



# AIBA PRO BOXING

# TAKE A RINGSIDE SEAT

## INTRODUCING APB: A REVOLUTION IN PROFESSIONAL BOXING

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### Section 1

#### THE NEED FOR A NEW PROFESSIONAL BOXING MODEL

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### Section 2

#### WHO CAN JOIN APB, AND HOW

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### Section 3

#### APB SUPPORT FROM NATIONAL FEDERATIONS AND THE BOXING MARKETING ARM SA (BMA)

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### Section 4

#### THE BENEFITS OF APB





# NURTURING DREAMS: THE NEED FOR A NEW PROFESSIONAL BOXING MODEL

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## **APB: The dream starts here**

As the world governing body of boxing, AIBA is thrilled to announce the launch of “APB” – AIBA Professional Boxing – a new framework of boxing competitions that will change the way professional boxing events are organized and run.

**APB will open up new horizons for boxers seeking to pursue their dreams as professionals, within a transparent competition structure.**

For the first time, professional boxers can plan and track their career – backed fully by AIBA – and look forward to consistent support from their National Federations in return.

Thanks to APB, young boxers can realize their dream of entering a professional boxing world that is structured and regulated.

The APB competition format offers multi-level fight opportunities, in National, Continental, and World Level competitions while maintaining the opportunity to compete in the Olympic Games.

The new model operates a clear ranking system for boxers, and comes with immense support from the National Federations. A dedicated marketing arm will also promote APB, underpinning its authority and its aims.

***“APB represents a new era in the world of boxing, where the competitions are exciting yet fair, the boxers enjoy recognition and long-lasting careers... and all this under one umbrella: AIBA.”***

Critically, boxers can remain under AIBA throughout their entire career, from their fledgling fights to the peak of their profession and beyond.

APB will “pack a punch” and give the sport what it has been waiting for.

**Come and join us.**



# A BRIGHT NEW FUTURE FOR BOXING

In boxing today, professional competitions are fragmented; tournaments are not organized within an official and transparent structure, many are run with the sole purpose of providing advantages and wealth to a select few. Unfortunately, financial gain and match-fixing often triumph over sporting merit.

Within this piecemeal system, boxers are not guaranteed a steady career trajectory. They cannot move through the rankings on merit, and fights are not always matched fairly.

In the current system, it is not only boxers who suffer.

Fans, too, are disappointed by the quality of professional boxing events in terms of boxers' performances and non-transparent judgments of fights.

These situations are discouraging the next generations of boxers.

If this stays the same, the status of boxing will start to decline, holding less and less appeal for the mainstream media and entertainment channels.

This is why AIBA, as the world governing body of boxing is changing the game.

## Through the APB program, AIBA is:

- establishing a transparent competition structure
- imposing a clear ranking system
- promoting higher-level boxing events
- enabling boxers to continue their entire career under one entity

AIBA can leverage its strength and position to create a unified force in the world of boxing, ushering in a bright new future for the sport.

By taking the lead, AIBA can now also span the bridge between Olympic Boxing and Professional Boxing – offering revolutionary new opportunities for boxers to enjoy a more diverse sporting experience.

**APB. We're in your corner.**

## BOXERS, FANS AND THE PUBLIC: A NEW STATUS FOR THE SPORT

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APB will meet the needs of three different audiences: boxers, fans, and the broader public.

Not only will the program provide a trackable, secure career path for professional boxers of all ages, APB will also bring boxing fans a whole new match experience, as much-needed structure and transparency are injected into bouts and tournaments, with brand new competitions.

**Through APB, BOXERS will be able to:** participate in top-ranking events backed by AIBA. Boxers can become World Champions and internationally recognized boxing stars, supported by one organization, all the way.

Once again, fans can follow their favorite stars, knowing that fights are fair, that champions are recompensed and that a proper sporting spirit rules the game.

**Thanks to APB, FANS can look forward to:** a showcase of the best of professional boxing in terms of quality, authenticity and transparency. Fans can enjoy the best boxing shows on a regular basis.

By ensuring career security for our stars, via structured competitions and quality matches, the public's interest in boxing will be rejuvenated, and the sport can be recognized as an exciting yet regulated form of thrilling entertainment.

**The PUBLIC will quickly recognize APB for:** top-level professional boxing matches that are both "sporting" events and "entertainment". APB will build loyal audiences by providing a clear, easy-to-follow ranking system.

## ROLLING OUT THE NEW MODEL: THE APB TIMELINE

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APB will be officially launched in the fall of 2013. Until that date, a series of pre-season bouts will take place.

The rollout of APB, from launch until official set-up, will comprise four phases, over an eighteen-month period.

### **PHASE I**      Pre-season competitions: January - May 2013

- Pre-season competitions for selected AOB (Olympic) boxers take place: boxers are trained in order for them to gain experience before regular APB matches.

### **PHASE II**      APB Championship Matches for Champions: from June - December 2013

- AOB boxers from the pre-seasons, boxers from WSB Season 3 and current professional boxers compete against each other. The winners will represent the Champions in each weight category for the start of the APB World-Level first cycle in January 2014.

### **PHASE III**      APB 1st Cycle: January - June 2014

- APB National Level competitions start together with APB World-Level competitions.

### **PHASE IV**      APB 2nd Cycle: July 2014 - onwards

- All Levels are up and running: World, Continental and National competitions.



## Weight categories

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APB will comprise 10 weight categories, which are the same as the current rankings under AIBA.

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Light Flyweight  
**49 KG**

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Flyweight  
**52 KG**

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Bantamweight  
**56 KG**

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Lightweight  
**60 KG**

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Light Welterweight  
**64 KG**

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Welterweight  
**69 KG**

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Middleweight  
**75 KG**

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Light Heavyweight  
**81 KG**

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Heavyweight  
**91 KG**

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Super Heavyweight  
**+91 KG**

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## RANKING: **A CLEAR, MERIT-BASED SYSTEM**

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APB rankings will be clear and easy to follow, remaining the same throughout each competition cycle. The rankings allow all boxers to move up through the different levels of the APB competition structure (National, Continental, World Levels) based on their performance.

Each ranked boxer is guaranteed a minimum number of 2 bouts per cycle (1 cycle = 6 months).



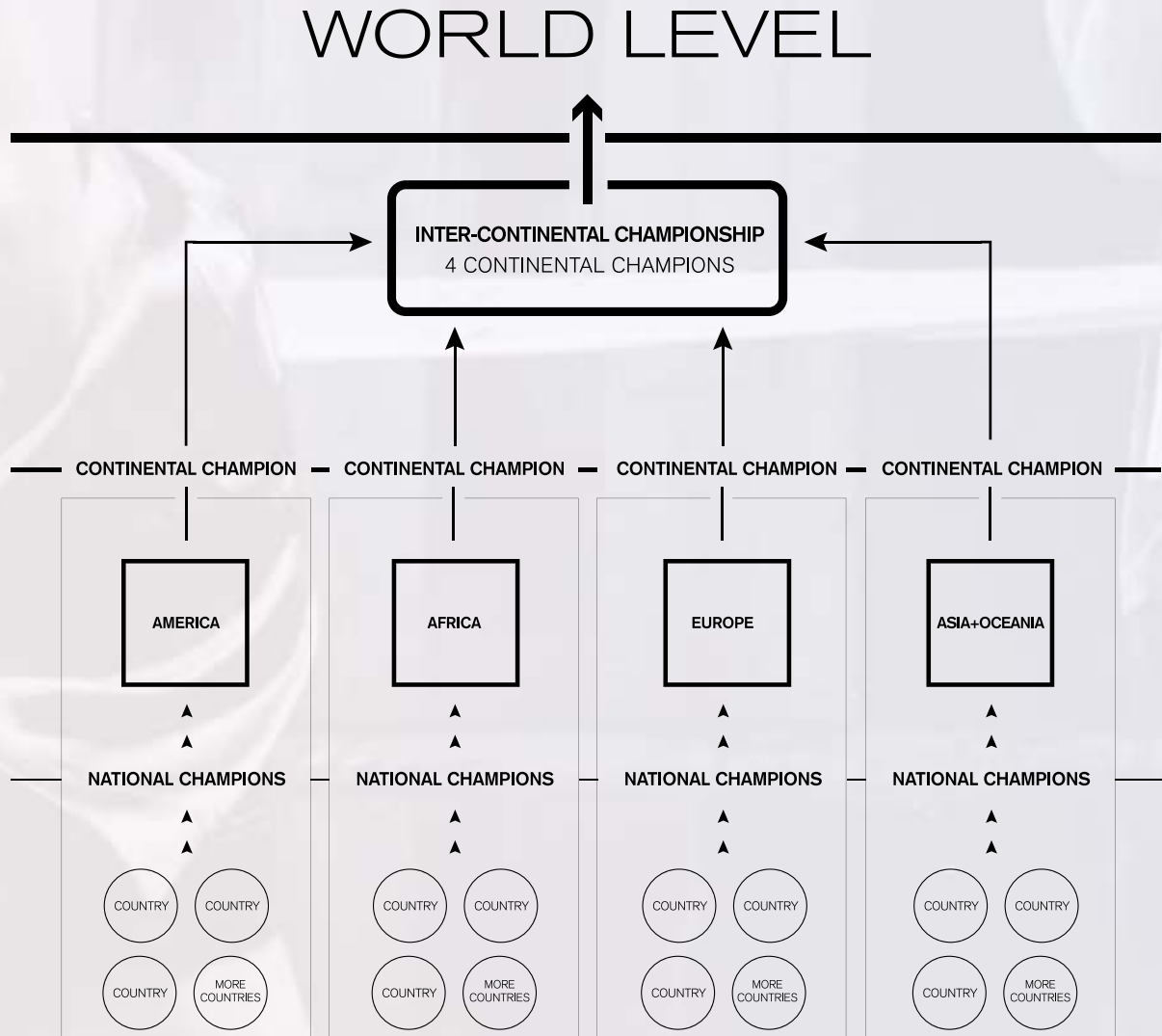
# FIGHTING FAIR: TRANSPARENT COMPETITION STRUCTURE

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The APB competition format is structured around several tiers.

- Each tier is comprised of four boxers.
- Each ranked boxer will compete in a minimum of 2 bouts per cycle (1 cycle = 6 months).

Thus, a boxer competing at National Level, depending on his results, could move up the ranking levels and challenge the World Champion within two and a half years.



## THE ROAD TO SUCCESS: WHO CAN JOIN APB, AND HOW

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### Welcome to a new home

Governed by AIBA, APB is the new home of boxing for all professionals.

In an unprecedented restructuring of the boxing competition format and boxers' career paths, current professional boxers can join AIBA Professional Boxing under certain conditions. APB is a professional circuit that also allows boxers to compete in the Olympic Games.

APB offers an exciting, stable career path for Olympic boxers to join the world of professional boxing, while still retaining their Olympic eligibility.

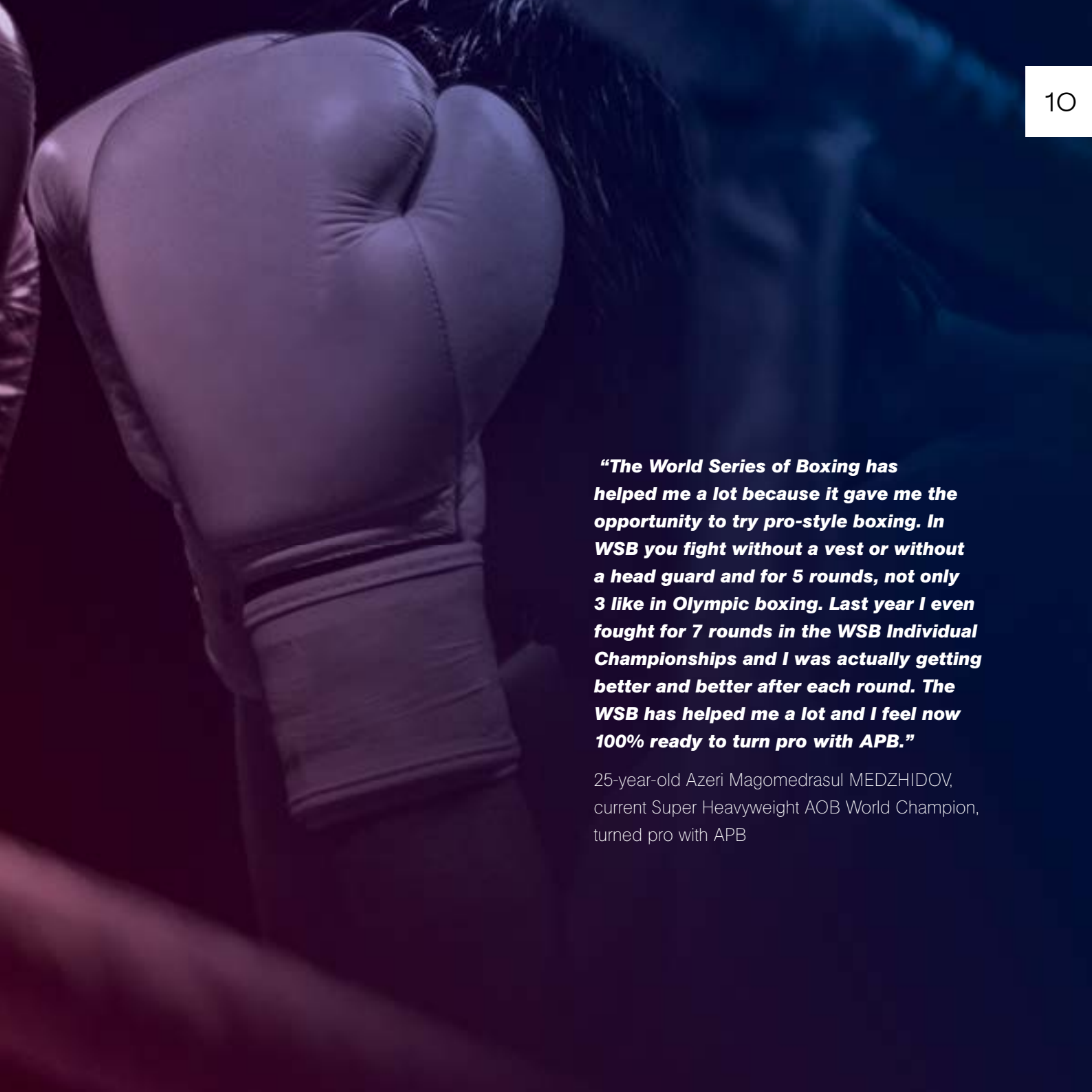
Anyone in the boxing world, between the ages of 19 and 40, is eligible to become an APB boxer, and all boxing officials are permitted to join APB.

**Current professional boxers** who hold competition records of less than 15 professional bouts **will be welcomed into APB**. As the official governing body of the sport, AIBA, through its network of National Federations (NF), will support boxers with training, coaching and insurance – during their entire career.

In addition, thanks to the APB unique competition format, boxers can climb the ranks, fighting at National, Continental, and World Levels. This represents unprecedented flexibility, a dynamic career path, exciting opportunities for publicity and celebrity through well-funded AIBA-backed marketing programs, and provides expert support with career development.

**Young boxers** embarking on their careers will be nurtured and developed by expert coaches, mentored and trained locally as they aim for the National competitions and beyond. With the knowledge that APB provides a secure and transparent operating and competition structure, young boxers will be encouraged to take up the sport as a full-time career, with all the opportunities this brings.

**Current Olympic boxers** who are registered with their National Federations **may join APB** if they choose to take a professional boxing path.



***“The World Series of Boxing has helped me a lot because it gave me the opportunity to try pro-style boxing. In WSB you fight without a vest or without a head guard and for 5 rounds, not only 3 like in Olympic boxing. Last year I even fought for 7 rounds in the WSB Individual Championships and I was actually getting better and better after each round. The WSB has helped me a lot and I feel now 100% ready to turn pro with APB.”***

25-year-old Azeri Magomedrasul MEDZHIDOV, current Super Heavyweight AOB World Champion, turned pro with APB

## FROM THE RING TO THE FIVE RINGS

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For many, the Olympic Games represent the pinnacle of the human sporting and physical achievement. The Olympic Games open up a new vista of audiences and opportunities to professionals, giving world-class boxers access to an entirely different experience.

This is unprecedented, as the Olympic Games were previously closed off to professional boxers. However, AIBA, as the world governing body of boxing, has now opened the door, with the full backing of the International Olympic Committee (IOC).

This means that, in addition to enjoying a professional boxing career, all professional boxers within APB can attain the glory and global recognition of competing in the Olympic Games. In addition, APB boxers can participate in an array of premier multi-sports Games, at a Continental Level.

Through the Olympic circuit, boxers can gain additional media exposure, as well as refine their sport and challenge their personal ambitions by competing in a variety of exciting competitions within their regions.

56 Olympic quotas will be allocated to APB boxers, as follows:

- 6 boxers per 8 weight categories (49 – 81 kg)
- 4 boxers per 2 weight categories (91 – 91+ kg)

APB boxers wishing to compete in the Olympic Games must adhere to the following rules:

- Current pro boxers must join APB **two years** prior to their first Olympic Qualifying Event and remain within the APB for at least two years after the Olympic Games.
- Current AOB boxers must join APB **within 3 years of their first** Olympic Qualifying Event.





## THINKING OF A CAREER AS A BOXING OFFICIAL?

### JOIN APB

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An explanation of how to become an APB official follows:

The selection process for these positions is currently under way.

For more information please visit **[www.aiba.org](http://www.aiba.org)** or send enquires to [application@aibaproboxing.org](mailto:application@aibaproboxing.org).

## REFEREE AND JUDGE

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The APB will have its own experienced Referees and Judges (R&Js) who have undergone continuous training in accordance with AIBA regulations, to ensure transparent judging during each bout.

APB R&Js must be selected and trained by an experienced R&J instructor.

Current professionals within the boxing arena may apply to be an R&J with APB as long as they terminate all relationships with their current associations.

**The selection process to become an APB R&J will take place in 2012, organized by the APB Referees & Judges Commission.**

## COACH

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The APB will have its own skilled, highly qualified coaches, who demonstrate experience and have undergone continuous training in line with AIBA regulations. APB coaches will be eligible to train AIBA Olympic boxers, and likewise, AIBA coaches can train APB boxers.

The procedure to become an official APB coach is as follows:

- APB coaches will be selected by current AOB coaches.
- APB instructors will also train the new applicants of AOB coaches.

Current professional coaches can join the APB program as long as they terminate all relationships with existing associations.

**The training process to become an APB Coach will take place in 2012, organized by the APB Coaches Commission.**







## RINGSIDE DOCTOR

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The APB will have its own body of Ringside Doctors, who may also be employed at AIBA or WSB events.

Current professional Ringside Doctors can join APB as long as they terminate all relationships with their current association.

**The training process to become an APB Ringside Doctor will take place in 2012, organized by the AIBA Medical Commission.**

## SUPERVISOR

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To ensure transparency and fair fights, APB will have its own rigorous boxing match supervisors. Supervisors must undergo continuous training in line with AIBA boxing regulations.

The procedure to become an official APB supervisor is as follows:

- APB supervisors will be trained by current AOB Technical Delegates, ITOs (International Technical Officials) and WSB Supervisors.

Current professional supervisors can join APB as long as they terminate all relationships with their current associations.

**The selection process to become an APB Supervisor will take place in 2012, organized by the APB Technical and Rules Commission.**



# A FIGHTING CHANCE:

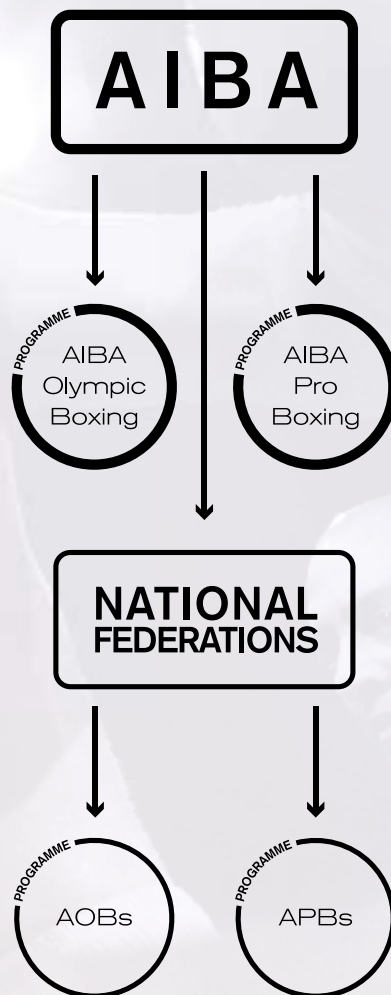
## APB SUPPORT FROM NATIONAL FEDERATIONS AND THE BOXING MARKETING ARM SA (BMA)

### Hand in hand: APB and National Federations

Part of the success of APB lies in its “bottom-up” infrastructure. The grassroots movement of new boxers attending local clubs and gyms is part of a larger organization – the National Federations (NF). Professional boxers can turn to their NF as their first “point of call” for fights at a National Level, or benefit from their support as they compete at a higher level.

AIBA guarantees that National Federations receive ample support to ensure that they can continue training their boxers for both the Olympic Games and APB events.

One of AIBA's missions is to unite its 195 National Federations within a shared structure. The relationship between AIBA and the National Federations is already very strong: the APB competition format will simply serve to enhance this dynamic partnership.



National Federations will be able to grow and nurture their homegrown young talent, while witnessing the flourishing careers of their national elite, as they enter the global arena.

National Federations will receive comprehensive legal guidelines from AIBA as to the operational structure of APB, with instructions on how to run APB at National Level. Furthermore, NFs will enjoy new revenue opportunities through the National Level fights and shares in the success of National Champions.

With AIBA's guidance, National Federations simply need to adopt the new legal and operational changes to ensure that they can incorporate the APB program within their organization.

National Federations have a critical role to play in ensuring the success of APB.

## SUPPORT ENSURES SUCCESS: PROMOTING APB

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To ensure maximum visibility of the new APB initiative, AIBA will provide support to all National Federations by generating more revenue through BMA, the external commercial company solely responsible for boxing marketing activities, to lead and manage all commercial properties.

BMA's aim is to generate continuous, stable marketing success for the ongoing growth of the sport.

BMA's mission is to enhance the commercial values of AIBA's three competition programs – AOB, WSB, APB – by maximizing marketing revenues across all areas.

By generating awareness of the sport, and working with AIBA to promote a new era of boxing via the APB program, BMA will help inspire greater grassroots participation for all boxing competitions and, directly, or indirectly, develop larger fan bases.



## BMA AND APB: WELL MATCHED

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Bringing a fresh outlook and a new way of thinking in terms of global marketing strategy, BMA will be the main promoter for APB at every level.

Previously, boxers were teamed with promoters: with BMA and APB, the competition is the star.

This groundbreaking initiative means that BMA will cover the costs of World and Continental Level events as well as the boxer's purse.

There will be clear and pre-determined revenue sharing between BMA, the boxers, the National Federations, and AIBA, ensuring clarity for all parties.

The role of BMA goes even further: it will promote APB at all opportunities, with targeted activity at a national level through licensed personnel on the ground.

By rethinking the approach in which boxing is promoted, BMA's inventiveness will help push forward a successful new era for the sport.

## GIVING BACK TO BOXING: THE BENEFITS OF APB

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### Boxers will benefit from APB

***“We will support the boxers, National Federations, coaches, R&Js, any officials and members who decide to live and breathe with us. We will take care of these boxers, officials and members for as long as they are with us, providing to them all the interests and benefits of our sport and our organization. I truly want to see more boxers offer their trust and loyalty to AIBA and APB.”***

Dr Ching-Kuo WU, AIBA President

With APB, boxers finally have a professional, official competition association to call their own.

The boxing world already knows AIBA, the governing body. Now, boxers can turn to the official entity to help and carry them through their career.

**Professional boxers within APB can look forward to a future that marries the reassurance of career stability with the excitement of being a star.**

And at APB, the chances keep on coming.

In addition to following a professional path, APB boxers can also participate in the Olympic Games. With a quota of 56 qualifying places, this pinnacle of achievement is there for those who wish to take it.

Having enjoyed the prestige of competing at the Olympic Games, professional boxers can also fight in other continental events should they wish (including All-Africa Games, Asian Games, European Championships, Pan-American Games, Oceania Games), without diverging from their core career.

The heart of APB is its “clean” sporting style.

Clear ranking systems mean that boxers know who they will fight, and when.

Winners move up the rankings, in a transparent system based on merit.

These achievements are compensated through the promised boxer's purse, parts of which are plowed back into grassroots initiatives via the National Federations.

Boxers are encouraged to stay at the top of their game, thanks to dedicated marketing support from BMA.

## NATIONAL FEDERATIONS WILL BENEFIT FROM APB

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APB presents National Federations (NFs) with a whole new set of opportunities.

Previously, boxers would leave their homelands to join professional promoters. In doing so, they also let go of any hope of being recognized within their home nation. Under APB, local talent will be kept at home, and boxing can once again have a clear set of country champions.

These great sportsmen, nurtured by their National Federations, can go on to become emblems of physical and sporting achievement, proudly backed by their nations.

With these opportunities comes a greater and more rewarding role for the National Federations.

A new cycle of young boxers, current professionals and champions will be triggered. As champions spread their wings, new talent can climb the ranks, thus maximizing the flow of exciting boxing talent within any country.

Federations will become the guardians of hopes and dreams, witnessing the realization of professional careers together with Olympic aspirations.

In return, National Federations will receive a significant amount of revenue sharing as their boxers participate at Continental and World ranking levels.

***“There are so many stories of amateur boxers turning professional with the wrong promoter and then completely destroying their career. I believe that what AIBA is offering with APB is just what is needed: through APB I can stay very close to my National Federation and be under the same governance, with the International Boxing Association. It is a safe career plan - and every sportsman needs this.”***

APB Welterweight, Serik SAPIYEV, aged 28,  
twice AOB World Champion

NFs will enjoy investment from AIBA development programs including the AIBA Boxing Academy: an invaluable tool for National Federations to help promote the sport of boxing at the grassroots level.

## BOXING WILL BENEFIT FROM APB

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With APB, AIBA is embarking on an exciting journey, set to revolutionize the boxing arena.

It will transform the lives of boxers through steady, supported and well-recompensed careers.

It will redefine the role of National Federations, as incubators of local talent: the first stop for success before stepping onto a world stage.

APB will also transform the broader boxing world by delivering high quality, authentic events. Fans can look forward to a regular calendar of boxing matches in multiple markets. This will raise greater interest in boxing as a sport.

Through a gradual increase in supporters and media appeal, boxing can shake off its declining reputation, and start afresh, progressively forging new fans and a renewed respect for the ring.

**APB. We're fighting the good fight. We look forward to seeing you there.**

***"I have been improving my skills a lot over the past three years. I went from bronze to silver medals between the last two World Championships and I hope to have an even better performance at the Olympic Games. But now I need a little more media exposure to fully give a kick to my career. I want to become a star and become famous worldwide! And I know that APB will give me this exposure through their very transparent and respectful competitions."***

Light Flyweight, Jong-Hun SHIN, AOB Silver medalist  
at 2011 World Boxing Championship





## Contacts

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AIBA - International Boxing Association  
Maison du Sport International  
Avenue de Rhodanie 54  
1007 Lausanne / Switzerland  
[www.aiba.org](http://www.aiba.org)

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