ETTU IMPLEMENTATION PLAN 2023–2028



PROGRESS REPORT

ETTU Congress 2026 · Ljubljana

European Table Tennis Union

WHERE WE ARE ON THE ROAD

DEC 2022 — Strategic Plan presented

2023 — Implementation Plan: actions, KPIs and targets

OCT 2024 — First Impact Report published

OCT 2026 — **Mid-plan review: this report**

2028 — Plan ends. Final report

The plan runs until 2028. We are at the halfway point.
Our first Impact Report came out in 2024. Today's report follows the same targets.
Every target, one by one, is in the full report on the ETTU website.

FULL REPORT

ettu.org

European Table Tennis Union

HOW WE MEASURE PROGRESS

5 focus areas

40 objectives

101 actions

155 measurable targets

Each target gets one status

- **Attained** Target met.
- **In process** Work is under way.
- **Not attained yet** Not started, or behind.
- **Discontinued** Stopped, or replaced by a better approach.

NEW THIS YEAR
Last time we counted by action (101). Now each measurable target (155) is scored on its own, so the percentages are not directly comparable with last year.

43%
Attained
61 targets

23%
In process
33 targets

21%
Not attained yet
30 targets

13%
Discontinued
19 targets

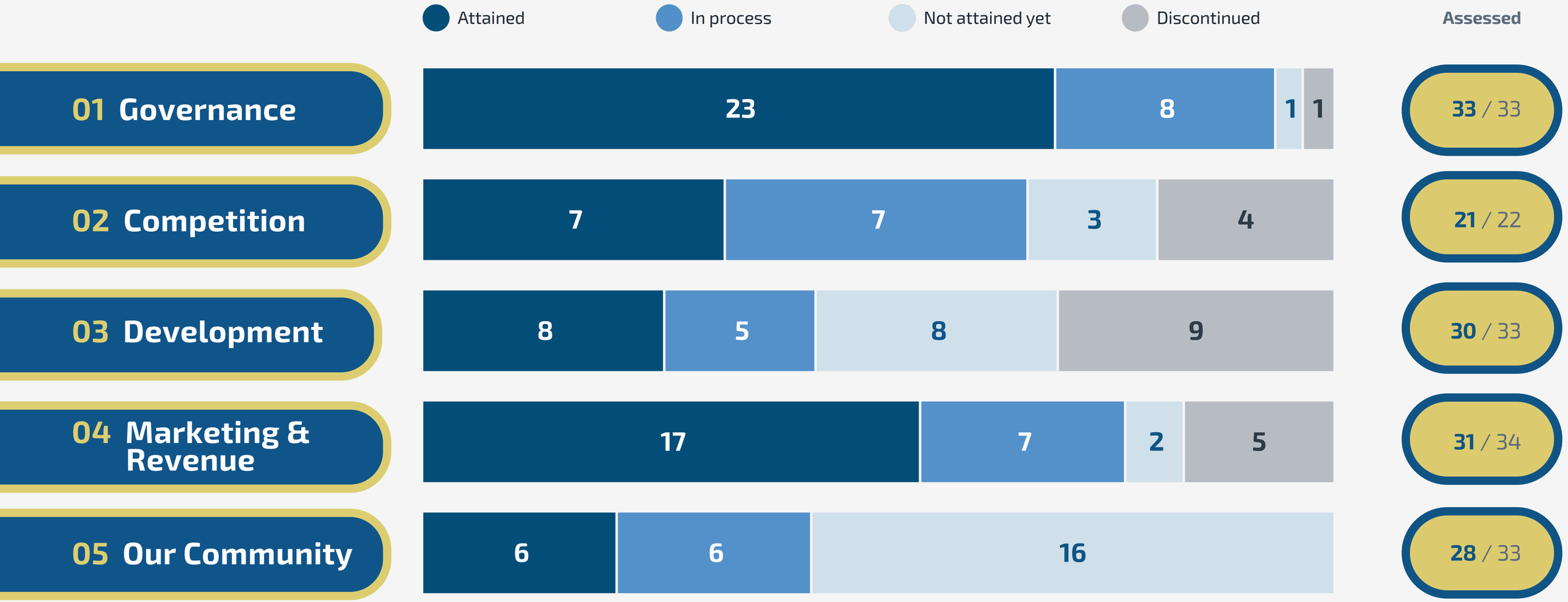


143 of 155 targets assessed so far
The other 12 depend on actions that are not yet completed.
Assessment continues to the end of the plan.

NEARLY TWO IN THREE ARE ATTAINED OR IN PROCESS

European Table Tennis Union

PROGRESS BY FOCUS AREA



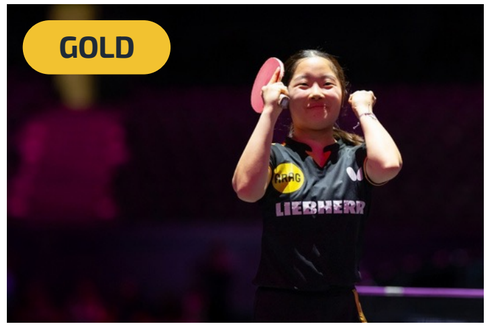
European Table Tennis Union

WHERE WE CHANGED COURSE

TARGET	WHAT HAPPENED	WHAT WE DO NOW
Para U23 Challenge and Championships	Not enough participants to run an actual European Championships at this stage.	First European Para Championships under ETTU (Geneva 2027) and Para U23 scholarships: 2 men, 2 women.
VR table tennis	Delivered in 2023–24 with the first European VR Challenge, then paused.	On hold. We follow how the discipline develops before planning a new edition.
Final stage in every club competition	Clubs were consulted: the costs to them would outweigh the benefits.	Final 4 in the Champions League for men and women, and a final stage in the Europe Trophy.
European Tour	A formal tour has not been created.	Opens run by member associations now award ranking points. Next: a common structure and calendar.
More support through scholarships	The number of scholarships awarded has grown.	Thea total amount of each scholarship remains stable but more athletes receive the support.

CONGRATULATIONS TO OUR MEMBER ASSOCIATIONS

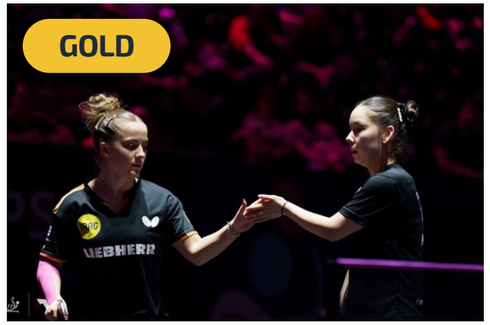
EUROPE'S BEST WORLD YOUTH CHAMPIONSHIPS



U15 Girls' Singles

Itagaki

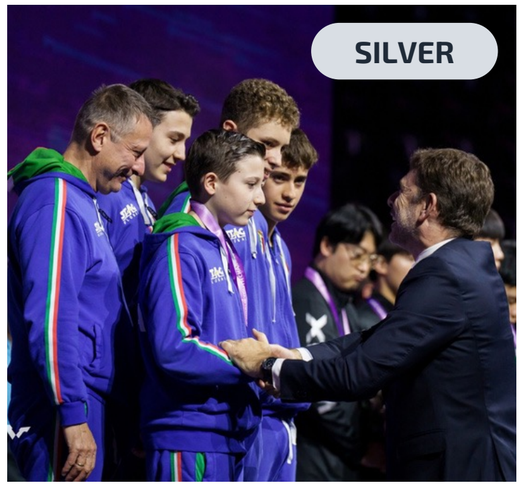
Germany



U19 Girls' Doubles

Hursey / Griesel

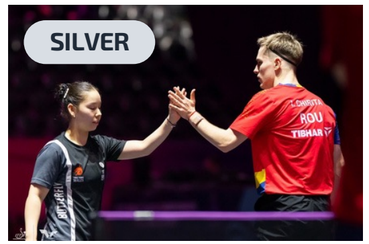
Wales / Germany



U15 BOYS' TEAM

ITALY

Silver medal at the ITTF World Youth Championships, Cluj-Napoca 2025.



U19 Mixed Doubles

Hursey / Chirita

Wales / Romania



U19 Girls' Singles

Hursey

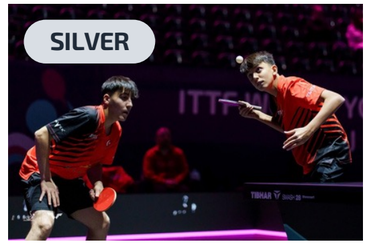
Wales



U15 Girls' Doubles

Itagaki / Neumann

Germany



U15 Boys' Doubles

Öcal / Kahraman

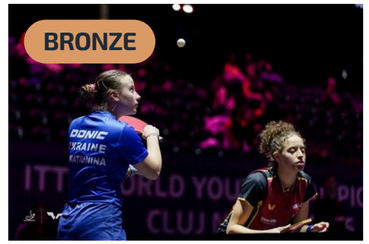
Türkiye



U19 Boys' Doubles

Abiodun / Chirita

Portugal / Romania



U19 Girls' Doubles

Matiunina / Goda

Ukraine / Egypt

9 medals

2 gold · 3 silver · 4 bronze

The best European result in the history of the World Youth/Junior Championships.
Seven member associations on the podium.

European Table Tennis Union



SINGLES WORLD CUP

SABINE WINTER

Bronze medal · Macao, April 2026

Beat Wang Yidi 4–0 in the quarter-final.
Entered the world top 10 for the first time.

TWO WORLD CUP BRONZE MEDALS



MIXED TEAM WORLD CUP

GERMANY

Bronze medal · Chengdu, December 2025
The first European team to reach the podium at the Mixed Team World Cup.

EUROPE ON THE WORLD PODIUM



WOMEN'S TEAM

GERMANY

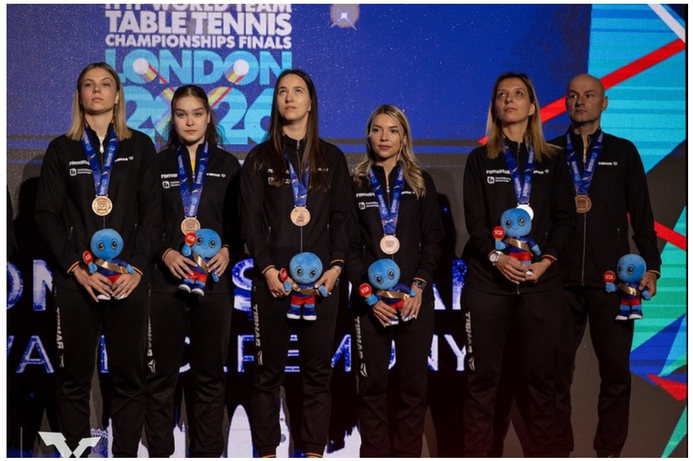
Bronze medal at the ITTF World Team Championships Finals, London 2026.



MEN'S TEAM

FRANCE

Bronze medal at the ITTF World Team Championships Finals, London 2026.



WOMEN'S TEAM

ROMANIA

Bronze medal at the ITTF World Team Championships Finals, London 2026.

01 SURVEY

41

member associations replied, November 2025 to February 2026.

02 ANALYSIS

280+

written answers analysed together with the quantitative data.

03 WORKING GROUP



A working group turned the findings into concrete proposals.

04 CONGRESS



The proposals come to this Congress as propositions.

These propositions are the work of the member associations.

Thank you to the 41 associations that took the time to answer.

European Table Tennis Union

SAFEGUARDING IN PLACE

INTERNATIONAL SAFEGUARDS FOR CHILDREN IN SPORT
SUPPORTER ORGANISATION

REPORT A CONCERN

Scan to open the form.
Anonymous if you wish.
safeguarding@ettu.org

Welfare Officer

Senga Thomson is the ETTU Safeguarding Officer and the first contact for any concern.

Internal Directive 07

The ETTU Safeguarding Policy, with children's interests first.

Incident reporting tool

An online form open to anyone, at events or outside them.

UNICEF Safe in Sport pledge

ETTU is part of the Safe in Sport network.

European Table Tennis Union

FIVE NEW DEVELOPMENT PROJECTS

European Table Tennis Union | EUROSPINS Development Program



01 EUROSPINS with Korea

02 Level 1 Coach Education

03 Para U23 scholarships

04 Competition Management School

05 Equipment Support

European Table Tennis Union

COMPETITION

EUROPEAN PARA CHAMPIONSHIPS 2027 GENEVA

AIM HIGH
DREAM BIG

FIRST EUROPEAN PARA TABLE TENNIS CHAMPIONSHIPS UNDER ETTU

10–15 AUGUST 2027

PALEXPO · GENEVA, SWITZERLAND

1st
European Para Championships run by ETTU

12
Para sports at the Geneva multi-sport event

2,000+
athletes expected across all sports

European Table Tennis Union

A NEW LOOK FOR CHAMPIONS LEAGUES

NEW VISUAL IDENTITY

ETTU CHAMPIONS LEAGUE WOMEN

ETTU CHAMPIONS LEAGUE MEN

Two leagues, two identities.

- Distinctive identities for the Men's and Women's Champions League.
- Modernised branding and stronger recognition across media and marketing.
- Greater audience engagement and new commercial opportunities.

NEW TITLE SPONSOR

HYLO®

HYLO® 海露® ETTU CHAMPIONS LEAGUE MEN

European Table Tennis Union

ETTU CHAMPIONS LEAGUE WOMEN: A NEW FORMAT

WHAT'S NEW IN 2026/27

Every game counts: 1 game = 1 point, all 3 games of each match are played

Maximum match duration: 2 hours.

Higher production standards: professional field of play, improved camera coverage and branding.

For clubs: prize money, home matches, branding support, visibility for sponsors.

EVERY GAME MATTERS!

ETTU CHAMPIONS LEAGUE WOMEN

FINAL FOUR

2026

Tarnobrzeg (POL)

First ever Women's Final 4
16-17 May 2026

2027

Metz (FRA)

1–2 May 2027

MORE VISIBILITY AND PRESTIGE WORLDWIDE

European Table Tennis Union

HYLO ETTU CHAMPIONS LEAGUE MEN FINAL 4



HYLO 海露 ETTU CHAMPIONS LEAGUE MEN

FINAL FOUR

TOP PLAYERS

6 **top 20** in the world

+

Olympic champion
Fan Zhendong

FULL VENUE

7,000+

fans over the weekend, sold-out venue

EXPOSURE

+451%

reach compared with 2025

CHINESE MARKET

CCTV

+ **5** major broadcasters in China

16M VIEWS ACROSS ALL ETTU OWNED SOCIAL MEDIA PLATFORMS

European Table Tennis Union

ETTU Media Partners

L'ÉQUIPE
抖音
antena PLAY
sport·tv
BONNIER
lémanbleu·tv
sport1
Das Erste
EUROSPORT
.3
XVI SPORTS
svt SPORT
SK SPORTKLUB
ZDF
tdp
DR
M4 SPORT
TABLETENNIS.TV
RTS
RADIO TELEVIZIJA SLOVENIJA
ORF SPORT+

NEW BROADCAST PARTNERS

CCTV. 中国中央电视台 CHINA CENTRAL TELEVISION
优酷体育
MIGU
DYN
iQIYI 爱奇艺
bilibili

OUR MOVE TO YOUTUBE

WHY YOUTUBE

- ACCESSIBLE
- GLOBAL
- SIMPLE

RESULTS

17.6M
views

+22K
new subscribers

637.3K
hours watched

SOCIAL MEDIA IN NUMBERS

ETTU owned accounts, October 2025 – October 2026

220M
total views
on 5 platforms

449K
total followers

+37% vs
2025 Congress

Facebook

116.8M
views

233.3K
followers **+61%**

Instagram

69.1M
views

110.6K
followers **+11%**

Douyin

8.9M
views

34K
followers

TikTok

7.5M
views

33.3K
followers

European Table Tennis Union

MEDIA ANALYSIS OF MAJOR EVENTS

€89.6M total media value

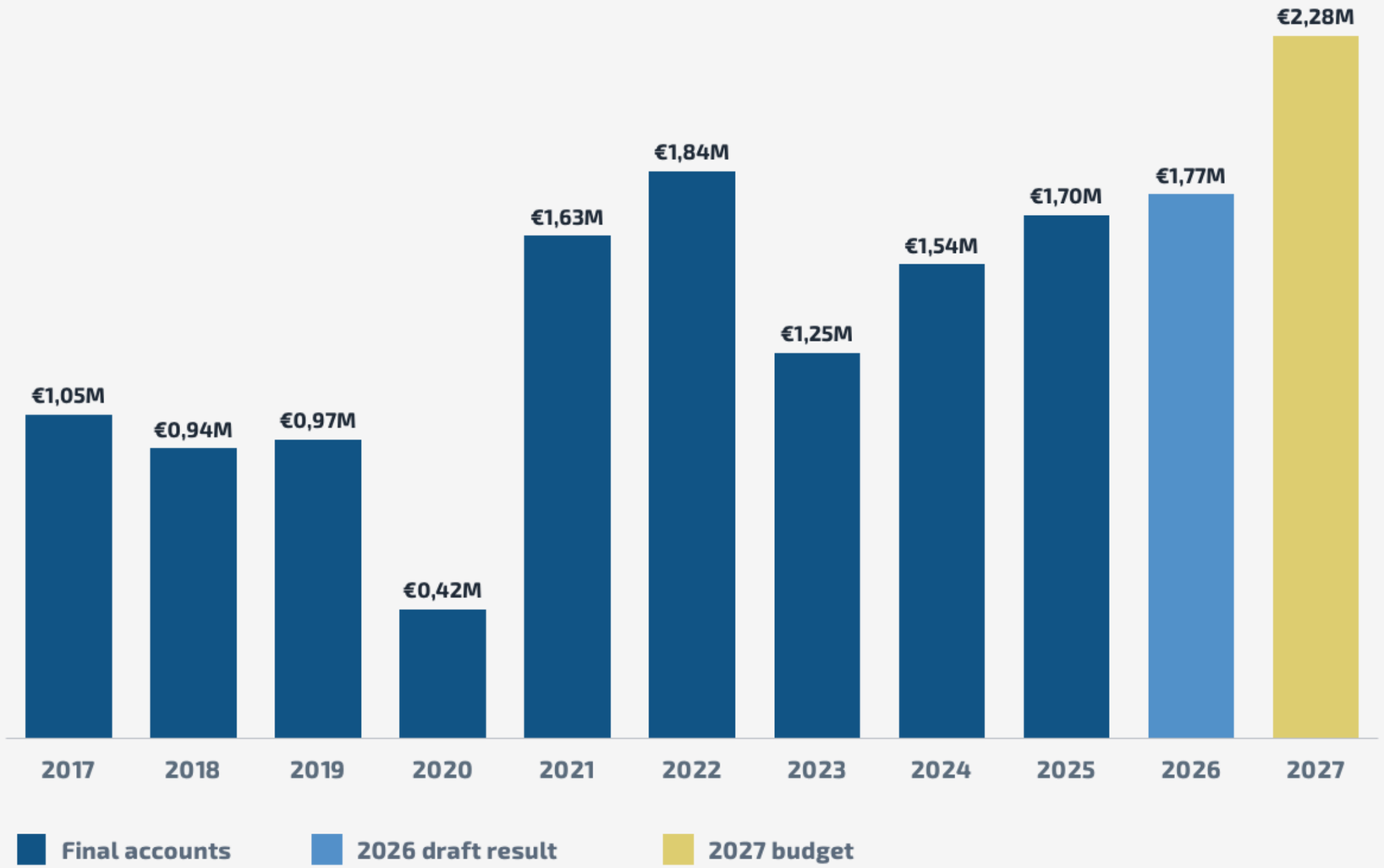
334.9M total reach

	MEDIA VALUE	REACH	GROWTH
CL Men Final 4 (HYLO) 2026	€61.2M	92.4M	+451%
European Team Championships 2025	€17.4M	118M	+69%
CCB Europe Top 16 Cup 2026	€8.9M	112.4M	+38%
CL Women Final 4 2026	€2.1M	12.1M	First edition

Source: IRIS (Intelligent Research in Sponsoring GmbH) cross-media analysis, as reported in the SG report.

European Table Tennis Union

INCOME COMPARISON



€2.28M

Budget 2027
The highest income in ETTU History.

+36%

2025 vs 2023
Up every year since 2023

+62%

2025 vs 2017
From €1.05M to €1.70M.

European Table Tennis Union

THANK YOU

Full report: **ettu.org**

European Table Tennis Union