

# Coerver Soccer Coaching Launches in Mexico City

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MEXICO CITY, MEXICO, MEXICO,  
October 28, 2024 /EINPresswire.com/ --  
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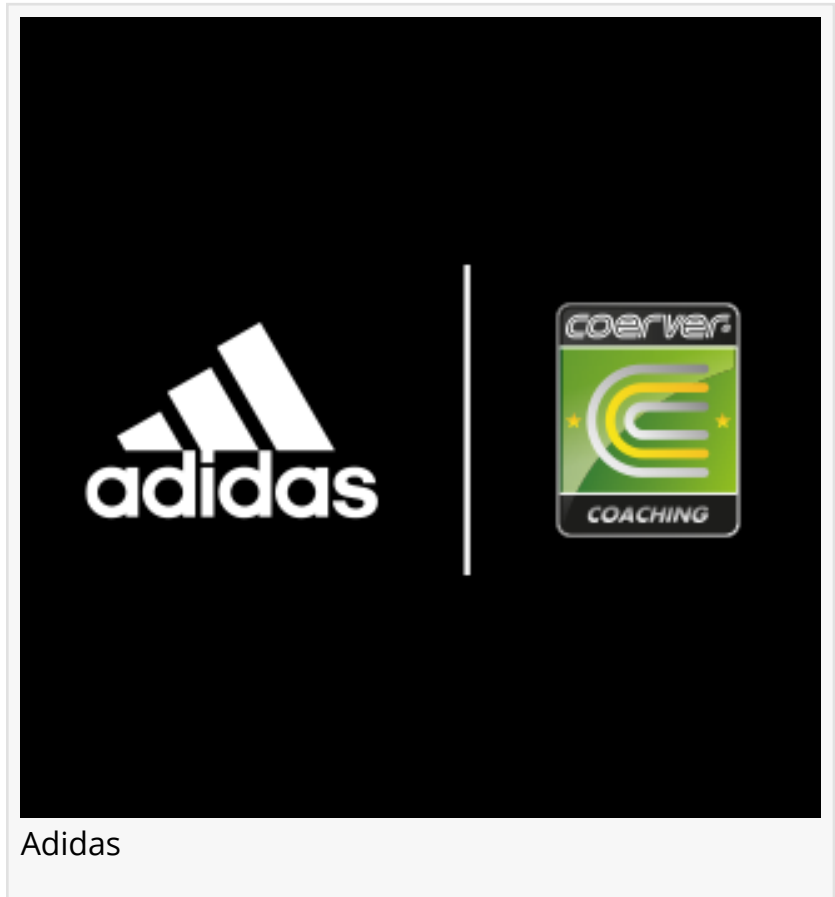
Mexico City, Mexico – Coerver Coaching, the globally recognized soccer skills development program, is thrilled to announce its official launch in Mexico City, with a comprehensive youth soccer clinic set to kick off in the coming weeks. Coerver CDMX will

welcome players aged 5 to 15 to experience the revolutionary training approach that has elevated youth soccer in over 50 countries for more than four decades. The clinic will introduce participants to Coerver’s unique methods, centered on developing technical skills, game intelligence, and confidence on the field.

What is Coerver Coaching?

Founded over 40 years ago, Coerver Coaching has become one of the most esteemed soccer training methodologies worldwide. Originally inspired by legendary Dutch coach Wiel Coerver, the Coerver method is recognized by Adidas as a top soccer development program, known for transforming how young players approach the game. It focuses on individual skill development, emphasizing technique, speed, and mental acuity.

Why Coerver Coaching?



Adidas

Coerver programs are designed to enhance players' technical abilities, from dribbling and passing to shooting and decision-making. The benefits are clear: players gain confidence, improve their ball control, and deepen their understanding of the game. Through dynamic exercises, drills, and small-sided games, Coerver Coaching aims to create players who are both technically proficient and adaptable.

#### Coerver CDMX Focus Areas

Coerver CDMX is committed to impacting soccer in Mexico City through three main pillars:

**Technical Soccer Player Development:** Helping young players refine their technique and confidence on the ball, preparing them for advanced play.

**Coaching Education:** Providing in-depth training and resources for local coaches, empowering them to integrate Coerver's methodology into their coaching practice.

**Partnerships with Clubs and Schools:** Collaborating with local clubs and schools to support player and coach development, strengthening the soccer ecosystem throughout Mexico City.

#### Expanding Across Mexico City

Coerver CDMX will establish a presence in several key neighborhoods, including Satellite, Arboledas, Roma Norte, Chapultepec, and more, ensuring accessibility to youth players and coaches throughout the city.

#### Meet the Team: Israel Gutierrez and Cesar Coronel

Directors Israel Gutierrez and Cesar Coronel lead the expansion of Coerver CDMX. Both have extensive experience in youth soccer development and performance training, and they are driven by a vision to elevate the quality of youth soccer training across Mexico. "We partnered with Coerver Coaching after seeing the opportunity to bring high-level technical training to young players," said Gutierrez. "The Coerver methodology will be a game-changer for youth development in Mexico City."



Coerver CDMX Soccer Clinic



For more information on Coerver CDMX and upcoming programs, please visit [coervercdmx.com](http://coervercdmx.com).

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