

Dadaba Football Agency – Overview

Dadaba Football Agency is the sports representation and talent management arm of Dadaba Group. Based in Ghana with a growing network across Africa and Europe, the Agency identifies, develops and represents promising football talent, building pathways from grassroots and academies to professional clubs, scholarships and commercial opportunities.

Operating with strong governance and an ESG mindset, Dadaba Football Agency focuses on long-term career development, education and wellbeing – not just short-term transfers. The Agency leverages Dadaba Group's wider relationships with clubs, academies, educational institutions, sponsors and diplomatic networks to open doors for players on and off the pitch.

1. Who We Are

Dadaba Football Agency brings together football professionals, talent scouts, legal and commercial advisers under a single platform. Our core belief is that African players should have access to world-class representation that defends their interests, prepares them for life in new environments and ensures their success is sustainable.

We work with emerging and established players, as well as select coaches and technical staff, providing end-to-end support that covers scouting, contract negotiation, relocation, personal development and image management. Integrity, transparency and respect for regulations are non-negotiable in how we operate.

2. Vision and Values

Our vision is to become a trusted African football agency recognised for producing well-prepared, well-supported players who perform at the highest levels in Africa and abroad while remaining connected to their roots and communities.

- Player-first – contracts and deals are structured around the long-term interests of the player and their family.
- Professional – we respect FIFA, CAF and national-association regulations and work only with credible partners.
- Holistic – we consider education, mental health, financial planning and post-career pathways as part of every engagement.
- Transparent – clear communication with players, families, clubs and partners at every stage.

3. Core Service Areas

3.1 Talent Identification and Scouting

Dadaba Football Agency collaborates with academies, grassroots teams, schools and tournaments to identify talented players with strong character and potential for progression. Our scouting focuses on technical ability, game intelligence, physical profile and attitude.

- Scouting networks in Ghana and selected West African markets.
- Partnerships with local academies and coaches for year-round monitoring.
- Showcase matches, trial events and video profiling to present players to clubs and partners.

3.2 Player Representation and Contract Negotiation

We provide professional representation to players in line with football-governance rules. Our mandate is to negotiate fair, transparent contracts that balance opportunity and security.

- Representation agreements that clearly set out rights, duties and fee structures.
- Contract review and negotiation for club deals, extensions and performance incentives.
- Guidance on image rights, bonuses and release clauses together with legal counsel.
- Liaison between player, family, club and other stakeholders to avoid misunderstandings.

3.3 Career Planning and Player Development

A football career is a journey. Dadaba Football Agency works with players to build structured plans that cover both sporting and personal development.

- Individual career roadmaps with short-, medium- and long-term goals.
- Support in selecting appropriate leagues, clubs and competitions based on stage of development.
- Access to performance-coaching, nutrition, sports science and mental-support resources through partners.
- Advice on off-season training, trials and exposure tournaments.

3.4 Education and Dual- Career Support

Education is a key pillar of the Agency's model. We encourage players and families to prioritise schooling and skills alongside football, recognising that injuries or form can change a career overnight.

- Guidance on keeping players in school for as long as possible, including flexible-study options.
- Links to scholarships and study-abroad pathways where appropriate.
- Basic financial-literacy, media-training and life-skills sessions delivered with experts.

- Support to transition into coaching, business or further study later in life.

3.5 International Pathways and Club Relations

Through Dadaba Group's relationships and diplomatic networks, the Agency is able to open doors to clubs and partners in Europe, the Middle East and other markets. We aim for structured, sustainable pathways rather than one-off trials with no follow-up.

- Curated introductions to clubs and technical directors aligned with player profile and visa realities.
- Support with documentation for trials, transfers and travel in collaboration with legal and immigration advisers.
- Monitoring of player welfare abroad and regular check-ins with clubs and families.

3.6 Commercial, Image and Community Engagement

As players grow in profile, we help them manage their public image and commercial partnerships responsibly.

- Basic personal-branding and media-training guidance.
- Review of sponsorship, endorsement and appearance agreements to ensure fairness and compliance.
- Encouragement and structuring of community-impact projects linked to players' home communities.

4. Governance, Compliance and Player Welfare

Dadaba Football Agency operates under Dadaba Group's Code of Conduct, ESG principles and risk-management framework. Player welfare is central to how we design and execute every engagement.

- Respect for all FIFA, CAF and national-association regulations around agents and intermediaries.
- Due-diligence on partner academies, scouts and clubs before presenting opportunities to players.
- Clear written agreements, translated or explained in simple language to players and families.
- Zero tolerance for exploitation, hidden payments or practices that put players at risk.

5. Geographic Focus and Growth

Our current core base is Ghana, with curated scouting and partner links in selected West African markets. On the demand side, we are building relationships with clubs, academies and agents in Europe and other regions that have a strategic interest in African talent and a track record of responsible player management.

Over time, Dadaba Football Agency aims to develop formal partnership programmes with clubs and academies, including exchange visits, coaching clinics and joint development projects that benefit both parties and local communities.

6. Why Work with Dadaba Football Agency

- Integrated into a diversified African group with strong governance and ESG standards.
- Player-centred approach that balances ambition with education, wellbeing and long-term security.
- Access to cross-sector networks in real estate, education, creative industries and diplomacy.
- Ability to support not only individual transfers but broader football, training and community projects.
- Commitment to transparent fees, honest advice and responsible representation.

7. Contact

For player enquiries, club partnerships or collaboration opportunities, please contact:

Dadaba Football Agency

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