

Lausanne, March 31, 2022

TO: IBA NATIONAL FEDERATIONS

**RE: LAUNCH OF THE NEW IBA WEBSITE**

Dear Presidents, dear Secretary Generals,

I am glad to inform you that International Boxing Association has launched its new website following a rebranding where a new acronym and visual identity were voted for and revealed at the Extraordinary Congress in December 2021.

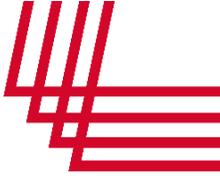
The new website reflects IBA's ongoing commitment to widespread reform, based on three main priorities: governance integrity, sporting integrity and financial integrity. By making information clearly available regarding IBA's governance, policies and finances, the website also contributes to IBA's significant steps forward in terms of transparency as recognised by the ASOIF governance survey and others.

However, the launch of the new website is only the first of a two-phase process. For the next phase, IBA would like to provide ongoing support to you, the Continental Confederations and National Federations, in creating and updating your own websites. I am sure you would agree that the importance of reaching out to young people through social media and digital tools cannot be overestimated.

Online engagement with boxing competitions is also important for commercial and broadcast partners. And at the Olympic Games, it is one of the criteria by which the IOC measures the success of sports. We must all play our part.

The new IBA is ready to serve the boxers of today and tomorrow, together with all those who support them. We will continue to be bold as we show our new face to the world.





As always, please don't hesitate to contact us if you have any proactive ideas on how to help boxing development.

Yours sincerely,



Umar Kremlev  
President of International Boxing Association (IBA)

