

European Clubs Face a Challenge: Turning Brazil's Talent Into Transfer Value

The first PASS Brazil Summit in Kraków will bring together European football decision-makers to explore how clubs can identify, sign, develop and create value from Brazilian talent.

KRAKÓW, 11 SEPTEMBER 2026 — European clubs know Brazil is one of the world's richest sources of football talent. The challenge is not finding players — it is knowing how to identify the right opportunities early, navigate the market, structure the deal, develop the player and ultimately turn that investment into value for the club.

The **PASS Brazil Summit**, a two-day conference taking place on **November 12–13, 2026, at Synerise Arena in Kraków**, will bring together the decision-makers responsible for building and developing squads at European clubs to examine that process through real cases and firsthand experience.

Brazilian talent is not hard to find. Agents, intermediaries and scouting networks bring players to the attention of European clubs constantly. What is harder is completing the full cycle: identifying a player before the market fully prices him, verifying that the opportunity is genuinely undervalued, structuring the transfer, helping the player adapt and develop, and ultimately creating value for the club.

The PASS Brazil Summit is built around that complete process. Rather than focusing on market theory, sessions will break down specific cases with the people directly involved in the deals — what worked, what did not, and what clubs can learn from both.

“Brazil produces more talent than any market can price correctly, and everyone with a contact there knows it,” **said Gleb Platov, Co-Founder of PASS**. “But finding a player is only the beginning. You need to understand the market, identify the right profile, structure the deal, and know how to develop the player once he arrives. Miss one part of that process and the whole deal can fall apart. That's what we built PASS Scouting to help clubs do, and it's what we want to bring to the Summit: real deals, real cases, and the lessons behind them.”

The Summit programme runs across two days. **November 12** will open with an evening focused on networking and connecting attendees, followed by a full day of panels and sessions on **November 13** exploring how Brazilian players are identified, assessed, signed, integrated and developed into value for European clubs.

“The transfer is often the easy part. What really matters is everything around it — how the deal is managed, how players are assessed, and what happens when things don't go as planned,” **said Gleb Korniyenko, Co-Founder of PASS**. “I've been involved in many of these deals myself, and the biggest lessons often came from the ones that didn't go perfectly. That's what we want to bring to the Summit — real cases, real experiences, and the lessons behind them.”

The PASS Brazil Summit will bring together club executives and owners, sporting directors, technical directors, heads of recruitment, and chief scouts for direct conversations grounded in specific cases rather than market theory.

Additional details on speakers and programming will be announced in the coming weeks.

Partners

The PASS Brazil Summit is supported by Wisła Kraków (Club Partner), Synerise Arena Kraków (Venue Partner), R22 Restaurant (Restaurant Partner), and Panenka Creatives (Marketing Partner), together with UnderSports and ForPro (Official Partners).

About PASS

PASS is an international platform bringing together football experts in scouting, analytics, management, and coaching. We collect and systematize football industry knowledge, turn it into products, and translate insights into winning strategies through partnerships.

Football is an art of decisions, and we help master it.

<https://pass.eu.com/>