

Royal Guidance

Excerpt from the message of His Majesty the King at the 45th Congress of the Union of Arab Universities (Fez, March 20, 2012)

« For Arab universities to fully discharge their role, they must imperatively collaborate **in reducing the gap existing between the Arab world countries and the advanced nations in the field of new technologies and accompany innovations in this domain.** »





SITA'25

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Workshop Presentation:

Artificial Intelligence as a Lever for Success in Football Measure, Analyze, and Perform

The 15th edition of the International Conference on Intelligent Systems:

Theories and Applications

Workshop : Artificial Intelligence as a Lever for Success in Football Measure, Analyze, and Perform



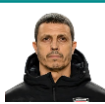
David SOUSA
First Team Data
Scientist at **Benfica**



Tom BOOMSTRA
Data Lead at AFC
Ajax



Vanni DI FEBO
Data Analyst at
England Football
Association



Jamal SELLAMI
Head Coach
Jordan National
Team



**Mohammed
RAMDANI**
Researcher in Fuzzy
Logic: Scouting and
Performance



**Mustapha
BELLAFFIKH**
Researcher in AI :
Performance Evaluation



Khalid BAHANI
Researcher in AI:
Analysis of Technical
Performance



**Mohammed
MOUJABBIR**
Researcher in AI: Player
Evaluation Models



Hafid RAMDANI
DISC Transformation
Coach Applied to
Football



Sara HASSANI
Sports and Football
Cardiologist



Simona LUCARNO
Sports Scientist at
Suisse FC St.
Gallen 1879



Marouane LOTFI
Data Scientist at
Jordan Football
Association



Karim HASSANI
Data Scientist at
Jordan Football
Association



Youssef OUASSIT
Researcher in Computer
Vision: Tracking and
Event Data



Abdelwahab NAJI
Researcher in Data
Science :Football
Knowledge Engineering



Tawfiq ZAITOUNI
Researcher in ML:
Evaluating Players'
Technical Performance



www.sitaconf.org



 **October 21, 2025**

 **From 9:00 AM to 5:00 PM**

 **INPT Conference room – (Institut National des Postes et Télécommunications) – Rabat**

*Organized by National Higher School of Computer Science and Systems Analysis

MAI & Foot
Research Group

SITA Conference – IEEE

- SITA'25 is the 15th edition of the International Conference on Intelligent Systems: Theories and Applications.
- Established in 2001, the conference is the outcome of sustained collaboration between universities and research institutions committed to advancing the field of intelligent systems.
- It serves as an international forum where scientists and researchers present, discuss, and disseminate both theoretical contributions and practical applications.
- The event is co-sponsored by IEEE, the world's leading professional association dedicated to the advancement of technology across a wide range of disciplines.

SITA'25 is the only IEEE conference featuring a dedicated workshop on the application of Artificial Intelligence in football.

Previous Editions (since 2001)

- 14 SITA'23 : organized by FST-Mohammedia
- 13 SITA'20 : organized by INPT-Rabat
- 12 SITA'18 : organized by EMI-Rabat
- 11 SITA'16 : organized by FST-Mohammedia
- 10 SITA'15 : organized by ENSIAS-Rabat
- 09 SITA'14 : organized by INPT-Rabat
- 08 SITA'13 : organized by EMI-Rabat
- 07 SITA'12 : organized by FST-Mohammedia
- 06 SITA'10 : organized by ENSIAS-Rabat
- 05 SITA'08 : organized by INPT-Rabat
- 04 SITA'06 : organized by FST-Mohammedia
- 03 SITA'04 : organized by ENSIAS-Rabat
- 02 GIISI'02 : organized by INPT-Rabat
- 01 GIISI'01 : organized by FST-Mohammedia

Workshop Context and Objectives

Context

Thanks to advances in Artificial Intelligence, match videos are analyzed by AI systems to measure the technical, tactical, and athletic performance of players, revolutionizing the way clubs and federations approach performance improvement in this sport.

Objectives

01

Present concrete case studies of clubs and football federations **that have already successfully adopted AI** for data analysis and performance optimization

02

Explore **available tools** and technologies for applying AI in football within a European and global context

03

Present the technologies **developed by the Moroccan research group MAI&FOOT** and explain how clubs and federations use them worldwide.

04

Promote **knowledge and experience sharing** among participants.