



SALERNO 2026: EUROPEAN UNIVERSITIES GAMES **Campania becomes the capital of university sport**

Salerno, August 5, 2025 – Salerno is preparing to become the beating heart of European university sport and beyond. With this morning's press conference, hosted at the University of Salerno, the eighth edition of the **European Universities Games (EUG 2026)** was officially presented. The event is scheduled to take place from **July 18 to August 1, 2026**.

The event will bring over **4,500 athletes and staff** to Campania, representing **400 universities from 40 European countries**: figures that will turn Salerno into an international showcase and a crossroads of sport, friendship, and cooperation among peoples.

An event that unites sport and values

EUG 2026 will not just be a competition: **integration, inclusion, and dialogue between cultures** will be the true guiding themes. The chosen slogan, **"Passion never ends"**, expresses the spirit of the Games. The official logo, inspired by **Piazza della Libertà** and ideally connected to **Piazza del Sapere**, is a multicoloured flower that represents **diversity, growth, and openness to the world**, with a reference to the hemicycle of the European Parliament.

The numbers of EUG 2026

- 4,500 participants including athletes and technical staff
- 400 universities from 40 countries
- 800 teams competing
- 13 sports disciplines
- 15 competition venues across Salerno and its province, from the **Fisciano Campus** to the **Santa Teresa beaches**, from the **Arechi Stadium** to the

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PalaUnisa, and including **Piazza della Libertà** and **Piazza del Sapere** for side events

The sports will include **basketball (also 3x3), football, futsal, volleyball, beach volleyball, padel, rugby 7s, handball, beach handball, badminton, tennis, table tennis.**

The voices of the protagonists

"The Games are not just a sporting challenge," said **Professor Vincenzo Loia**, Rector of the University of Salerno during the presentation, "but a systemic project that brings together students and citizens, that involves the territories surrounding the University, the institutions, and the University Sports Centre (CUS). We are used to confrontation and to embracing that sense of responsibility which allows us to overcome the challenges that always accompany events of this magnitude. It's not just an academic mission – sport enters all our lives, it's a growth path for our youth. Everything we have done has allowed us to conclude this beautiful and demanding experience with a smile. A great springboard for what's to come."

"We are certainly proud to host this new major sporting event," stressed **Hon. Fulvio Bonavita**, Vice President of the Campania Region, "for its international scale and the fact that **EUSA chose Salerno**. The 2019 Universiade projected Naples and Campania to the world stage – we left an important mark. The **European Universities Games 2026** in Salerno and the **America's Cup 2027** will place our region at the centre of international attention."

"**EUG 2026 is a great sporting event, but also a cultural and social one.** As the largest European multi-sport event of 2026, the University Games will generate significant tourism and image-related benefits for the city and the

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entire region,” echoed **Adam Roczek**, President of **EUSA (European University Sports Association)**. “I’d like to highlight that next year, students will come from across Europe and the world. But also that sport is much more than a competition – from volunteers to cleaners, we are all contributing to building a better world. Because sport is, first and foremost, about belonging.”

In closing, **Lawyer Lorenzo Lentini**, President of **CUS Salerno**, explained how “university sport, with its values of loyalty and respect, represents a universal language capable of uniting different cultures. The Games will offer young Europeans not only the thrill of competition, but above all an opportunity for encounter, dialogue, and intercultural growth,

strengthening the sense of community and friendship among peoples. The road to EUG 2026 has begun — we are now more aware of what we do well, but also of the challenges we must address with determination and clarity. We have a solid foundation on which to keep building. These events also represent an important legacy for the territory, in terms of what we can create moving forward: now, we have three sports halls, five pilotis gyms, an international swimming pool, two additional indoor courts here at the university, and a tennis court. We are currently discussing with the University the acquisition of the stadium, and we have 15,000 square meters near the three sports halls. The project will start on September 1st, and it currently includes the construction of eight padel courts — along with many other things we are now envisioning.”

All information and updates will be available on the official **Salerno 2026** website: <https://eug2026.eu/> and on the event’s social media channels.

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