

The UEFA Intertoto Cup

The '96 edition

by Yvonne Schnyder,
General Secretary of Intertoto,
General Secretary of the
European Football Pool

In a second round of the UEFA Intertoto Cup, 60 teams from 35 nations competed in 120 games to help toto companies bridge the summer gap.

These 12 teams fought their way up to the position of group winner and semi-finalist: Segesta Sisak, Croatia; Örebro SK, Sweden; Linzer ASK, Austria; Rotor Volgograd, Russia; FC Kamaz-Chally, Russia; Guingamp, France; Lierse SK, Belgium; Karlsruher SC, Germany; Standard de Liège, Belgium; FC Nantes, France; PFC Uralmash, Russia; Silkeborg IF, Denmark.

And here are the finalists which went on to play each other in the UEFA Cup preliminary round: Standard de Liège, Belgium; Karlsruher SC, Germany; Rotor Volgograd, Russia; Guingamp, France; Segesta Sisak, Croatia and Silkeborg IF, Denmark.

This year the number of UEFA Intertoto Cup competitors admitted to the UEFA Cup was raised from two to three. The lucky teams were:

Karlsruher SC, Germany,
Guingamp, France and
Silkeborg IF, Denmark.

Just before the Cup's first weekend of play, at the last minute, in other words, the three Italian teams and the one from Spain chose to withdraw. Everyone with an interest in the Cup felt that this unsportsmanlike move detracted greatly from the value and attractiveness of some of the twelve groups.

But in spite of this setback the competition was a sporting and organizational success. At the same time it allowed sports betting companies to maintain the kind of turnover levels that made the continued financial support of football and other sports possible.



UEFA
INTERTOTO
CUP
© UEFA 1996



Football photos: Bongarts/Gunnar Berning, Hamburg.
1996 UEFA Intertoto Cup: Karlsruhe SC vs. S. Lüttich,
August 20



«Because of the three UEFA Cup positions, the UEFA Intertoto Cup established itself as a valuable competition from a sport point of view. Following the successes of the Bordeaux team last year and that of the Karlsruhe SC in the final this year, interest in the competition has grown enormously.»

«Generally, the teams this year were of a higher quality and it seems they deployed their most valuable players. That is why the results became more predictable – which had a positive effect on punters' eagerness.»

«But the schedule suffered from the absence of the traditionally strong football nations of England, Spain, Italy and Portugal.»

«Negative sales growth (in Germany) from 1995 to 1996 has nothing to do with the quality of the teams, but with more attractive jackpots in 1995. 1996 sales were DM 1.3 million above those in 1994.»

«The competition's sporting value was improved through the expansion to three UEFA Cup qualifying positions.»

«We would suggest entering all six winning teams in the UEFA Cup qualification rounds.»

«If six UEFA Cup places were made available, the UEFA Intertoto Cup would be even more attractive. Six UEFA Cup places would provide ten percent of the 60 UEFA Intertoto Cup teams with a financially lucrative UEFA Cup position.»

«Reporting of the UEFA Intertoto Cup this year was overshadowed by EURO '96 and the Olympic Summer Games.»

«We were satisfied with the organizer's level of cooperation.»

The UEFA Intertoto Cup Commission will meet October 22. On the agenda are a discussion of the '96 edition of the UEFA Intertoto Cup and a number of amendments for '97. To ensure the unqualified success of the third UEFA Intertoto Cup, we all hope the major European football nations will compete in '97.

To give the reader an impression of how participating members reacted to the '95 Cup I'd like to conclude my report with some excerpts:

«The UEFA Intertoto Cup's ability to generate a toto schedule for the summer break is undisputed because no attractive alternatives are available during the same period.»



«In a summer featuring European Championships, the Tour de France, and the Olympic Games, media coverage of the UEFA Intertoto Cup has been limited.»

«Teams from Italy, Spain, Portugal and England must take part in the UEFA Intertoto Cup.» □

Who's who at the UEFA Intertoto Cup

Commission Chairman: Senes Erzik, Turkey.

UEFA representatives: Alfred Ludwig, Austria; Hermann Selbherr, Germany; Roger Vanden Stock, Belgium; Lars-Åke Lagrell, Sweden.

IFC representatives: Lucien Schmidlin, Switzerland; Edgar Obertüfer, Switzerland.

EFP representatives: Friedrich Stickler, Austria; Yvonne Schnyder, Switzerland.