**The Argentine Football Association and Dubai-based airline flydubai announce regional partnership**

**Dubai, United Arab Emirates, 18 October 2022:** The Argentine Football Association (AFA) and Dubai-based airline flydubai, announced today a regional partnership. The agreement will see both partners collaborate on marketing and branding opportunities across their channels for the next four months.

The Argentina national team, known as La Albiceleste, participated in five World Cup finals and are currently the Copa América champions, a title the team has historically won 15 times. This partnership will see flydubai become the regional partner for the Argentina national team and their airline of choice in the Middle East Region.

Over the next few weeks, the AFA and flydubai will roll out a series of activations around this partnership that will feature both brands most valuable assets. This includes the Argentina men’s national football team players and special activations with the team during their training camp stay in the UAE’s capital, Abu Dhabi.

**Claudio Fabian Tapia, President of AFA, said:** “We are very enthusiastic about this partnership with flydubai. The Argentine Football Association is constantly looking for emerging experiences that improves the interaction and direct link of the Argentina national team with global fans. Our partnership with flydubai will allow more football fans around the region to feel even closer to the Argentina national team and join in the excitement of the tournament in Qatar. Argentina has positioned itself as a leading federation in the world of football and flydubai has been changing the way people travel in the region. We welcome flydubai on board as a new partner who will enable the AFA and the Argentina national team to connect with millions of fans in the region.”

**Commenting on the partnership, Ghaith Al Ghaith, Chief Executive Officer at flydubai, said**: “we are honoured to be the regional partner for the Argentine Football Association and the Argentina national team. flydubai is committed to connecting people, it is what we do, bridging the distance and removing boundaries. This partnership celebrates these core values which we share with football.”

“We look forward to enabling more football fans to travel conveniently to Qatar to cheer on their favourite teams and be part of the football atmosphere the moment they step on board one of our 30 Match Day Shuttle flights. We are excited to support La Albiceleste and the team at flydubai wishes them the best of luck at the world’s biggest football tournament.”, added al Ghaith.

**Leandro Petersen, Chief Commercial Marketing Officer of AFA, said:** “This partnership with flydubai brings the Argentina national team even closer to the fans of the Middle East and allows them to be part of the exciting world cup atmosphere. We are happy with the potential that this partnership has. We hope this brings our national team, the players and the thrill of the game closer to the fans in the region, whether they are travelling from Dubai or around the flydubai network to the tournament in Doha. The AFA is constantly looking for new valuable partnerships to expand its global reach and flydubai will allow us to enter new emerging markets that are medium and long term goals. We are excited for the coming months and to see how both brands leverage the full potential of this collaboration.”

For the upcoming football tournament in Qatar, flydubai will operate up to 30 daily Match Day Shuttle flights between Dubai and Doha. These Match Day Shuttle flights are offered in partnership with Qatar Airways and will provide football fans with convenient travel options to the football matches that will take place from 21 November to 18 December 2022.

From its home in Dubai, flydubai has created a network of more than 100 destinations in 50 countries across Africa, Central Asia, the Caucasus, Central and South-East Europe, the GCC and the Middle East, and the Indian Subcontinent. The carrier operates a young fleet of 68 Boeing 737 aircraft.

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**About flydubai**From its home in Dubai, flydubai has created a network of more than 100 destinations served by a fleet of 68 aircraft. Since commencing operations in June 2009, flydubai has been committed to removing barriers to travel, creating free flows of trade and tourism and enhancing connectivity between different cultures across its ever-expanding network.

flydubai has marked its journey with a number of milestones:

**An expanding network:**Created a network of more than 100 destinations in 50 countries across Africa, Central Asia, the Caucasus, Central and South-East Europe, the GCC and the Middle East, and the Indian Subcontinent.
**Serving underserved markets:** Opened more than 70 new routes that did not previously have direct air links to Dubai or were not served by a UAE national carrier from Dubai.
**An efficient single fleet-type:**Operates a single fleet-type of 68 Boeing 737 aircraft and includes: 32 Next-Generation Boeing 737-800, 33 Boeing 737 MAX 8 and 3 Boeing 737 MAX 9 aircraft.
**Enhancing connectivity:** Carried more than 80 million passengers since it began operations in 2009.

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**About AFA**

AFA Official Website: www.afa.com.ar