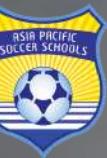


FORZA SPORTS
MANAGEMENT

JUVENTUS TRAINING EXPERIENCE

JUVENTUS
ACADEMY
HONG KONG



ABOUT THE EXPERIENCE

The Juventus Training Experience is a football journey designed to immerse players in the culture, methodology, and standards of one of the world's most iconic football clubs.

Hosted in Italy, this experience allows players to train like a Juventus Academy player, following the Juventus methodology delivered by Juventus academy coaches. Sessions focus on technical, tactical, decision making, and game intelligence, mirroring the training environment used across the Juventus global academy network.

Beyond the pitch, players will experience the heritage and values of Juventus Football Club, including professionalism, discipline, teamwork, and respect. The programme combines high level football training with cultural experiences such as visits to world-class facilities and opportunities to connect with players from other Juventus international academies.

This trip is designed not only to improve players as footballers, but also to help them grow in life experience, independence, and maturity but most importantly, creating memories and lessons that extend far beyond the game.

[**CLICK HERE FOR A QUICK VIDEO OF THE EXPERIENCE!**](#)





STAY & LOCATION

Participants will be based in Turin, Italy, the home of Juventus Football Club, offering players a truly authentic Juventus experience both on and off the pitch.

Accommodation will be at Hotel B&B Settimo Torinese, a comfortable and well located hotel situated just outside central Turin. The hotel has been selected for its convenient access to training facilities, quiet surroundings, and suitability for hosting youth sports groups and families.

The location provides an ideal balance between:

- Proximity to Juventus training venues.
- A calm environment for rest and recovery.
- Easy access to Turin's cultural landmarks, restaurants, and shopping areas.

Throughout the stay, players and families will be fully supported and supervised by the Juventus Academy Hong Kong / APSS staff team, with daily transport arranged for all scheduled training sessions and activities.

Further logistical details, including room arrangements and meal plans, will be shared with families closer to departure to ensure full clarity and peace of mind.



PLAY

At the core of the Juventus Training Experience is the opportunity for players to train, compete, and live the daily environment of a Juventus Academy player. The programme is designed to challenge players technically, tactically, and mentally, while exposing them to elite European football standards.

Players will take part in daily training sessions led by Juventus Academy coaches, delivered at the Juventus Academy training facilities and also the world class Juventus Training Centre (JTC) Vinovo, home to the Juventus woman's First Team and senior youth sector squads. Training follows the Juventus methodology, with an emphasis on technical quality, tactical understanding, intensity, and game intelligence.

In addition to training, players will compete in matches against other Juventus International Academies from around the world, providing a unique international playing experience while representing Juventus Academy Hong Kong.

Key Highlights:

- Daily Juventus Academy training sessions led by Juventus coaches.
- Train in the same environment and facilities used by Juventus academies.
- Competitive matches versus Juventus International Academies worldwide.
- One training session and game hosted at the JTC Vinovo.
- Exposure to elite European training standards and professional football culture.



ACTIVITIES

Beyond the training pitch, the Juventus Training Experience offers players and families the opportunity to immerse themselves in Italian culture and the heritage of Juventus Football Club. These activities are designed to create lasting memories while giving players a deeper connection to the club, the city, and the country.

The group will take part in a guided city tour of Turin, exploring the historic home of Juventus and experiencing the culture, architecture, and atmosphere of one of Italy's most iconic football cities. Players and parents will also enjoy opportunities to taste local Italian cuisine, experiencing the flavours and traditions that define the region.

A highlight of the trip will be a visit to the Allianz Stadium, home of the Juventus first team. Participants will enjoy a stadium and Museum tour, offering behind the scenes insight into the club's history, trophies, and legendary moments. The experience will be topped off by attending a live Serie A match, watching Juventus vs Genoa in the stadium atmosphere.

Key Activities Include:

- Guided city tour of Turin, the home of Juventus.
- Cultural experiences and local Italian cuisine tasting.
- Allianz Stadium & Juventus Museum tour.
- Attend a live Juventus vs Genoa match at the Allianz Stadium.
- Shared group experiences designed to build memories and team bonding.



MILAN FINAL NIGHT

To conclude the Juventus Training Experience, the group will spend a final night in Milan, allowing players and families to enjoy the city's atmosphere, culture, and cuisine before returning to Hong Kong. This overnight stay provides a relaxed and memorable way to bring the journey to a close.

During the visit, participants will experience some of Milan's most famous cultural landmarks and sightseeing highlights, alongside a football focused experience at one of the world's most iconic stadiums. The group will enjoy a stadium tour of the legendary San Siro, offering insight into the history and legacy of one of football's most famous venues.

All transport, scheduling, and supervision will be fully organised by the Juventus Academy Hong Kong / APSS staff team, ensuring a smooth and enjoyable conclusion to the trip.

Key Highlights:

- One night overnight stay in Milan.
- San Siro Stadium tour, one of world football's most iconic venues.
- Cultural sightseeing across Milan's historic and iconic locations.
- Time to enjoy local cuisine, shopping, and city exploration.
- Organised transport and full group supervision.



TRAVEL

DEPARTURE FROM HONG KONG:

April 3rd

Cathay Pacific CX233

12.50am (13hrs Travel Time)

Hong Kong International Airport

ARRIVAL IN ITALY:

April 3rd

7.55am

Milan Malpensa Airport

DEPARTURE FROM MILAN TO TURIN:

April 3rd

Bus

2hrs Travel Time

DEPARTURE FROM TURIN TO MILAN:

April 8th

Bus

2hrs Travel Time

DEPARTURE FROM ITALY:

April 9th

Cathay Pacific CX234

12.45pm (12hrs Travel Time)

Milan Malpensa Airport

ARRIVAL IN HONG KONG:

April 10th

6.25am

Hong Kong International Airport



AGENDA

DAY	MORNING	AFTERNOON	EVENING
APRIL 3rd	Arrival + Welcome Meeting	Training Session	Free Time
APRIL 4th	Training Session	Stadium + Museum Tour	Free Time
APRIL 5th	Training Session	Juventus vs Genoa Match	Free Time
APRIL 6th	Training Session	Turin City Tour	Italian Dinner in City Centre
APRIL 7th	Training Session	Friendly Match	Free Time
APRIL 8th	Departure to Milan	City Activities (San Siro Tour, etc)	Free Time
APRIL 9th		Departure to Hong Kong	



PACKAGE

PLAYER PACKAGE:

- Full board accommodation at Hotel Settimo Torinese.
- Juventus Training Experience (Training & Matches).
- Juventus uniform.
- Allianz Stadium Tour.
- Juventus Museum Tour.
- Juventus vs Genoa match ticket.
- Turin city tour.
- Milan overnight stay.
- Lunch & dinner in Milan.
- Transport throughout trip.

= \$17,450 HKD Per Person

(50% deposit due by January 11th, 2026)

*Not including flights, must be booked by the participant.

*Children aged 10 and under must be accompanied by an adult.

PARENT PACKAGE:

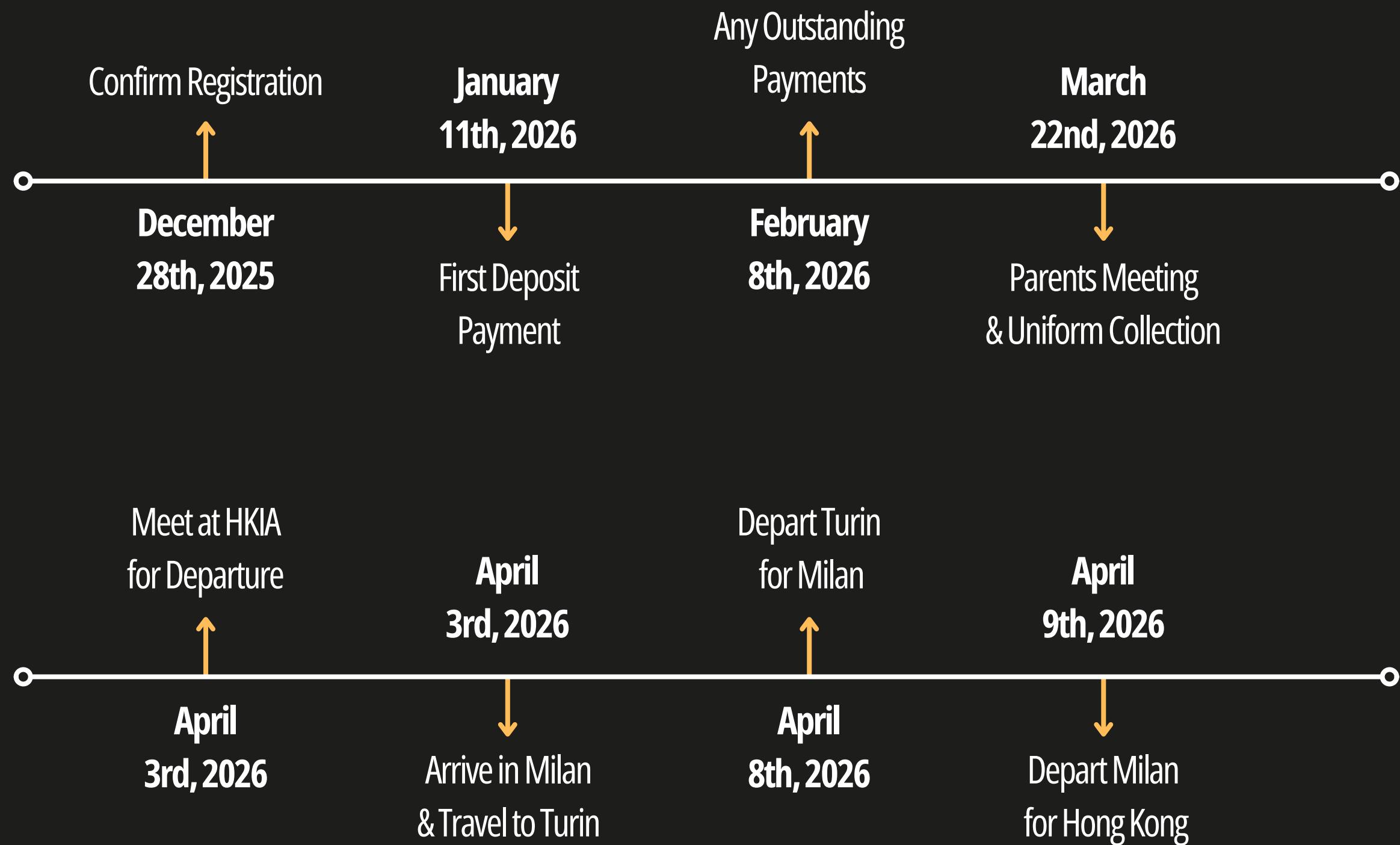
- Full board accommodation at Hotel Settimo Torinese.
- Allianz Stadium Tour.
- Juventus Museum Tour.
- Juventus vs Genoa match ticket.
- Turin city tour.
- Milan overnight stay.
- Lunch & dinner in Milan.
- Transport throughout trip.

= \$13,950 HKD Per Person

(50% deposit due by January 11th, 2026)



TRIP TIMELINE





HOW TO REGISTER

TO REGISTER - PLEASE FOLLOW THE NECESSARY STEPS BELOW:

PLAYER:

1. Complete the "PLAYER REGISTRATION FORM" - [**PLEASE CLICK HERE!**](#)
2. Send your child's passport copy to hongkong@juventus-academy.com.
3. You will be added to a trip WhatsApp group where our team can update all parents with important information accordingly.
4. Follow the timeline provided on slide 11.
5. For any further questions, please reach out directly to our team via WhatsApp or email.

PARENT:

1. Complete the "PARENT REGISTRATION FORM" - [**PLEASE CLICK HERE!**](#)
2. Send your passport copy to hongkong@juventus-academy.com.
3. Follow the timeline provided on slide 11.
4. For any further questions, please reach out directly to our team via WhatsApp or email.

CONTACT US



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#FinallaFine

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MANAGEMENT

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