



MINISTRY OF YOUTH AND SPORTS

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PRESS RELEASE

ASEAN-FIFA MEMORANDUM OF UNDERSTANDING IN FOOTBALL DEVELOPMENT

27 OCTOBER 2025

Kuala Lumpur, 27 October 2025 — Yesterday, ASEAN took a significant step forward in deepening cooperation with the signing of the renewed Memorandum of Understanding (MoU) between ASEAN and FIFA. This partnership, first established in 2019, harnesses football as a powerful catalyst for social development, healthy lifestyles, and regional integration.

The renewed ASEAN-FIFA MoU (2025-2030) highlights five key focus areas for cooperation: promotion of sports integrity, social and economic development through football, inclusive football development on and off the pitch, advancing women's football and equality, and building climate-resilient sports infrastructure.

Under Malaysia's leadership, ASEAN continues to youth empowerment, inclusivity, and sustainable development. Football initiatives such as the Football for Schools program, now adopted by nine ASEAN member states, illustrate how sport can foster essential life skills, promote mental and physical health, and advance gender equality.

To mark a new chapter in this partnership, ASEAN and FIFA will partner to organise the first ever ASEAN-FIFA Cup. The proposed tournament, planned for the third quarter of 2026, will signify a major milestone in regional football, providing a platform to elevate national teams, enhance talent development, and strengthen unity and cooperation among ASEAN Member States.

The ASEAN-FIFA partnership is more than a collaboration on sport, it is a symbol of ASEAN's commitment to One Vision, One Identity, One Community. By leveraging the spirit of football, ASEAN aims to inspire millions, promote cooperation beyond borders, and contribute meaningfully to the Sustainable Development Goals.

Malaysia as the ASEAN Chair 2025 is honoured to host such a historic occasion and remains dedicated to advancing the ASEAN 2045 shared vision of ASEAN agenda for resilient, innovative, dynamic and people centred.

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**CORPORATE COMMUNICATIONS UNIT
MINISTRY OF YOUTH AND SPORTS**

