CORPORATE NETWORK

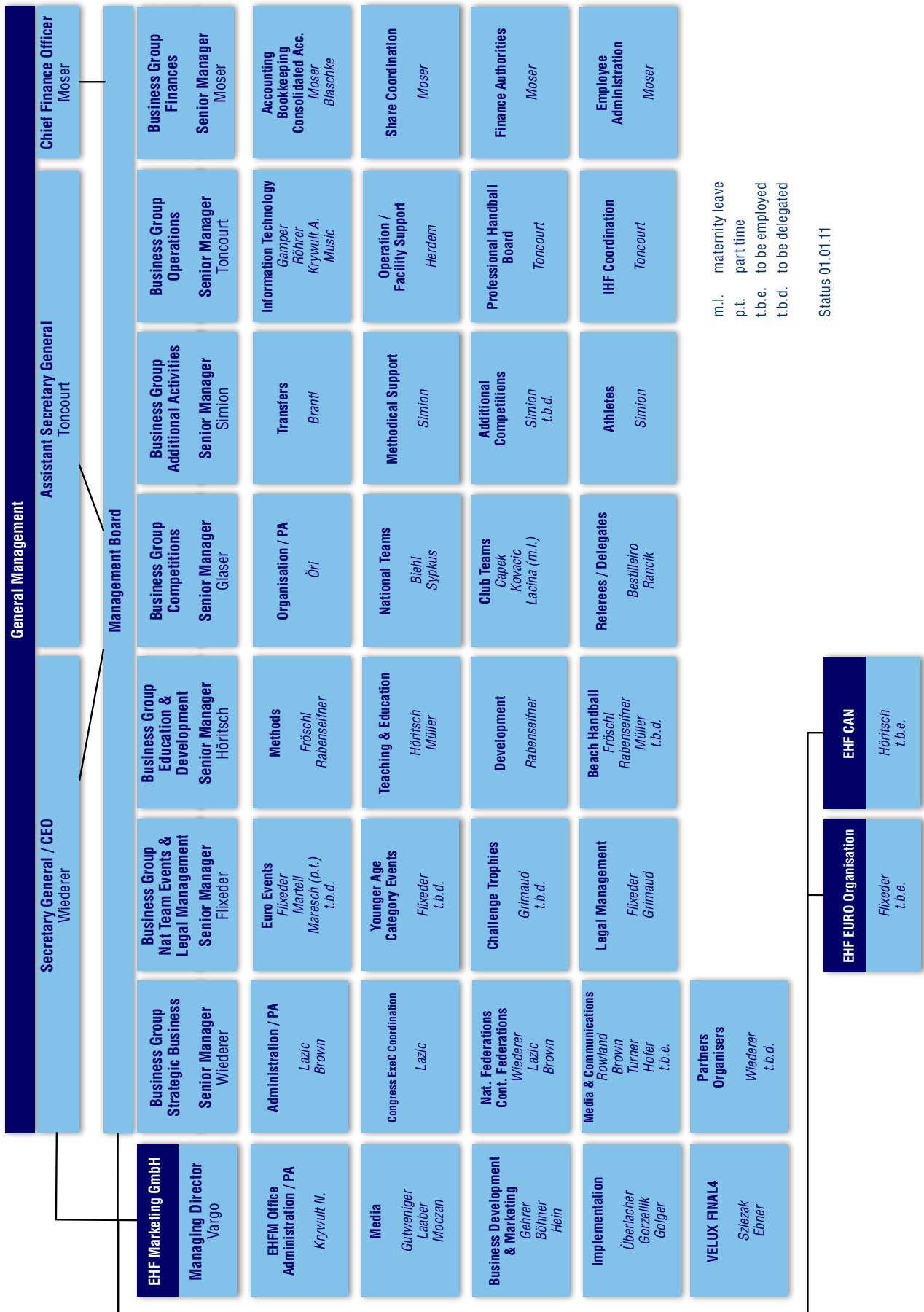


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EHF CORPORATE STRUCTURE



EHF OFFICE STRUCTURE



EHF EXECUTIVE COMMITTEE

“2010 has been a year of tremendous change and once again, challenges have been met. The EHF Executive Committee understands that these transformations, both on a structural and strategic level, correspond to the sport that we represent – on or off the court, handball remains dynamic and unpredictable.”

Tor Lian
EHF President

General

The EHF Executive Committee oversees all EHF affairs whether on the level of competitions or administrative matters. For instance, the international calendar and the central topic of competitions and events remained on the agenda of all five meetings of the Executive Committee. Once again, the EHF Executive hereby thanks the National Federations of Austria, Russia, Hungary, and Denmark for the hosting of the EXEC meetings in 2010.

Boards and Commissions

The subject of the new boards and commissions and the progression of the preparatory phases were discussed in detail at the meetings of the Executive. The implementation of the Professional Handball Board (PHB), the EHF Nations Board (NB) and the Women's Club and National Team Committees were vital to the development of handball in Europe.

Intercontinental Cooperation

Based on an initiative between the Leadership of the EHF and the Confederation Africaine de Handball (CAHB), the African Continental Federation, the Executive Committee and the EHF were pleased to welcome the Administrative Director, Abou Dramane Dagnogo, to Vienna where he spent a week at the EHF office gathering and exchanging knowledge in all business areas such as competitions, development, transfers and marketing.

International Matters

In International Matters, the EHF President and Vice President continued to represent the interests of Europe within the International Handball Federation, in addition to other members of the Executive and responsible persons from the EHF Office from various commissions. Some of the topics covered in this area were the IHF Statutes as well as Players Eligibility Code, International Transfers, competitions issues and development topics.

A positive start in 2011

As the EHF moves into a year of celebration, the EXEC members are not only looking forward to the 20th Anniversary EHF Symposium; but also the various ventures of 2011 that will be undertaken by the EHF. Moreover, the year will be characterised by women in handball as confirmed in a resolution at the Round Table for Women's Handball Promotion in Herning on the occasion of the 2010 EHF EURO Final Weekend. The EXEC is supporting multiple projects and activities that will raise awareness of the transformation of women's handball.



Tor Lian



Jean Brihault



Ralf Dejaco



Jan Tuik



Frantisek Taborsky



Laszlo Sinka



Tarik Cengiz



Arne Elovsson



Andrey Lavrov

EHF COMPETITIONS COMMISSION

“In 2010, the development in the area of competitions on all levels has been significant. As we continue to embrace the voices of our stakeholders from the realms of men’s, women’s and national team competition; the envisaged progress is now a reality”

Jan Tuik
Chairman of the EHF Competitions Commission

On the level of club competitions, the chairman and members of the EHF Competitions Commission were pleased to report on the successful completion of the seventeenth European Cup club competition season 2009/2010. Eight competitions were successfully played out in hundreds of venues across Europe despite adverse weather conditions in April.

The handball summer consisted of six European and international championships. The Younger Age Category competitions continue to show a constant athletic development among the young players in Europe and this was clearly reflected in the high level of performance of the European teams in Korea, Singapore, Turkey and the Dominican Republic.

On an organisational level, the Competitions Commission met on four occasions over the course of 2010. Prior to the changes in the EHF structure, which saw the Men’s Club Committee and the National Team Committee disbanded and replaced by the Professional Handball board and the EHF Nations Board respectively; some of the meetings were in conjunction with the meetings of the men’s and women’s club and national team committees.

In cooperation with the Men’s Club Committee, the EHF Competitions Commission supported measures to relieve undue pressure on club competition stakeholders, this has been realised through the optimisation of match sequences (scheduling of home and away matches).

Other changes to club competitions in 2010 have included the cessation of the “title defender place” and the implementation of “Wild Card” tournaments open to one team per federation. Some of the organisational changes effected at the EHF office level have included the introduction of all registration documents and the accompanying regulations been offered as a download respectively as an e-book.

With stabilisation in the area of men’s handball, in 2010 the Competitions Commission initiated an intense movement where the focus was on women in handball. The latest assignment of the EHF CC has resulted in the Women’s Competitions Conference taking place in Odense, Denmark in June 2010 and the women’s handball symposium that took place within the framework of the 2010 EHF EURO Denmark/Norway. Further developments in this key area of handball will be resumed in 2011. Fundamental targets have been set in the area of the Women’s EHF Champions League, female referees & delegates and competition on all levels.

In 2011 the new members of the representing Committees Carmen Manchado / ESP and Karl-Arne Johannessen / NOR will start their work in the CC. Prior to this, Joan Marin / ESP and Morten-Stig Christensen / DEN held similar roles within the Competitions Commission.

The EHF Competitions Commission will continue with the administration of these important tasks in 2011.



Jan Tuik



Jesus Guerrero



Helga Magnusdottir



Sandor Andorka



Leopold Kalin

EHF METHODS COMMISSION

“A key component to the 2010 activities of the Methods Commission has been education on all levels. As we continued to promote handball across Europe, my team has endorsed the sport not only on the physical stratum via training camps and multi-media publications with training exercises, but also on an intellectual echelon with numerous seminars and summits.”

Frantisek Taborsky
Chairman of the EHF Methods Commission

2010 has been an intensive year for the EHF Methods Commission. Following on from the activities and tasks of 2009, far reaching advancements have been made in terms of development and education as well as EHF technical initiatives such as RINCK convention 2010 edition, and other new development concepts such as the ISP and Street Handball, which were presented at the 10th Ordinary Congress in Denmark.

In keeping with the primary goal of the Methods Commission to promote handball among youngsters, the third wave of the Handball at School project was rolled out in the autumn which saw over 10 national federations received packages of teaching and training materials, which included DVD's and balls, to distribute to their local schools. Also in support of the Handball-at-School project, the methods commission approved the publication and distribution of the “Game & Training Philosophy”

Prior to the distribution, the first International Handball-at-School Conference was held in Kielce, Poland. Physical education teachers were invited to listen to lectures and participate in group work. This was followed by the an international handball training camp for boys and girls organised by the Polish Handball Federation, the Academy of Physical Education and Sport, and the Academic Sport Club in cooperation with the EHF MC.

Over the course the course of the year various articles, ranging from qualitative analyses to sustainability programmes, have been published on the EHF Activities homepage. All articles have been collated on a CD-Rom and will be distributed before the year's end. Additional in the first half of the year, the Methods Commission were pleased to announce a three-year partnership Sport Data of Poland to compile the quantitative statistics for the Younger Age Category events.

In the coming year, the Methods Commission will maintain the focus in the area of school by organising further summer camps that are to be combined with the second International Handball-at-School Conference. Other areas of focus will be increasing the numbers of lecturers from European Universities and continuing the collaboration with the Union of University Handball Teachers with a planned scientific conference within the framework of the EHF's 20th Anniversary celebrations in November 2011.



Frantisek Taborsky



Bogdan Macovei



Wolfgang Pollany



Jerzy Elias



Allan Lund

EHF Representation in IHF Bodies in 2010

Council	Vice President Europe – Tor Lian Member Europe – Jean Brihault
Commissions	COC – Jan Tuik PRC – Sandor Andorka CCM – Frantisek Taborsky MC – Hans Holdhaus CCP – Helmut Hörtsch

EHF BEACH HANDBALL COMMISSION

“The development of Beach Handball in 2010 was realised in part by the production of educational videos, the execution of tailored courses for beach handball stakeholders as well as the streamlining of European Championship organisational aspects that were to the benefit of not only the host nation, but also the participants. Essential actions such as these and the resulting advantages continue to fuel the determination of the Beach Handball Commission to enhance and surpass our achievements to date.”

Laszlo Sinka
Chairman of the Beach Handball Commission

In 2010, the Beach Handball Commission met on 4 occasions and since the election of the BC members at the 9th Ordinary Congress in 2008, this specialised group has continued in its mandate to raise the profile of Beach Handball in Europe. The revamping of the EBT homepage was just one way in which the EHF BC achieved such a target for this branch of the sport in 2010.

The Beach Handball Commission believes in not only raising awareness of the sport and taking it to the next level, but also places great emphasis on the transference of knowledge. The promotion of Beach Handball on all administrative levels is a mammoth task and the commission hope has garnered support by from various external stakeholders. BC member Wolfgang Pollany orchestrated the publishing of two educational videos on how to start a Beach Handball match and rule cases. Both videos were well received. The EHF BC will continue to initiate additional projects and cultivate further contacts in the New Year.

On a competition level, in the area of events and competitions on a national team level, the Beach Handball Commission was disappointed to announce the sudden cancellation of the 2010 Youth Beach Handball European Championships. Due to a lack of finance in the organisation process, the Handball Federation of Bulgaria, with regret, had to withdraw its agreement to host the summer event. However, the organisation for the 2011 event is well under way.

In an extremely positive development, as the 2009/2010 European Beach Tour season drew to a close in the autumn, the Beach Handball Commission was pleased to report a new maturity surrounding the competition. Taking into consideration, the large organisational change implementing obligatory EBT observer, 110 teams from 12 nations took part in 45 tournaments on the beaches of Europe. The sculpting of the event will continue in 2011 with the rebranding of the EBT Masters Finals in order to clearly differentiate the event with Master Finals which relates to indoor handball, the beach handball event will now be known as the EBT Finals.

Further information about the European Beach Tour can be found on the dedicated homepage www.eurohandball-beachtour.com



Laszlo Sinka



Marco Trespidi



Ole R. Jorstad



Koray Akgüloglu



Georgios Bebetos

EHF OTHER COMMISSIONS

EHF Comptrollers

The function of EHF Comptrollers is to confirm the integrity of all financial transactions of the European Handball Federation and the EHF Marketing GmbH by examining the accounts of the organisations on a regular basis. In 2010, the Comptrollers met on numerous occasions and examined the complete EHF accounts of 2009 and the accounts covering the business period of 2008/2009 in the realm of the EHF Marketing GmbH. The reports of the Comptrollers, as well as the report of the independent external auditor were presented before the Congress in September 2010. An encompassing verbal report was given by the EHF Treasurer, Ralf Dejaco and EHF Finance Officer, Andrea Moser.



Helmut Schebeczek



Wolfgang Gremmel



Božidar Djurkovic

EHF Arbitration Tribunal (ARB)

The EHF Arbitration Tribunal met with the Competitions Commission in March. The aim and outcome of the meeting was a strengthening of internal cooperation. The seven members of the ARB decided 13 cases in the 1st instance and 4 cases in the 2nd instance. Two cases did not find resolution in 2010 and will be treated further in 2011. After 10 years of dedicated service to the European Handball Federation and the Arbitration Tribunal, Alenka Cuderman (SLO) has resigned her function. A new member of the EHF ARB will be elected in May 2011 at the EHF Extraordinary Congress.



Rui Coelho



Tapio Arponen



Moshe Herman



Jolanta Jankeviciene



Ioannis Karanassos



Viktor Konoplyasty



Willy Tobler

EHF Court of Arbitration Council (ECA)

The ECA Council, elected by the EHF Congress, is the steering body that oversees and verifies the proceedings that reach this level. The EHF Court of Arbitration (ECA) is an independent external body that specifically hears cases that have reached appellate status and is the final recourse for parties who have not found resolution on the level of the EHF Arbitration Tribunal. The Arbitrators, who decide the cases, are selected from the pool of experts nominated by the EHF Executive and the National Federations. In 2010, the ECA brought a total of seven cases to resolution.



Jörgen Holmqvist



Jana Stasova



Jacques Bettenfeld

EHF OFFICE STAFF



Michael Wiederer



Markus Glaser



Helmut Höritsch



Alexander Toncourt



Vesna Lazic



Peter Fröschl



Monika Flixeder



Doru Simion



Sevgi Herdem



Christoph Gamper



Ines Capek



Nicole Rabenseifner



Nadine Biehl



Andrea Moser



Marcos Bestilleiro



Claudia Brantl



Marsha Brown



Nadja Lacina



Richard Turner



Marlies Röhrer



Rima Sypkus



Andreas Krywult



Sasha Martell



Yannick Maresch



Maëlle Grimaud



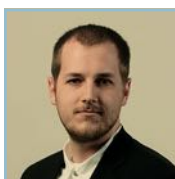
Vladimir Rancic



Mario Kovacic



Peter Hofer



Charly Music



Hannes Müller



Adrienn Öri



JJ Rowland

With 32 employees, the European Handball Federation is pleased to be able to offer a range of valuable services on a daily basis delivered to our stakeholders with the utmost professionalism. As we look forward to continuing to serve the sport of handball in the New Year, based on the continued success and subsequent expansion in key areas, the EHF will expand its pool of professionals in 2011.

EHF MARKETING GmbH



The EHF Marketing GmbH is a 100% owned daughter company of the European Handball Federation. Created to facilitate the professional promotion and marketing of the EHF Champions League and the European Cup competitions, subsequently the achievements of the EHF Marketing GmbH have exceeded all expectations. Over the past five years, having successfully identified a niche in the market, the EHF Marketing GmbH has capitalised on a need to provide a global outlet for the dynamic athleticism captured by the sport of handball transforming the external presence of the Champions League competition in both the men's and women's categories.

With the implementation of new technologies, improving standards and appealing to an ever-growing audience, the progression that has renovated and revitalised the premier competition offered by the European Handball Federation has included the standardisation of the product with the regular implementation of EHF Marketing Supervisors and streamlining the playing system, reducing the number of teams starting in the group phase from 36 to 24. Validation of the modifications taken over the previous years was encapsulated in the overwhelming success of the inaugural EHF FINAL4 in May 2010. Working in close cooperation with first rate media organisations and marketing partners, the company continues to apply a policy of inclusion as the input from the EHF Marketing Club Boards have had an enduring effect on the marketing strategies of these top competitions.

On an administrative level, the EHF Marketing GmbH has developed a close partnership with the EHF and is regulated by the EHF Advisory Board and the EHF General Assembly. 2010 saw the EHF Marketing GmbH celebrate 5 advantageous years of its foundation. In July 2005 the marketing division of the EHF was staffed by 4 persons. Due to the rapid expansion of daily business, the company now has 12 dedicated members of staff over seeing the areas of Media, Marketing and Sales, Implementation and the EHF VELUX FINAL4.

In 2011, the EHF Marketing GmbH intends to push forward with its campaign to bring the Women's EHF Champions League back to the forefront. Building on the invaluable input of the stakeholder at the EHF Women's Champions League Round Table in November 2010, twenty representatives from top club across Europe, convened in Vienna to discuss TV and marketing matters with the members of the Women's Club and National Team Committees. The qualification and playing systems was looked at in great detail. These and other topics will be the catalyst to further development in the New Year.

The EHF Marketing Team remains enthusiastic about resuming contact with our partners in 2011 and we look forward to new success!

The EHF Marketing Team



Peter Vargo



Ulrich Gutweniger



Alexander Gehrler



David Szelezak



Marianne Überlacher



Konrad Böhner



Oliver Laaber



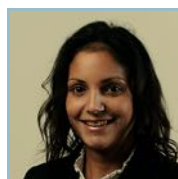
Nicole Krywult



Christian Hein



Teresa Gorzellik



Gabriela Ebner



Stefan Golger

VELUX EHF MEN'S CHAMPIONS LEAGUE



The VELUX Group becomes title sponsor

April 2010 was the start of a new era for European club handball as the VELUX Group, one of the world's strongest brands in the building material sector joined the EHF Men's Champions League for the 2009/10 Quarterfinals and the very first EHF Champions League FINAL4 in handball history. This partnership saw the company present on courts and TV screens across Europe.

After building on this very successful test period the EHF Marketing GmbH and the VELUX Group entered into a three-year deal which was signed at the official kick-off press conference on 7 September 2010 in Cologne.

The VELUX Group became the title sponsor of the EHF Men's Champions League, which also meant a new name and a new look for Europe's premier club handball competition. Apart from the naming right the VELUX Group also acquired a broad spectrum of on and off court rights, such as the TV presenting rights.

Starting with the 2010/11 Group Phase, the new name for the competition was unveiled as the VELUX EHF Men's Champions League. The 2010/11 season's final weekend in the LANXESS arena, Cologne on 28 and 29 May 2011 will similarly be known as the VELUX EHF FINAL4.

A joint logo incorporating the VELUX logo and EHF Champions League logo has also been developed and will be seen extensively in the seasons ahead.

The desire for continuous innovation and a relentless focus on quality, both on and off the court, constitute some of the shared values that make it relevant for the VELUX Group to become the title sponsor of the EHF Men's Champions League in Handball.

The VELUX Group is confident that the VELUX EHF Men's Champions League will play a key role in reinforcing relations with dealers, installers and other key stakeholders. Apart from the opportunity to offer key partners unique experiences in the arenas, the sponsorship will also ensure high media exposure for the VELUX brand.

The EHF Marketing GmbH and the VELUX Group are looking forward to continuing this dynamic cooperation in the years to come and are eager to bring further unforgettable moments of sporting excellence to all stakeholders.



EHF MARKETING GmbH SPONSORS & PARTNERS

PREMIUM SPONSORS



Jack & Jones

EHF Marketing GmbH presented a new partner, Jack & Jones, in September 2009. The popular men's fashion brand was present all over European handball courts in the 2009/10 season of the continent's premium club competition, the EHF Men's Champions League, including the spectacular VELUX EHF FINAL4 2010 in Cologne.

Following the analysis of a successful partnership period, Jack&Jones prolonged this cooperation to the 2010/11 season. The top brand Jack&Jones gains even stronger presence at the games of the 2010/11 VELUX EHF Men's Champions League, the top product in club handball. The new deal offers a variety of possibilities for the fashion company to reach and interact with the large European and global audience.



bet-at-home.com

For the second season in a row bet-at-home.com, one of the market leaders in online betting services, has joined the exclusive group of Premium Sponsors. Handball plays an important role in the company's marketing strategy, especially since Eastern European countries, Germany and Spain are core markets of bet-at-home.

The deal allows bet-at-home.com to advertise in handball arenas throughout Europe. bet-at-home.com is present at selected VELUX EHF Men's Champions League and EHF Women's Champions League matches during the 2009/10 and 2010/11 seasons. The company also has a presence in other EHF club competitions including the EHF Cup, Cup Winners' Cup and Challenge Cup as well as the European Cup finals. The sports betting company is also the exclusive presenter of matches shown live and on-demand via the EHF's internet streaming platform, ehfTV.com.



UNIQA

EHF Marketing GmbH is proud to announce a new addition to the exclusive group of premium sponsors of the EHF Champions League, Europe's premier club handball competition. Austria-based international insurance group, UNIQA Group, is to be a premium sponsor in both the VELUX EHF Men's Champions League and the EHF Women's Champions League. UNIQA Group already has a close working relationship with the European Handball Federation, having been a sponsor and partner of the EHF Champions League for the past seven years. The 2010/2011 season will see the company increase its brand exposure in the EHF Champions League, focused primarily on Eastern European markets, with the UNIQA brand to be seen on playing courts, advertising backdrops and the competition's official website, ehfCL.com.



SHARP

In 2010 the globally acting electronic company SHARP and EHF agreed in a letter of intent to develop together innovative projects. The outcome of this fruitful cooperation will be seen in 2011 in a world first product which will set new standards. SHARP received the status of a premium sponsor at the EHF Men's Champions League.

PARTNERS

adidas

The European Handball Federation and adidas have established a close partnership over the past 19 years. As official ball supplier of the VELUX EHF Men's Champions League and the EHF Women's Champions League, adidas represents an integral part of the brand's professional development. During the pinnacle of European club handball, the VELUX EHF FINAL4 2010, adidas and EHF Marketing developed the first merchandising collection, which was a huge success.



EHF MARKETING GmbH SPONSORS & PARTNERS

Gerflor Sports Flooring

Together with its partner Gerflor, the market leader in flooring systems, EHF Marketing has succeeded in giving the EHF Champions League a consistent look in playing halls throughout Europe. The lagoon-blue and black flooring system represents a core element of the Champions League brand and symbolizes quality, professionalism and sporting excellence in the arenas as well as on TV.



DB Schenker

DB Schenker Logistics has joined the team of EHF Marketing partners in the 2008/09 season and extended the agreement as the official logistics partner to the 2010/11 season. As a sports event specialist, the company has proven to be a reliable partner for EHF Marketing ensuring a consistent and timely delivery of materials for the VELUX EHF Men's Champions League, the EHF Women's Champions League as well as for the EHF European Cup competitions.



HRS

The EHF Marketing GmbH and Hotel Reservation Services (HRS) have joined forces from the beginning of the VELUX EHF FINAL4 2010 onwards. HRS offers special hotel prices for the fans visiting the VELUX EHF FINAL4 as well as to clubs and their supporters throughout the EHF Champions League season. The Cologne-based company is a worldwide electronic hotel accommodation booking system with over 250,000 hotels in their international database and can be found at www.hrs.com.



MEDIA FIGURES & PARTNERS

The crowd of 19,374 which watched last season's final between THW Kiel and FC Barcelona-Borges was the biggest ever in a European handball club event, while close to 30.5 million tuned in to watch the television coverage in 21 territories across Europe, the Middle East and North Africa.

EHF Marketing, the federation's in-house marketing subsidiary, in conjunction with Germany's Sportsman Media Group, has struck new television deals in key central and eastern European markets, in USA and Central America. Romania's Digisport, SSF in Switzerland and NTV Sport in Russia have all agreed to a piece of the action, while TV Arena will broadcast in Montenegro, Serbia and Bosnia & Herzegovina.

Global MMK, the German media company, claimed that broadcast times increased by 322 percent last season, with a total of 2,670 hours shown across 21 analysed territories in the men's competition, reaching more than 550 million people in Men's and Women's Champions League together. In addition to building on what the EHF described as "breakthrough" viewing figures, EHF will seek to further utilise its online platforms to spread the word about their flagship competition in the coming campaign.



The EHF M will provide the live broadcast of over 100 events this season, on the free-to-access www.ehfTV.com website, an essential platform for those outside of handball's European hotspots. The competition's weekly magazine round-up programmes, produced by Austrian company UNAS, an EHF Marketing GmbH partner, will be made available, while content from the website is also to be displayed on its own channel on the Google owned Youtube® website.



A brand new addition for 2010/11 comes in the form of the live English-language broadcast of the "Match of the Week", MOTW from each Champions League round, covering teams from all the competing nations, believing the innovation will bring a new level of excitement and interest to the coverage on ehfTV.com.



EHF CALENDAR 2011

JANUARY

Men's World Championship in SWE (IHF Event)
Men's U21 World Championship – Qualification Europe (IHF Event)

FEBRUARY

Men's EHF Champions League
Men's European Cup
Women's EHF Champions League
Women's European Cup
European Cup Draw

MARCH

Men's EHF EURO 2012 – Qualification
Men's EHF Champions League
Men's European Cup
Women's 17 European Championship – Qualification
Women's EHF Champions League
Women's European Cup
European Cup Draws

APRIL

Men's EHF Champions League
Men's European Cup
Women's 19 European Championship – Qualification
Women's National Team Week
Women's Champions League
Women's European Cup
European Cup Draw

MAY

Men's EHF Champions League
VELUX EHF FINAL4 2010/11
Men's European Cup
Women's Champions League
Women's European Cup
European Cup Draw

JUNE

Men's EHF EURO 2012 – Qualification
Women's EHF EURO 2012 – Qualification Phase 1
Women's World Championship – Play-off Europe (IHF Event)
Women's 17 European Championship in CZE
EBT Masters in ESP
Beach Handball Championships (YAC 19) in CRO
Beach Handball European Championships in CRO

EHF CALENDAR 2011

JULY

Men's U21 World Championship in GRE (IHF Event)
Men's 19 European Open Championship in SWE
Women's 17 European Championship in CZE
European Youth Olympic Festival in TUR (EOC Event)
European Cup Draw

AUGUST

Men's U19 World Championship in ARG (IHF Event)
Women's 19 European Championship in NED

SEPTEMBER

Men's Champions League – Qualification
Men's Champions League
Men's European Cup
Men's Champions Trophy
Women's Champions League – Qualification
Women's European Cup
Women's Champions Trophy
European Masters Games in ITA

OCTOBER

Men's Champions League
Men's European Cup
Women's EHF EURO – Qualification
Women's Champions League
Women's European Cup
European Cup Draws

NOVEMBER

Men's National Team Week
Men's World Championship – Qualification Europe (IHF Event)
Men's Champions League
Men's European Cup
Women's EHF EURO – Qualification
Women's Champions League
Women's European Cup
European Cup Draw

DECEMBER

Men's Champions League
Men's European Cup
Women's World Championship in BRA (IHF Event)
European Cup Draw

EHF SECRETARY GENERAL'S MESSAGE



Michael Wiederer
EHF Secretary General

2010 is history...

As the European Handball Federation looks forward to the New Year, upon reflection, 2011 is viewed as a 'gap year'. In 2011, the organisation stands between the big EURO events and at the same time we are on the eve of season 2011/12 and the preparations for all these top events continue.

The preparations for the upcoming competitions are in full swing, for instance the 10th edition of the EHF EURO in both the men's (Serbia) and women's (The Netherlands) categories, in addition to the eight club competitions, and not forgetting the qualifications that will bring some of the top national teams in Europe to the 30th Olympic Games in London, England.

In 2010, the growth of the European Handball Federation in terms of partnership and cooperation has been phenomenal; the year past gave the organisation the ability to advance in many areas.

The European Handball Federation is more inclusive and open than ever before; with the addition of the new boards and committees; the EHF faces internal scrutiny on a daily basis – and contrary to popular belief – this is something we welcome and it encourages and supports the organisation as we continue to fulfil our mission – the professional promotion and development of handball on all levels within Europe.

I now take this moment to thank all contributors past and present for your unwavering cooperation. I thank the internal collaborators on a technical and sport-political level and all the partners in the area of media, marketing and promotion, and naturally, all business partners from the area of services.

Last but not least, I thank all the stakeholders at the heart of our sport – the players, the clubs, the leagues and the national federations of Europe not only for your professionalism, but also for your official representation in the handball year 2010.

On the 17th November 2011, the European Handball Federation will celebrate its 20th anniversary and with what promises to be a spectacular tribute to handball, the EHF looks forward to sharing this momentous occasion with you.

Here's to 2011!

A handwritten signature in blue ink that reads "Wiederer".



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Represented by Josef Stöger.

Editor Michael Wiederer, **Content** Marsha Brown, **Art Direction & Layout** Richard Turner.

Photos The European Handball Federation receives many photos over the course of the year. We would like to use this space to thank all the photographers, whether professional or just simply handball lovers, for the many photos which the EHF has used this year.

Date of publication December 2010.

The sweet taste of success!

THW Kiel celebrate lifting the inaugural VELUX EHF FINAL4 Trophy after a dramatic victory against F.C. Barcelona Borges.



GRASSROOTS HANDBALL
 CUP WINNERS' CUP
 HANDBALL
 GENERAL MANAGEMENT
 SECOND WAVE
 DEVELOPMENT FRAMEWORK
 BUSINESS UNIT
 FAST SKILL
 OFFICE
 EBT
 ARB
 CHEERING
 STRUCTURE
 EHF FINAL4
 BUSINESS GROUP
 CHALLENGE CUP
 CONFERENCE HANDBALL
 REFEREE
 EXCITING
 PLAYER
 TOP EVENTS
 ORGANISATION
 BOARD
 SPECTATOR
 DYNAMIC
 PROGRESS
 COACH
 EHF CUP
 FAST BREAK
 CONGRESS
 COURT
 CLUB
 COOPERATION
 BEACH HANDBALL
 EXECUTIVE COMMITTEE

HANDBALL

FEDERATION

EHF EURO CHAMPIONSHIP
 HANDBALL COMPT DRAMATIC
 MASTERS CHAMPIONSHIP
 YOUNGER A
 POW
 CHAMPIONSHIP
 COMMITTEE
 ECA
 WORKING GROUP
 FAIR PLAY
 THE EURO
 EHF CAN
 OFFICIAL
 SCHOOL HANDBALL



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