

# La Liga East Africa Camp: A Milestone for Kenyan Football and Players' Welfare

The recently concluded La Liga East Africa Camp held in Nairobi, Kenya, has been hailed as a significant milestone for Kenyan football and the welfare of its players. Situma James, President of the Kenyan Footballers Welfare Association (KEFWA) expressed his appreciation for this groundbreaking initiative, which brought together a diverse group of football stakeholders, including team CEOs, coaches, sports journalists, and team managers. This feature story explores the importance of the La Liga East Africa Camp and its potential to elevate the standards of professional football in Kenya while addressing the challenging issues faced by players.

**Elevating Players' Welfare:**KEFWA President Situma James emphasized the crucial role of such initiatives in safeguarding players' welfare and enhancing the quality of football in Kenya. He noted that the training and skills offered during the camp would contribute to the professional development of players and raise the standards of the game. This focus on player welfare is essential, considering that many stakeholders present manage the careers of professional footballers.

**Open Invitation for Collaboration:**Situma extended an open invitation for collaboration with football stakeholders who share the union's commitment to safeguarding players' welfare. KEFWA's readiness to partner with like-minded individuals or organizations demonstrates its dedication to creating a better future for Kenyan footballers. The union's open-door policy underscores its desire to work collectively with the broader football community.

**Empowering Young Talent:**The La Liga Camps, held in partnership with the AIRFC Football Academy, aim to provide 120 promising under-10 to under-17 girls and boys footballers with world-class coaching. These camps are designed to impart insights into the tactical, technical, physical, and psychological aspects needed to excel in global football. This initiative offers young Kenyan footballers an opportunity to develop their skills and gain exposure to international football standards.

**Long-Term Collaboration:**Marcos Pelegrin, Managing Director for La Liga in Africa, expressed his delight at bringing the La Liga Camps to Nairobi and envisioned a long-term collaboration between Spanish and Kenyan football. The emphasis here is on fostering not only football skills but also character and values in young Kenyan talents.**Exclusive Partnership:**Jameel Samji, Director of AIRFC Football Academy, celebrated the exclusive partnership with La Liga in East Africa and highlighted the importance of providing young aspiring players with opportunities to develop their confidence and determination to pursue professional football. This partnership signifies a significant step in nurturing the next generation of football stars in Kenya.