



🇮🇪 & 🇬🇧 COVID 🧵 🧵 🧵

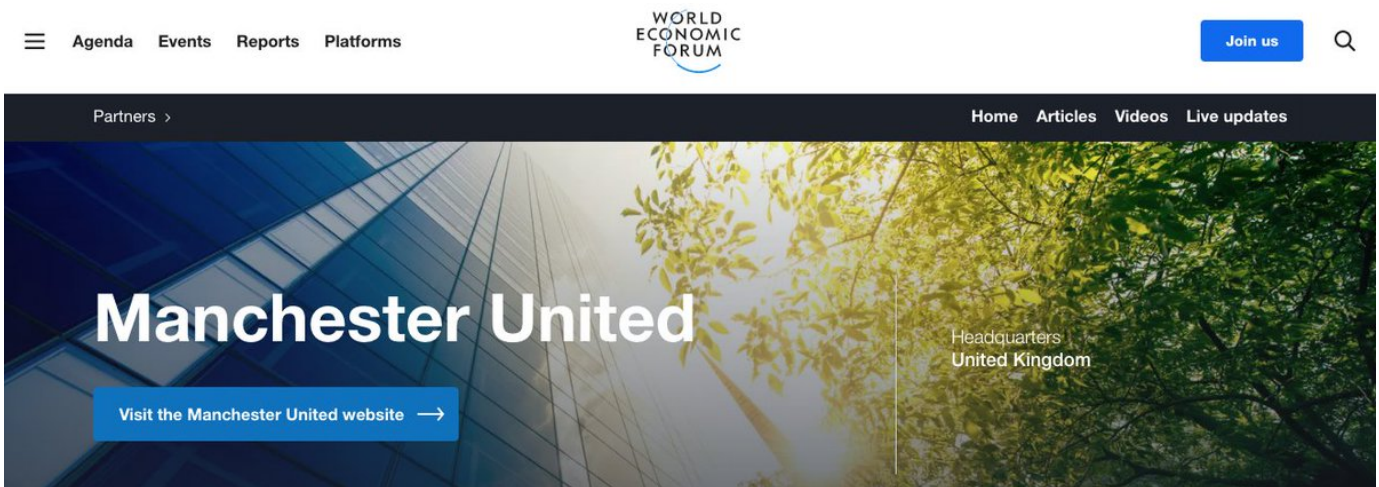
@Threadslrish

🧵 🧵 🧵 on COVID

Sep. 21, 2021 · 4 min read

**T** Read on Threader

## 1. Why Does Manchester Utd One Of The World's Largest Football Clubs Have Ties To The World Economic Forum & Where Does Covid-19 Fit In ? New 🧵 1/23



2. Back in 1996/1997 I was travelling around the world and went to the Mauritius in the Indian Ocean and many other small islands in the Pacific. The one thing that always stuck with me was how even the most impoverished kids always wore a Premier League jersey.

3. The one which everyone seemed to have was the Man Utd one. They really had cornered the market and that is probably even more so the case 25 years later. Jerseys and merchandise are massive opportunities but where does the WEF fit in.

4. Man Utd's relationship with the WEF can initially be traced back to 2014 when Avie Glazer the chairman of Manchester United attended the World Economic Forum annual meeting.

[www3.weforum.org/docs/AM14/WEF...](http://www3.weforum.org/docs/AM14/WEF...)

5. Even in 2020 United reportedly had representatives at the World Economic Forum in Switzerland, trying to network and find a new shirt sponsor as their existing deal with Chevron was finishing up.

The opportunity for networking at the WEF is enormous

[unitedinfo.com/news/avram-gla...](http://unitedinfo.com/news/avram-gla...)

6. From the perspective of the WEF they undoubtedly see United as a club with great potential and opportunities within the economics of European football

[weforum.org/agenda/2019/05...](http://weforum.org/agenda/2019/05...)

7. According to [forbes.com](http://forbes.com) Man Utd is worth \$3.8 BILLION. The only other 2 clubs in the Top 10 are Real Madrid and Barcelona who are owned by the club members unlike Utd who is owned by the Glazer family

[forbes.com/sites/kurtbade...](http://forbes.com/sites/kurtbade...)

8. Even some of United's biggest sponsors have ties to the WEF.

Kasper Rorsted the CEO of Adidas

Apollo Tyres

Cadbury's is owned by Mondelez



**Kasper Rorsted**

Chief Executive Officer, Adidas

BA, International Business School, Copenhagen; Executive Programs, Harvard. Former: management positions in marketing and distribution, Oracle and Digital Equipment. 1995-2001, various management positions with Compaq, including 2001-02, Vice-President and General Manager, EMEA Region. 2002-04, Senior Vice-President and General Manager, Hewlett Packard, EMEA. With Henkel 2005-2007: 2005-07, Executive Vice-President; 2007-08, Vice-Chairman of the Management Board; since 2008, Chief Executive Officer. Since 2016: CEO of adidas. Member of the Board: Bertelsmann, Germany; Danfoss, Denmark; Anheuser-Busch InBev, Belgium.

# Mondelez International

Mondelez International is a multinational confectionery, food, holding and beverage company based in Chicago, USA. It employs 83,000 individuals worldwide. It consists of global snack and food brand Kraft Foods. The company manufactures chocolate, cookies, biscuits, gum, confectionery and powdered beverages. Mondelez International's portfolio includes several billion-dollar components. The company has an annual revenue of \$26 billion and operates in 160 countries. The company ranked No. 117 in the 2018 Fortune 500 list of the largest US corporations by total revenue. Mondelez International is a member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index.



Headquarters  
USA

[Visit the Mondelez International website →](#)

# Apollo Tyres

Apollo Tyres is an international tyre manufacturer and a leading tyre brand in India. The company has a number of manufacturing units in India and the Netherlands. It is also setting up a new manufacturing facility in Hungary, with a planned investment of €475 million. The company markets its products under its two global brands – Apollo and Vredestein – and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.



Headquarters  
India

[Visit the Apollo Tyres website →](#)

9. Deutsche Post who own DHL

[weforum.org/organizations/...](http://weforum.org/organizations/...)

Marriott

[weforum.org/organizations/...](http://weforum.org/organizations/...)

10. What about the Board Of Directors ?

The board are mainly comprised of Glazer family members. The most interesting Director is Robert Leitao. He is Managing Partner of Rothschild & Co Gestion, the top holding company of the Rothschild & Co Group..

11. and Co-Chairman of the Rothschild & Co Group Executive Committee. He is also Head of Rothschild & Co's Global Advisory business, worldwide, and Chief Executive of NM Rothschild & Sons.

[ir.manutd.com/corporate-gove...](http://ir.manutd.com/corporate-gove...)

12. The Rothschilds are one of the most powerful and wealthiest families in the world. Are Man Utd in some way still indebted to them. Mihir Bose, in his book Manchester Disunited had a chapter called "How Rothschild rescued the Glazers' dream". He claims that investment bank...

13... NM Rothschild stepped in at the last minute to provide part of the financing for the £800m deal when money from one of the Glazer family's hedge fund backers in New York failed to be transferred in time to buy the shares from JP McManus et al.

[independent.co.uk/news/business/...](http://independent.co.uk/news/business/...)

14. What is significant about this is the influence of the Rothschild group on the business of the WEF. Apart from the Rothschild connection what would the WEF get from being in bed with Manchester United ?

<https://www.weforum.org> › organizations › edmond-de... ⋮

## Edmond de Rothschild - The World Economic Forum

Rothschild & Co provides strategic, M&A, wealth management and fundraising advice and services to governments, companies and individuals worldwide.

<https://www.weforum.org> › agenda › authors › lynn-fo... ⋮

## Lynn Forester de Rothschild - Agenda Contributor - The World ...

Lynn Forester de Rothschild is CEO of EL Rothschild. ... A weekly update of what's on the Global Agenda. Follow the **World Economic Forum**. About.

<https://www.weforum.org> › people › david-rothschild ⋮

## David de Rothschild | World Economic Forum

David de Rothschild is a British adventurer, ecologist and environmentalist. He is the Founder of the Sculpt the Future Foundation, which promotes positive ...

<https://www.weforum.org> › organizations › edmond-de... ⋮

## Groupe Edmond de Rothschild - The World Economic Forum

The Edmond de Rothschild Group was founded in 1953 by Baron Edmond de Rothschild and has been presided over since 1997 by Baron Benjamin de Rothschild.

<https://www.weforum.org> › people › danny-rothschild ⋮

## Danny Rothschild | World Economic Forum

Danny Rothschild. President, Netacs. Until 1995, more than 30 years with Israel Defense Forces, including: with Intelligence Corps; Assistant to Chief of ...

15. The answer to that question would seem to fall into the area of Covid passes and v certs. What better way to try and implement something really controversial than getting one of the largest clubs in the world on board at the outset.

[skysports.com/football/news/...](https://www.skysports.com/football/news/...)

16. Just 2 weeks ago Utd put out an announcement about the COVID certification pass to attend matches or a negative test. No doubt these orders came indirectly from the World Economic Forum. Interestingly enough, they didn't put out a tweet about it. [manutd.com/en/news/detail...](https://www.manutd.com/en/news/detail...)

17. But they aren't the only one. Even though Harlequins rugby aren't in the WEF they are also sponsored by Adidas and DHL. They mentioned Covid passes back in April and met with a furious response online in the comments section



Harlequins   
@Harlequins



Harlequins collaborate with myGP in launch of NHS-assured COVID-19 certification app.

Full story 

#COYQ



Harlequins collaborate with myGP in launch of NHS assured COVID ce...  
Harlequins confirm intention to offer optional live test of myGP technology, to support launch of UK's first NHS assured COVID ...  
[quins.co.uk](https://quins.co.uk)

7:00 AM · Apr 21, 2021



 63



See the latest COVID-19 information on Twitter

[Tweet your reply](#)

18. The WEF have also been quick to sign up one former MU stalwart in the shape of Rio Ferdinand who also works for BT group. Rio was originally a Young Global Leader (a site owned by WEF). Both Rio & BT group are in the WEF. BT show Premiership games.



# BT Group

BT's purpose is to use the power of communications to make a better world. It is one of the world's leading providers of communications services and solutions, serving customers in 180 countries. Its principal activities include the provision of networked information technology services globally; local, national and international telecommunications services to its customers for use at home, at work and on the move; broadband, TV and internet products and services; and converged fixed-mobile products and services.

Visit the BT Group website →



Headquarters  
United Kingdom



**Rio Ferdinand**

Presenter, BT Group

Since retiring from football, Rio has established himself as a social commentator, garnering a huge following of over 5 million on Twitter. He runs his own digital magazine, #5, has released books, and is working with TV channel BT Sport. Rio also has a passion for social issues and young people; something demonstrated when he established the Rio Ferdinand Foundation in early 2012. He launched the charity so he could take a more active role in determining and driving a charitable organisation that reflects issues and concerns that are close to his heart. Rio is very aware that he was only able to tap into his talents and reach his potential because of a supportive family, coaches and mentors who supported his career, strong role models in sport. On his own behalf, and by rallying support from the sports, arts and entertainment industries, Rio works with young people on a range of social and economic issues.

19. What's even more interesting is that Rio is an investor in a company called Prenetics. It so happens that Prenetics have the contract for Covid-19 testing in the Premier League. [scmp.com/business/banki...](http://scmp.com/business/banki...)

## Prenetics leadership team



Danny Yeung

Group CEO & Co-  
Founder Prenetics  
& CircleDNA



Avi Lasarow

CEO Prenetics  
EMEA & DNAfit,  
Hon. Consul South  
Africa to UK



Andrew Steele

Head of Product  
Prenetics EMEA &  
DNAfit



Rio Ferdinand

Subject Matter  
Expert Prenetics  
EMEA & DNAfit

20. Prenetics have now also developed a health passport app which will enable vaccinated people to enter Premier league matches.

Funny that. Always follow the money.

[football.london/premier-league...](https://football.london/premier-league...)

21. There is undoubtedly an agenda being pushed behind the scenes with the TV broadcasters, presenters & teams involved. We constantly see virtue signalling mask wearing before matches, taking the knee for BLM, climate change agenda in ads at half time, discussion on the v etc.

22. The WEF feel they've all their ducks lined up in a row but it will be fascinating to see how the supporters feel. We already saw what happened with the failed attempt of the Super league.

They may have underestimated the supporters again.

[lastwordonsports.com/football/2021/...](https://lastwordonsports.com/football/2021/...)

23. You know the drill 😊 I write these 🧵 in my spare time and would really appreciate if you could retweet the very 1st tweet. Likes are great but retweets are required to reach as large an audience as possible to expose what is really going on behind the scenes. Many thanks.



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