

AFA's Global Expansion: Exclusive Interview with Parimatch on Growth, Strategy, and Partnerships

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The Argentina Football Association (AFA) has been making bold moves to expand its global presence, strengthening its reach in key international markets such as Asia, China, the USA, and the Middle East. With a legacy that extends far beyond Argentina's borders, AFA is evolving into not just a dominant football force, but also a globally recognized brand.



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As the Regional Sponsor of the Argentine Football Association, Parimatch has played a significant role in AFA's international expansion. In their conversation, AFA shared insights on its global strategy, the role of partnerships, and how friendly matches, sustainability efforts, and new collaborations are shaping the future of Argentine football.

Parimatch: AFA has been making a strong push into international markets. What's driving this strategy, and how are you making it happen

AFA: Football has always been a global game, and Argentina's legacy in the sport resonates far beyond our borders. The passion for Argentine football isn't just in Buenos Aires or Rosario-it's in China, the USA, the Middle East, and across Asia, where millions of fans follow our national team. We recognize that demand, and we're working to make AFA more accessible and relevant to fans worldwide.

This isn't just about expanding for the sake of it-it's about building meaningful, lasting connections with international audiences. That's why we're focusing on localized branding, stronger fan engagement, and strategic partnerships in key regions. Whether it's through merchandise, sponsorships, or direct interactions, our goal is to ensure that Argentina isn't just a team people watch but a brand they feel connected to, no matter where they are.

Parimatch: You mentioned strategic partnerships. How is AFA working with local businesses and sponsors to strengthen its global presence

AFA: Partnerships are essential for growth in international markets. We don't believe in just showing up in a new region and expecting immediate success-we collaborate with local players who understand the market dynamics and audience

behavior.

Beyond commercial deals, we also look for cultural alignment-ensuring that our partners reflect AFA's values and enhance the overall brand experience for fans in each market. These relationships aren't just transactional; they're long-term collaborations that help build a stronger, more visible presence for AFA worldwide.

Parimatch: AFA has played several friendly matches in international markets. How important are these games for global brand growth

AFA: Friendly matches go far beyond just the 90 minutes on the field-they're a direct way to engage with fans, attract new sponsors, and elevate AFA's visibility in key regions. When we bring the Argentine national team to play in places like Asia, China, the USA, or the Middle East, it's an opportunity for local fans to experience the passion and energy of Argentine football in person, not just through a screen.

These matches also provide a platform for sponsors to activate their partnerships with AFA in a meaningful way. A global brand that wants to be associated with winning football and historic success gets incredible exposure when their logo is on our kits during an international match. It's a win-win situation-we get increased visibility, and sponsors get to align themselves with one of the most recognized teams in the world.

Additionally, friendly matches help with merchandise sales, social media engagement, and brand affinity-fans who attend live matches are more likely to engage with the team long-term, whether through official products, future events, or grassroots football initiatives.

Parimatch: Looking ahead, what's next for AFA's global expansion

AFA: The next phase is about deepening the connections we've built and expanding into new high-growth markets. We're focusing on Asia's growing football market, strengthening our presence in China and the USA, and expanding partnerships in the Middle East, where football culture is booming.

We also plan to increase brand collaborations, bringing AFA into lifestyle spaces beyond traditional sports. Whether it's exclusive partnerships with fashion brands, music events, or gaming collaborations, we want to position AFA as a global cultural brand, not just a football team.

At the core of everything we do, the focus remains the same: making AFA more than just a team people watch-it's something they feel a part of. Whether it's through on-field performances, merchandise, or unique brand activations, we want fans worldwide to see AFA as their team, their brand, and their football identity.

About Parimatch

Parimatch is the #1 global gaming platform that provides its customers a complete suite of sports and online sports services. Since 1994, Parimatch has grown to be enjoyed by 3,000,000 active users worldwide. It is trusted by the world's top athletes and celebrities: Trinidadian cricket stars Nicholas Pooran and Sunil Narine and Indian rap icon Divine are among their brand ambassadors. Parimatch is the Regional Sponsor of the Argentine Football Association and the Title Sponsor of the Sunrisers Eastern Cape, a South African professional Twenty20 cricket franchise team. Since 2019, Parimatch has been one of the leading brands in Africa, Asia, and Latin America.

