

— IIHF 2026 ELECTION

THREE ZONES

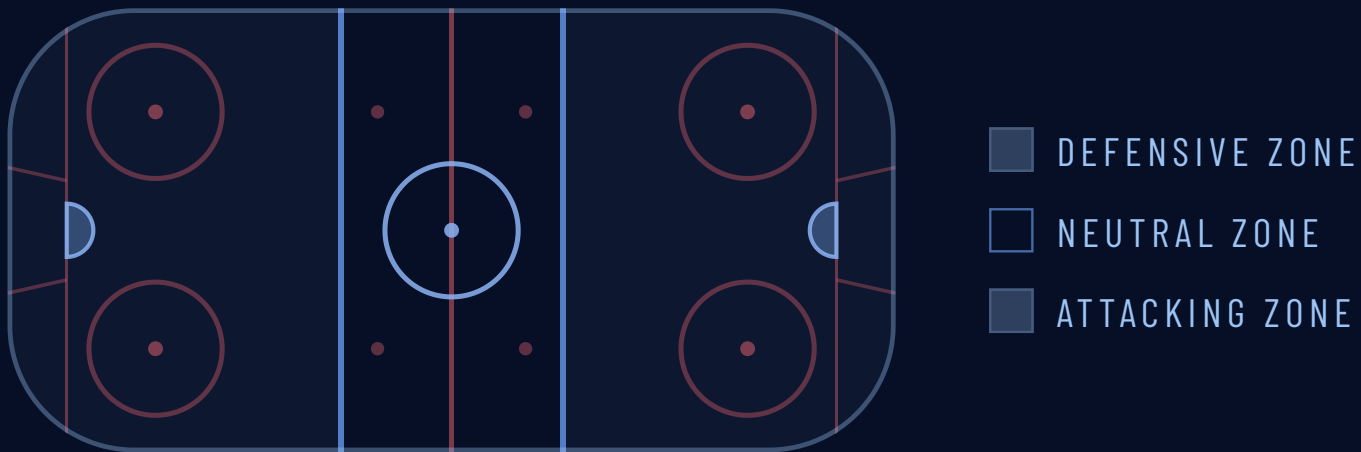
A path for the future of
international ice hockey

Franz Reindl

Candidate for IIHF President



Three Zones – There are no borders between the zones, they are connected, permeable, synergetic



Together they create the playing field on which we are all successful.

**To promote ice hockey around the world and
to lead the international ice hockey movement
for the benefit of the global hockey family**

 The rink is a place of fair sporting competition and cooperation.

MY CANDIDACY

Not for a faction.

Not for a region.

Not for a continent.

I am running as President for all.

For all associations, all nations, all MNAs with their leagues and clubs, all players, game officials and fans.

MY CREDENTIALS

01 Ten years in the IIHF Council

Former Olympic medallist and association president.

02 Hockey from every perspective

As a player, coach, manager and sports leader.

03 Continuity with a clear course

One term, no personal power agenda, a clear reform mandate.

04 Communication above all

Transparent, straight, open and regular – with associations, leagues, players and stakeholders.

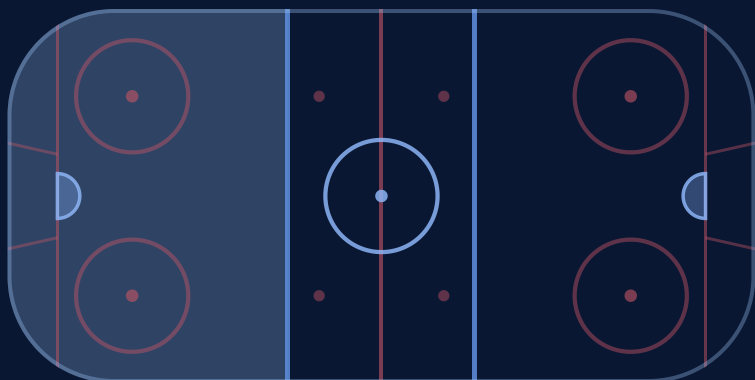
A president is not an autocrat — a president is a captain. A captain who leads the team, not one who dominates it.

A captain who thinks strategically and knows his players.

01

THE DEFENSIVE ZONE

Protect what makes the IIHF strong:
Competition structure, good governance, integrity, stability and internal unity.



Here we concentrate our efforts on internal stability and cohesion —
Competition on ice, not within our family!

Protecting the IIHF

Championship structure

Our core product — continuously improved and open to innovation for new formats. The careful development of the MPS remains firmly in focus: not a quick fix, but a considered long-term strategy.

Committees and knowledge

Our committees are indispensable carriers of expertise. We must improve the flow of communication and make full use of the great source of knowledge held by the experts in the MNAs.

Mandates and accountability

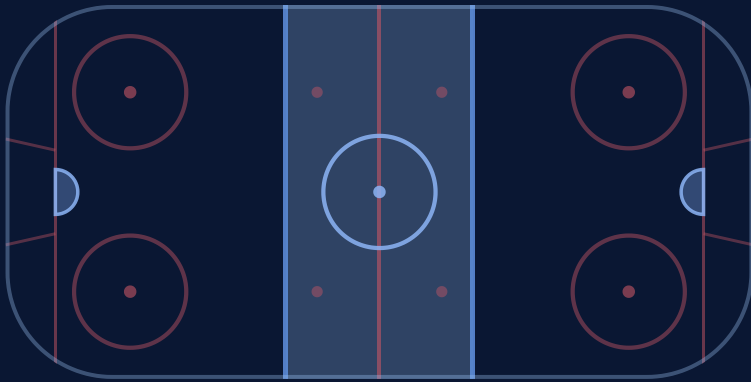
All Council members, committees and bodies must follow the adopted mandates. This creates clarity, transparency and discipline — the basis for consistent and trustworthy leadership.

United internally

We can only strengthen our market position if we are united internally. Our opponents are outside — other sports, other interests, economic challenges. Not inside. Reunite the perceptible divided IIHF family and rebuild trust.

02 THE NEUTRAL ZONE

Strategic partnership and leadership



Here strategies are created. Here players, leagues, partners and associations work together.

Partners, equality and communication

Marketing partners and new paths

Strengthening our multilayered marketing, commercial and event partnerships — especially with Infront, Hockey Canada and USA Hockey as central long-term rights holders of the top World Championships.

Equality of the leagues

Professional women's leagues such as the PWHL receive the recognition and support they deserve. Women's ice hockey is not the future — it is the present. And it deserves equal attention and resources.

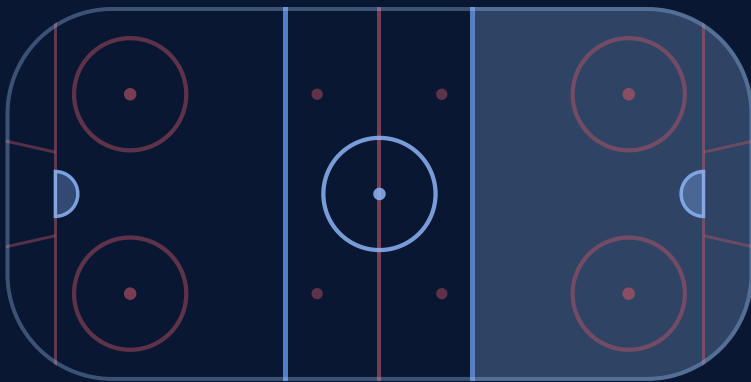
Communication at every level

Horizontal, vertical and diagonal: Council with MNAs, Council with leagues, leagues with clubs, clubs with players. It is the lifeline of our organisation.

03

THE ATTACKING ZONE

Growth, innovation and the power of the athletes



Here we create growth through smart marketing, the use of data and, above all, through the hearts and voices of our athletes.

The Men's World Championship — our premium event

The financial pillar and the flagship of our federation. We will strengthen it further, perfect it and keep positioning it as the best annual ice hockey tournament in the world.

This requires the best players. To make that possible, the financial attractiveness for the participating World Championship nations must improve.

Commercial and digital innovation

We are in good financial health. Yet it is important to secure our future commercially by increasing investment, using innovation and putting the power of data to work for our global marketing and digital presence.

A shared growth strategy

All stakeholders — associations, leagues, clubs, players — must be part of one coordinated growth strategy. Not competing goals, but coordinated goals.

3x3 hockey — our path to new markets

3x3 ice hockey brings fast, compact action to city centres and younger audiences. It lowers barriers to entry and builds momentum toward Olympic recognition in 2034. We will back its growth alongside our core competitions.

Athletes at the centre

They are not only players – they are heroes, ambassadors, influencers. Fans want to connect with them, hear their stories, feel their passion.

That is our model for the future.

WHAT WE WILL DO

- 01** Put the athletes at the centre
- 02** Tell their stories
- 03** Use their platforms
- 04** Promote ice hockey through the eyes and hearts of our players

Long-term strategy with the NHL/NHLPA and the IOC

Coordinating how we can grow the market together.

IOC partnership

Milano/Cortina 2026 proved it with remarkable figures: with daily games in the women's and men's tournaments, ice hockey is the clear number one winter sport.

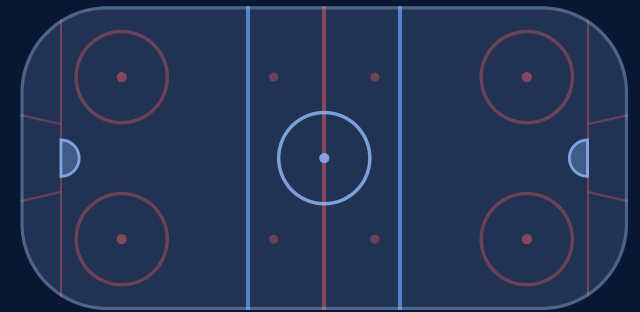
We will have to discuss with the IOC, NHL/NHLPA and PWHL how to distribute the enormous costs of the IIHF and of the participating associations and leagues more fairly. The talks are to be taken up immediately after the election.

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- 01** Olympic Games 2030, 2034 and 2038 with NHL player integration
 - 02** World Cup of Hockey, coordinated with the event calendar of all associations and leagues
 - 03** IIHF World Championships with optimised NHL player release and sustainable solutions for the dramatically rising cost of player insurance
 - 04** Joint efforts for the further growth of our sport

— ALL THREE ZONES

MY LEADERSHIP

One team. One family. One goal.



The four pillars of my leadership

01

Experience

Five decades as a player, coach, manager, World Championship organiser, association president and Council member. This experience is not interchangeable; it is the basis for sound decisions.

02

Respect

Respect for history, for people, for our responsibility to future generations. Respect for the achievements of the large, sportingly successful member associations as well as the smaller ones.

03

Communication

Open, honest and inclusive communication at every level – horizontal, vertical, diagonal. The lifeline of our organisation.

04

Teamwork

Together, not alone. One team. One family. One goal. Leverage the diverse strengths and expertise of all Council members, and create a positive, constructive atmosphere in the room.

Equal treatment and preparing the future

Equal treatment

No favouring of regions, continents or groups. All nations, all associations, leagues, clubs, players and game officials have the same dignity and the same place in our world federation.

Preparing the future

I will work for four years with all my strength to secure the IIHF for the decades to come.

100

Following the election on October 2, 2026, the newly constituted Council will immediately implement a focused 100-day action program designed to establish strategic clarity, operational excellence, and transparent governance

CORE PRIORITIES

01 Strategic & Operational Federation Leadership

03 World Cup of Hockey 2028 Agreement Finalisation

05 IIHF Committee Activation

07 Jersey Agreement Resolution (USA Hockey – Hockey Canada)

02 IIHF Office Restructuring

04 Olympic Games Strategy (2030-2038)

06 Chairperson Assignments for Upcoming IIHF Tournaments

08 Council Communication Structure

DAYS 1-30

Planning & Assessment

October 2 – 31

DAYS 31-60

Implementation & Negotiation

November 1 – 30

DAYS 61-100

Consolidation & Completion

December 1 – 31

REVIEW

100-Day Program Review

January 9, 2027



The defensive zone protects, the neutral zone orchestrates, the attacking zone drives forward

This is the balance. This is the field of play for
the future.

Franz Reindl

Candidate for IIHF President | October 2026

MORE INFORMATION

franzreindl.com | [in franz-reindl](https://www.linkedin.com/company/franz-reindl)