

CANDIDATE FOR PRESIDENT · SOMALI FOOTBALL FEDERATION · 2027

Rebuild Somali Football

Vision 2034 — From Grassroots to Greatness

The critical first phase of Vision 2034, beginning with the 2027 election, to rapidly move Somali football from crisis to credibility. This four-year term will deliver an accountable federation, empowered regions, tangible facility development, and structured grassroots pathways starting at U8.



Deeq Afrika
CANDIDATE · SFF PRESIDENT

Read the Manifesto

Our 6 Pillars

Vision 2034

REFORM

DEVELOPMENT

UNITY

NATIONAL PRIDE



WHY I'M RUNNING

True progress on the pitch requires a solid foundation off it

I have lived football from every side of the touchline. As a youth player in Europe, in the shirt of the Somali National Team, and today on the executive board of Jeenyo FC, competing at the top of the national league. I know exactly what it costs to run a club in Somalia, because I do it every week.

FROM THE PITCH TO THE BOARDROOM

Youth Player in Europe
Somali National Team

Jeenyo FC Executive Board
Top of the national league

Xamar United Academy
Built a youth pipeline from nothing

Fintech Entrepreneur
Serving hundreds of thousands of Somalis

Vision 2034 leverages this dual perspective, combining an elite football background with practical business discipline to deliver the transparent, infrastructure-driven governance our national game deserves.

Four years of project paralysis.

While other African nations use the millions they are entitled to under FIFA Forward to lay modern turf and build regional centers, Somalia has not implemented a single major infrastructure project in four years. Our development funds sit untouched in Zurich while our players train on dirt.

0

Major projects since 2021

Every stadium and facility we have was built before 2021.

199th

FIFA World Ranking

No scouting structure, no camps, no long-term planning.

11/12

SNL clubs based in Mogadishu

A 60-year-old league layout that locks out the regions.

\$M

Left on the table in Zurich

Surviving on operational handouts instead of project grants. This is fixable.

VISION 2034

One term of delivery, a decade of legacy

The presidency is a four-year mandate. I am asking members for one term — 2027 to 2031 — with Phase 1 and Phase 2 delivered in full, and the foundations laid for 2034.

PHASE 1 · 2027-2029

Foundation

Trust, governance, structure. Stop the drift — a fixed calendar, automated registration, club and regional support.

The urgent task: break the project paralysis and unlock FIFA Forward 4.0 — the new cycle launches in 2027, a clean slate.

PHASE 2 · 2029-2031

Growth

Development, competitions, investment. Scale youth and women's football in every region, professionalise competitions.

The engine: a commercially active federation powered by public-private partnerships.

PHASE 3 · 2031-2034

Excellence

Competitiveness, professionalism, legacy. Players from the Vision 2034 pathways reach senior clubs and the national team.

The payoff: Somalia as a credible, competitive football nation.

THE PLAN

Six Pillars to Rebuild Somali Football

01 Governance, Transparency & Financial Accountability

A federation that belongs to its members and serves the game with fairness.

- Independent annual audits, published openly
- Full FIFA Forward compliance — documented projects, no cash payments
- Conflicts of interest strictly banned

02 Strong Clubs & Empowered Regional Associations

Clubs are the foundation; regional associations are the bridge to every community.

- A Club Support Programme — administration, finance, youth infrastructure
- Competitions planned around each region's realities
- Empowerment, not centralised control

03 Proper Competitions & a Truly National Calendar

Open the pathway to CAF competition to the whole country — not one city.

- The Mogadishu-Regional Club Partnership Model
- A decentralized General Daud Cup
- The annual Somali District Champions Cup

04 Grassroots, Youth Development & Women's Football

The future will be built in schools, districts and academies — starting at U8.

- A national scouting network + FIFA Talent Development Scheme
- Dedicated women's football leadership with its own budget
- Women's national youth teams in regional competition by 2034

05 Coaches, Referees & Technical Development

A unified national football philosophy — and officials who never stand alone.

- More coach licensing within CAF's framework
- A referee protection & timely payment system
- Somalia produces elite officials — Omar Abdulkadir Artan was selected for the 2026 FIFA World Cup

06 Commercial Growth, Infrastructure & the Regional Technical Centers

Pitches over administrative offices — one elite facility in each Federal Member State.

- A dedicated commercial department — sponsorship, broadcasting, diaspora packages
- Centers in Puntland, Jubaland, South West, Hirshabelle, Galmudug & North East State
- [See the full masterplan ↗](#)

Regional Technical Centers

One state-of-the-art, self-contained sporting ecosystem in every Federal Member State — funded through FIFA Forward 4.0 project grants and public-private partnerships, and anchored by local clubs and academies training youth from age eight.



11-a-Side Pitch

105m × 68m elite natural grass

Covered Futsal Court

40m × 20m, all-weather

Beach Football Area

37m × 28m dedicated sand court

44-Bed Residency

12 rooms for camps & tournaments

6 Classrooms + 2 Event Rooms

Coach, referee & youth education

Sustainable by Design

Rooftop solar, natural ventilation, 4 locker rooms, canteen

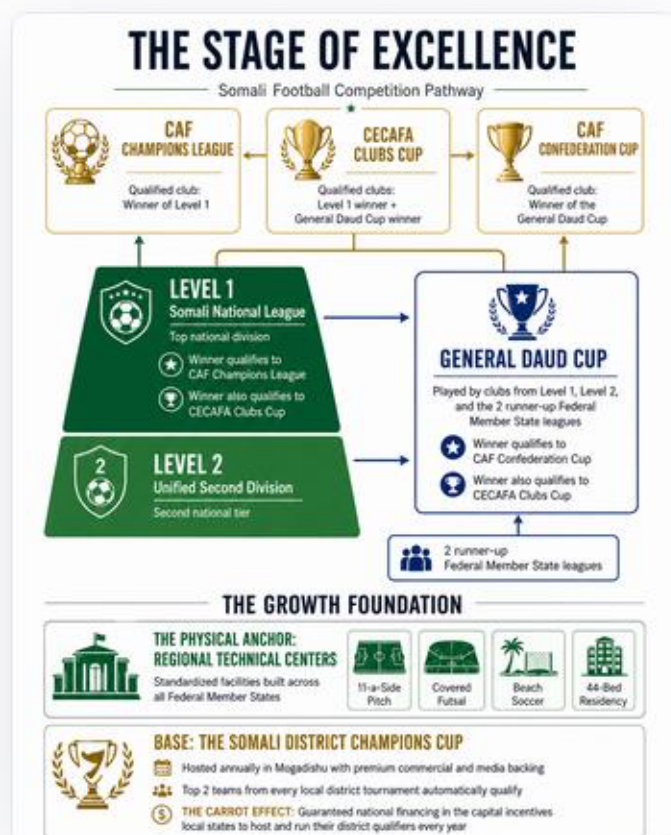


The U8 Anchor Model

Each center is granted to exactly two local clubs or elite academies that commit to structured, audited youth programmes starting at Under-8 — so world-class surfaces are fully used, and the national pipeline begins on the local pitch.

A league for the whole country

The SNL layout is virtually unchanged in sixty years — 11 of 12 top-flight clubs sit in Mogadishu while Garowe, Kismayo, Beydhabo, Galkayo, Samareeb and Beledwayne are locked out. We will open the pyramid.



The Mogadishu–Regional Club Partnership Model

Matching struggling capital-based clubs with regional powerhouse cities — the club gains a passionate geographic identity, local media and sponsorship; the region gains immediate access to the top tier.

A Decentralized General Daud Cup

The winner and runner-up of each Federal Member State's league automatically qualify for the national bracket — elite, high-stakes football straight to the regions.

The Somali District Champions Cup

A permanent, annual national finals in Mogadishu for the top 2 teams of every member state's district tournament — the guaranteed incentive that keeps local tournaments running every single year.

A plan without funding is a wish

Vision 2034 is financed in three layers — none of them depend on waiting for a miracle.

LAYER 1

Unlocking FIFA Forward 4.0

The 2027 cycle allocates USD 2.7 billion globally. We present an audited compliance framework, move past "operational running costs", and unlock millions in project grants to build the Technical Centers.

LAYER 2

Commercial Revenues & PPPs

Title sponsorships, broadcasting rights and corporate partnerships layered on top of grants. Somali telecoms and financial services are natural partners — and I bring direct entrepreneurial credibility to that community.

LAYER 3

Diaspora & Development Partners

A transparent, audited public ledger for every project — a credible vehicle for the diaspora to invest safely in facilities, academies and clubs, alongside international sport-for-development partners.

First-Year Priorities

● First 100 Days

- 1 Commission the first independent financial audit of the SFF
- 2 Open direct engagement with FIFA to secure our full Forward 4.0 project entitlement
- 3 Launch the Regional Technical Centers Masterplan with standardized templates
- 4 Initiate PPP dialogues with ministries, municipalities and corporate partners for land
- 5 Host the Club-City Partnership Summit to map the first franchise partnerships
- 6 Publish a clear, unified national football calendar for the season

● First 12 Months

- 1 Publish the first independently audited financial report + a live public project ledger
- 2 Launch the inaugural Somali District Champions Cup with all member states
- 3 Publish the criteria for the two club/academy slots at each Technical Center
- 4 Deliver coaching & referee workshops across all member states
- 5 Launch digital player registration and the automated competition framework

HOW WE WILL BE HELD ACCOUNTABLE

Judge us on delivery

Accountability is the difference between a manifesto and a marketing document.

Annual Public Scorecard

Progress against every phase milestone — what was achieved, what slipped, and why.

Live Project Ledger

Every funded project on a public dashboard — budget, contractor, timeline, status.

Standing Members' Review

A formal annual forum where clubs and regions openly question leadership on delivery.

A Term Judged on Projects

Phase 1 by 2029, Phase 2 by 2031, Technical Centers built and handed over. Judge us on this record.

2029

PHASE 1 - MID-TERM

- Full project functionality restored with FIFA
- Two consecutive seasons completed on schedule
- District Champions Cup running in every state, every year
- First city-club partnerships live; Technical Center construction underway

2031

PHASE 2 - END OF FIRST TERM

- Technical Centers completed and handed over in the member states
- First regional clubs licensed into an expanded national pyramid
- 10-12 clubs/academies training U8 cohorts in the centers
- Measurable FIFA-ranking improvement from the 2027 baseline

2034

PHASE 3 - THE VISION 2034 TARGET

- A national team earning competitive points in AFCON & World Cup qualifying
- Home-grown academy graduates from the U8 regional pathway
- A self-sustaining, professionally administered league pyramid
- A federation trusted by its members — no longer governed by crisis

ON THE GROUND

The Campaign in Action

This is not a campaign of speeches. It is built on the pitch — with clubs, academies, young players and the national team.



**“Somali football has heard enough speeches.
Now it needs delivery.”**

— DEEQ AFRIKA



One term to build. A decade to rise.

From Grassroots to Greatness — by 2034

Join the movement to rebuild Somali football. Four years to break the paralysis, unlock our funding, and build the physical foundations of our game.

[Support the Campaign](#)

[Read the Manifesto](#)

[Contact the Campaign](#)

• DEEQ AFRIKA

Candidate for President · 2027
Somali Football Federation

CONTACT

campaign@deeqafrika.so
Mogadishu, Somalia

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X · @DeeqAfrika
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