

SPIIDEO ICEBERG[™] SPORTS ANALYTICS HOCKEY VÖLKEL SportContract
BUSINESS FORUM
GOTHENBURG | OCTOBER 6TH 2018



**“Frölundaborg
is for hockey
what
Barcelona’s
Youth Academy
la Masia is for
football”**



The quote above – comparing Frölunda’s Youth Academy to Barcelona FC’s famous la Masia – is authentic and is telling for how successful the Gothenburg club has been when it comes to developing talent at their own “Campus” or Frölundaborg as the official name of the beautiful facility in the western parts of Gothenburg, which hosts Frölunda’s Youth Academy, and which is the daily training facility of the club’s pro team in the Swedish Hockey League.

This is why the E.H.C. Alliance takes the opportunity to invite all interested hockey people involved in youth development and training to the Frölunda Development Clinic on Friday October 5, in conjunction with the E.H.C. Hockey Business Forum on October 6 and the NHL Season Opener Edmonton vs New Jersey on the same day at Scandinavium. This event is for all who want to take their youth development to another level.

No other European club can boast so much success as Frölunda in the last ten years, both when it comes to on-ice success and player development.

Frölunda has had **77 players** from their program **drafted by NHL clubs**, with last being **Rasmus Dahlin** who in June became just the second Swedish player to be picked 1st overall. Out of these, more than **40 have gone to play in the NHL**. No European club can match those numbers.

Although the mission of the club is to develop players to their own pro team, these numbers are a reflection of Frölunda’s quality of development.

Others facts:

- ⇒ Frölunda is on top of the Champions Hockey League’s club ranking 2014-2018
- ⇒ Frölunda has been to three consecutive CHL-finals (2015-2017) with wins in 2016 and 2017
- ⇒ Frölunda was named Club of the Year at the 2017 E.H.C. European Hockey Awards, while Roger Rönnberg was named Coach of the Year at the same ceremony.
- ⇒ Frölunda has won 10 Swedish junior titles (Anton Cup), more than any other Swedish club.

The most notable players to come out of the Frölunda school are: Calle Johansson, Erik Karlsson, Henrik Lundqvist, Daniel Alfredsson, John Klingberg, Loui Eriksson, PJ Axelsson and recent Danish Stanley Cup winner Lars Eller.

Roger Rönnberg, who also led Sweden to their last World Juniors gold medal in 2012, will talk about the clubs’ youth philosophy and the challenging transition from junior to pro. General Manager Fredrik Sjöström will talk recruitment and scouting, while CEO Christian Lechtaler present the overall development program which has made Frölunda the club it is today.

The Clinic will be followed by a tour of the Campus facilities and a buffet dinner. There will be a bus taking the visitors from the Gothia Towers Hotel and back, following the dinner. The approximate time for the event is 18:00 – 21:00. More details later. For more info or questions: szemberg@hockeyclubs.eu