

Michael Owen is the official ambassador for the Paksitan Football League (PFL)

by abhishek

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The Pakistan Football League mean business, they have signed Michael Owen to be their Global Ambassador and are garnering interest from the Premier League. What does this mean for Pakistani Football?

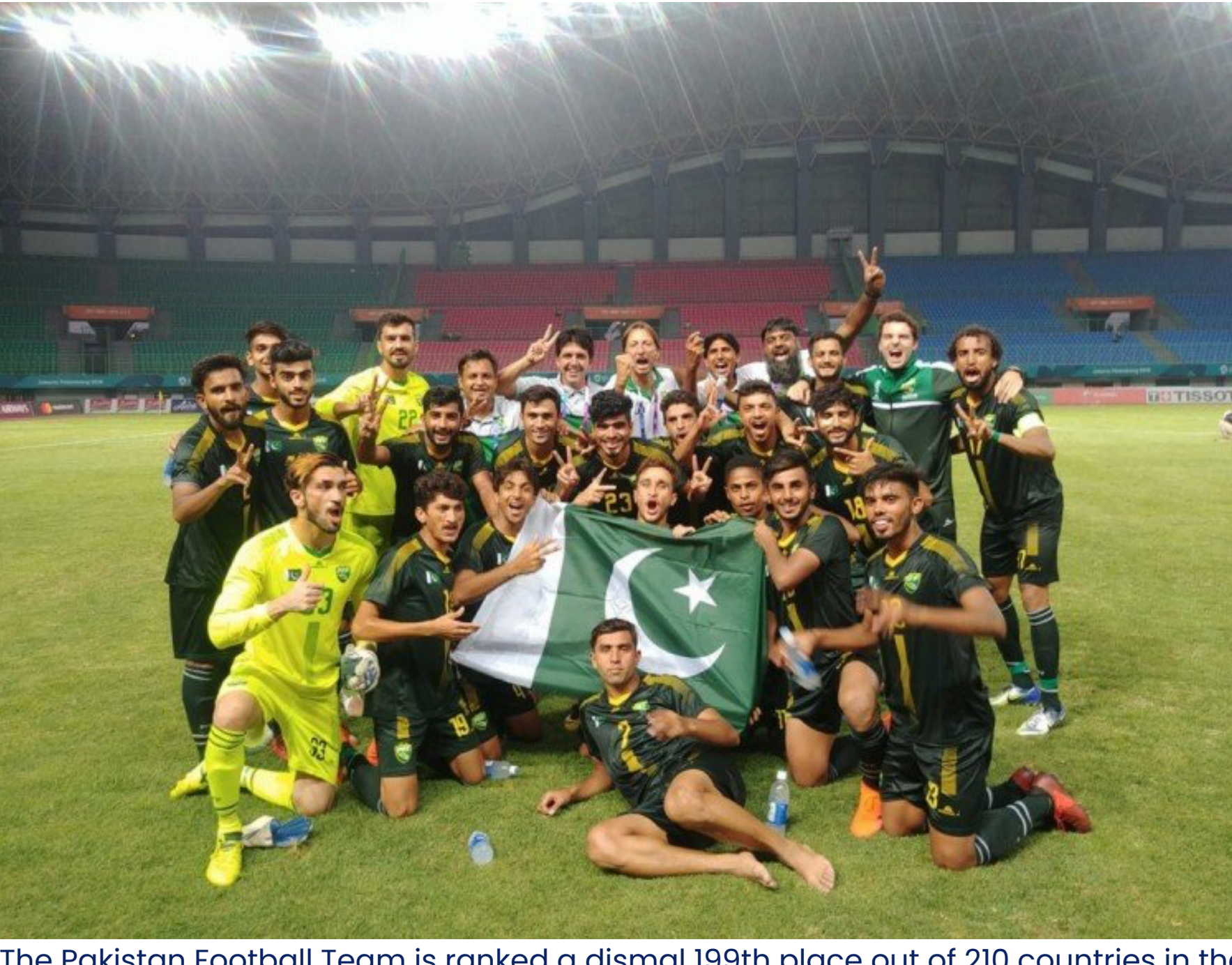
Former Ballan d'Or winner (2001) Michael Owen has been signed by the Pakistan Football League to be their ambassador till 2025. Micheal Owen is well known for his time with Liverpool , Manchester United , Real Madrid and Newcastle United. PFL have roped in one of the best Englishmen to grace the game. It is a very shrewd move that could well pay huge dividends. "Owen will reveal the FPL logo from the home of football in OOctober" a statement from Global Soccer Ventures (GSV), the owners of the league read.

The Pakistan Football League (PFL) will be launching in 2022 with 6 franchise teams - Islamabad, Karachi, Lahore, Multan, Peshawar, and Quetta. The model will be based on how the MLS (Major League Soccer) in the United States of America or ISL (Indian Super League) worked in the initial years. There will be no promotion or relegation.

"Pakistan's football potential is huge and I am excited about identifying untapped talent in a nation of 220million," said Owen, who has signed a three-year deal."I am looking to cross-promote and develop football between UK and Pakistan through the first-ever franchise model league."

The previous Pakistan Premier League was lackluster and was claimed to be corrupt and mismanaged by the competing entities. Only Departmental teams competed in it with the exception of Afghan FC.

The new league and its format seem to be a very welcome change with city-based teams which are expected to draw in more spectators which imply bigger sponsorship deals. There have been reports of Premier League teams considering partnerships. This would help the PL clubs finally venture into the Pakistani consumers market, which has a population of 220 million people.



The Pakistan Football Team is ranked a dismal 199th place out of 210 countries in the FIFA rankings. This can be mainly attributed to the popularity of Cricket where the rivalries are much fierce. Pakistan is the only team in Asia to not win a FIFA World Cup qualifying game. Pakistan have had a few victories, mainly in the South Asian Cup - winning 4 gold medals ('89,'91,2004 & 2006).

The PFL teams may be able to train in the world-class facilities of the partnering clubs which will no doubt bolster the development of Pakistani Football.

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