

Regional competition proposal

Scope of countries (13)

Albania
Bosnia and Herzegovina
Bulgaria
Croatia
Cyprus
Greece
Hungary
Macedonia
Montenegro
Romania
Serbia
Slovenia
Turkey

Elaboration of the idea

Huge number of clubs from the region is playing in UCL and UEL qualification rounds, but in case of not advancing to group stage, they don't have international competition environment which seriously affects quality of the game. Attendance of the stadiums during years in the above countries is decreasing, and such trend is still ongoing. Domestic competitions from all countries in the region are not so interesting for spectators as international matches. New international(regional) competition should bring more quality to the game and seriously increase total attendance in the stadiums in the region. This should also increase financial benefit for clubs playing in this competition. Competition will attract more attention of media and TV channels for broadcasting the matches etc.

Organizer of the competition

UEFA. Since House of European football is already established and with decades experienced in organizing international matches and competitions, this would be the best solution. Also regarding administrative and technical support, UEFA is having resources to cover such competition

Financing

UEFA again. Through sponsorship provided by highly reputed international companies, either new ones or existing with extending current financial support, or conducting a new competition legal body which will be sponsored by powerful companies and TV rights

Competition benefit

Winner of such competition should get direct access to UCL group stage for next season
Runner-up should get a chance for UCL play-off for group stage. In case of defeat, runner-up goes in UEL group stage