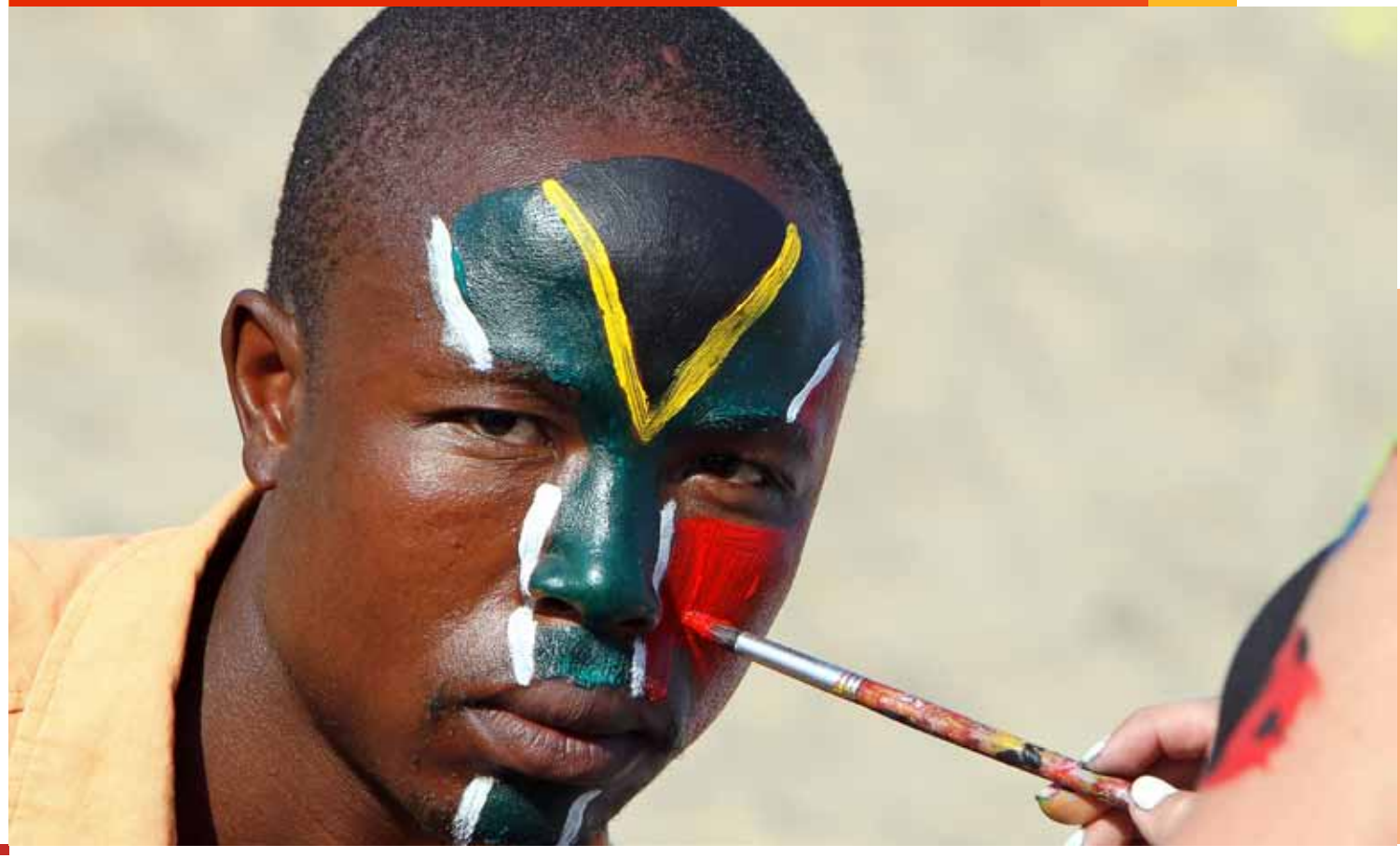
South Africa
the road to the 2010 FIFA World Cup™



pwc

Leaving a social legacy

Contents

2010 FIFA WORLD CUP SOUTH AFRICA
Fly Emirates
NETHERLANDS
PRICEWATERHOUSE

2 Foreword by Danny Jordaan

4 Message from the CEO, Suresh Kana

6 Message from the Executive Chairman, Thabani Jali

8 Editor's message, Stanley Subramoney

10 Introduction

12 The game that either gets you or gets to you

16 FIFA Soccer World Cup™ origins

24 Full Circle

26 Soccer as a sociopolitical catalyst

28 Soccer – the game of freedom for South Africa

38 The bid for the 2010 FIFA Soccer World Cup™

40 We got it!

42 How South Africa did it

50 Before the games

52 The impact of hosting an event in South Africa

62 Stadiums

65 Brazil visit to South African stadiums

74 Construction companies for the Stadiums

78 Behind the scenes

80 MTN's role during the 2010 FIFA Soccer World Cup™

84 Does the magic shoe fit?

86 Sweet smell of success – the teams that made it

88 Contenders' honour roll

112 Let the games begin

118 Soccer wins!

122 South Africa – not just a pretty face

134 Beyond 2010

136 Infrastructure investment

142 Celebrating our success

146 Eliminating the Second Economy

148 Leveraging the First Economy

152 Government as venture capitalist

154 Macro-economic issues

156 The Hero has the last say – silently

158 Concluding remarks

Foreword by Danny Jordaan

When the final whistle blew at Soccer City heralding the end of the exciting 2010 FIFA World Cup – and bittersweet emotion slowly formed part of our lives following this great African success, so well-orchestrated in the country that I love, my home South Africa.

Danny Jordaan
Chief Executive Officer,
Local Organising Committee
2010 FIFA World Cup
South Africa

In retrospect, the reality of the greatest event of all time in Africa was a long and bumpy road for all who participated. When Stanley Subramoney asked me to include a few words, I was happy to oblige knowing that the soccer began in South Africa long before any of us were around and this publication is a fitting road map of a lasting legacy.

During the bid process – and all that happened leading up to the final announcement that South Africa would be the host for 2010 FIFA World Cup, there were many dark days when things did not go right, and many other days when the sun shone brightly, and our goal was in line of sight.

When Sepp Blatter uttered the words "South Africa", joy burst forth and there were tears of joy, and adrenaline took over to etch that magic moment into my memory forever.

With this and the success of June/ July 2010 still fresh in my memory, I gladly endorse this book to carry the story into print for future generations to see what a grand legacy has been founded – placing South Africa on the map is the great culmination and it is also the aim of this publication. The true national value of the 2010 FIFA World Cup is yet to be tasted, and will be experienced in many fields of endeavour – the background of every calling card for years to come. I encourage all South Africans to allude to 2010 which surely says "South Africa can do anything!".

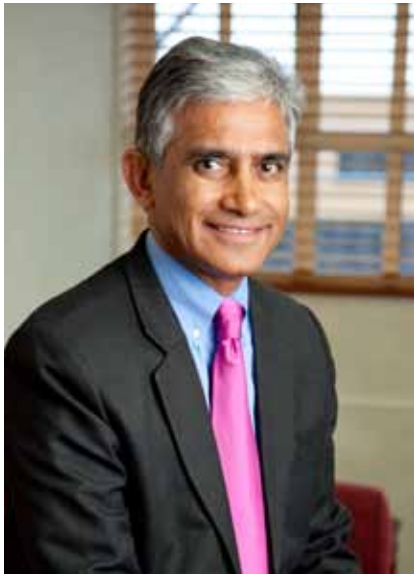
May all those who turn the colourful pages be reminded of a grand sporting occasion, and those of you who are South Africans experience pride and satisfaction of an event already branded as an all-time success.

Danny Jordaan
Chief Executive Officer,
Local Organising Committee
2010 FIFA World Cup South Africa

Message from the CEO, Suresh Kana

For a long time, South Africa has dreamt of opening its doors to the world to host an auspicious event where we as a nation show off our national colours and where the people of South Africa, as individuals, are afforded the opportunity to share their dreams and aspirations with visitors from abroad. Such a time arrived in 2010. The common purpose was hospitality, the event soccer.

Here at PwC, we share in dreams – the palette that colours the corridors of our days is clearly a reflection of this Rainbow Nation – South Africa. As a tribute to the people of South Africa and their endeavours, we have compiled this book to share the legacy created by international interaction. It is a memorable experience – clearly demonstrating the will of a nation.



Suresh Kana

The purpose of this encounter was not to triumphantly emerge as winners of the World Cup – but rather to join in a mission to engage the voice that was inaudible before 2010. It aims to inspire faith in the dream it fulfilled to bring the earliest tidings of this new-born flower to a previously sceptical world. We cared for the visitors and each other, in the true African way where 'ubuntu' was not only spoken about but practised by all.

South Africa. Young, South Africa. As the chosen theme echoes the hard earned aspirations:

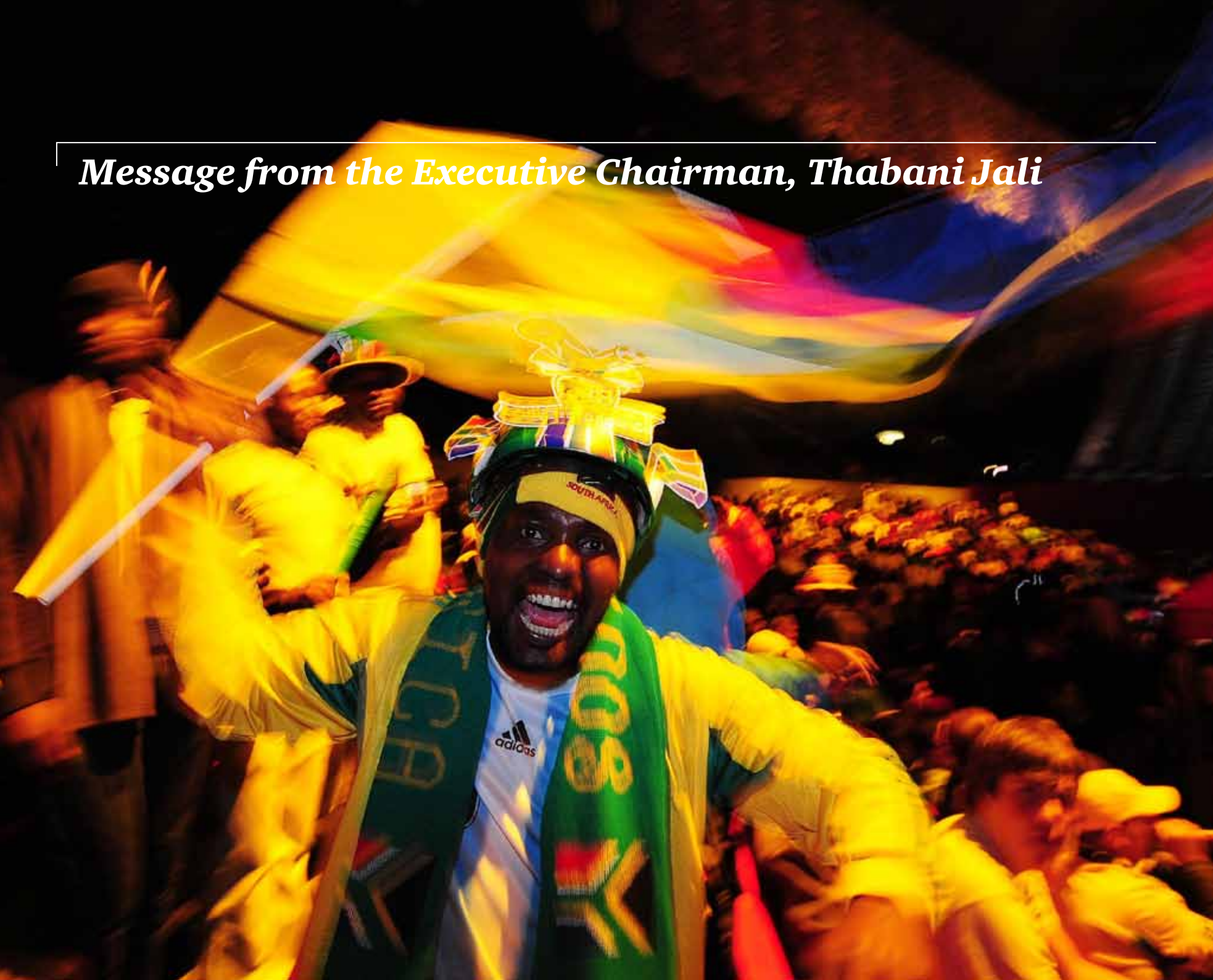
"When I get older I will be stronger… They'll call me freedom…..Just like a wavin' flag….."

South Africa made us all proud of this great achievement and gives credit to the organisers – on and off the field – whose conduct was exemplary. Modern technology catapulted a global event into the personal domain of countless millions across the globe – all in real-time. The legacy has left the crucible, the die is cast, and the future is here.

Enjoy reading this book.

Suresh Kana
CEO
PwC Southern Africa

Message from the Executive Chairman, Thabani Jali



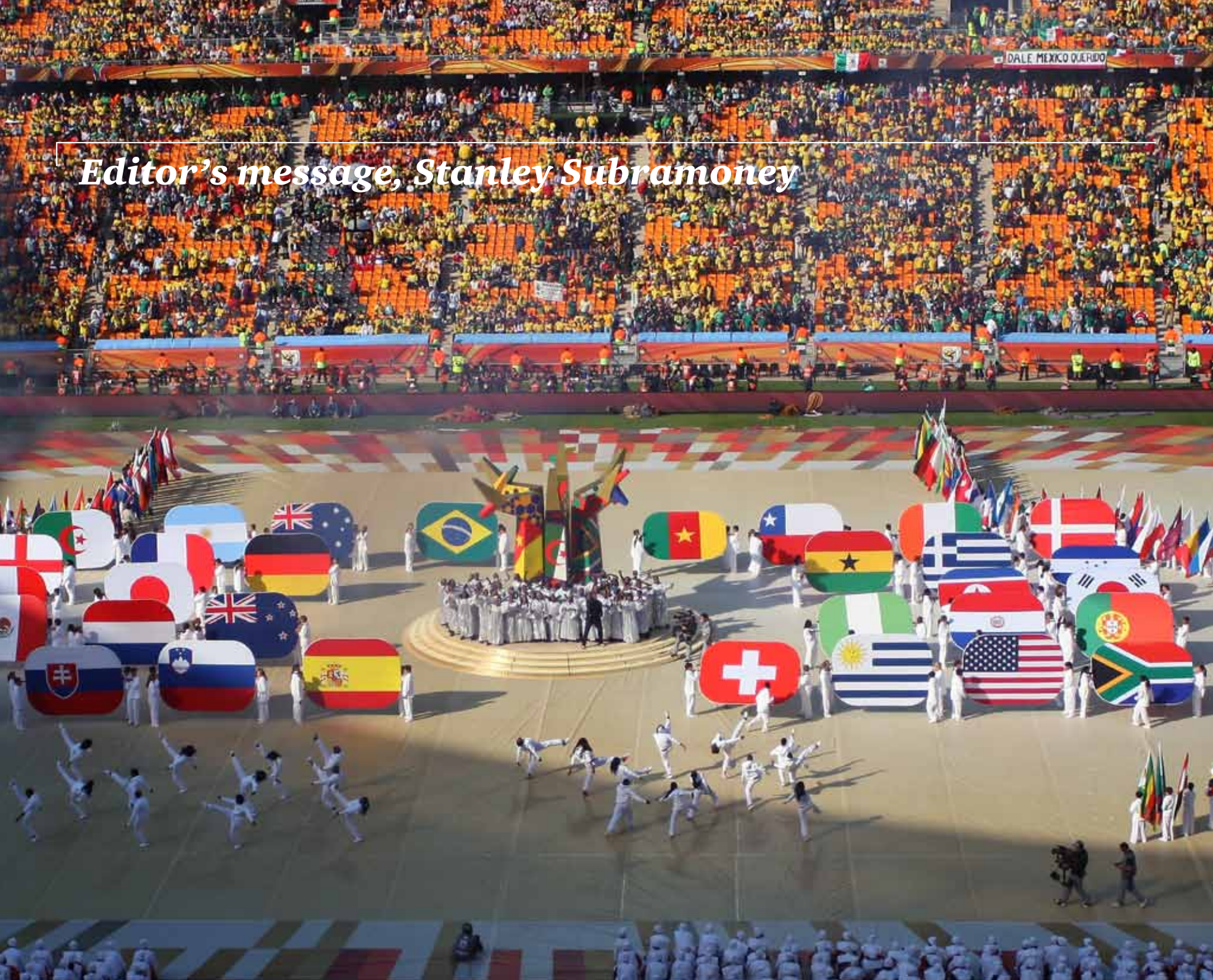
The nations who beat their rivals and were selected to do battle at this great soccer event did so after a long period of competitive performance against top teams from many other nations...

Thabani Jali

Teams from 31 countries from Algeria to Uruguay became our honoured visitors. With a global footprint in 151 countries, employing 163,000 people, PwC has a direct association with all the countries who shared our stadiums at the 2010 FIFA Soccer World Cup™.

We can confidently say that in each country represented, there were PwC employees cheering for their team of choice and hoping they would do well – indeed that their team would win the tournament outright.

We at PwC thank the players, their coaches and the officials who attended to them. We especially thank the fans who sacrificed time and money to attend Africa's first-ever World Cup. We trust that South African hospitality has sparked in many a longing to return to our country and experience the uniqueness of the warm welcome we extend to all visitors to our shores.



Editor's message, Stanley Subramoney

I watched the news on Friday 14 May, 2004 and felt anxious yet hopeful that South Africa might indeed be given the opportunity to host the 2010 FIFA World Cup™. I remember thinking South Africa can make it; considering we only lost the 2006 bid to Germany by one vote.

That night could not pass soon enough, knowing that the following day our 'first team' led by Nelson Mandela and fellow Nobel Peace laureate, Archbishop Desmond Tutu, were sure to unfurl our flag for the entire world to see. Saturday heralded the momentous day – a day that would bring joy or sadness for an opportunity won or lost.

Just after noon, FIFA President Sepp Blatter drew the final vote out of a sealed envelope and simply said 'South Africa!' Those two words reverberated around the globe – to the disappointment of many, but it trumpeted the greatest victory cry in every corner of South Africa. Never in the history of the country was there such euphoria. The Rainbow Nation radiated its lustre and its colourful hue left the international community dazzled.

The 2010 FIFA World Cup has come and gone. On reflection, 2010 will be a year to be remembered for the positive impact it brought to our country through the achievements of all its people – the organisers, the workers and those who came along for the ride. There are few truly defining moments in history; it is not often that humanity can point to a single event as the catalyst for bringing such tremendous patriotism, togetherness and undeniable joy to the masses.

The human connection was tangible during the month-long jamboree as the already culturally-diverse melting pot that is South Africa was

Stanley Subramoney,
Deputy CEO, PwC

seasoned with a truly international flavour. The citizens of the world celebrated in the shebeens of Soweto long after the final whistle had been blown.

The beautiful game, combined with a warmth and 'ubuntu' that only South Africans possess, created a spectacle that will live forever in the hearts and minds of all who witnessed it. Conversations were about the proud 'us', no longer the distant 'we'.

The world took note – who would have dreamed that this new democracy would succeed in hosting the greatest sporting event. The southernmost tip of Africa took centre stage. I believe that South Africa will grow and stand tall among all nations. Her time has come; the world is waiting to join us on many exciting journeys into the future. Journeys that will bring prosperity to all our people because the world heard the soul of this nation say 'I was there!'.

South Africa is a nation of innovators. We can boast the invention of the CAT scan, which is globally recognised in the field of medicine; the makers of the 'speed gun' used in cricket ovals the world over; and the world's most successful coal to liquids technology. We at PwC have put pen to paper to compile this legacy – a small token to share with you, your children, and their children about a very special month in 2010. It was a month that caused a paradigm shift in how South Africans see themselves and how the world views us. The challenge now is to maintain this momentum and keep on the ball – to us the World Cup was not about winning the prize, but about winning the game.

Stanley Subramoney

Stanley Subramoney
Deputy Chief Executive Officer
PwC Southern Africa

Introduction

The announcement on 15 May 2004 that South Africa had been chosen to host the 2010 FIFA Soccer World Cup™ sparked a great deal of optimism, both in South Africa and abroad.

The forecast figures – a deciding factor in the country's decision to enter the bid – indicated that the country stood to gain significantly in terms of revenue and increased employment.

By July 2010, an estimated 3.1 million spectators watched the 2010 FIFA Soccer World Cup™ matches being played across the country. In the final match, a television audience of up to 2.8 billion people had their eyes glued to South Africa.

The game that either gets you or gets to you

It is difficult to pinpoint the exact origin of the game of soccer, also called 'football', where grown men are mesmerised into kicking and 'dribbling' a round, fairly large ball with the aim to beat their opponents for possession and kick the ball through two goal posts – being very careful not to touch the ball with the hands or arms – to score a goal.

Different nations and cultures have played games similar to the modern game of soccer, but it is not clear exactly when or where football began. What we do know is that earlier variations of what later became known as soccer were played as long as 3000 years ago.

One of the earliest forms of the game, in which two opposing sides kicked a ball around a small field, has been traced back to 1004 B.C. in Japan. A Chinese text dating back to approximately 50 B.C. mentions games very similar to soccer being played between teams from Japan and China, possibly the first international? The teams kicked a leather hair-filled ball, but we have no way of determining what the rules were. It is known with certainty, though, that a football game was played in 611 A.D. in the then Japanese capital, Kyoto.

Roman soldiers, due to occupational boredom, played a game that somewhat resembled modern soccer. The early Olympic Games in Rome featured twenty-seven men on a side who competed so strenuously that more than half of them had to be sent off to the Roman version of a hospital. These intrepid soccer heroes played a fifty-minute game.

Unfortunately, while historians kept records of events such as wars and religious movements, they had little interest in preserving any information about sports, so it is unknown how soccer spread from Asia to Europe.

In later times, football gained a reputation for being vulgar and indecent, and during King Edward's reign over England from 1307 to 1327, statutory laws were passed threatening imprisonment to anyone caught playing football. King Edward's proclamation read: "For as much as there is a great noise in the city caused by hustling over large balls, from which many evils may arise, which God forbid, we command and forbid on behalf of the King, on pain of imprisonment, such game to be used in the city future."

King Henry IV and King Henry VIII followed suit by also passing laws against the sport, and Queen Elizabeth I had soccer players imprisoned and then punished by the church.

Soccer is, without a doubt, the most watched and played sport in the world today.

Punishment by law failed to stop the sport, however, and it endured to earn official sanction in England in 1681. The game had became so popular by the 1800s that certain annual contests in northern and middle England saw large groups randomly roaming and raging through towns and villages before and after the games. In 1829, an account of a match in Derbyshire told of incidences of "broken skins, broken heads, torn coats and lost hats" – and these were not even the injuries suffered by the players, which in certain instances were fatal.

A record of the development of football in England shows that Eton College had formulated the earliest known rules of the game in 1815, perhaps implying that until then, chaos was preferred over order – so long as the aim was to win. The setting of rules gradually brought some order to the game, and eventually a standardised set of rules, known as the Cambridge Rules, was adopted by England's major colleges.

The word 'soccer' derives from 'assoc.', which is an abbreviation of 'association football' (as opposed to Rugby or Gaelic football). The use of the term can be traced back to around 1880; it was documented as 'soccer' or 'socca' in 1889, and 'socker' in 1891. 'Soccer' seems to have become the most commonly used term by 1895. Originally, it formed part of university slang; it was habitual for English university students in the 1880s to abbreviate any word and then add 'er' or 'ers' to it (so breakfast became brekkers, rugby became ruggers etc.). The fact that this linguistic habit belonged to an elite social group is probably the reason why the term 'soccer' never caught on among the masses in most parts of the world. It is ironic that it was England, where soccer was originally banned, that eventually exported the modern version of soccer to every continent in the world.

Soccer is, without a doubt, the most watched and played sport in the world today. Not even the Olympic Games surpass soccer when it comes to spectator numbers. The game of soccer, with its history that goes back 3000 years, is bigger than baseball, American football, rugby and basketball combined.

FIFA Soccer World Cup™ origins

Every four years, the greatest soccer event of all takes place. The best teams and players from countries the world over gather together and participate in the ultimate soccer contest. The outcome of it all is that the country whose team wins is the champion; the winning team receives hero status and national recognition akin to that of royalty.

The FIFA Soccer World Cup™ (also called the Football World Cup, the Soccer World Cup, or simply the World Cup) is an international association football competition. It is a contest between the senior men's national teams, members of Fédération Internationale de Football Association (FIFA), the sport's global governing body. The event has been held every four years since the inaugural tournament in 1930, except in 1942 and 1946, when it was cancelled because of World War II. The current champions are Spain, who won the 2010 tournament. They will defend their title, subject to qualification, at the next tournament, to be held in Brazil – the winner of the preceding tournament does not automatically qualify for the next.

Statistics

FIFA Soccer World Cup Overview 1930 – 2010

Year	*Host Country*	*Teams*	*Matches*	*Goals*	*Winner*
1930	Uruguay	13	18	70	Uruguay
1934	Italy	16	17	70	Italy
1938	France	15	18	84	Italy
1950	Brazil	13	22	88	Uruguay
1954	Switzerland	16	26	140	West Germany
1958	Sweden	16	35	126	Brazil
1962	Chile	16	32	89	Brazil
1966	England	16	32	89	England
1970	Mexico	16	32	95	Brazil
1974	West Germany	16	38	97	West Germany
1978	Argentina	16	38	102	Argentina
1982	Spain	24	52	146	Italy
1986	Mexico	24	52	132	Argentina
1990	Italy	24	52	115	West Germany
1994	United States	24	52	141	Brazil
1998	France	32	64	171	France
2002	Korea/Japan	32	64	161	Brazil
2006	Germany	32	64	147	Italy
2010	South Africa	32	64	145	Spain

The current format of the tournament involves 32 teams, competing for the title at venues all over the country of the host nation[1] over a period of about a month – this phase is often called the World Cup Finals. Qualification for the World Cup is a complex affair. Qualifying games take place over the preceding three years to determine which teams qualify for the tournament. The host nation automatically acquires qualifying status.

1 Hosting was shared by South Korea and Japan in 2002.

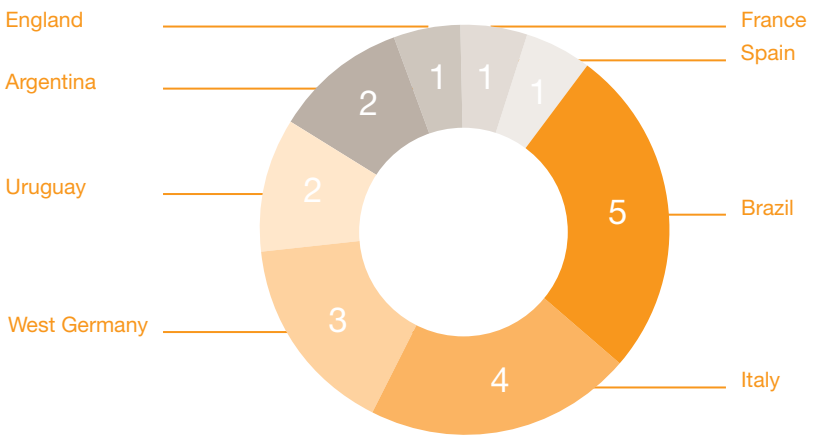
The 19 World Cup tournaments held thus far have been won by eight different national teams. Brazil has won five times, and they are also the only team to have played in every tournament. The other World Cup winners are Italy, with four titles; Germany, with three titles; Argentina and inaugural winners Uruguay, with two titles each; and England, France, and Spain, with one title each.

Before the founding of FIFA, international football matches were played to determine the world's best team. The first international football match was a challenge match, played in Glasgow in 1872 between Scotland and England. The first international tournament, the inaugural edition of the British Home Championship, took place in 1884. At this stage, the sport had not yet been recognised outside of the United Kingdom. However, in South Africa, the game had already been formalised in 1862, when football matches were played in Cape Town and Port Elizabeth between white civil servants and soldiers.

Football was growing in popularity in other parts of the world as well, and at the turn of the century it was entered into the 1900 and 1904 Summer Olympics as a demonstration sport, with no medals awarded. The same procedure was followed at the 1906 Intercalated Games, which took place mid-term between the main Olympic events.

Despite the unsuccessful attempt by FIFA to arrange an international tournament in Switzerland in 1906, they were not deterred. At the 1908 Summer Olympics in London, football became an official competition, organised by the Football Association (FA), England's football governing body. It featured amateur players only and was regarded as a show, rather than a competition. Great Britain (represented by the England national amateur football team) won the gold medal. They repeated the feat in 1912 in Stockholm, where the tournament was organised by the Swedish Football Association.

Cup holders since 1930



In 1914, FIFA agreed to recognise the Olympic tournament as a "world football championship for amateurs", and took responsibility for managing the event. This paved the way for the world's first intercontinental football competition, at the 1920 Summer Olympics. It was a contest between Egypt and thirteen European teams, won by Belgium. Uruguay won the next two Olympic football tournaments in 1924 and 1928, which illustrates the great passion for soccer in that country, second only to their national dance, the Pericón. These tournaments were also the first two open world championships, as 1924 was the start of FIFA's professional era, with President Jules Rimet as the driving force. Once again, he began considering how FIFA could stage its own international tournament outside of the Olympics. On Monday 28 May 1928, the FIFA Congress in Amsterdam made the decision to stage a world championship itself.

To honour Uruguay, now twice the official football world champion, and to celebrate this country's centenary of independence in 1930, FIFA named it as the host country of the inaugural World Cup tournament. The new Uruguayan soccer stadium, the Estadio Centenario in Montevideo, although still under final construction at the time, was to be the location of the first World Cup final in 1930. Not only did building a stadium take a long time back then, but everything else moved much slower; this was, of course, before modern-day technological advances of air travel. The national associations of selected nations were invited to send their teams, but the choice of Uruguay as a venue for the competition meant a long and costly trip across the Atlantic Ocean for European sides. Indeed, no European country pledged to send a team until two months before the start of the competition. Rimet eventually persuaded teams from Belgium, France, Romania, and Yugoslavia to make the trip. In total, thirteen nations took part: seven from South America, four from Europe and two from North America. It is interesting to note the conspicuous absence of the so-called founding soccer teams.

The first two World Cup matches took place simultaneously on 13 July 1930, and were won by France and the USA, who defeated Mexico 4 – 1 and Belgium 3 – 0 respectively. The first goal in World Cup history was scored by Lucien Laurent of France. In the final, Uruguay defeated Argentina 4 – 2 in front of a crowd of 93,000 people in Montevideo. In so doing, they became the first nation to win the World Cup.

In South Africa, soccer had been formalised in 1862, when football matches were played in Cape Town and Port Elizabeth between white civil servants and soldiers.

At this stage, Brazil, who was to become one of the driving forces of soccer in the world, could not muster a team to compete, notwithstanding the pool of talent to draw from in the densely populated cities of Sáo Paulo and Rio de Janeiro. This changed quickly when Brazilians found that the game of soccer had a samba-like beat to its movements – a discovery that led to a rapid improvement in their game and enabled them to send a team to Europe in 1934.

The year 1934 was Italy's year, although the limelight was stolen by Mussolini's ll Duce antics, which were equally entertaining as they were bizarre. Italy beat Czechoslovakia in the final to win by two goals to one. This puffed Mussolini's chest up so, that a fuller girth might have had ll Duce doing a victory float around Stadio Nazionale, the showpiece arena of the Fascist Party.

Olympic football returned to the controversial 1936 Summer Olympics, where the game was overshadowed by the cry of the Third Reich's "Deutschland über alles!" As for soccer, the Olympic event now took second place to the more prestigious World Cup tournament.

After becoming the kings of the sport on home soil, Italy mounted a commanding defence of their crown four years on at the 1938 FIFA Soccer World Cup France™. Although Brazil, spearheaded by one of the most famous Brazilian players of all time, Leonidas da Silva emerged as a strong contender, it was a tournament dominated once more by European teams.

The date of the final was Sunday, 19 June 1938. The Heston airfield in West London was wet with rain and England reflected an atmosphere of gloom coupled with expectation, as Neville Chamberlain's airplane landed after a meeting with Adolf Hitler. The British Prime Minister stepped out, waving a signed agreement between Britain, Germany, Italy and France – the pact that decided the future of Czechoslovakia's Sudetenland. Adolf Hitler publicly stated his desire never to go to war with Britain again. On Friday, 30 September 1938, Chamberlain's famous speech, "Peace for our time", was reported around the globe, turning the rainy gloom into the bright prospect of no war. But the threat of war continued to hang over Europe as FIFA prepared for the third World Cup, to be staged in France. As it turned out, peace was not to be. On Friday 1 September 1939, all hope was shattered when, without warning, German bombers rained destruction on the Polish city of Warsaw, and World War II had begun.

It would be 12 long years before the next FIFA Soccer World Cup™ was staged. The 1942 competition had been scheduled to take place in Brazil or Germany, and when the tournament returned in 1950, it was the South American country that had earned the right to stage it. By then, however, much had changed for the two 1938 finalists. Italy failed to advance beyond the group phase, while the Hungarians did not even qualify.

The 1950 World Cup was the first to include British participants. Britain had withdrawn from FIFA in 1920, partly because of an unwillingness to compete against countries that had been in opposition to them during the war, and partly as a protest against what they considered foreign influence on football. However, they re-joined in 1946, following FIFA's persistent invitations. The tournament also saw the return of 1930 champions, Uruguay, who had boycotted the previous two World Cups. Uruguay won the tournament again, after defeating the host nation Brazil in a match called "Maracanazo" (Portuguese: Maracanaço).

Latin America, in general, is renowned for having various champions in distinct disciplines such as futbol, baseball and boxing. However, without a doubt, futbol is the one that "mueve masas". For many, the nation is an "imaginary community" in which people who have never met before, feel that they have a common bond. In the case of futbol, it seems that the national team plays a role in cementing the bonds between people in this "imaginary community". El Maracanazo was a perfect example

of that. Before the game, it united Brazilians with a general feeling of confidence, and then with one of sadness at the end. For Brazil, losing the World Cup on their own turf against their greatest rivals, Uruguay, was tantamount to a military defeat. It has remained in the memories of Brazilians until today. Futbol, like many other sports, is not simply something that you watch, but something you also live and feel. As Alex Bellos the author of *Futebol: Soccer, the Brazilian way* puts it, there is always "a before and an after" to every game.

Sixteen teams competed in each tournament between 1934 and 1978, except in 1938, when Austria was incorporated into Germany after having qualified, leaving the tournament with 15 teams. Again, in 1950, when India, Scotland and Turkey withdrew, the tournament was left with 13 teams. Most of the participating nations were from Europe and South America, with a small minority from North America, Africa, Asia and Oceania. These were the birthing days of world soccer, when the unknown teams were usually defeated easily by the European and South American countries. During this time, and until 1982, only a few teams from outside Europe and South America advanced out of the first round, namely the USA, semi-finalists in 1930; Cuba, quarter-finalists in 1938; Korea DPR, quarter-finalists in 1966; and Mexico, quarter-finalists in 1970.

In 1982, the tournament was expanded to include 24 teams, and then 32 in 1998, allowing more teams from North America, Africa and Asia to compete. In recent years, teams from these regions have enjoyed more success, and those who have reached the quarter-finals include Mexico, quarter-finalists in 1986; Cameroon (the first African team), quarter-finalists in 1990; Korea Republic, fourth place in 2002; Senegal (the second African team), along with the USA, both quarter-finalists in 2002; and Ghana, quarter-finalists in 2010. While the latter team managed to create great expectations in the latest tournament, European and South American teams continue to dominate, and the quarter-finalists in 1998 and 2006 were all from Europe or South America.

FIFA World Cup Soccer Tournaments 1930 to 2010								
Country	Events	Played	Won	Drawn	Lost	For	Against	Points
1.Brazil	19	97	67	15	15	210	88	216
2.Germany	17	99	60	19	20	206	117	199
3.Italy	17	80	44	21	15	126	74	153
4.Argentina	15	70	37	13	20	123	80	124
5.England	13	59	26	19	14	77	52	97
6.Spain	13	56	28	12	16	88	59	96
7.France	13	54	25	11	18	96	68	86
8.Netherlands	9	43	22	10	11	71	44	76
9.Uruguay	11	47	18	12	17	76	65	66
10.Sweden	11	46	16	13	17	74	69	61
11.Serbia	11	43	17	8	18	64	59	59
12.Russia	9	37	17	6	14	64	44	57
13.Poland	7	31	15	5	11	44	40	50
14.Mexico	14	49	12	13	24	52	89	49
15.Hungary	9	32	15	3	14	87	57	48
16.Czech Republic	9	33	12	5	16	47	49	41
17.Austria	7	29	12	4	13	43	47	40
18.Portugal	5	23	12	3	8	39	22	39
19.Belgium	11	36	10	9	17	46	63	39
20.Chile	8	29	9	6	14	34	45	33
21.Switzerland	9	29	9	6	14	38	52	33
22.Paraguay	8	27	7	10	10	30	38	31
23.Romania	7	21	8	5	8	30	32	29
24.Denmark	4	16	8	2	6	27	24	26
25.United States	9	29	7	5	17	32	56	26
26.South Korea	8	28	5	8	15	28	61	23
27.Croatia	3	13	6	2	5	15	11	20
28.Scotland	8	23	4	7	12	25	41	19
29.Cameroon	6	20	4	7	9	17	34	19
30.Bulgaria	7	26	3	8	15	22	53	17
31.Turkey	2	10	5	1	4	20	17	16
32.Japan	4	14	4	3	7	12	16	15
33.Peru	4	15	4	3	8	19	31	15
34.Republic of Ireland	3	13	2	8	3	10	10	14
35.Ghana	2	9	4	2	3	9	10	14
36.Nigeria	4	14	4	2	8	17	21	14
37.Northern Ireland	3	13	3	5	5	13	23	14
38.Colombia	4	13	3	2	8	14	23	11

FIFA World Cup Soccer Tournaments 1930 to 2010								
Country	Events	Played	Won	Drawn	Lost	For	Against	Points
39.South Africa	3	9	2	4	3	11	16	10
40.Morocco	4	13	2	4	7	12	18	10
41.Costa Rica	3	10	3	1	6	12	21	10
42.Ecuador	2	7	3		4	7	8	9
43.Norway	3	8	2	3	3	7	8	9
44.Australia	3	10	2	3	5	8	17	9
45.Senegal	1	5	2	2	1	7	6	8
46.East Germany	1	6	2	2	2	5	5	8
47.Algeria	3	9	2	2	5	6	12	8
48.Saudi Arabia	4	13	2	2	9	9	32	8
49.Côte d'Ivoire	2	6	2	1	3	9	9	7
50.Ukraine	1	5	2	1	2	5	7	7
51.Tunisia	4	12	1	4	7	8	17	7
52.Wales	1	5	1	3	1	4	4	6
53.Iran	3	9	1	2	6	6	18	5
54.Slovakia	1	4	1	1	2	5	7	4
55.Slovenia	2	6	1	1	4	5	10	4
56.Cuba	1	3	1	1	1	5	12	4
57.North Korea	2	7	1	1	5	6	21	4
58.Honduras	2	6		3	3	2	6	3
59.Jamaica	1	3	1		2	3	9	3
60.New Zealand	2	6		3	3	4	14	3
61.Greece	2	6	1		5	2	15	3
62.Angola	1	3		2	1	1	2	2
63.Israel	1	3		2	1	1	3	2
64.Egypt	2	4		2	2	3	6	2
65.Kuwait	1	3		1	2	2	6	1
66.Trinidad & Tobago	1	3		1	2		4	1
67.Bolivia	3	6		1	5	1	20	1
68.Iraq	1	3			3	1	4	
69.Togo	1	3			3	1	6	
70.Canada	1	3			3		5	
71.Dutch East Indies	1	1			1		6	
72. United Arab Emirates	3	3			3	2	11	
73.China	1	3			3		9	
74.Haiti	3	3			3	2	14	
75.Zaïre	1	3			3		14	
76.El Salvador	2	6			6	1	22	
Totals	397	1544	599	346	599	2208	2208	2143

Two hundred teams entered for the 2002 FIFA Soccer World Cup™ qualification rounds; 198 nations attempted to qualify for the 2006 FIFA Soccer World Cup™; and a record 204 countries attempted to qualify for the 2010 FIFA Soccer World Cup™.

Full Circle

This brings us full circle to this year, 2010 – and the South African show of shows! Let's consider the road South Africa took to achieve 2010…

Soccer as a sociopolitical catalyst

Moses Tshabalala[2] sits on his plastic look-alike soccer ball, on the uneven dusty playing field, just outside his Uncle Elijah's mud and straw house in rural KwaZulu-Natal. Moses is dreaming. He sees a picture of Siphiwe Tshabalala (his soccer idol) scoring a goal, slamming it home between two snow-white sticks on a beautiful green field, and in the background are many people waving colourful flags, blowing on strange-looking instruments and jumping for joy.

He recognises the colourful flag in the picture. He knows that this is the South African flag. Uncle Elijah taught him this, because Moses, at the tender age of nine, has no father and his mother has died of a disease they call Aids. He has never left his village, a place between somewhere and nowhere, where all the roads are dusty. The playing field where he sits, the pride of his village, is where he and his friends play their own version of football. He wears no shoes. How he dreams of owning a pair of shoes like the ones he sees in the picture! Now he is aware that there is another world out there – beckoning him with unfamiliar lights, where people wave colourful flags when they are happy. Maybe his team would be able to play in those shoes… if only he could hold the flag.

This was a dream in 2006. Young Moses had little idea of how far his country would progress, and what important decisions would be made on his behalf in a faraway country, where snow covered the Alpine mountains. Snow is a mystery Moses would only have heard about. How would those decisions touch Moses's life in future? A lot depended on decisions that had been negotiated since 2002, and deliberated long before then. Instinctively, our national leaders had bought into the grand scheme of soccer as a game portraying freedom, yet they wondered about the impossible goal they were pursuing. The leaders were looking to soccer – the future had a more audacious scheme. Audacity was the name of the game; but then again, South Africa surprised with the conundrum of audacious faith in a future, turned on by a peaceful vote for freedom in 1994.

Just you wait Moses! Soccer is an international phenomenon that will come to your country in 2010. However, the road to achieving 2010 was a long and difficult journey.

2 Imaginary person

Soccer – the game of freedom for South Africa

As mentioned earlier, a decade before the first international in England, South Africa had already formalised the game. In 1862, football matches were played in Cape Town and Port Elizabeth between white civil servants and soldiers. The pitch on which they played was probably not much better than Moses's bare patch.

Thirteen years on, in 1879, Pietermaritzburg County Football Club ('whites only') was established. This was followed by the establishment of African and Indian soccer clubs, which became active in Durban and Johannesburg the following year (1880). The die was cast – without this faith in the game, all future growth would have been outside the realm of possibility.

In 1882, the Natal Football Association ('whites only') was formally established, paving the way, in the same year, for the formation of the South African Football Association (later known as FASA) – unfortunately, FASA was also for whites only.

However, the Indian football clubs were not to be outdone, and four years later, in 1886, Indian football clubs made their mark by forming the Transvaal Indian Football Association.

The state of football improved gradually as time went by, and in 1897, the famous English amateur soccer team, the Corinthians, toured South Africa. This was repeated in 1903, and again in 1906, when they lost only five games in their twenty-five-match tour.

The sport was gaining popularity, the Orange Free State Bantu Football Club toured England. Black players were leaders, becoming the first South African football team to play in Europe. We see that the black people of this Rainbow Nation were at the forefront, laying the foundation for international participation, which culminated in the capstone to Nelson Mandela's *Long Walk to Freedom*.

However, history had only just begun for this grand game. In 1902, the Durban Bush Bucks[3] soccer club was established on an American Board mission station. Once again, black people took the lead, but not for long. In the same year, the South African Indian Football Association (SAIFA) was founded in Kimberley, where a national competition for Indians – the Sam China Cup – was held.

The first time an all-white South African soccer team ventured beyond our borders was in 1906, when a tour to play in South America was arranged.

3 Not the same as the "Umtata Bush Bucks", liquidated in 2006.

Our national football team is known as "Bafana Bafana", meaning "the boys, the boys" in isiZulu. The nickname comes from the fans' cry that erupted during the team's triumph at the 1996 African Nations Cup (also hosted in South Africa). Since the end of apartheid and South Africa's sporting isolation, Bafana Bafana has twice qualified – in 1998 and 2002 – for the FIFA World Cup.

In the midst of many legislative roadblocks due to apartheid, the Johannesburg Bantu Football Association was founded in 1929. The following year, the Riotous Assemblies (Amendment) Act No. 19 dampened progress, but soccer moved along, and in 1931, Motherwell, a professional Scottish side, toured South Africa.

The South African-African Football Association (SAAFA) was formed in 1932, and launched the Bakers Cup national tournament. Not to be outdone, the South African Bantu Football Association (SABFA) and the South African Coloured Football Association (SACFA) were formed, both in 1933. This was followed, two years later, by the formation of the Transvaal Inter-Race Soccer Board by Africans, Indians and Coloureds, led up to the Suzman Cup, the first official inter-racial tournament between Africans, Coloureds and Indians. The tournament did not include any whites. In parliament, politicians were feverishly enacting laws and by-laws, creating what would soon become a devastating system of political control. However, this did not stem the tide of new soccer initiatives that followed, beginning with the Godfrey South African Challenge Cup in 1936 and the establishment of Orlando Pirates Football Club in 1937 – the laying of the first solid brick of South Africa's football heritage. Today, the sound of "Up the Bucks!" still rings true as this stalwart club, with the distinctive markings of the pirate skull and crossbones flag flying high, do what they know best – play soccer!

The SAAFA Bakers Cup was renamed the Moroka-Baloyi Cup in 1940, giving the soccer fraternity the first glimmer of hope as the Inter-Race Soccer Board organised a few games between the various racially divided soccer associations.

Politics entered the scene when, in 1944, the African National Congress sponsored the first soccer match at the Bantu Sports Club. During this time, a man of small stature, but great courage, stepped into prominence. Inkosi Albert Luthuli spearheaded the formation of the Natal Inter-Race Soccer Board in the face of the storm. This sparked more courageous steps, and in 1947, the soccer team "Moroka Swallows" was founded.

The dream was gaining momentum, as the soccer ball continued rolling. In 1951, SAAFA (South African-African Football Association), SAIFA (South African Indian Football Association) and SACFA (South African Coloured Football Association) formed the anti-apartheid South African Soccer Federation (SASF).

In 1952, the Federation of International Football Associations (FIFA) admitted the South African Football Association (SAFA) (representing whites only) as a member. The irony was that this was the very year that Nelson Mandela was arrested and tried under the Suppression of Communism Act. This great South African was banned from attending any public meetings, and by implication also any soccer matches, as a soccer match was considered a public meeting. Prophetically, a gathering by all races to play and watch this very same sport posed a picture of the future – an almost impossible vision at that time.

This prophecy was eventually fulfilled. What a great victory for Madiba, the living icon, as he entered Johannesburg Soccer Stadium in 2010, to show the world that our nation had triumphed beyond measure, 58 years later.

Soccer won again when, in 1953, the Durban District African Football Association won the Rhodes Centenary Tournament in Southern Rhodesia (Zimbabwe). We revelled in the success again, in 1955, when Topper Brown, a British coach, led Natal Africans to victory in both the Moroka-Baloyi Cup and the Natal Inter-Race Singh Cup.

The top-class players had no option but to live their dream elsewhere, and Stephen "Kalamazoo" Mokone and David Julius became the first black South Africans to sign professional contracts in Europe, with Cardiff City and Sporting Lisbon respectively. Darius Dhlomo joined Stephen Mokone at Heracles (Almelo) in the Dutch professional league.

Forced changes were still being enacted in South Africa when, in 1958, the South African Bantu Football Association (SABFA) affiliated with the Football Association of Southern Africa (FASA). The Federation of International Football Associations (FIFA) officially recognises the Football Association of Southern Africa (FASA) as the sole governing body of soccer in South Africa.

The next metamorphosis was when money entered the arena. In 1959, the National Football League (NFL) was launched as the country's first entirely professional club league. It was, of course, reserved for whites.

The first decent soccer stadium was constructed and completed in May 1959 as the home ground of "Orlando Pirates", a black club (the former Orlando Stadium was renamed FNB Stadium[4] in 1989). This stadium would play an impressive role in the future, first as a venue of political significance, and second as one of the greatest stadiums in the world. Nearer to home, there were other pressures when, in 1960, the Confederation of African Football (CAF)[5] expelled South Africa. The only silver lining at this time was that South African Women's football had started. Orlando Pirates Women's Football Club and Mother City Girls were among the first (short-lived) black women's football teams.

Two years later, in 1961, the Federation of International Football Associations (FIFA) suspended the Football Association of Southern Africa (FASA). At the time, FASA included some black players within its structure. African, Indian, and Coloured officials in the anti-apartheid South African Soccer Federation (SASF) formed the anti-racist professional South African Soccer League (SASL). The South African Bantu Football Association (SABFA) launched the National Professional Soccer League (NPSL), which shut down the following year, however. In 1962, eleven fans died at Jeppe Station in Johannesburg, following a Moroka Swallows-Orlando Pirates derby at Natalspruit. In an endeavour to promote inter-racial sport, the black club, Orlando Pirates, and the white club, Germiston Callies, arranged a special match across the border in Maseru, Lesotho, where 10,000 spectators watched Germiston Callies win by 3 goals to 1.

On 12 June 1964, Nelson Rolihlahla Mandela was sentenced to life imprisonment, and in October FASA's (Football Association of South Africa) suspension was re-imposed by the FIFA Congress. As a backlash, the FASA leadership was persecuted, arrested, or banned, yet soccer triumphed once again when the Pretoria Sundowns soccer team was revived.

In 1965, Moroka Swallows won their first national championship in the South African Soccer League (SASL). Leeds United winger, Albert "Hurry-Hurry" Johanneson, became the first black South African (indeed the first black ever) to play in an English FA Cup final (against Liverpool). However, in 1966, the South African Soccer League (SASL) folded because of the lack of playing grounds.

In 1969, the government stepped in and cancelled a match between white champions, Highlands Park, and Orlando Pirates in Mbabane, Swaziland. The Football Association of Southern Africa (FASA)'s reputation and international standing was seriously damaged, as FIFA had sanctioned the match. The South African Soccer Federation (SASF) formed a six-team professional league.

4 Named for First National Bank, one of the four major banks in South Africa, that has played a key role in sponsoring soccer over the years.

5 The Confederation of African Football (French: Confédération Africaine de Football), (Arabic: يقيرفألا داحتإلا لمدقلا ةرتكل) is the administrative and controlling body for African association football.

The first decent soccer stadium was constructed and completed in May 1959 as the home ground of "Orlando Pirates", a black club (the former Orlando Stadium was renamed FNB Stadium in 1989).

In 1971, sponsorship was launched and the National Professional Soccer League (NPSL) was renamed the Keg League (later renamed Castle League), sponsored by South African Breweries. Kaizer Motaung's "All-Star XI" was renamed "Kaizer Chiefs", and remains one of the leading teams to this day.

Soccer spirits were high in 1972, and soccer wasweekend entertainment for many. Bernard "Dancing Shoes" Hartze (Cape Town Spurs, Federation Professional League) set a South African record for a single season goal-scoring average: 35 goals in 16 matches.

In July 1972, the Federation of International Football Associations (FIFA) informed the non-racial South African Soccer Federation (SASF), that its application for membership had arrived too late to be placed before the next congress of FIFA in August of that year. FIFA also clarified that the White Football Association of South Africa had not been suspended for contravening its rules, but because of the South African Government's policies.

In August 1972, politics and sport continued unabated. The Federation of International Football Associations (FIFA) executive gave special permission to the Football Association of Southern Africa (FASA) to have overseas teams participate in the South African Games in Pretoria in March-April 1973, asking for the assurance that blacks would be allowed to watch the games.

Further to this, on 26 January 1973, the Federation of International Football Associations (FIFA) announced, after a postal ballot of the Executive Committee, that foreign teams would be allowed to go to South Africa to participate in the South African Games. However, FIFA reversed its decision on 11 February 1973, withdrawing the special permission it had given to amateur football teams to take part in the Games, when it became clear that the Football Association of Southern Africa (FASA) was planning to form separate teams for different ethnic groups. FIFA had temporarily lifted the suspension on FASA on the understanding that the Games would be multi-racial.

International involvement slowly started influencing the soccer scene. In July 1978, a Uruguayan universities soccer team arrived in South Africa for a five-match tour.

Premier Foods has been a part of the South African business community for over 100 years, and in 1979, Premier Milling Company (as it was then known) signed a major sponsorship with Kaizer Chiefs. Much interest was generated in soccer, and in 1981, SABC-TV made its first live broadcast of a South African football match. The advent of sponsorship and television resulted in commercial sponsorships of soccer exceeding R1 million in 1983. In the same year, Jomo[6] Sono bought Highlands Park, historically a white club in Pretoria. He renamed it "Jomo Cosmos". This move by Sono signalled the growing black power in South African soccer.

6 Literal meaning: "burning spear", after the then president of Kenya, Jomo Kenyatta.

In 1985, the Breakaway National Soccer League (NSL) was launched in accordance with anti-apartheid principles.

In 1988, representatives of the African National Congress met with National Soccer League (NSL) and Federation officials in Lusaka to discuss “unity” and the role of soccer in the struggle against apartheid. This was a turning point which clearly indicated that sport in general and soccer in particular formed a united front against political oppression

In 1989, to further this agenda, the First National Bank Stadium, with a capacity to hold 76,000 people, opened at Soccer City (NASREC), situated between Johannesburg and Soweto.

On 11 February 1990, Nelson Mandela was released from the Victor Verster Prison in Paarl. This momentous event was broadcast live all over the world.

The next stride forward was on 8 December 1991, when four historically divided and entirely separate bodies united and founded the non-racial South African Football Association (SAFA) in Durban. The International Football Federation (FIFA) also re-accepted South Africa as a member. Thereafter, domestic soccer was reorganised along non-racial, democratic principles. SAFA received a standing ovation at the congress of the Confederation of African Football (CAF) of 1992, held in Dakar.

South Africa had come a full circle when, on a warm Saturday afternoon on 7 July 1992, it re-entered international football by hosting its first fully representative international soccer match at King’s Park Stadium in Durban. Bafana Bafana (the Boys) showed their colours by defeating Cameroon with one goal to nil.

Before dawn on Wednesday 27 April 1994, the Rainbow Nation stood in readiness outside polling booths throughout the country, chatting to each other, and ready to cast their momentous votes for their new South Africa. Contrary to all expectations, this was a peaceful occasion, surprising the world. The population

had all suddenly become colour blind and mixed freely, whilst patiently waiting to show their citizenship. Queues, miles long, snaked back on each other, as the birth of a nation was being decided in every corner of the country. On this momentous day, there was no hint of pain in the birth of this nation. South Africa has eleven official languages: Afrikaans, English, isiNdebele, Sepedi, Sesotho, siSwati, Setswana, Xitsonga, Tshivenda, isiXhosa and isiZulu. In this regard, it is third only to Bolivia and India in number. While all the languages are formally equal, some languages are spoken more widely than others.

The road towards 2010 was in practice – and practise makes perfect!

The country also recognises several unofficial languages, including Fanagalo, Khoe, Lobedu, Nama, Northern Ndebele, Phuthi, San and South African Sign Language. These unofficial languages may be used for certain official functions, in limited areas, where it has been determined that these languages are prevalent. Nevertheless, their populations are not such that they require national recognition.

Many of the unofficial languages of the San and Khoikhoi people contain regional dialects stretching northwards into Namibia and Botswana, and elsewhere. These people, who are a physically distinct population from other Africans, have their own cultural identity, based on their hunter-gatherer societies.

It is the story of a country's peaceful transition, with no rigging of votes; a process which was carefully monitored, even though no monitoring was required. A nation decided that their desire would fix the course of their country forever.

The African National Congress won this first election, receiving 62.65% of all the votes cast, and a clear parliamentary majority of 252 of the 400 member seats. Nelson Mandela was sworn in as the first black President of the Republic of South Africa on 10 May 1994.

Hours after his presidential inauguration, Nelson Mandela attended an international soccer match at Ellis Park in Johannesburg with 80,000 spectators. Once again South Africa won, this time playing soccer: South Africa 2; Zambia 1.

Soccer became "the game of the people". In 1995, Orlando Pirates won the African Champions' Cup, followed by the African Cup of Nations, when South Africa beat Tunisia 2-1 at the FNB Stadium. In the same year, the multinational Premier Soccer League was launched.

Soccer peace ruled at last

The first real superstar of South African football was Gordon Hodgson, who played in the country's first-ever international against Northern Ireland in Belfast in 1924. He later went on to play for Liverpool and England, and his record of 17 hat-tricks for Liverpool is yet to be broken. After World War II, a flurry of South African footballers left to play in England, almost all of them white, fomer members of the racially segregated national side.

John Hewie was the first South African to play in a FIFA Soccer World Cup™. Thanks to his ancestry, he was picked to play for Scotland in Sweden in 1958.

Then there was David Julius, who left South Africa because of apartheid and played at Sporting Lisbon under the nom de guerre of "David Juliao". He was capped by Portugal.

Colin Viljoen and Brian Stein, whose father was an anti-apartheid activist who had to flee the country, both played for England at a time when there was no South African national side.

Roy Wegerle, who competed for the likes of Chelsea, QPR and Luton Town in England's top flight, became an American citizen through marriage, and competed at the 1994 and 1998 FIFA Soccer World Cup finals. His decision to take up the opportunity to play for the USA came just before South Africa's re-admission into international football.

There were many forgotten heroes who played exceptional soccer, rivalling today's stars; names like Pule "Ace" Ntsoelengoe, Kaizer Motaung and Jomo Sono. They are legendary in South Africa, although their impact on the international scene was negligible. Had they, however, been exposed to international audiences and competition, who knows how different their futures and profiles might have been. Ntsoelengoe, who died in 2006 at the age of 50, is generally regarded as the best ever South African footballer. His career alternated between the colours of Kaizer Chiefs and clubs in the North American Soccer League. His fame and recognition were celebrated beyond SA borders, when in 2004 he was inducted into the US Soccer Hall of Fame. His talent was mourned on the day of his death, when he was eulogised in Krugersdorp.

The sound of vuvuzelas pierced the air as his fans' cries of "A-a-a-ce" rang clearly into the cloudless autumn sky – that was a victory call as good as the last post ringing out at the grave of a lone soldier. Ace, take note, you are remembered.

Matsilele Ephraim Sono, affectionately known as Jomo Sono or the "Black Prince of South African Soccer", was born in the back streets of Orlando East in Soweto, where his father played as mid-field for the Orlando Pirates soccer team. Sono's father died in a car crash in 1960. He was left an orphan, and raised by his grandparents. He survived by selling apples and peanuts at soccer games. This menial occupation offered him his "break" when an Orlando Pirates player did not arrive for a match and Jomo was asked to stand in for him. To the surprise of the organisers, his soccer skills were astounding, and he became a regular player for the team. His skills eventually took him to the USA, where he was an understudy and teammate to the legendary Brazilian star, Pelè, at New York Cosmos.

Later, he helped Toronto Blizzard win the NASL title. Success on the field taught Jomo many things, and when he returned to South Africa, his success as owner-trainer was unrivalled. Sono was voted 49th in the Top 100 Great South Africans in 2004 – we too salute you, Jomo "Burning Spear" Sono.

Another legend, Sizwe Motaung, was the first South African to go to the USA and be named Rookie of the Year, in 1968. Since the end of apartheid, South African footballers have had the same opportunities as the rest of the world, and players like Lucas Radebe, Benni McCarthy, Aaron Mokoena, Shaun Bartlett, Quinton Fortune and Steven Pienaar have been able to compete at the highest level. Indeed, McCarthy is the only South African international player to have won a UEFA Champions League medal, with FC Porto, in 2004.

The bid for the 2010 FIFA Soccer World Cup™

The taste of the FIFA Soccer World Cup™ was savoured in 1997 when South Africa qualified for the 1998 World Cup with a 1-0 victory over Congo, again at the FNB Stadium. In 1998, South Africa participated in its first World Cup final tournament in France.

South Africa was now seeking international status, and made an unsuccessful bid to host the FIFA 2006 World Cup™. After this, organisers vowed to work towards effective infrastructure improvement to bid for the next event in 2010.

Africa was chosen as the host for the 2010 FIFA Soccer World Cup™ as part of a short-lived policy, abandoned in 2007, to rotate the event among football confederations. Five African nations placed bids to host the 2010 FIFA Soccer World Cup™: Egypt, Morocco, South Africa, and Libya and Tunisia jointly, with Tunisia withdrawing when the FIFA Executive Committee decided not to allow co-hosted tournaments. Libya was also not considered as it no longer met the stipulations laid down in the official List of Requirements. And so, South African soccer came into its own, leading to the brave bid by South Africa to host the 19th FIFA Soccer World Cup™ in 2010.

We got it!

The 2010 FIFA Soccer World Cup™ was the largest sporting event ever to have been staged on the continent of Africa. Sport has always been an integral part of South African culture; now, it is also becoming an increasingly important part of the economy.

Hosting mega-sized sports events such as the Olympic Games is generally reserved for developed countries with an already advanced infrastructure. The 2010 FIFA Soccer World Cup™ tournament has been held in developing countries more often, mostly due to the football-rich traditions of Europe and Latin America. Motivated by a desire to promote football and capitalise on its growing popularity elsewhere in the world, FIFA has begun designating host countries outside of these countries. This strategy by FIFA has led to the first ever World Cup hosted in Africa since the competition began in 1930. South Africa's successful bid to host the 2010 FIFA Soccer World Cup™ posed a unique opportunity to assess the impact of such a large-scale event on a developing economy.

The day of 15 May 2004 started as a beautiful spring morning. The bustle of Switzerland's banking centre had slowed down, since it was a Saturday. The world's gaze was on the city of Zurich, where the FIFA president, Sepp Blatter, would announce which country would host the 2010 FIFA Soccer World Cup™ tournament. In one dramatic breath, he declared "South Africa!" South Africa received 14 votes, Morocco 10 and Egypt none. This was an emotional moment for all South Africans, and Nelson Mandela, who was present, wept tears of joy. "I feel like a young man of 15," he told the audience. In South Africa, people of all races erupted in jubilant celebration of this historic announcement.

It took 147 years from the time the first soccer game was played in Cape Town for the country to reach the pinnacle of success by hosting the most prestigious soccer event, the 2010 FIFA Soccer World Cup™. South Africa would not disappoint. After all, we are the Rainbow Nation, and a rainbow is the sign of promise.

There were many heroes in this remarkable saga, but undoubtedly this great achievement would not have been possible without the sociopolitical part played by soccer on the road to freedom. A road intertwined with blood and tears and political strife. It could happen only once in the history of any nation that one as great as Madiba experiences such a worthy culmination of his "Long Walk to Freedom".

Desmond Tutu, his fellow South African Nobel Peace Prize laureate, called Mandela "God's gift to South Africa" and South Africa's "gift to the world". Success was no longer an option – South Africa would succeed, and the world would stand in amazement.

How South Africa did it

The 2010 FIFA World Soccer Cup did not just happen. South Africa learnt a long time ago that you grow, through "baby steps", and the best way to do this is through practise.

Practice makes perfect. So we would like to give you a tour of how this new nation re-invented itself in order to reach a point where it could host the greatest single sporting event in the world.

The baby steps developed naturally and instinctively, each resulted in a profitable and enjoyable experience. The sporting public believed that what was arranged prior to the culmination of hosting the 2010 FIFA Soccer World Cup™ was merely for the development of sport, but there was a more significant goal in sight. South Africa had a dream that started with soccer in 1862, and finished with soccer in 2010. This began once the freedom of 1994 was achieved, and the road was open to put to work all that we had achieved in previous years. This was not just for the good of sport, but also to showcase South Africa to the world, with Nelson Mandela's 27-year dream of a free society becoming a reality.

The secret is about how this new nation, a country and people that had been hidden from view, forged ahead. Sport was the *Genie* – it was indeed the catalyst. Our people have been throwing bones to foresee the future for many generations, so why not use real bones, i.e. people playing sport, to make the future happen?

South Africa has regularly hosted major international sporting events, and since 1994 has successfully managed some of the biggest events in a number of sporting disciplines, including the Rugby World Cup, the Cricket World Cup, the International A1 Grand Prix, the Indian Premier League, and the FIFA Confederations Cup. Finally, we also achieved our goal of hosting the *crème de la crème*: the world's biggest single-code sporting event, which in terms of television audience is even bigger than the Olympic Games – an event in a class of its own: the FIFA Soccer World Cup™.

During four glorious weeks, which began on 11 June 2010, South Africa was the centre of the world. Historically, the 2006 World Cup in Germany was the most extensively viewed event in television history, but South Africa 2010 drew even larger audiences. The eyes of billions of television viewers, millions of international visitors and the cream of the world's sporting media were rigidly focused on the southern tip of Africa. Here, where the warm water of the mighty Indian Ocean on the east coast mingles with the cold western current of the Atlantic Ocean, nature reflected the greatness of this event. An event which, in its simplicity, is based on passing a ball; a round masterpiece of engineering tested by the Sports Technology Research Group of Wolfson School of Mechanical and Manufacturing Engineering at Loughborough University[7] – the Adidas FIFA ball. It would be amiss not to mention other noteworthy international events which have played out in this beautiful country in the recent past.

7 In 1863, the first specification for footballs was laid down by the Football Association. Previous to this, footballs were made of inflated leather, with later leather coverings designed to help footballs maintain their shape. In 1872, the specifications were revised, and these rules have been left essentially unchanged as defined by the International Football Association Board. Differences in footballs created since this rule came into effect have related to the materials used in their creation. Footballs have undergone dramatic changes over time. During medieval times, balls were normally made from an outer shell of leather filled with cork shavings. Another method of creating a ball was using animal bladders for the inside of the ball, making it inflatable. However, these two styles of creating footballs meant that the ball punctured easily and was poorly designed for kicking. It was not until the 19th century that footballs developed into the football of today.

1995 Rugby World Cup

After a pulsating 1995 Rugby World Cup final in Johannesburg, Nelson Mandela handed the William Webb Ellis Trophy to Springbok captain Francois Pienaar. He testified to the world that this new nation was ready for anything. South Africa has shown itself capable of not only hosting the really large sporting events, but also making huge successes of them.

1996 African Nations Cup

One year later, Madiba, was on hand once more to present the African Nations Cup trophy to South Africa's soccer team, Bafana Bafana. As with the Rugby World Cup, the continent's premier football event went off smoothly in South Africa, with events and venues sold out and reflecting impressively well-behaved supporters, a rare occurrence not always associated with international soccer matches.

1996 World Cup of Golf

In the same year, Cape Town's Erinvale Golf Club played host to the World Cup of Golf. Local golfing hero, Ernie Els, played out the final against Wayne Westner, taking full advantage of the familiar conditions and home crowd support to decimate the opposition and win the event by a record 18 shots.

1998 World Cup of Athletics

After impeccable preparation, the world's top athletes were in Johannesburg two years later for the World Cup of Athletics. Despite unusually poor weather for South Africa's business capital, the event went off smoothly, with local athletes playing a vital role in ensuring Africa's victory in the team competition. The Rainbow Nation led the field again.

2003 Cricket World Cup

Unfortunately, in 2003, home advantage didn't help a well-prepared South African team. The Proteas underperformed and failed to progress to the knockout stage of cricket's showcase tournament. The event was well supported and organised with the same impeccable precision, a trait for which South Africa was now being noticed. Day-night matches had become a staple of the event for the first time. In a high-scoring final in Johannesburg, Australia successfully defended the title that they had won four years earlier in England.

2003 President's Cup

Not to be outdone, the golfing fraternity presented the 2003 President's Cup at Fancourt Golf Course near George. Amidst the Western Cape's unsurpassed natural beauty. This tournament was rated one of the most well-organised – and most exciting – golfing events ever. The four-day shootout between the USA and the international team culminated in a sudden-death playoff between Tiger Woods and Ernie Els who completed three holes, before fading light finally halted play. In a first for the competition, team captains Jack Nicklaus and South African icon Gary Player agreed to share the trophy, even though, as defending champions, the USA should have kept it. Afterwards, Nicklaus said it was "the most unbelievable event the game of golf has ever seen". Coming from such an esteemed golfer, this was a compliment to cherish. SA's President's Cup overflows with pride in its accomplishments.

2005 - 2008 Women's World Cup of Golf

Fancourt was such a success during the President's Cup that this venue was also chosen to host the inaugural Women's World Cup of Golf in 2005, which was won by Japan. In 2006, the event moved to the Gary Player Country Club at Sun City, home to the Nedbank Golf Challenge and one of golf's richest tournaments. Sweden, led by Annika Sorenstam, took the title for her country.

The event was repeated in 2007, at the same venue, where first-timers Paraguay stunned the 21 other competing countries to win *by seven strokes*. Paraguay's Julieta Granada graciously commented afterwards: "The crowds were awesome … They were cheering us on and they liked our outfits. It was a lot of fun. And the baboons … I liked the baboons. They are all my friends." Indeed, interaction with nature is a common feature of South Africa.

In 2008, the Philippines held off South Korea to win the title by two strokes, once again a momentous occasion. South Africa has made its mark in the grand old game of golf. This augers well for the future of similar events, played in the sunshine whilst utilising the best facilities and organisation the world can offer.

2006 Paralympic Swimming World Championships

In 2006, Durban hosted the fourth International Paralympic Committee Swimming World Championships. South Africa's Natalie du Toit excelled, with her usual humility and great style, winning six gold medals, including a third place overall – *against both male and female opposition* – in the five-kilometre open-water swim. The country views Natalie as a national hero in more ways than one – she shows us willingness and determination be followed by victory.

2007 World Twenty20 Championships

A new method of international cricket made its debut in South Africa when we hosted cricket's inaugural Twenty20 World Championships with a style to match its efficiency. A specially accelerated vibe and energy was created that many felt was lacking at the 2007 World Cup (the longer, 50-overs-a-side version of the game) played in the West Indies earlier in the year. The abiding memory of this event was its beauty, accentuated by South Africa's colourful flag: the Rainbow Nation's pride. Fans from far and wide mingled to become part of the spectacle and add to the colour – sports and entertainment fused in a wildly successful first edition of the shortest form of international cricket.

2009 FIFA Confederations Cup™

South Africa hosted the 2009 FIFA Confederations Cup, which was really a successful dress rehearsal for the 2010 FIFA Soccer World Cup™. The event was enthusiastically supported by colourful, pulsating crowds, and the football was hugely entertaining. South Africa's Bafana Bafana made it to the semi-finals, where they were beaten 1-0 by Brazil, who scored an 87th minute winning goal. The USA shocked European champions, Spain, by beating them 2-0 to reach the final. In the play-off for third and fourth places, Spain edged South Africa out by winning 3-2 after extra time in a humdinger of a game, while Brazil went on to claim the title with a 3-2 win over the USA, having fought back from 2-0 down at the break. Well done Brazil!

2009 Indian Premier League

The 2009 DLF Indian Premier League produced quite a turnaround because of the success of the first year of the 20-overs-a-side cricket extravaganza. The final featured the two teams that propped up the table in 2008, and the tournament flourished, not in India but in South Africa! The most lucrative cricket tournament in the world was moved to South Africa after the Indian government conceded that it was unable to guarantee the security of spectators in that country. Elections were taking place in India at the time, and there had been a terrorist attack on the Sri Lankan national team in neighbouring Pakistan in March preceding the event.

The tournament took place in six cities across South Africa from 18 April to 24 May, with the Deccan Chargers, the "cellar dwellers" in 2008, holding off the Royal Challengers Bangalore to win the final by six runs at a packed Wanderers Stadium in Johannesburg. Cricket was the real winner, though. All available flags were flying in boisterous accord and fans chanted wonderful songs of praise for an event that had very nearly been scuttled. The incredible success story of the 2009 IPL, however, was the fact that it was moved to South Africa from India only three weeks before it was due to begin. The sold-out grounds heaved, buzzed and roared to the glitz and glamour of the IPL and its massive Bollywood connections, with teams featuring the cream of the world's cricketers. Wow! Go South Africa! This will become big business.

2009 ICC Champions Trophy

Like the IPL, the 2009 ICC Champions Trophy *was also not originally scheduled for South Africa*. The country was chosen to host the event following the unfortunate terrorist attack mentioned above. Sri Lanka was originally selected as the new venue, but when doubts were expressed about the weather conditions on the island in the months of September to October, it was decided to move the event to South Africa. In the final, played at one of South Africa's premier cricket grounds, SuperSport Park in Centurion near Tshwane (Pretoria) on 5 October, Australia ended the run of tournament giants, New Zealand, to claim the title. This elite, eight-nation, 50-overs-a-side competition went off without a glitch, providing an excellent yardstick in the process for the International Cricket Council to measure the "longer" limited-overs version of the game against its upstart rival, Twenty20 cricket. These are changing times for cricket.

2009 UCI Mountain Bike World Cup

Mountain bikes are becoming famous throughout the world for being highly competitive and masterpieces of super technology. These bikes have caught the imagination of those with the necessary stamina and fortitude to compete in this sport. South Africa, for the first time, hosted a round of the UCI Mountain Bike World Cup in Pietermaritzburg in 2009. The event, included downhill, cross-country, and four-cross races. It drew fantastic crowds. In fact, the organisers and the printers ran out of tickets, leading to a decision to open the gates to fans at no cost. It was a huge success for a relatively new sport, and another first for South Africa. No doubt, the organisers will overestimate ticket numbers in future. South Africa did well again (there must be some great muti[8] in this country with the most colourful flag!). Home town favourite, Greg Minnaar, thrilled the locals by rocketing to victory in the downhill event, while Burry Stander, from Port Shepstone on the KwaZulu-Natal coast, shone with a third place in the cross-country race. World cycling's governing body, the UCI, was very impressed by the support shown by South African mountain biking fans. Nissan, the main sponsor, had withdrawn its sponsorship of the World Cup because of the economic crisis, and the event was in limbo. However, when the series expanded worldwide again for 2011, South Africa was back on schedule, a testament to the success of the 2009 event.

8 African medicine.

2010 FIFA Soccer World Cup™

South Africa's 2010 FIFA Soccer World Cup™ put to rest, once and for all, the idea that Africa is incapable of hosting world-class events of this magnitude. FIFA gave the country a near-perfect 9 out of 10 for the show it staged. Spain won football's biggest prize for the first time, beating Holland 1-0 in extra time in front of a worldwide television audience *estimated at 700 million people.* While the Spanish made a favourable impression on the field, South Africa and its people were the real stars of the tournament. Everyone who visited the country was bowled over by the warmth of the welcome they received, the quality of the country's facilities, the richness of its attractions, and the sheer energy which trumpetted Africa's first FIFA Soccer World Cup™. South Africans united as never before during the event, and Bafana Bafana wasn't the only target for their flag-waving, vuvuzela-blasting enthusiasm. Ghana felt the love, too, as did every foreign visitor to the Rainbow Nation, in its finest hour since 1994.

In his final presentation speech on 15 May 2004, the Bid Committee's Chief Executive Officer Danny Jordaan said South Africa's bid had drawn "from resources that lie deep in the belly of our nation." The next day, at 21 minutes past noon, FIFA President Joseph S. Blatter opened a white envelope, revealing South Africa as proud 2010 FIFA World Cup™ hosts after the vote by the 24 FIFA Executive members.

2010 BMX World Championships

Not deterred by the cancellation of the UCI Mountain Bike World Cup, and less than a month after the completion of the 2010 FIFA Soccer World Cup™, Pietermaritzburg hosted the 2010 BMX World Championships in grand style. A first-of-its-kind track was built for the event, *incorporating two different starting ramps.* The racing was adrenaline-filled stuff, with Latvia's Maris Strombergs and Great Britain's Shanaze Reade coming out tops in the men's and women's elite categories. South Africa's Sifiso Nhlapo thrilled the home crowd by finishing second to Strombergs, while there were gold medals for Sharlene McGillvray in the women's plus-45 age group, Teagan O'Keefe in the elite junior girls' division, and Georgina Grassie in the girls' U9 final. Watch this space for more mountain biking challenges, and remember the name "Sifiso"!

A1 Grand Prix

Besides the F1 series there is, of course, the A1 Grand Prix International Series[9]. South Africa has hosted a leg of the A1 Grand Prix since 2006, when the Durban event was named the best event in the World Cup of Motorsport's inaugural season. A sell-out crowd of close to 100,000 fans lined the 3.2-kilometre street circuit in South Africa's "coastal playground" as the Netherlands took the honours in the feature race, following France's victory in the sprint race. Germany scored back-to-back wins in the sprint and feature races in 2007, while Switzerland and Canada shared the feature and sprint honours respectively in 2008. For logistical reasons, in 2009, the South African A1 Grand Prix moved to Kyalami, Johannesburg, previously the home of the South African Formula One Grand Prix. Jeroen Bleekemolen of the Netherlands and Neel Jani of Switzerland secured victories in the sprint and feature races.

9 A1 GP is a relatively new series started in 2004 by Sheikh Maktoum Hasher Maktoum Al Maktoum of Dubai. Instead of having private teams racing each other, countries compete against each other just as in World Cup soccer and the Olympics, for example, Team Great Britain, Team USA, Team India, etc. All teams use the same engine, chassis, tyres, etc. The only changes that can be made are to the setup of the car to suit a track. The FIA is the governing body.

Fina Swimming World Cup

Durban, a sub-tropical city on the eastern seaboard of South Africa, has been one of eight stop-offs on the Fina Swimming World Cup short-course (25 metre) circuit since 2003, drawing some of the world's best swimmers to the Kings Park Aquatic Centre, and helping to eradicate the myth that Africa is poor in swimming talent and infrastructure. South Africa's Ryk Neethling was the overall men's winner of the event for two years running, with 21 race victories in the 2004/05 series and 16 victories in 2005/06.

Red Bull Big Wave Africa

Anybody who has surfing in their bones (or should it be salt water in their lungs?) has an adrenaline rush when something like the Red Bull Big Wave Africa surfing event hits their coastal wave-line. This event took place for 10 years, from 1999 through 2008, at Dungeons Reef near the mouth of Hout Bay in Cape Town, a unique fishing village that seems unchanged since the last century, and which is renowned for the biggest surfable waves on the coast of Africa.

The event is currently "in hibernation" – not surprisingly, given its extreme nature and stringent criteria. There have been just four champions: South Africa's Sean Holmes in 2000, Californian Greg Long in 2003, South African John Whittle in 2006, and South African Grant "Twiggy" Baker in 2008. But who knows, the successes that have been achieved and the stories which have now been widely circulated may spark off the right stuff to bring them back!

Six-star-rated surfing events

Just as a surfboard keeps popping up above the waves, South Africa remains home to a six-star-rated World Championship Tour event, the Billabong Pro at Supertubes in Jeffreys Bay, a picturesque coastal village said to be capable of producing "the perfect wave". In addition, two six-star-rated World Qualifying Series events, the long-standing Mr Price Pro (Mr Price is a hugely successful retail chain quoted on the Johannesburg Securities Exchange who unstintingly sponsor this event), and the Quiksilver Pro, both take place in Durban.

Before the games

Notwithstanding all the evidence presented above, there were many doubting Thomases who did not believe that the 2010 FIFA Soccer World Cup™ would be the success that it was. You did not need to have sharp hearing to take note of the negative comments made around the morning coffee before work:

"South Africa just does not have the infrastructure…no buses or trains, man! And how about the lack of hotels, not to mention the crowds …"

"The stadiums will never be finished in time… the roads are a mess, it takes me two hours to get to the office, and then some…"

"They'll never make it, just wait and see… we will disgrace ourselves, and some civilised country will get the World Cup… just you wait and see …"

Yes, indeed, wait and see. South Africa has overcome greater challenges than these, just you wait!

The impact of hosting an event in South Africa

Vicki Myburgh, Director, *PwC* South Africa

The sports market consists of gate/ticket revenues for live sporting events, TV rights fees, and sponsorships (which includes payments to have a product associated with a team or an event as well as naming rights) and merchandising revenues (which includes the sale of licensed products with team logos or other intellectual property).

South African outlook

Overview

South Africa successfully hosted the FIFA Soccer World Cup™ in 2010, contributing to FIFA's most profitable tournament to date. The World Cup generated approximately R29 billion in revenues for FIFA, up nearly 25 per cent from 2006. The profits from the tournament will finance approximately 95 per cent of FIFA's operating budget during the next four years.

While FIFA retains most of the revenues generated by the tournament, South Africa also received a major infusion. The sports industry generated more than R10 billion in direct revenues from gate receipts, media rights, sponsorships and merchandising. This figure does not include advertising on television and other media associated with the tournament, nor the non-sports revenues generated from foreign visitors. In total, foreign visitors to South Africa spent approximately R11 billion. The South African Football Association will receive approximately R750 million from the FIFA World Cup™.

In preparation for the 2010 Soccer FIFA World Cup™, the government spent R11.7 billion on new and upgraded stadiums. An additional R11 billion was spent on the transportation infrastructure and R1.5 billion in upgrading the telecommunications infrastructure and broadcast equipment. Further expenditures by municipalities brought the total to approximately R40 billion.

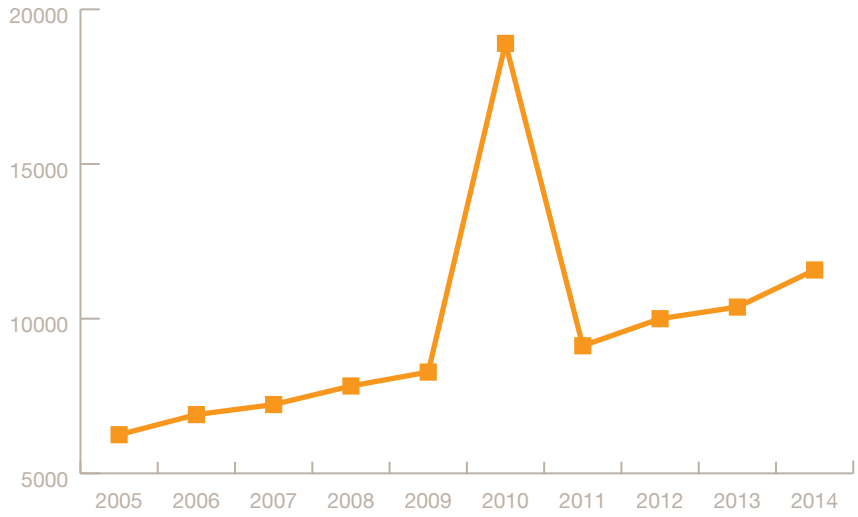
These upgrades and the successful hosting of the FIFA World Cup have positioned South Africa to bid for other major international events as well. The South African Rugby Union previously applied to host either the 2015 or the 2019 Rugby World Cup, and immediately following the FIFA World Cup, South Africa announced it would bid for either the 2020 or the 2024 Olympics.

Sports revenues in South Africa will more than double in 2010 as a result of the FIFA World Cup. In addition to the spending associated with the tournament itself, media rights and sponsorship revenues for South African football have increased since South Africa was named the host country.

Although a significant portion of the spending expected in 2010 will leave the market in 2011, the FIFA World Cup will provide an ongoing lift to sports in South Africa.

In 2009, the sports market rose by 5.8 per cent, down from the 8.3 per cent increase in 2008. That drop in part reflects the loss of media rights and sponsorship and merchandising revenues associated with the 2008 Olympic Games in Beijing. The recession also contributed to a slowdown in growth. Gate revenues, on the other hand, rose by 7.5 per cent, benefiting from the Confederations Cup and the Indian Premier League season that were held in South Africa in 2009, but not in 2008.

Sports Spending (R Millions)



Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

In 2010, we expect spending to jump to R18.9 billion from R8.3 billion in 2009, a 128.4 per cent increase. The market will recede to an estimated R9.1 billion in 2011. We expect above-average gains in 2012 and 2014, associated with the London Olympics and the FIFA World Cup in Brazil in those years.

For the forecast period as a whole, spending will grow at a 6.9 per cent compound annual rate, increasing to R11.6 billion in 2014.

South Africa's share of the EMEA sports marketplace rose to 2.6 per cent in 2009 from 2.3 per cent in the prior two years. We expect a jump to 5.4 per cent in 2010, with the share falling to 2.7 per cent in 2011, which will be above its level in 2009. We expect that share to drop to 2.6 per cent in 2012 as the UK receives the largest boost from the 2012 Olympics. We then look for the share to rebound to 2.8 per cent in 2013-14. Excluding the one-time impact of the FIFA World Cup, we expect South Africa's underlying share to rise during the next five years.

Sports market (R millions)											
South Africa	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2010–14 CAGR
Gate Revenues	3,150	3,350	3,500	3,650	3,925	9,000	4,250	4,500	4,800	5,125	
% Change	6.8	6.3	4.5	4.3	7.5	129.3	-52.8	5.9	6.7	6.8	5.5
Media Rights	1,100	1,250	1,325	1,475	1,500	3,500	1,750	2,000	2,025	2,350	
% Change	4.8	13.6	6.0	11.3	1.7	133.3	-50.0	14.3	1.3	16.0	9.4
Sponsorship and Merchandising Revenues	2,000	2,300	2,400	2,700	2,850	6,400	3,125	3,500	3,550	4,100	
% Change	6.2	15.0	4.3	12.5	5.6	124.6	-51.2	12.0	1.4	15.5	7.5
Total	6,250	6,900	7,225	7,825	8,275	18,900	9,125	10,000	10,375	11,575	
% Change	6.2	10.4	4.7	8.3	5.8	128.4	-51.7	9.6	3.8	11.6	6.9

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

Gate revenues

Approximately 3 million people attended the FIFA World Cup matches in 2010. At an average price of approximately R1,700, gate revenues totaled nearly R5.1 billion, which by itself was larger than combined gate revenues for all sports in South Africa. The cheapest tickets for South African spectators were priced at R140, which allowed more affordable access to the average supporter.

We expect gate revenues to total R9 billion in 2010 from R3.9 billion in 2009, a 129.3 per cent increase. Without the FIFA World Cup in 2011, spending will drop by an estimated 52.8 per cent to R4.25 billion.

The new and upgraded stadiums have significantly expanded gate capacity in South Africa. Simply creating a new venue does not create a useful afterlife for it, and there is always the risk that a shiny new stadium built for the Olympics or the FIFA World Cup will end up being underutilised. Although capacity does not automatically translate into admissions, we expect it will have a positive impact. Additionally, new stadiums typically attract more people than older stadiums.

It is expected that the new 95,000-seater Soccer City (renamed FNB Stadium) will cost between R25 million and R30 million per year to maintain. The stadium has been built as a multi-purpose venue and can be booked for events other than soccer matches. The managers of the stadium believe that there is no fear of the venue becoming a "white elephant" and that the stadium will easily be able to pay for itself. The remaining venues could, however, prove very costly to run, unless a plan is put in place to use those stadiums profitably. A former FIFA World Cup host was forced to bulldoze some stadiums which had been specifically built for the 2002 event after they found it cheaper to demolish than maintain them.

Admissions and gate revenues will also benefit from improved economic conditions.

We expect the combination of new stadiums and an improved economy will lead to high single-digit gains in 2012-14.

For the forecast period as a whole, we project gate revenues to grow at a 5.8 per cent compound annual rate to R5.1 billion in 2014.

Gate revenues (R millions)

South Africa	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2010– 14 CAGR
Gate Revenues	3,150	3,350	3,500	3,650	3,925	9,000	4,250	4,500	4,800	5,125	
% Change	6.8	6.3	4.5	4.3	7.5	129.3	– 52.8	5.9	6.7	6.8	5.5

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

Sponsorships and merchandising

The FIFA World Cup generates most of its revenues from sponsorships, merchandising and media rights. Sponsorships for FIFA in 2010 totalled approximately R9 billion, an 80 per cent increase from 2006.

Adidas, Coca-Cola, Emirates, Sony, Visa and Hyundai-Kia are the current FIFA partners. The number of partners was reduced from 15 in 2006, with each now paying substantially more. There were eight FIFA World Cup sponsors in South Africa, which included Budweiser, MTN and MacDonald's, while the six national supporters included the Passenger Rail Agency of South Africa (PROSA), Neo Africa and FNB.

Sponsorships also support the national teams and the various football leagues and teams in South Africa. Adidas, ABSA, Vodacom, Nedbank, SAB, Sasol, First National Bank, Coca-Cola, South African Airways, Mercedes, Avis and Volkswagen are among the leading football sponsors.

Although not an official sponsor, Nike has been expanding its presence in South Africa with television and other media advertising in conjunction with the FIFA World Cup. Bafana Bafana, South Africa's national team, is considering ending its long-term relationship with Adidas and switching to Nike.

Sasol has recently announced that it will end its lead sponsorship of Springbok rugby at the end of 2010. This sponsorship includes the national Springbok team, the Springbok Sevens, the "A" team and the U-20 Springboks. This announcement was made after Sasol and the South African Rugby Union failed to reach mutually agreeable terms to renew the contract.

Although masked by the FIFA World Cup, the weak economy is having an adverse impact on some companies. Vodacom, for example, is considering cutting back on its sponsorship of Super 14 rugby as it looks to reduce expenditures in the face of reductions in revenues, in part due to a cutback in the wholesale call termination fees it can charge. In general, however, ongoing contracts with sponsors limit Super 14 rugby's sensitivity to the economy.

Most merchandising revenue is generated at the events themselves. In 2009, the added international events and the rise in gate attendance boosted spending.

Over the longer run, the increase in attendance at the new larger stadiums will also have a positive impact on merchandising.

The combined sponsorships and merchandising market rose by 5.6 per cent in 2009. Sponsorships associated with the FIFA World Cup as well as merchandise sold at the matches themselves will lead to a 124.6 per cent increase to R6.4 billion in 2010.

Sponsorship and merchandising revenues (R millions)

South Africa	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2010– 14 CAGR
Sponsorship and Merchandising Revenues	2,000	2,300	2,400	2,700	2,850	6,400	3,125	3,500	3,550	4,100	
% Change	6.2	15.0	4.3	12.5	5.6	124.6	– 51.2	12.0	1.4	15.5	7.5

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

Most of that spending will leave the market in 2011, resulting in a 51.2 per cent decline.

The Olympics in 2012 will provide another double-digit increase in local advertising spending, while the absence of the Olympics in 2013 will lead to a slowdown in growth to only 1.4 per cent. Then, in 2014, the next FIFA World Cup in Brazil will provide an estimated 15.5 per cent increase.

For the forecast period as a whole, we project sponsorship and merchandising to increase to R4.1 billion from R2.9 billion in 2009, a 7.5 per cent compound annual increase.

Media rights

The media rights market is affected by several trends. The advertising environment is a major factor, as it determines to a large degree the return on the investment in sports rights. Pay television broadcasters are playing a growing role in the market, because the pay television universe and pay TV revenues are growing, despite the recession. Consequently, the return on a sports rights investment for pay TV broadcasters is improving, and they are bidding more aggressively for rights. Meanwhile, the emergence of new outlets such as the Internet and mobile phones are providing increased value for any potential rights holder.

In addition to these underlying drivers, rights fees to major international events also affect the market. Global media rights to the FIFA World Cup totalled approximately R20 billion, the largest single revenue source for FIFA.

Positive signs of recovery

Sponsorship is back on the marketing agenda, according to the IFM Sports Marketing Surveys 2010 Global Industry Survey. Of the sports marketing professionals surveyed:

- *In 2009, 36% strongly felt that brands had to think twice about sponsorships due to adverse public opinion, with this decreasing to 29% in 2010.*
- *Nearly two-thirds of those involved in sponsorship believe it offers a much wider reach and impact for a brand than advertising.*
- *Over 60% also believe that sponsorship is great for highly targeted campaigns.*

Sponsorship revenues are beginning to return to previous levels:

- *In 2009, 19% felt that global sponsorship revenues would rise. This has more than doubled to 40% in 2010.*
- *In 2009, 49% of sponsors felt that they would decrease their own spend. Only 30% are predicting this for 2010.*

Source: PricewaterhouseCoopers' Back on track? The outlook for the global sports market to 2013

Media rights fees (R millions)

South Africa	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2010– 14 CAGR
Media Rights Fees	1,100	1,250	1,325	1,475	1,500	3,500	1,750	2,000	2,025	2,350	
% Change	4.8	13.6	6.0	11.3	1.7	133.3	– 50.0	14.3	1.3	16.0	9.4

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

In South Africa, of course, the FIFA World Cup helped drive overall media rights to an estimated R3.5 billion, from R1.5 billion in 2009, a 133.3 per cent increase.

An estimated 700 million people globally watched the FIFA World Cup final between Spain and the Netherlands. That total exceeded the estimated 600 million that watched the opening ceremonies of the Beijing Olympics in 2008. In South Africa, more than 10 million people watched the opening match between South Africa and Mexico as well as the South Africa-Uruguay match, while 9.5 million watched the Ghana-Uruguay match, which was the last appearance by an African country in the tournament. The South African Broadcast Corporation (SABC) had the broadcast rights.

Pay TV providers would pay more for rights if they were exclusive. Exclusive rights also benefit sports leagues, as they generate more revenue.

If these listings were to be expanded, it would limit rights fee growth. At the same time, a growing pay TV universe penetration is projected to increase to 58 per cent by 2014, while a growing mobile Internet market will expand the overall media rights market. Growth of Internet protocol television (IPTV) and digital terrestrial television (DTT) during the next five years will also expand the rights market.

In addition to the economy and competition, the market is also affected by rights to major international events such as the Olympics and the FIFA Soccer World Cup™. After the surge in 2010, we can expect media rights to decline by 50 per cent in 2011.

The London Olympics in 2012 will lead to a projected 14.3 per cent increase, and we expect a 16.0 per cent rise in 2014 related to the FIFA Soccer World Cup™ in Brazil.

Media rights will increase to R2.4 billion in 2014, a 9.4 per cent compound annual increase from 2009.

Future challenges facing the global sports market

The ongoing globalisation of the sports market, combined with changes in distribution platforms and evolving commercial and economic factors, means each component of the market faces a number of challenges during the period up to 2013.

Sponsorship: Smaller brands facing an uphill battle

Globally, sponsorship is the second biggest component of the sports market after gate revenues, and will be the fastest-growing component through to 2013. Since 2008, the economic downturn has focused a rising proportion of attention and spending on the biggest sports brands with global reach and pulling power. While these have continued to attract massive sponsorship deals and strong revenues, the mid-level brands have found it harder to attract major sponsors, and sponsorship of the smaller local sports brands has been hit by potential backers reducing discretionary spend in the economic downturn. Alongside this shift, sponsors are also demanding more clarity and specific measurement of the value they get in return for their investment, and the bigger sports brands are generally more able to provide this.

A further impact of the recession has been to accelerate the existing move towards an increased focus on social responsibility and community involvement in sponsorship deals, including support for sport at grass roots level. This trend involves reducing the emphasis on corporate hospitality in a tough economic environment. A further current issue is that major events such as the Olympics and FIFA Soccer World Cup™ need to be careful that the restrictions they place on sponsors' use of their brand and logo do not undermine the business case for sponsoring them.

Gate revenues: Price and attendance – striking the right balance

Global revenues will remain the biggest component of the global sports market by a significant margin throughout the forecast period, although its growth will be the slowest. The gate revenue market varies widely from country to country, reflecting local economic factors such as disposable income, economic confidence, and the strength and competitiveness of the sports and leagues on offer. In some countries, such as the US and the UK, attending live sports events is an integral part of the culture; in others, especially emerging markets where the tickets are less affordable, far fewer people go to events. Failing to understand the local economic and cultural factors can result in sports bodies setting prices too high for the local economy when entering new geographical markets.

A further challenge facing the gate revenue market globally is how to strike the right trade-off between charging premium prices for seats (including those for corporate hospitality) and attracting higher attendance at games. The corporate hospitality market is a vital source of gate revenues for sports such as Formula 1 and tennis in developed

markets, and is sometimes used to subsidise affordable seats in football. But corporate hospitality is underdeveloped in many – especially emerging – countries, raising the question of whether this valuable source of revenue can be developed in more geographies. More generally, attempts to boost gate revenues by raising ticket prices risk reducing attendance and creating a lack of atmosphere for TV viewers, undermining the value of broadcast media rights.

Broadcast media rights: Facing up to a multi-platform world

Broadcast media rights are the third biggest component of the global sports market behind gate revenues and sponsorship. Growth in underlying spending on media rights (ongoing events only) will be healthy during the forecast period, partly reflecting the fact that they are less susceptible to near-term economic developments, because many rights are locked in to long-term contracts. The wide array of issues impacting media rights – including economic factors, competition regulation and changes in delivery technologies and platforms – makes it an especially complex marketplace. It is also an area where there can be significant unforeseen impacts. For example, international rights that show European football in an emerging market can actually stunt the development of the sport locally, since consumers are so used to the higher-grade product.

Currently, the overarching challenge for all parties in the media rights market is how to protect and monetise rights in a multi-platform world of pervasive (and often freely available) digital content, echoing the problems encountered by music and, to a lesser extent, movies. The negative impact of the economic downturn on advertising spending, and the resulting shift towards subscription models, has seen pay TV companies become the main driver of rights deals. However, while exclusive rights deals may be more lucrative for sports bodies, they risk driving up the costs of players' salaries, and can attract attention from competition and media regulators. In March 2010, several sports governing bodies in the UK were reported to be considering legal action against the media regulator Ofcom over its attempts to force British Sky Broadcasting Limited ("Sky TV") to cut the prices at which it sells its sports channels to rivals. The sporting bodies argued that this move could reduce the investment at grass roots level that Sky TV is funding.

Merchandising: Exposed to shifts in consumer confidence

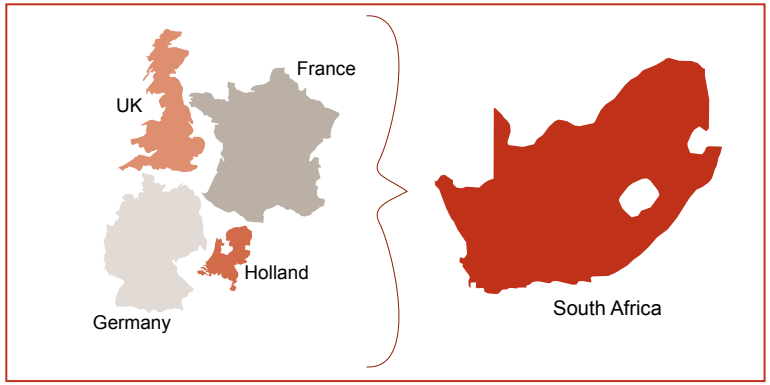
The global merchandising market is heavily dominated by North America, which will continue to account for around three quarters of total global spending throughout the forecast period. This underlines the impact of local cultural and behavioural factors, such as the tendency for North American consumers to buy apparel at games. Merchandising will continue to be the smallest of the four components of the sports market.

Merchandising is more exposed than the other categories to economic conditions, owing to its heavy reliance on consumers' disposable income. Major events also play a significant role, limiting growth in odd-numbered years (non-Olympic and non-FIFA World Cup). The challenges faced by the industry include the risk of losing revenues through counterfeiting – a threat that is especially apparent in emerging markets such as Asia.

Source: PricewaterhouseCoopers' Back on track? The outlook for the global sports market to 2013

Stadiums

South Africa was committed to providing an adequate infrastructure base in line with international standards to support the 2010 FIFA Soccer World Cup™. The issue of standards and specifications was decided via the relevant international sporting and political platforms.



South Africa had to follow in the footsteps of 2006-Cup-host Germany, which set – and met – world-class standards on facilities and organisation. It is now accepted procedure for the country hosting the next-after-current event to forge reciprocal procedures based on acceptable FIFA standards, as South Africa was required to in Germany. So, too, Brazil sent a contingent of its stakeholders to South Africa on a regular basis during the construction and build-up phases preceding the event.

From a European point of view, South Africa is a fairly large country with an area of more than 1.2 million km², about 3.5 times the size of Germany – or the size of the UK, France, Germany and Holland combined. From an African perspective, this area represents only 3% of the continent, but the country contributes 40% of its total industrial output and 25% of its total gross domestic product.

Socio-economic impact of the World Cup

In the past 20 to 30 years or so, large international sports events have been sources of major revenue and socio-economic benefits to the host countries and cities. For example, a survey conducted in Korea following the 2002 FIFA event established that nearly 60% of total tourist arrivals were directly related to the World Cup. It has been calculated that this translates to €1.1 billion in sales, €253 million in income, and €588 million in added value for South Korea. Interestingly, the expenditure by foreign World Cup tourists was 1.8 times more than that by non-World Cup tourists and the event created more than 30,000 direct jobs within the hospitality industry. The 2003 Cricket World Cup, hosted in South Africa, generated €250 million in terms of economic activity.

In light of such benefits and in view of the world popularity of football, there was a wide perception that the 2010 FIFA Soccer World Cup™ event would have a significant short- and long-term socio-economic impact. An estimated €2.7 billion of revenue and the creation of about 160,000 direct and indirect jobs (through a ripple effect) were forecast by an independent economic impact assessment study commissioned by the South African 2010 World Cup Bid Company.

Preparations for the event were expected to have a positive impact on two major infrastructure upgrade initiatives that were already under way, namely:

- The Maputo Development Corridor – a joint venture between South Africa and Mozambique to restore the historical transportation and trade links of South Africa's land-locked northern provinces and the Maputo harbour; and
- The Coega Industrial Development Zone outside Port Elizabeth, which includes the construction of a new deep-water port.

Other impacts were expected to include:

- Construction and upgrading of airports in Johannesburg, Cape Town and Durban;
- Upgrading of the national road system;
- Development of a €0.9 billion rapid-train system in Gauteng, as well as one between Cape Town and Stellenbosch; and
- Upgrading and expansion of accommodation facilities.

It was predicted that the positive spin-offs would include benefits for the tourism, hospitality and manufacturing industries, as well as the reduction of unemployment and crime rates in South Africa. Perhaps the most important immeasurable social benefits are the furthering of national identity and race relations within the country.

Ref	Name	Location	Capacity	Last Upgrade
1	Soccer City	Johannesburg	88 460	2009
2	Ellis Park	Johannesburg	55 686	2009
3	Moses Mabhida	Durban	62 760	New
4	Green Point	Cape Town	64 100	New
5	Mangaung	Bloemfontein	40 911	2008
6	Mbombela	Nelspruit	40 911	New
7	Peter Mokaba	Polokwane	41 733	2010
8	Nelson Mandela Bay	Port Elizabeth	40 929	2009
9	Loftus Versveld	Pretoria	42 858	2008
10	Royal Bafokeng	Rustenburg	38 646	2010
	Total capacity		516 994	

South African stadiums

In total, ten stadium venues with an overall capacity of more than five hundred thousand spectators were earmarked for the main games of the 2010 event. Each stadium had to have a 68 x 105 metre pitch, plus the minimum space behind the touchlines prescribed by FIFA. A pitch of the highest international standard had to be provided, for which a tough South African winter grass was used. In each stadium, unimpeded access for the players and match officials had to be ensured, together with specially designed access routes and control systems for spectators.

Several smaller (satellite) stadiums already in use were also upgraded as training facilities.

Brazil visit to South African stadiums

by Mauricio Girardello, Partner PwC Brazil

It was no surprise to me when I visited South Africa some months before the 2010 FIFA World Cup™ to see upgraded stadiums and arenas, modern airports and an efficient urban mobility system; I was anxious to see industry best practice cases from host cities' projects in different stages of development.

Alongside valuable technical information, I was looking at possibilities and techniques that could be applied to improve the projects for hosting the 2014 FIFA World Cup™ in Brazil. Through an international alliance team shaped by PwC, the company I work for, I could interact directly with the sports venue developers to better understand the technical challenges presented mainly by the arena projects and how they were able to overcome them.

My initial impression, based on studies, was that South Africa was raising not only arenas for the event, but was creating unforgettable pieces of art to be included in the World Cup history books, for future generations to see and admire. The stadiums reflected the pride and satisfaction of the country and continent to host the world's major mega sporting event.

The modern architecture and the symbolism of the stadiums design illustrated the aim of South Africa to confirm that political and ethical problems were past and buried. The buildings were particular examples of how far the country had gone, even though many still argued against, or were not confident about, the social impacts related to the event.

South Africans did not only want to accommodate the tourists, they planned to prove to the world their outstanding capability, cultural wealth and hospitality. The heart of this ambition lay in the stadiums.

The first stadium we visited was Moses Mabhida in Durban. It was designed to support capacity demands in compliance with the event organiser's requirements for this city. The capacity during the 2010 FIFA World Cup™ was set for around 62,000 spectators; the numbers set for local matches and standard capacity was 54,000, but it can reach up to 80,000 for events such as the Olympic Games, as Durban wishes to bid for.

All the most positive feelings increase in front of this magnificent piece of art. The most impressive part of this world-class multi-use stadium is the 106 meters (348 ft) arch. It not only holds up the stadium's roof, but also represents the once divided nation coming together, inspired by the South African Flag.

The escalating cost of this increasingly complex stadium led the operators to demand that alternative uses and inbuilt revenue generators be found. So, Moses was designed for flexible use as a destination for tourists, with all the facilities to entice them to spend money.

At the top of the arch there is a viewing platform that offers a view over the city and ocean. Tourists can reach it from either the south or the north side.

The underlying business case for the versatile Moses Mabhida stadium depends on the management's ability to maintain profitable revenues from its different streams, obtained from activities beyond sporting events. During our visit, the stadium operator stated that the further operations go into diversified services, the more they are able to generate returns.

At the time of my visit this beautiful and inspiring structure was in its final construction stage. As a matter of fact, the first official match was about to be played between Amazulu and Maritzburg United a couple of days after the visit. One could feel the excitement mounting among the construction workers as they prepared to show the world that they have been able to meet the demand set by the city, the nation, and the world at large to get the job done in time for the event.

This building has become Durban's postcard to the world, a representation of the city and country's capacity. Broadcasting during the World Cup would reach billions of people, while only thousands would be able to experience the stadium in person; I was lucky to be one of those. Next, I was going to Johannesburg to visit another piece of art.

On my way back to Johannesburg I was trying to figure out if the Brazilian arenas would achieve the same level of excellence that Moses Mabhida did. I also kept thinking about the pros and cons of building new stadiums over refitting existing ones. Although building new stadia initially seems to be the best option and can offer real benefits, arena renovation projects can save money and can also be more practical.

On second thoughts, though, stadium renovation projects in Brazil would not be a cheap option. The projects would incur considerable expenditure with capital costs comparable to building new venues in order to comply with FIFA requirements.

The next few days were packed with extraordinary experiences, and I met interesting people from all over the world, many of whom were professionals with extended curricula and various competencies in mega events. However, nothing could compare to my visit to Soccer City.

Soccer City is located in the Soweto area. It is the largest stadium in Africa with a spectator capacity of 94,700, reduced to 84,490 during the World Cup due to reserved seating for the press and other VIPs. The stadium is also known by the nickname "The Calabash" due to its similarity to this African pot. When one looks at the stadium from the outside, one sees a mosaic of fire and earthen colors with a ring of lights around the bottom, simulating fire below the pot.

The impressive external design is carried through to the inside of the stadium. For instance, the stands in Soccer City are articulated by ten black vertical lines.

One of the architects responsible for the project explained to me that nine lines were aligned geographically with the nine other areas hosting 2010 World Cup matches. The tenth line stands for the Berlin Olympic Stadium, which hosted the previous World Cup final in 2006 in Germany.

During my visit it became clear that the building design played an important role in communicating an optimistic message that the African people wished to convey. It was possible to feel the energy and vibration of the place, and I was struck by the fact that the African culture is quite rich and impressive. At that point I realised that Soccer City had been built not only to host the opening and final matches of the 2010 Soccer World Cup™. South Africa sought to imprint in the minds of millions of television viewers and visitors a symbol of the country as a hospitable, friendly and happy place.

Before visiting the stands, we walked around the pitch to understand its technical characteristics and feel the stadium atmosphere. Stopping in front of the tunnel for a while, I pictured myself running onto the field surrounded by applause. For a moment, I actually imagined myself being a professional player. The stadium had totally hypnotised me.

Sitting in a regular fan area, despite being at the last line, at the highest point, I could see all the sightlines. My seat was comfortable in terms of shape and size, with enough leg room. The architects had achieved a perfect tradeoff between the space available and the level of comfort offered.

During my visit to Soccer City I forged new relationships with Brazilian government authorities, international and national partners, and representatives from tourism organisations. Now I had to manage and improve these new relationships. My challenge lay in how to help all of them to better understand and define the legacy they wanted to leave.

Hosting the 2010 FIFA Soccer World Cup™ has given South Africa a unique opportunity to improve its infrastructure and market itself to the world. An important question that I ask of Brazil is: What can we effectively learn from South Africa? What can we do better? Shared knowledge and experience are crucial to helping Brazil guarantee the next event's success and to putting us on the global map for hosting future mega events.

Green Point Stadium – Cape Town

This sporting venue is one of the most artistic in South Africa. The newly-built stadium is situated a short distance from the famous Foreshore and is within walking distance of downtown Cape Town. Green Point Stadium was one of the two semi-final venues for the 2010 FIFA Soccer World Cup™ when Netherlands beat Uruguay 3-2, a closely contested game. The gallant Uruguayans, the first team ever to have won this tournament (in 1930), had to bow out in front of a capacity crowd of 62,479.

This stadium has been designed as a multi-purpose venue to stage different major sporting events and will also be suitable to accommodate concerts, as required.

The stadium, with an exterior covered in noise-reducing cladding and a capacity of 64,100, was completed and ready on time for the 2010 tournament.

Cape Town is the oldest city in South Africa and affectionately named "The Mother City". Old, but ever new; the people of Cape Town see to that by always renewing the old. Whether you approach Cape Town from the sea or air, she has one of the world's most stunning locations, with an iconic mountain slap bang in her centre. At night the sweep of Table Bay will lock the tourist's heart forever in her lap.

For the nature lover, Table Mountain may be a greater attraction than soccer. It is a rugged wilderness and home to some of the most unique flora in the world. Of course, Cape Town also has the white sandy beaches that make it a sea- and sun-lover's paradise.

Cape Town is a city with an interesting past. Long before the Dutch took a fancy to the Cape Peninsula in the 17th century, the land was home to the Khoisan people who valued the spiritual power of the mountains and their life-providing water. Under the Khoisan name of Hoerikwaggo – meaning 'Mountain in the Sea' – the Table Mountain National Park is promoting a new series of trails that will allow visitors, for the first time, to sleep on the mountain top while hiking a world-class trail from Cape Point to the City Bowl. Everything in Cape Town is colourful, from the street vendors selling flowers, to the brightly painted façades of the Bo-Kaap buildings and the Victorian bathing chalets of Muizenberg, which still have their colonial flavour and are much sought after – especially on weekends. The contemporary Dutch-style architecture, or the Afro-chic décor of the many excellent guesthouses, restaurants and bars, are delightful features of Cape Town. The city is crammed with galleries displaying amazing artworks and shops selling wonderfully inventive craftwork. Capetonians are naturally creative, an expected outcome from the city's multi-ethnic population. They are proof of South Africa's status as the rainbow nation and a visual record of the country's tumultuous history recorded over the last 350 years.

Happy memories looking back at the 2010 World Cup: *"I view the 2010 World Cup as one of the climactic moments of a successful soccer career underlining how far football has taken me in life. I sincerely hope that this is also the case for South Africa, because that country deserves the best. The South Africans have opened their hearts unconditionally during the World Cup Football; it is thanks to the people we wanted to show that we did not only come to the World Cup to play and perform well. In the urban Hillbrow in Johannesburg, the players presented an orange Cruyff Court as a gift from the Netherlands. A "trapveldje", where children can come together and play sports and games – we wanted to leave something where people benefit, so that our presence in this momentous occasion will continue to be recalled. World Cup 2010 will never leave our memory."*

Giovanni van Bronckhorst- Captain 2010 Netherlands Soccer Team

As the capital of the Western Cape province and the parliamentary capital of the Republic, Cape Town works in a way that so few cities on the African continent do. Historic buildings have been saved, businesses are booming, inner-city crime is coming under control and you'll seldom be stuck for a parking space. Factor in those stunning mountains, magnificent surfing beaches and outstanding vineyards and you'll soon discover, like many before you, that it's easy to lose track of time while exploring all the wonders of this unique Southern African city. Now don't you think it's time you made a date with Cape Town?

Above all, it's the people of Cape Town that are unique. Many have Malay origins, and the cosmopolitan history of this southern tip of South Africa has sown the seed of true diversity, where real personality is displayed in the most unique and wonderful way.

This is the real heritage of the Cape, which is unique to the people of Cape Town. The food in this great city is as unique as the people who live here, exquisite and as varied as it comes. You'll experience this when you visit Cape Town and enjoy the hospitality of a nation with roots that defy explanation.

On the horizon, at the far reaches of Table Bay, sits Robben Island, now a forlorn reminder of where the pains of this young country were birthed. For 27 years it was the home of Nelson Mandela, a forced home, separating him from his real home. Madiba could see the glistening lights of his beloved country, but could not feel the soil of his country underfoot. No man can ever pay a higher price than to give his life for another, and this is indeed what this county's man of wisdom did. For all those years he was suffering for the struggle, but he would one day, unbeknown to him, resurrect and form a Rainbow Nation.

Moses Mabhida Stadium – eThekwini/Durban

The newly-built Moses Mabhida Stadium in eThekwini/Durban hosted a crowd of 60,960 in one of the semi-finals of the 2010 FIFA Soccer World Cup™ when Spain beat Germany 1 – 0. The competition was very keen, and one goal separated the teams when the referee, Viktor Kassai, of Hungary took a deep breath and blew the final whistle.

The arches of this stadium meld into one, symbolising the new unity of a once-divided country. The venue epitomises the architectural innovation on display in South Africa and takes its design inspiration from the South African flag, with its grand arch representing the unity of this sport-loving nation, and especially of soccer, the game of freedom.

The stadium seats 62,760 spectators, and has been specifically designed as a multi-purpose venue and an amphitheatre, including a high-tech cable car which ascends to a viewing platform at the top of the expansive 350m arch, a staggering 106 m above the pitch. From this vantage point, visitors can experience spectacular panoramic views of the nearby shoreline and the city, a unique innovation. Each seat of the stadium is spacious and comfortable, providing a clear line of sight to the pitch, unique in every respect.

The area surrounding Kings Park Precinct is becoming a major venue for multi-sporting events in Durban. Moses Mabhida Stadium will be the jewel in the crown of this location. To complete the concept, there are restaurants and shops in the stadium, as well as a safe play area for children, with a pedestrian walkway to the beach.

Moses Mabhida, the ground's namesake, was born in Thornville near Pietermaritzburg on 14 October 1923 into a poor family, who were later forced off their land. In 1963, Mabhida was asked by Oliver Tambo, while working in Prague rallying support from the World Federation of Trade Unions, to come back to Africa to develop the ANC's armed wing, Umkhonto we Sizwe (MK). He underwent military training and became the chief political instructor of new military recruits. He later served as the commander of MK.

Stretching along a swathe of butter-yellow sand, South Africa's third-largest city offers a lively, seaside holiday, especially since it is only a one hour flight from Johannesburg. Alternatively, there is a magnificent toll-road between Johannesburg and eThekwini/Durban. The beachfront, with its golden mile of high-rise hotels and snack bars, remains a city trademark. The city centre, peppered with some grandiose colonial buildings and fascinating Art Deco architecture, throbs to a distinctly African beat. Home to the largest concentration of people of Indian descent in the country, eThekwini/Durban also boasts the sights, sounds and scents of the subcontinent. While the beachfront is still a favourite spot, many visitors, base themselves in the suburbs, which are chock-a-block with accommodation, shopping malls, funky bars and stylish eateries. eThekwini/Durban is a great tourist attraction in the province of KwaZulu-Natal. The warm Agulhas current washes the shores of this lovely sub-tropical city.

South Africans of Indian origin comprise a heterogeneous community distinguished by different languages, religions, caste and regional origins. They were severely oppressed under apartheid, especially in the early years of their South African history. They were looking for leadership in a strange land – back home British rule at the time held no attraction.

Mohandas Karamchand Gandhi was born on October 2, 1869 in Porbandar, India. He became one of the most respected spiritual and political leaders of the 1900s. Gandhi helped free the Indian people from British rule through non-violent resistance, and is honoured by Indians as the father of the Indian Nation. The Indian people called Gandhi "Mahatma", meaning Great Soul. Gandhi studied law in London and returned to India in 1891 to practise.

To the great advantage of South African Indians Mahatma took on a one-year contract, in 1893, to do legal work in South Africa. At the time the British controlled South Africa. When he attempted to claim

his rights as a British subject he was abused, and soon saw that all Indians suffered similar treatment. Gandhi stayed in South Africa for 21 years, working to secure rights for Indian people. He developed a method of action based upon the principles of courage, non-violence and truth, called Satyagraha. He believed that the way people behave is more important than what they achieve. Satyagraha promoted non-violence and civil disobedience as the most appropriate methods for obtaining political and social goals. In 1915, Gandhi returned to India. Within 15 years he became the leader of the Indian nationalist movement. In South Africa, Mahatma is also considered the father of the Indian people. This was a solid foundation for nationhood, and today all are equal under one clear constitution. Indians have played an outstanding role in politics and business, and all South Africans cherish them as friends, neighbours and fellow citizens.

Johannesburg

Johannesburg was awarded two venue stadiums for the 2010 FIFA Soccer World Cup™.

The first is an upgraded Ellis Park, originally built in 1928, and famous for being the main rugby stadium in Johannesburg. The second is the icon, Soccer City, near Soweto.

Ellis Park

Ellis Park Stadium is located in the centre of Johannesburg and has hosted many epic sporting events, including the final of the 2009 FIFA Confederations Cup between Brazil and the United States. The ground was given a significant facelift before the Confederations Cup finals and now seats 55,686.

The ground will always occupy a special place in the hearts of the country's sporting fans after the South African rugby team beat New Zealand and won the 1995 Rugby World Cup trophy. This culminated in the great moment when the image of Nelson Mandela, surrounded by the great winning team and holding the trophy aloft, was beamed around the world.

Johannesburg, Egoli, Joburg, or Jozi, as it's more commonly known, is without a doubt the great beating heart of South Africa and has long played a Jekyll-and-Hyde role in the global consciousness. Often the stage on which the epic of this extraordinary nation was played out, the colossus of Joburg, with all its thrills and foibles, is today a fascinating, multitudinous city, where all the ups and downs of 21st-century South Africa can be witnessed in multi-colour dimensions.

Soccer City

One of the most artistic and awe-inspiring football venues in the world, the newly-reconstructed Soccer City Stadium hosted the first and final matches of the 2010 FIFA Soccer World Cup™.

Soccer City is located in Johannesburg's south-west area, only a short distance from one of the country's football-crazy urban hubs, Soweto. About 40 per cent of Johannesburg's population live in Soweto and this proximity has turned the stadium into a hive of activity throughout the 2010 finals, with the vuvuzela crowned as the instrument of choice. The stadium is now regarded as the heart of football in South Africa. It was the venue for the great final when Spain beat the Netherlands 1- 0.

Mangaung Stadium – Bloemfontein

Home to some of the country's most fanatical group of supporters, the Free State Stadium drew excited crowds during the FIFA Soccer World Cup™. The stadium was given a plush new look for the 2009 FIFA Confederations Cup. It hosted the memorable semi-final match between Spain and USA where the latter secured one of the biggest surprises of the tournament, by sending the European champions packing in front of a capacity crowd.

The Free State Stadium was upgraded from a capacity of 38,000 to 40,911 during the refurbishments. The stadium has hosted numerous major football and rugby union matches, as Bloemfontein's inhabitants are renowned for their passion for sport. While the former played second fiddle to the latter for decades, football's popularity explosion, aided by the emergence of Bloemfontein Celtic is changing this. The Celtic fans are known as Siwelele, a Sotho term.

Nelson Mandela Bay Stadium

The Nelson Mandela Bay Stadium, set on the shores of the North End Lake, is the first football-dedicated stadium in the city or surrounding areas. The stadium in Port Elizabeth, one of the newly-built stadiums for the 2010 FIFA Soccer World Cup™, was completed a year prior to the commencement of the world's greatest show on earth, a major milestone for the city.

The Nelson Mandela Bay Stadium hosted the match for third place, and one of the quarter-finals, amid a total of eight matches played here during the 2010 FIFA Soccer World Cup™. The stadium has an eye-catching, unique roof-structure and a spectacular view, overlooking the North End Lake.

Before the construction of this multi-purpose venue, all international football matches were played at the Eastern Province rugby stadium, the EPRU Stadium. The playing field is a natural grass with artificial turf on the outer/surrounding areas. One of its first major test events was the coveted Soweto Derby between Orlando Pirates and Kaizer Chiefs, a game that attracted capacity crowds in South Africa.

Mbombela Stadium – Nelspruit

The Mbombela Stadium is another of the newly-built stadiums for the 2010 FIFA Soccer World Cup™, South Africa. It takes its name from the local municipality, which incorporates the city of Nelspruit. Mbombela is Siswati (one of the 11 official languages in South Africa) and literally means "many people together in a small space".

The stadium, with a capacity of 40,911, is located in the city of Nelspruit in Mpumalanga Province. It is situated approximately seven kilometres from the city centre and 12 kilometres from the nearby Kruger-Mpumalanga Airport. The ground also enjoys a close proximity to various game parks, giving spectators the opportunity to see the wildlife during rest days.

The Mbombela comes as a welcome addition to football life in Nelspruit, and will leave a legacy of the beautiful game for all the people of Mpumalanga. Before the stadium's construction, Nelspruit had no top football venue for hosting international matches.

Peter Mokaba Stadium – Polokwane

Named after one of the renowned sons of the struggle and the emancipation of South Africa from the apartheid regime, the Peter Mokaba Stadium holds much historical significance in South Africa. Peter Mokaba was born and bred in Polokwane and was renowned for his fighting spirit and his inspirational leadership.

The design of the largely concrete structure is inspired by the locally iconic Baobab tree, with the steel structure supporting the roof plane gathered together at each corner of the stadium, and supported by giant "trunk" structures, which accommodate vertical circulation ramps and service cores.

The stadium was built next to the old Peter Mokaba Stadium in Polokwane in the Limpopo Province. The newly-built Peter Mokaba Stadium is situated approximately 5 kilometres from the city centre, with a total seating capacity of 41,911.

Former African player of the Year, Didier Drogba, remains one of the biggest stars to have played at this venue when he played for Côte d'Ivoire in a memorable and decisive CAF African Cup of Nations qualifier against South Africa, at the old Peter Mokaba Stadium, with the home side prevailing 2-1.

Royal Bafokeng Stadium – Rustenburg

The Royal Bafokeng Sports Palace is one of the newly renovated stadiums for the 2010 FIFA Soccer World Cup™. The stadium is named after the Bafokeng people who live in the area.

In 1999, the Bafokeng won a legal battle, which entitled them to 20% of the platinum mined on their historical land. Hence they have shares in platinum mining in the area. The stadium seats 38,646.

The South African national team played a FIFA Soccer World Cup™ qualifying game against Burkina Faso in 2001, and won 2-1. It has been host to many Premier Soccer League games despite Rustenburg not having its own team.

The stadium is only a 25-minute drive to Sun City and a 30-minute drive to the Pilansberg. It is 12 kilometres from the Rustenburg city centre.

Loftus Versfeld Stadium – Tshwane/Pretoria

Loftus Versfeld Stadium, situated in Tshwane/Pretoria, is one of the oldest stadiums in South Africa. The stadium has been used for major sporting events since 1903, and the first concrete structure, which could accommodate only 2000 spectators, was built by the City Council of Pretoria in 1923.

Since 1948 it has undergone perennial upgrades. It has been used for both rugby and football matches and is home to one of the country's top rugby teams, the Blue Bulls. Loftus Versfeld is in the heart of Tshwane/Pretoria and currently has a seating capacity of 42,858. It has hosted many significant matches, including some during the 1995 Rugby World Cup and the 1996 CAF African Cup of Nations. It is now used by Mamelodi Sundowns and SuperSport United as their home ground.

South Africa's national team, Bafana Bafana, achieved its first ever victory over a European side at this venue when they beat Sweden 1-0 in 1999.

Construction companies for the Stadiums

The major construction companies involved in the construction work on the stadiums are listed below:

- *Basil Read*
- *Bombela Member Consortium*
- *Bouygues*
- *Grinaker-LTA*
- *Group Five*
- *Interbeton*
- *Murray & Roberts*
- *Wilson Bayly Holmes Construction (Pty) Ltd*

Basil Read

- Basil Read, a South African company founded in 1952, is listed on the Johannesburg Securities Exchange.
- Geographic spread of projects: Basil Read operates in South Africa and southern Africa.
- Construction activities: Civil engineering projects such as earthworks, bridges, pipelines, infrastructure, harbour and marine works, industrial plants and sports facilities.

Bombela Consortium Spatial Development Initiative (Gautrain Rapid Rail Link)

- The Bombela Consortium was formed to facilitate construction of the R25,2-billon, 80km Gautrain to provide a fast, safe and reliable mode of public transport to major hubs such as Sandton, central Johannesburg, Tshwane and OR Tambo International Airport.
- The shareholding in Bombela stands secure with global backing from Bombardier (Canadian), Bouygues (French)%, Murray & Roberts (South Africa) and Loliwe Rail Contractors –a Broad Based Black Economic Empowerment group.

The Bouygues Group

- The Bouygues Group, founded by Francis Bouygues in 1952, has been run by Martin Bouygues, Chairman and Chief Executive Officer, since 1989. This French company has been listed on the Paris stock exchange since the 1970s.
- Geographic spread of projects: The group has operations in 80 countries in North and South America, Europe, the Middle East and Asia.
- Construction activities: Its business activities focus on two sectors; Bouygues Construction (building, civil works and electrical contracting) and Bouygues Immobilier (property development) and Colas (roads).
- 2010 projects: Mbombela Stadium in Mpumulanga and the Gautrain project in Gauteng.

Grinaker

- This company, founded by James Thompson, dates from the late 1800s. The company is a subsidiary of Aveng Ltd.
- Geographic spread of projects: Grinaker operates in southern Africa.
- Construction activities: Civil engineering projects, building and retail, energy and mining, road and earthworks, and mechanical and electrical projects.
- Black economic empowerment: Qakazana Investment Holdings (Pty) Ltd.
- 2010 projects: African Renaissance Stadium (Green Point) in Cape Town, Nelson Mandela Stadium in Port Elizabeth and Soccer City in Johannesburg.

Group Five

- Group Five was formed in 1978. The company is listed on the Johannesburg Securities Exchange.
- Geographic spread of projects: Africa, the Middle East and Europe.
- Construction activities: Building, engineering projects and infrastructure.
- Black economic empowerment: iLima Group and Mvelaphanda Group Ltd.
- 2010 projects: Moses Mabhida Stadium in eThekwini/Durban and King Shaka Airport.

Interberton

- Interberton bv, a part of the Dutch Royal BAM Group, was formed in 1958.
- Geographic spread of projects: Contracts outside of Western Europe, Africa, the Americas, the Arabian Gulf/Middle East and the Asia-Pacific region.
- Construction activities: Building, marine, and industrial and civil engineering.
- Black economic empowerment: Not applicable.
- 2010 projects: Soccer City in Johannesburg and Nelson Mandela Stadium in Port Elizabeth.

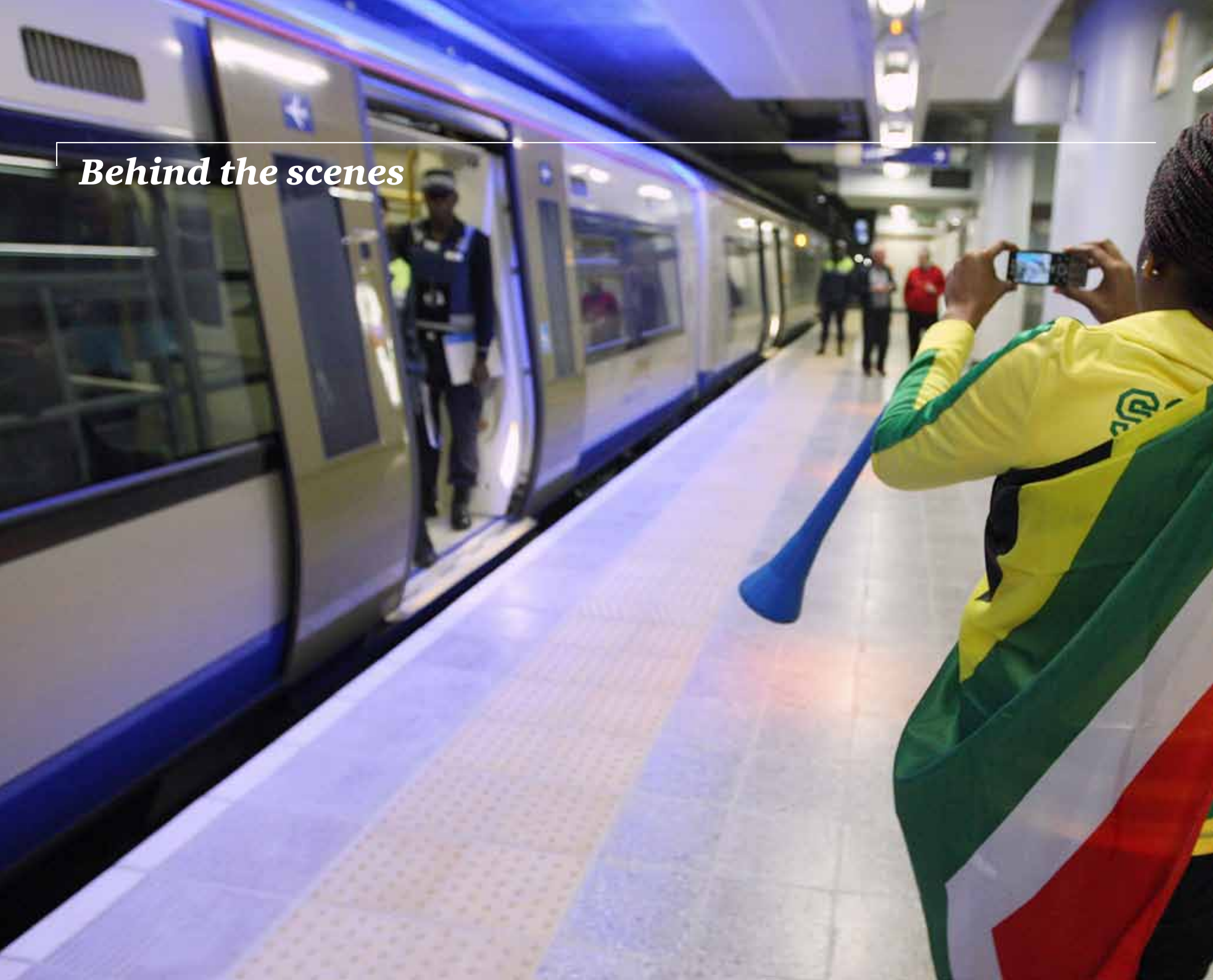
Murray & Roberts

- Murray & Roberts, established around 1903, is a South African company that is listed on the Johannesburg Securities Exchange.
- Geographic spread of projects: Operates in southern Africa, the Middle East, Southeast Asia, Australasia and North America.
- Construction activities: Murray & Roberts focuses on industry and mining, oil and gas, power and energy, building and infrastructure, civil, mechanical, and electrical engineering, and the management of concession operations.
- Black economic empowerment: The company has a broad-based economic empowerment trust, called Letsema.
- 2010 projects: Green Point in Cape Town and the Gautrain project in Gauteng.

WBHO Construction (Pty) Ltd

- The origins of this group date back to 1970 when Wilson-Holmes (Pty) Ltd was formed by John Wilson and Brian Holmes. After subsequent mergers, the name was eventually changed to WBHO Construction in 1994.
- Geographic spread of projects: Major construction projects in southern Africa, the Middle East and the Indian Ocean islands.
- Construction activities: Building construction, civil engineering, and roads and earthworks.
- Black economic empowerment: Akhani Investment Holdings.
- 2010 projects: Peter Mokaba Stadium in Polokwane, African Renaissance Stadium in Cape Town and Moses Mabhida Stadium in eThekwini/Durban.

Behind the scenes



While major South African-based construction companies got on with the job of building quality stadiums, the government was also bringing their side to the table to ensure success.

In the dark days of economic decline, soccer saved the day. The South African government pumped R30 billion into transport, telecommunications infrastructure and the stadiums, which created 66,000 new construction jobs and saw R7.4bn paid over in wages, with R2.2bn going to low-income households.

The government also upgraded trains and roads, which took care of R13bn, while R20bn was spent on airports development and R3.5bn on renovations at ports of entry. Another R1.5bn was spent on broadcast technology and R1.3bn on safety and security, including the deployment of 40 000 extra police.

MTN's role during the 2010 FIFA Soccer World Cup™

For over 100 years, we waited….

….We waited and wondered if ever Africa would ever host the football world cup. We waited and wondered if it could ever happen in our lifetime. For decades we dreamt and wished to welcome the world the cradle of humanity.

Our prayers were answered, when on the 15th of May 2004, the international football federation, FIFA, selected South Africa to become the first African nation to host the world cup finals. Africa's dreams and hopes had been answered. Africa's time had come.

We imagined what it would be like during the World Cup. We imagine the fantastic football, the singing and cheering fans, goals and the ooh's and the aah's. We imagined lots of tourist flocking to our continent to witness this football spectacle.

On the 11th of June 2010 we stopped imagining. It was here and we could feel it.

This is the journey of MTN, Africa's telecommunications giant during the 2010 FIFA World Cup. It is about MTN's modest contribution to the success of the 2010 World Cup for South Africa and the African continent…..

MTN network:

Telecommunications giant, MTN, began gearing up for the 2010 FIFA World Cup ™since becoming the first African global FIFA World™ Sponsor almost four years prior to the tournament kick off.

MTN's contribution was crucial in the area of mobile telecommunication services that spanned key technologies in the mobile sector. These included services to the general media and FIFA, as well as the Organising Committee. MTN, whose network covers 98 per cent of the population, invested R14 billion to upgrade its network and infrastructure and ensure quality service during the FIFA World Cup™ and beyond.

MTN's FIFA World Cup ™project was part of the company's overall plan to implement a next generation network in South Africa. As part of that commitment, it provided dedicated coverage and capacity in the ten hosting stadiums around the country – a R250 million project!

During the world cup tournament, the MTN network was tested to its limits and performed flawlessly.

MTN SA noted a huge spike in SMSs during the World Cup month:

- approximately **600 million SMSs** sent;
- **11 million MMSs** sent;
- In some cases, the traffic on a single base station increased by more than **500 percent** compared to just prior to the start of the tournament.
- The MTN network had carried approximately **one terabyte of traffic** in locations like stadia, airports, and fan parks throughout the sporting showcase.

"The entire network was managed in-house with specially developed MTN network management systems. This enabled MTN to make on-the-fly network adjustments based on user behaviour and traffic patterns to ensure the highest possible service levels to our discerning customers and international visitors" said Sameer Dave, chief technology officer at MTN South Africa. The MTN network also catered for over **250 000 international roaming** customers during the event.

"Such has been the success of the MTN network that we have already been approached by several international operators to provide guidance for telecommunication operations at the 2014 World Cup in Brazil. I can proudly state that we provided championship class quality across all products and services," said Dave.

More than **15,000 man-hours** were dedicated to operational support during the Event.

In conclusion, We didn't just build a World-class network for the 2010 World Cup, we built it for the consumer and her smartphone. Over the last 4 years, we at MTN have spent R14 billion on upgrading our network. We did all of this knowing that this upgrade would give her faster email, quicker online banking, Facebook and much more, making her smartphone work smarter on our Ayoba 21.1 HSPA+ network.

The campaigns:

In addition to the standard global marketing rights, MTN acquired significant mobile content rights for a defined set of territories, mainly in Africa and the Middle East, including features such as video highlights of all matches played during the two FIFA tournaments in South Africa in 2009 and 2010. Fans were able to view games on their cell phones through the MTN Play portal.

There were various gaming offerings for MTN customers, including FIFA fantasy predictors, music tracks and wall papers, as well as core FIFA World Cup™ products such as highlights packages, team and player information and updates.

MTN began a wide-ranging FIFA World Cup™ campaign back in March 2009 with a high-profile recruit in the shape of Ghanaian captain and English Premier League icon Michael Essien. His role involved conveying the message of Africa's ability to deliver a truly global event, while simultaneously providing football fans with an opportunity to see the cream of Africa soccer talent return to play on Africa soil.

" I am among a few from Africa who have made it on the international football scene" Essien explained. "Yet, very few people from this continent get the opportunity to watch us perform. Therefore, the 2010 FIFA World Cup South Africa will be a rare platform for ordinary people to witness the world's most talented players on the soccer pitch doing extraordinary things".

Michael Essien, Steven Appiah, Aaron Mokoena and others became the visible face of MTN's Africa United campaign. This was to ensure that African supporters stand behind all African teams (South Africa, Nigeria, Ghana, Ivory Coast, Algeria and Cameroon) during this global showcase.

Ayoba. Africa United.

MTN also launched Ayoba MTN, a campaign which, in addition to a billboard presence that drew favourable reviews, is also aligned with the United Against Malaria campaign (UAM), continuing MTN's Long-standing social responsibility undertaking aimed at helping to improve social conditions."Ayoba" is an exuberant expression of general delight or approval, rather than a word with a specific meaning has its origins in the street language of the townships. MTN built an extensive campaign around the "Ayoba" theme, which culminated with Ayoba being the catch phrase of the tournament across the continent.

As part of its wide-ranging activation, MTN ran ticket competitions that took ten MTN Customers and their partner to 25 top-tier matches during the FIFA World Cup™, while the "last fans standing, Thulani Ngcobo, broke the world Guinness Record by attending 31 full games, and seven partials games. In addition, all MTN South Africa staff members were given tickets to attend a game, while an additional 32,000 tickets were secured for customers and guests from South Africa, Africa and Middle East.

MTN public viewing:

MTN operations across Africa and Middle East ran & managed some of the biggest public viewing sites from Doula to Damascus to Durban. This was in keeping with making sure that this is an African World and accessible to all. Public viewing areas proved terrifically popular at the 2010 FIFA World Cup South Africa™ and the 20 "eKasi TV" sites in townships, as well as premium MTN Fan Zones in Monte Casino and on the V&A Waterfront, proved no exception. Innovatively, MTN asked for an entrance fee for the two premium events and then donated the proceeds raised to the United Against Malaria and 1GOAL schemes. Hours before kick-off, fans gathered at the sites, pushing attendance figures at MTN eKasi sites to an impressive 635,424 for the tournament.

The campaign's success was certainly evident in a public viewing initiative that drew 3.3 million soccer fans to dedicated zones where the cellular giants was either the key promoter or sponsor.

"Each and every South African has reason to proud, as we scored 9 out of 10 for the hosting of this World Cup. We at MTN are ecstatic – we achieved our goal of ensuring that football fans from all walks of life got to watch the action on the pitch even if they didn't have tickets to the stadiums"

The immensely popular FIFA Fan Fest initiative also played a central role in hosting MTN activations, including a last-minute ticket promotion to give all the fans attending the FIFA Fan Fest a chance to with two tickets to a match. And, in conjunction with FIFA National Sponsors Neo Africa, the offer to one lucky winner to receive VIP treatment, including transport in a luxury car to the stadium.

Other popular MTN FIFA Fan Fest promotions included Interactive "fan enhancement" points, an interactive stage/screens set-up, existing interactive games (Rig game), a last-minute ticket registration/ distribution area, face painting/ tattoo area. Premium distribution point where fans had the opportunity to win premium gifts, and a retail area complete with phone-charging areas and a fan photo/video booth.

MTN hospitality:

MTN's VIP treatment was a theme throughout the tournament. More than 3,500 VIP guests at 35 events, spanning all ten FIFA World Cup™ stadiums, attended MTN hospitality programme, with VIP guests ranging from key government and industry stakeholders, regulators, government ministers, business associates, staff, loyal customers and account holders.

Hospitality venues were chosen with great care to ensure they offered South Africa's world renowned hospitality as well as proximity to the stadiums, which allowed guests the memorable opportunity of experiencing the walk to the match with fans from around the world. MTN ran the biggest and most comprehensive hospitality programme during the world cup.

And the guests responded by rating their experience as 'truly Ayoba!'

Effect of the World Cup on the brand was $500m:

The 2010 Global Brand Valuation was commissioned to determine if the value of the MTN brand had grown since the 2008 Global Brand Valuation and how much of that growth could be attributable to the 2010 FIFA World Cup sponsorship. In summary:

MTN's Global Brand Value has increased by approximately 15% in 2 years to $11.3 billion, irrespective of revenue performance.

Brand Strength, which demonstrates MTN's performance versus competitors and subsequent ability to sustain demand through customer preference and loyalty, has increased from 61% to 67%. A significant part of this brand strength increase has been driven by the FIFA sponsorship.

FIFA's contribution to brand value growth was over $500M. This estimate was generated by evaluating the effect of the 2010 FIFA World Cup on purchase intent amongst MTN users and non-users.

Does the magic shoe fit?

Having invented the way to success, South Africa needed to flex its muscles to ensure that all the hard "sport work" over the years and all the "baby steps" taken had been worthwhile and that we were now all "grown up". The best idea was to practise the 2010 experience, and we knew just the right fit for the job.

The Confederations Cup

The 2009 FIFA Confederations Cup™, the eighth of its kind, was held in South Africa from 14 June to 28 June 2009 as a prelude to the 2010 FIFA Soccer World Cup™. (The *Genie* crops up again.)

The draw for the tournament took place on Saturday, 22 November 2008 at a gala event held at the prestigious Sandton Convention Centre. Each team was represented by its competitor in the Miss World 2008 competition, except for Iraq. This country was represented by Miss World 2007, Zhang Zilin, who hails from the People's Republic of China.

The teams were divided into the following two pots:

- Pot A: South Africa (automatically placed as Team A1), Brazil, Italy and Spain
- Pot B: Egypt, Iraq, New Zealand and the United States.

As teams from the same confederation were drawn into different groups, Egypt was automatically drawn into Group B. So too, Italy and Spain were drawn into different groups.

The opening and final matches in the Confederation Cup tournament were played at Ellis Park Stadium in Johannesburg. The tournament was won once again by Brazil who, in so doing, managed to retain the trophy they won in 2005 by defeating the United States 3-2 in the final.

A total of 44 goals were scored during the tournament. Brazil's Luis Fabiano emerged as the highest goal scorer, having netted five goals, while his teammate Kaka scored the fastest goal of the tournament five seconds into the game. Bafana Bafana was never meant to be the best team, but rather the host team to a successful World Cup tournament, which indeed it was.

Altogether, around 584 894 people turned up to enjoy the tournament, making this "dress rehearsal" for the 2010 FIFA Soccer World Cup™ a good test. And the verdict: FIFA President Sepp Blatter gave South Africa a rating of 7.5 points, saying the country had the potential to score 10 points in the following year's World Cup – a statement that would prove to be prophetical – almost.

Sweet smell of success – the teams that made it

Thirty-two great teams worked hard to represent their countries at the 2010 FIFA Soccer World Cup™.

The Contenders			
Algeria	England	Mexico	Slovakia
Argentina	France	Netherlands	Slovenia
Australia	Germany	New Zealand	South Africa
Brazil	Ghana	Nigeria	South Korea
Cameroon	Greece	North Korea	Spain
Chile	Honduras	Paraguay	Switzerland
Côte d'Ivoire	Italy	Portugal	United States
Denmark	Japan	Serbia	Uruguay

Contenders' honour roll

This book is written to underline the social legacy left by 2010 FIFA Soccer World Cup™. This would not have been possible if it was not for the contribution made by the thirty-one nations who joined us on this epic journey. Words cannot convey the heartfelt gratitude that all South Africans have toward these countries and their people, including those who could not visit the games, but avidly followed them on television, or by whatever means were available to them.

South Africa was once again at the crossroads, a junction where our people needed a boost to give us a kick-start into the future. This is a time of empowerment, during which this young democracy still needs to find the flame that will forge them into a nation with abilities. Some of these abilities are laying dormant after that grand event of 1994 when we tasted nationhood, and a great South African took his first steps out of Pollsmoor Prison. Every South African was in step with Nelson Mandela. To this day, we commemorate 27 April as Freedom Day.

For these reasons, we thought it fitting to pay homage to the thirty-one countries that joined South Africa to make up the full count of thirty-two – those countries who did battle on and off the field in June and July 2010. We do this by including a cameo in writing, so to speak, like a gem or shell carved in relief, which may raise the magic of each of the countries in the imagination of the reader in clear relief, filling in the contrasting nature of each, so that those who read this book will realise that the entire world was on show, not just one country, and all were achievers in the grand catalyst – soccer.

Algeria

Nearly four times the size of Texas, Algeria is bordered on the west by Morocco and Western Sahara and on the east by Tunisia and Libya. The Mediterranean Sea is to the north, and to the south are Mauritania, Mali, and Niger. The Saharan region covers 85% of the country. The highest point is Mount Tahat in the Sahara, which rises 9850 ft (3000 m). Excavations in Algeria have indicated that Homo erectus resided there between 500,000 and 700,000 years ago. Phoenician traders settled on the Mediterranean coast in the 1st millennium B.C. As ancient Numidia, Algeria became a Roman colony, part of what was called Mauretania Caesariensis, at the close of the Punic Wars (145 B.C.). The name, Algeria, was coined by the Ottoman Turks in the 16th century to describe the territory controlled by the regency of Algiers. The regency broke free of the Ottoman Empire and founded a military republic of unusual stability. This endured for almost 300 years until spurious diplomatic problems prompted the French to invade in the 19th century. Algeria achieved independence in 1962 and has a population of 34,178,188, ranked 35th in the world in terms of population size. Algeria is a country with deep roots in Africa and populated by a nation filled with courage and steeped in antiquity. You, Algeria, country from the north, hail from the most ancient of days. We, on the southern tip of this great expanse named Africa, are the newly born flexing its muscles.

Argentina

With its gorgeous landscapes, cosmopolitan cities and lively culture, Argentineans are known to have the best steaks. A lively cosmopolitan everyday life is the order of the day, and partying at nightclubs all night long is common. Argentina celebrated its bicentennial in a series of celebrations on 25 May 2010. Argentina is a safe and friendly country and, compared to Europe or the US, very affordable. Argentina is a bustling country with a great future. May your population of 40,913,584 thrive and be successful.

Australia

The white architectural sails of the Sydney Opera House herald many arrivals into Australia, a country as big as your imagination. Kick back on a beach as white as snow in Western Australia and enjoy the heat. Lose yourself in the diversity of this country, and you'll soon realise Australia is a place to be discovered, not feared. It boasts a population of 21,262,641 and is ranked 55th in the world in terms of population size.

"Thank you for participating in the African World Cup."

Brazil

Sprawling across half of South America, Brazil has captivated travellers for at least 500 years with a scintillating coastline, where the locals meet on the white beaches – a national pastime. Inland, Brazil offers dazzling sights of a different flavour: majestic waterfalls and dense tropical jungles. They say if nature does not get you, the samba will, and soccer will flow right into your veins as it does for Brazilians. The estimated population is 198,739,269 and Brazil ranks 5th in the world in terms of population size.

Cameroon

Cameroon's northern provinces are a world apart from the lush south of the country. Rolling grasslands give way to barren rocky outcrops of striking beauty, dotted with picturesque villages. Roads to the south are barely existent, so getting there means taking an overnight train or an internal flight. Different regions are as diverse as the population. Cameroon is an extraordinary country to visit, with friendly and helpful people, who love soccer. The population is 18,879,301 and ranks 58th in world in terms of population size.

"Thank you for participating in the African World Cup."

Chile

On a clear day, fresh after winter showers, Santiago basks in one of the most spectacular settings of any city in the world. A glance through the downtown blocks reveals a mighty circle of mountains, the snow-capped Andean peaks to the east, and a smaller coastal range to the west that frames the Chilean capital. The country is a narrow stretch of land, with a single time-zone latitude and a coastline of 6,435 kilometres. Chile has a population of 16,601,707, and the country ranks 60th in the world in terms of population size. The population is young with a median age of 31.7 years.

Côte d'Ivoire

The modernity of Côte d'Ivoire sets it apart from other West African nations. Abidjan has shimmering skyscrapers which astound.
In the centre of Côte d'Ivoire, Yamoussoukro is famous for its basilica, an astonishing replica of Rome's St Peter's. It epitomises the Houphouët-Boigny era and, in a way, Africa's current place in today's world. The country has a population of 20,617,068 and is ranked 57th globally in terms of population size.

Denmark

The Danes are, overwhelmingly, a happy bunch. Denmark is one of the happiest nations on earth with some of the best quality of life. Along winding cobbled streets, Danes shop and dine at some of the most exciting places in Europe. *"Wonderful, wonderful Copenhagen, friendly girl of a town"* still rings true today as when Danny Kaye sang this in the Hans Christian Andersen musical cira. 1952. Copenhagen's restaurants have more Michelin stars than any other Scandinavian city, and Denmark as a whole would doubtless have more still, if the Michelin inspectors ever took the trouble to leave the capital and head for Aalborg or Århus and surrounds. Even the smallest Danish cafés generally have a very high standard. Denmark has a small population of 5,500,510 and is ranked way down in 109th place globally in terms of population size. The Danes play awesome soccer!

"Thank you for participating in the African World Cup."

England

Roger Miller's song *"England swings like a pendulum; Bobbies on bicycles, two by two"* is an apt description. Indeed, throughout its long history, incomprehensible England has been a green and pleasant land. It has stood as a beacon of democracy and a bastion of ideological freedom, as well as a crucible of empire and a cradle of class oppression. Magna Carta, the King James Bible and the welfare state all originated here. It's a nation of tea-drinking and train spotters, of dog lovers and footy fanatics, of punk rockers, gardeners, gnome collectors, superstar chefs, city traders, pigeon fanciers, cricket bores and part-time Morris dancers. Of course, the same fanatical concentrated effort of all the other strange things in this lovely isle is practised in the game of soccer. In England soccer is a very serious business indeed. At 61,113,205 the UK ranks 22nd in the world in terms of population size.

"Thank you for participating in the African World Cup."

France

This timeless land whose people have a natural *joie de vivre* and *savoir faire*. This is, after all, that fabled land of good food and wine, of royal *chateaux* and perfectly restored farmhouses, of landmarks known the world over and hidden landscapes few really know. You can savour art and romance in the shining capital on the river Seine. You can see glorious pasts reflected at Versailles. *Paree*, or is it really Paris, is a city you always want to return to. France's population, at 64,420,073, ranks 21st globally in terms of size. Naturellement, the game of soccer is taken very seriously by the French. Keep an eye on them; they will return.

Germany

Beer is the very reason for one of the world's greatest parties (the Oktoberfest) and is consumed with pleasure across the land. Wine, often enjoyed in Germany out of cute little green-stemmed glasses, is exported worldwide and is responsible for gorgeous vine-covered valleys. Many Germans will give you a definitive Teutonic argument that wine and not beer is the national drink in Deutschland. Teutonic arguments are very hard to beat; it's best to change the subject and talk soccer. You will then be able to listen to a true monologue of all the facts and figures in Teutonic perfection, which perfection is also a feature of German cars. The population is 82,282,988, ranking the country 15th in the world in terms of population size.

"Thank you for participating in the African World Cup."

Ghana

Ghana is the birthplace of one of the great heroes of the 20th century, Kofi Annan. Ghana is stable and prosperous. This valuation is in part founded on hopes for the future. You are likely to be welcomed by the people in a hot, sweaty clinch in the same way that the sun grabs hold of you the minute you step outside. There is much to be enjoyed in this country, populated by the friendliest people you could wish to meet. Their iconic hero, Kofi Annan, held a most prestigious post as the seventh Secretary General of the United Nations. This humble son of the Kumasi was born in Ghana in 1938, and in 2001 he was awarded the Nobel Peace Prize. Ghana's soccer team is progressing well as demonstrated in the 2010 FIFA Soccer World Cup™, although their first real triumph was in 1963 when they won the Africa Cup of Nations Trophy. Ghana was formed from the merger of the British colony of the Gold Coast and the Togoland trust territory in 1957 and became the first sub-Saharan country in colonial Africa to gain its independence. The population is 23,887,812, ranking the country 47th in the world in terms of population size.

"Thank you for participating in the African World Cup."

GHANA
GHAN
GHANA
ANA

Greece

A country with a legendary history, Greece offers a myriad of experiences, landscapes and activities. Greece is the genuine Greek pulse of the Mykonos night clubs, the ancient beauty of Delosor, the grandeur of Delphi and the earthiness of Ioannina, or the rugged hillsides of Crete. In the daytime, when the nightlife has worn off, the brightness of the Mykonos sun will give you a grand excuse to don those dark shades you bought along for a moment just like this. It may even be the melancholy throb of Thessaloniki's rembetika (blues songs) that takes your fancy, the tang of home-made tzatziki or the gossip in the kafeneia (coffee shops). Solitary and pristine, lording it over the hazy sprawl of Athens, is the Parthenon. 10,737,428 people inhabit this ancient land, ranking Greece 75th in terms of population size. As quoted in *The Iliad*: "It lies in the lap of the gods".

Honduras

"Thank you for participating in the African World Cup."

Aside from the people-pull, nature has its own drawcards in Honduras. Backpackers love Utila for its cheap eats, great accommodation and terrific diving. *Parque Nacional Jeannette Kawas* offers white, sandy beaches, great snorkelling and howler monkeys. The beautiful *Lago de Yojoa* in Honduras' lake region has world-class bird-watching, waterfalls and outstanding national parks. 7,833,696 Hondurans populate the country (although there is a widespread diaspora with many Hondurans living in other countries). Honduras ranks 93rd globally in terms of population size and the average age is an astounding low of 20.7 years. Soccer in Honduras dates back to Wednesday 14 September 1921 when the first serious game was played against Guatemala. Although they were beaten 10-1, the spirit of the game captured them. Today players are idolised, and known as Los Catrachos, meaning Honduran in Spanish, but in a rather special way.

Italy

Dubbed the *Belpaese* (Beautiful Country), Italy is one of the single greatest repositories of sensory experiences on earth. Ranging from art to food, from the beauty of the varied countryside to the city's flamboyant fashion, Italy has it all. Italy brought us "slow food", devoted to the promotion of fresh products and fine traditional cooking. What started as a local protest against fast food has become a worldwide movement. With 44 sites, Italy has more Unesco World Heritage sites than any other country on earth. Its great città d'arte (cities of art) like Rome, Venice and Florence have been attracting visitors for centuries. The population is 58,126,212 and the country ranks 23rd in the world in terms of population size. The Italians refer to soccer as football, with some passion; the modern form of the game was brought to Genoa in the 1880s. This is the generally accepted historical view, but there are many arguments placing the origin elsewhere. Nevertheless, football is played with passion and great verve, gusto and much shouting of "foul!" to intimidate the referee as well as the opposition.

"Thank you for participating in the African World Cup."

Japan

The Japanese archipelago stretches from north to south, which means that each region has a different climate and that Japan is abundantly blessed with seasonal changes. Amid such environmental conditions, numerous delicacies have developed in each locality. These local cuisines, together with traditional Japanese dishes, such as sushi and tempura, produce a dietary culture unique to Japan. Food is very special in Japan and is culturally very different from any other place on earth. It is varied, with the most well-known dishes being sukiyaki, tempura, sushi, sashimi and probably the most exquisite, saiseki ryori, which is regarded as Japan's best culinary refinement. Consisting mainly of vegetables and fish with a seasoning base of seaweed and mushrooms, the dishes are characterised by their refined flavours. Although Japan is known for its culinary tradition and its martial arts, soccer plays a central role in the field of sports. It is said that young sportsmen (and now sportswomen) in Japan would rather play golf, but that the cost is prohibitive, and soccer has become a serious pastime instead. The game attracts 7 million spectators per year. Japan has a big population for its size: 127,078,679 Japanese living in 377,915 km² (much of which is uninhabitable). This places Japan 10th in the world ranking in terms of population size. Japan has an elderly population with a median age of 44.6 years, with 22% over the age of 65.

"Thank you for participating in the African World Cup."

Mexico

Marvelling at a 1300-year-old Maya palace at Palenque as parrots screech and howler monkeys growl in the sweaty emerald jungle around you is a far cry from the action at Soccer City Johannesburg on Friday 11 June against South Africa's Bafana Bafana. To draw 1-1 was an Aztec shock to the Mexican side that reverberated around the world. No doubt the Mexican team were concerned that night when they went to bed. They have travelled 13,894 kilometres from Juarez airport to O.R. Tambo in Johannesburg to show the world how Mexico players are adept at turning the El Jarabe Tapatío into the game of soccer. To calm their nerves, they perhaps dreamed of the palm-fringed sandy beaches and the warm, turquoise waves of the Pacific at Puerto Vallarta. You can dine on salmon enchiladas and chrysanthemum salad at a Mexico City fusion restaurant, dance through the night at a high-energy Guadalajara nightclub, kayak at dawn past a colony of Baja California sea lions – all these are unique Mexican experiences. Mexico is a large country, straddling temperate and tropical zones, reaching 5 km into the sky and stretching 10,000 km along its coasts, with a city of 19 million people at its centre and countless tiny pueblos everywhere. With a population of 111,211,789, Mexico is ranked 11 in the world population count. It is a young country with a median age of 26.

"Thank you for participating in the African World Cup."

Netherlands

The Dutch team did something very special, beyond the good work they did on the soccer field. They brought a little empowerment to the impoverished children of Hillbrow. Urban Hillbrow in downtown Johannesburg is an inner residential neighbourhood of Johannesburg. The throb of Africa is vibrant and the pulse is tangible. It is also the most densely populated part of any city in South Africa. Poverty is a problem in Hillbrow. Facilities to keep children occupied and off the streets are few and far between, and only the lucky ones have an opportunity to play sport of any kind. Yet in the heart of each child is the hope that they would be given a chance in life. Many wish to be given a chance to play a sport – such as soccer. This could make a huge difference to their future. They look to role models – role models whose success they can copy.

The Netherlands lie ten thousand kilometres to the north of Hilbrow – a small, low-lying land surrounded by dykes and greenery that would be very difficult to describe to these urban kids. On a particular Highveld[10] morning in June 2010, a contingent of Dutch soccer stars and enthusiasts, all dressed in orange, brought sunshine to Hillbrow to officially hand over a brand new "Orange Cruyff Court" to the street children of Hillbrow for their soccer future. Wow! A soccer pitch when they were dreaming about a soccer ball! A gift from the people dressed in orange. They were true ambassadors of their country.

10 The term "Highveld" was coined by early settlers when the gold rush was on in South African' it refers to the altitude level at which the mining operations were situated –"high" = altitude; "veld" = field.

Present amongst these ambassadors were real-life role models – men like the imitable Johan Cruyff, who had placed their orange stamp clearly on the soccer world, yet were humble in their great achievements. Their tenacity and skill would drive them in team spirit to the highest echelon in this the 2010 event. Today they were doing something as great as their best they ever achievement ever on the soccer field. They brought a miracle to the kids of Hillbrow.

All South Africans will look back with Giovanni to the magic the Dutch team weaved on the soccer field: passion and discipline. Their record was impeccable, on and off the field. On the field the "oneness" of the Dutch team was evident; it was evident that the coach and captain were on the same page throughout.

New Zealand

Legend has it that there's a reason the sun shines on New Zealand before anywhere else – every new day in Aotearoa is something to cherish! Small, remote and thinly populated, New Zealand has fabulous festivals, superb food and wine, not to mention the magical outdoor experiences. Equally impressive is New Zealand's potent, mainstream Maori culture. This is a country that recognises and celebrates its indigenous people – the world is a kinder, gentler, more respectful place down, below down-under. With a small population of 4,213,418, the country ranks 124th in the world in terms of population size.

Nigeria

British influence and control over what would become Nigeria – and Africa's most populous country – grew throughout the 19th century. A series of constitutions after World War II granted Nigeria greater autonomy; independence came in 1960. Lagos is one of the most exuberant cities in Africa, while port city Calabar makes for an enjoyable stopover for travellers on their way to Cameroon. Across Southern Nigeria, old kingdoms carry on their customs, from creating elaborate brass sculptures to venerating the ancient gods. More modern traditions include one of the world's pioneering primate conservation organisations. In the north, where the land dries out as it stretches towards the desert, Muslim Nigeria thrives in cities where memories of the Saharan trade routes still linger. Don't miss West Africa's oldest city Kano, and Yankari National Park, the best in the country. The population in Nigeria is 149,229,090, ranking the country 8th in the world in terms of population size.

North Korea

An independent kingdom for much of its long history, Korea was occupied by Japan in 1905 following the Russo-Japanese War. Five years later, Japan formally annexed the entire peninsula. Following World War II, Korea was split with the northern half coming under Soviet control. After failing in the Korean War (1950-53) to conquer the US-backed Republic of Korea (ROK) in the southern portion by force, North Korea (DPRK), under its founder President KIM Il Sung, adopted a policy of diplomatic and economic "self-reliance" as a check against outside influence. Soccer is a popular sport in the country, and considered a national pride to play. The population is 22,665,345, ranking the country in 50th place in the world in terms of population size.

"Thank you for participating in the African World Cup."

Paraguay

Paraguay is a friendly landlocked country, which has unfairly found itself somewhat isolated from even its neighbours in the past by the surrounding geography.

It is one of the continent's least densely populated countries, made up of mostly mestizos (people of mixed Spanish and Native American descent) but there is also a Japanese community, created by post-WWII migration.

However, today Paraguay has taken a number of steps to overcome its geographic situation and is building a more welcoming image –an image richly deserved by this interesting nation.
The country can boast many attractions: grassy plains and an untamed wilderness of marshes, lagoons, dense forests, jungles, national parks, and in particular unique Jesuit missions and the Chaco, one of South America's great wilderness areas.

The country will particularly appeal to travellers who have already been to larger, more varied South American destinations, but who are now ready to experience the more subtle attractions of the continent such as learning about the Guarani Indians, watching Nanduti lace being made – comparable to the best anywhere in the world, or seeing a jaguar which is a rare sight indeed.
In addition, Paraguay boasts breath-taking waterfalls where the borders of Brazil, Paraguay and Argentina come together.
For all these reasons, Paraguay is definitely a country worth discovering.

"Thank you for participating in the African World Cup."

Portugal

While it's true that Portugal is no longer the Iberian Peninsula's best-kept secret, it's fairly easy to escape the crowds. The busiest resorts in the Algarve still allow seclusion. It only takes a short bus ride or a walk across the countryside to reveal rarely visited places that still offer the feeling of discovery. Privacy is a sentiment close to the Portuguese soul. Portugal has an old-fashioned charm, with medieval castles and picture-perfect villages scattered over meandering coastlines and flower-covered hillsides. From the ancient university town of Coimbra to Lord Byron's favourite Portuguese haunt, Sintra, the country's proud history can be felt everywhere. When it comes to soccer, Portugal throbs with the excitement as every move of their soccer stars is ardently followed and measured. The population numbers 10,707,924, giving it a world ranking of 76.

Serbia

Serbia (Srbija) is yet to come within most travellers' comfort zone, become a democracy, the nation is now knocking on the doors of Europe and has become a safe and welcoming place to visit. The most exciting spot is undoubtedly its capital, Belgrade, a gritty, energetic city. Cultural buffs can revel in its architecture and museums, while party animals will get no rest exploring its incessant nightlife. Serbians number 7,379,339 and rank 95 in the world population ranking.

Slovakia

The Slavs arrived in the territory of present-day Slovakia in the fifth and sixth centuries during the migration period. In the course of history, various parts of today's Slovakia belonged to Samo's Empire (the first known political unit of Slavs), Principality of Nitra (as independent polity, as part of Great Moravia and as part of Hungarian Kingdom), Great Moravia, Kingdom of Hungary, the Austro-Hungarian Empire or Habsburg Empire, and Czechoslovakia. A separate Slovak state briefly existed during World War II, during which Slovakia was a dependency of Nazi Germany (between 1939 and 1944). From 1945 Slovakia once again became a part of Czechoslovakia. The present-day Slovakia became an independent state on 1 January 1993 after the peaceful dissolution of Czechoslovakia. Slovakia is a small country with a population of 5,463,046 and a world ranking of 110.

"Thank you for participating in the African World Cup."

adidas
5
8

Slovenia

The oldest signs of human settlement in present-day Slovenia were found in the Jama Cave in the Loza Woods near Orehek in Inner Carniola, where two stone tools, approximately 250,000 years old, were recovered. During the last glacial period, present-day Slovenia was inhabited by Neanderthals; the most famous Neanderthal archaeological site in Slovenia is a cave close to the village of Šebrelje near Cerkno, where the Divje Babe flute, the oldest known musical instrument in the world was found in 1995. In the transition period between the Bronze Age and the Iron age, the Urnfield culture flourished. Numerous archaeological remains, dating from the Hallstatt period, have been found in Slovenia, with important settlements in Most na Soči, Vače, and Šentvid pri Stični. It's a tiny country, about half the size of Switzerland, and counts just over two million people. Slovenia offers many great attractions, from beaches, snow-capped mountains, hills awash in grapevines and wide plains blanketed in sunflowers, to Gothic churches, baroque palaces, historic castles and art nouveau civic buildings. The warm Mediterranean breezes move up to the foothills of the Alps where it can even snow in summer. With more than half of its total area covered in forest, Slovenia truly is one of the greenest countries in the world. In recent years it has also become Europe's activities playground. Slovenia is a soccer loving nation, playing the game with a quiet passion, rarely seen. To demonstrate the diminutiveness of Slovenia, it's population counts a mere 2,005,692 and is ranked 145 globally.

South Korea

It is challenging to capture the essence of this fascinating, complex nation. Social relations may be grounded in ancient Confucianism, but South Korea is most decidedly a forward-thinking country thanks to its approach to everything, an insatiable appetite for technological advancement and an indomitable can-do attitude. The country is a true icon in globalisation and much may be learned from their focussed approach to be the best. Any traveller who has had the opportunity to visit this mysterious country can attest to the fact that service and perfection really feature – from the moment you land there to the time of your departure. No one knows where the country is headed, but it's moving in fast-forward mode. Few international travellers explore the countryside, which is both a pity and a blessing. Serene temples, picturesque mountains, lush rice paddies, unspoilt fishing villages and endless hiking opportunities are so far off the beaten track, it's unlikely you'll meet any Westerners (or even English speakers) on the road less travelled. South Korea's population is roughly the same as that of South Africa at 48,508,972 , which ranks the country in 25th place in terms of population size.

"Thank you for participating in the African World Cup."

Spain

You won! What more can really be said. Winner takes all, but in this case, thank you Spain for also giving your all so that we could reap the benefit of a great show –nail-biting to the end. What's more, Spain, you did it for the first time. World champions, we are proud to know you. Many South Africans now want to learn Spanish. Soccer is a magic game that draws people together – at least when the battle is over!

When you look at a world map you'll see that Spain occupies 85% of the Iberian Peninsula, which it shares with Portugal, in southwest Europe. It is a big area –populated by 40,525,002 people –about the same as in South Africa.

Muchas Gracias Espana! Viva Espana! Thank you for visiting and thank you for winning!

Switzerland

The national football team of Switzerland (also known as the *Schweizer Nati* in German, La Nati in French, *Squadra nazionale* in Italian) traded the beauty of their picturesque landlocked country to compete for the top prize in the world. Its best performances in the World Cup have been to reach the quarter-finals three times, in 1934, 1938 and when the country hosted the 1954 FIFA Soccer World Cup™. One always believes that the Swiss need not leave their country for anything; it would be hard to find such a unique combination of discipline, mountains, cleanliness and ever-present prosperity, all working in unity. Our gratitude to the Swiss for sharing soccer with us in June. Switzerland has a population of 7,604,467 and is ranked 94th in the world.

United States

The United States is largely regarded as the world's wealthiest and most powerful nation. The country continues to play a dominant role in the world's cultural landscape and is famous for its wide array of popular tourist destinations, ranging from the skyscrapers of Manhattan and Chicago to the natural wonders of Yellowstone to the warm, sunny beaches of Florida, Hawaii and Southern California. The US also has the third largest population, with 307,212,123 registered citizens. Their soccer is gaining momentum and popularity. Thank you for visiting our shores. You are welcome to return at a more leisurely time to really enjoy the sights and sounds of South Africa.

Uruguay

Uruguay used to be South America's best-kept secret, with a handful of Argentines, Brazilians, Chileans and non-South Americans in the know popping in to enjoy the pristine beaches, the atmospheric cities, the huge steaks and the nightlife. They came, loved it and went back home to tell their friends.

Even though Uruguay has gained in popularity as a tourist destination, the country is not being overrun by foreigners. The main draw cards, like Colonia del Sacramento, Punta del Este and Montevideo, have long been set up for tourists and are reaping the rewards of the country's newfound popularity. Other destinations, such as Punta del Diablo and Maldonado, retain their charm but are no longer the undiscovered gems they once were.

"Thank you for participating in the African World Cup."

As for the FIFA Soccer World Cup™, special mention needs to be repeated here: Uruguay was the first ever venue way back in 1930. In Uruguay's centenary year the country welcomed all teams who were prepared to take the long sea voyage. Their greatest rival, Argentina, was a mere ferry ride away from Buenos Aires across the Rio Negro estuary. No wonder that the two teams that dominated this tournament were Argentina and Uruguay! They both topped their groups easily. Stábile was this tournament's best player. Originally a substitute, he came into the side and scored a hat-trick against Mexico. The semi-finals saw Argentina thrash the United States by 6-1, and Uruguay won by the same score versus Yugoslavia. There was no bronze match, so both USA and Yugoslavia shared the third place.

In the final, Argentina looked like the better side in the first half, but Uruguay came back in the second half to win the title easily 4-2. You did well in South Africa, and we salute your presence.

South Africa

As hosts of the 2010 FIFA Soccer World Cup™, South Africa has shown that it can offer tourists and businessmen anything the avid traveller or investor may wish for.

This Rainbow Nation can offer anything the rest of the world can offer, and more –all in one microcosm – one country at the southernmost tip of Africa. In comparison to the size of Africa and its one billion people South Africa is small.

The diversity of its culture offers the visitor all of Africa in one place, including first world economics and lifestyles. South Africa –where dreams come true. Thanks to the *Genie* now free to do great and wonderful things .

"Thank you for being a great host."

Let the games begin

The time is 8 pm on Thursday, 10 June 2010. From Mombasa to Manchester, Athens to Anchorage, the world held its collective breath as the first ever musical prelude to a FIFA Soccer World Cup™ kicked off in a packed Orlando Stadium. The fact that Soweto, a hotbed of violence and anarchy during South Africa's apartheid years was now the venue at which the global population gathered to mark a momentous occasion in South Africa's history, bore tremendous testament to the strides the host nation had taken since 1994. The evening's entertainment was an eclectic mix of local, continental and international superstars all making the pilgrimage to pay tribute to the mother continent. As the last strains of the African drums faded into the night, the sense of anticipation heightened; after eight years of waiting, the World Cup was truly here.

As the sun set on the magical African Highveld, the trumpeting lure of the vuvuzelas summoned the teams to the battleground. The day had arrived – 11 June 2010. The feeling of elation was tangible – the hopes and dreams of an entire nation fulfilled. The only thing rivalling the dusty pink hue of the majestic African sunset was the regal stadium; the crown jewel on the gold-laden Highveld landscape. Spectators watched in awe as the calabash reverberated with the joyous beats in anticipation emanating from the African drums. For a fleeting moment all of humanity sang, danced and celebrated together. Here, at the foot of Africa, we rejoiced in our differences and exulted in our similarities; we praised the beautiful game that brought us all together, and the tournament where victors, legends and champions were made. The 11th of June marked a turning point in South Africa's history and reaffirmed to the global community that the miracle nation smacked of Madiba magic. Africa's time had come. *Ke Nako!*

Spectator profile – from labourer to royalty

The celebrations during the opening ceremony removed all barriers of any kind between the rich and the poor, the learned and the unlearned, those with status and those who have no status.

Attendance

Attendance at the 64 matches played totalled an astounding 3.1 million spectators – historically the third best except for Germany in 2006 and the United States in 1994. This is some feat for a country so far removed from the centres of the developed world.

Soccer: the winners and the losers

The following table reflects the standing of all countries involved with FIFA since its inception in 1930.[11]

FIFA World Cup Soccer Tournaments 1930 to 2010

Country	Events	Played	Won	Drawn	Lost	For	Against	Points
1.Brazil	19	97	67	15	15	210	88	216
2.Germany	17	99	60	19	20	206	117	199
3.Italy	17	80	44	21	15	126	74	153
4.Argentina	15	70	37	13	20	123	80	124
5.England	13	59	26	19	14	77	52	97
6.Spain	13	56	28	12	16	88	59	96
7.France	13	54	25	11	18	96	68	86
8.Netherlands	9	43	22	10	11	71	44	76
9.Uruguay	11	47	18	12	17	76	65	66
10.Sweden	11	46	16	13	17	74	69	61
11.Serbia	11	43	17	8	18	64	59	59
12.Russia	9	37	17	6	14	64	44	57
13.Poland	7	31	15	5	11	44	40	50
14.Mexico	14	49	12	13	24	52	89	49
15.Hungary	9	32	15	3	14	87	57	48
16.Czech Republic	9	33	12	5	16	47	49	41
17.Austria	7	29	12	4	13	43	47	40
18.Portugal	5	23	12	3	8	39	22	39
19.Belgium	11	36	10	9	17	46	63	39
20.Chile	8	29	9	6	14	34	45	33
21.Switzerland	9	29	9	6	14	38	52	33
22.Paraguay	8	27	7	10	10	30	38	31
23.Romania	7	21	8	5	8	30	32	29
24.Denmark	4	16	8	2	6	27	24	26

11 This data was extracted independently and then checked against official records. There are minor discrepancies with the official record.

FIFA World Cup Soccer Tournaments 1930 to 2010								
Country	**Events**	**Played**	**Won**	**Drawn**	**Lost**	**For**	**Against**	**Points**
25.United States	9	29	7	5	17	32	56	26
26.South Korea	8	28	5	8	15	28	61	23
27.Croatia	3	13	6	2	5	15	11	20
28.Scotland	8	23	4	7	12	25	41	19
29.Cameroon	6	20	4	7	9	17	34	19
30.Bulgaria	7	26	3	8	15	22	53	17
31.Turkey	2	10	5	1	4	20	17	16
32.Japan	4	14	4	3	7	12	16	15
33.Peru	4	15	4	3	8	19	31	15
34.Republic of Ireland	3	13	2	8	3	10	10	14
35.Ghana	2	9	4	2	3	9	10	14
36.Nigeria	4	14	4	2	8	17	21	14
37.Northern Ireland	3	13	3	5	5	13	23	14
38.Colombia	4	13	3	2	8	14	23	11
39.South Africa	***3***	***9***	***2***	***4***	***3***	***11***	***16***	***10***

FIFA World Cup Soccer Tournaments 1930 to 2010								
Country	**Events**	**Played**	**Won**	**Drawn**	**Lost**	**For**	**Against**	**Points**
40.Morocco	4	13	2	4	7	12	18	10
41.Costa Rica	3	10	3	1	6	12	21	10
42.Ecuador	2	7	3		4	7	8	9
43.Norway	3	8	2	3	3	7	8	9
44.Australia	3	10	2	3	5	8	17	9
45.Senegal	1	5	2	2	1	7	6	8
46.East Germany	1	6	2	2	2	5	5	8
47.Algeria	3	9	2	2	5	6	12	8
48.Saudi Arabia	4	13	2	2	9	9	32	8
49.Côte d'Ivoire	2	6	2	1	3	9	9	7
50.Ukraine	1	5	2	1	2	5	7	7
51.Tunisia	4	12	1	4	7	8	17	7
52.Wales	1	5	1	3	1	4	4	6
53.Iran	3	9	1	2	6	6	18	5
54.Slovakia	1	4	1	1	2	5	7	4
55.Slovenia	2	6	1	1	4	5	10	4
56.Cuba	1	3	1	1	1	5	12	4
57.North Korea	2	7	1	1	5	6	21	4
58.Honduras	2	6		3	3	2	6	3
59.Jamaica	1	3	1		2	3	9	3
60.New Zealand	2	6		3	3	4	14	3
61.Greece	2	6	1		5	2	15	3
62.Angola	1	3		2	1	1	2	2
63.Israel	1	3		2	1	1	3	2
64.Egypt	2	4		2	2	3	6	2
65.Kuwait	1	3		1	2	2	6	1
66.Trinidad & Tobago	1	3		1	2		4	1
67.Bolivia	3	6		1	5	1	20	1

FIFA World Cup Soccer Tournaments 1930 to 2010								
Country	**Events**	**Played**	**Won**	**Drawn**	**Lost**	**For**	**Against**	**Points**
68.Iraq	1	3			3	1	4	
69.Togo	1	3			3	1	6	
70.Canada	1	3			3		5	
71.Dutch East Indies	1	1			1		6	
72. United Arab Emirates	3	3			3	2	11	
73.China	1	3			3		9	
74.Haiti	3	3			3	2	14	
75.Zaïre	1	3			3		14	
76.El Salvador	2	6			6	1	22	
Totals	397	1544	599	346	599	2208	2208	2143

Soccer wins!

The slightly built teenager serving you behind the till at the supermarket and the smartly dressed CEO of a huge corporation both had one thing on their minds on the Friday when the World Cup got into full swing. No matter where people were from, all were wearing Bafana Bafana jerseys, and the display of the rainbow flag – everywhere.

Never before, not for any previous occasion, have South Africans joined in such unity. Such acts of togetherness need to be fostered to allow us to continue to show the pride that courses through our veins – a solidarity rarely seen anywhere on the planet. This togetherness was not about soccer. We knew instinctively that we could not win. What does soccer have to do with losing? On the field this may seem tragic –but we were not losing. We were winning. No other country in the history of mankind has ever melded together as we did then. It is said that what fills the heart will loosen the vocal chords. Indeed this is so – as individuals we may hide our inner feelings, but in times of requisite unity as a nation we are unstoppable. We will put away the office suit for a soccer jersey, just as we will put away our differences for a country.

Let us continue showing our pride in these national colours at all times as they unite us and strengthen solidarity amongst the South African people. There is work ahead – nation-building is the agenda.

This view was recognised by our African brothers and sisters north of the Limpopo. The support provided by nation states as far away as Ghana indicated that South Africa

Our national days such as Freedom Day, Heritage Day, Youth Day, and Women's Day should become more focused celebrations of the ushering in of freedom and democracy in our country, and the promoting of building a common future …

President Jacob Zuma

is regarded as an integral part of the continent. Let us take our lamp and hold it up high for all to see as a beacon of hope.

The 2010 Local Organising Committee, Bafana Bafana, coaches and the technical team all need to be praised for their contribution to the World Cup. We thank our football players too, for not just playing football, but for being the face of the tournament. And what a good face they portrayed.

The unity experienced in South Africa was a highlight of the tournament, showing that the country has great potential for further nation building. The fact that so many white South Africans, young and old, filled the stadiums to celebrate the soccer tournament, while black people flocked to Orlando Stadium before the World Cup to celebrate rugby, shows that we have not begun to harness the potential for creating a common national identity that sport presents.

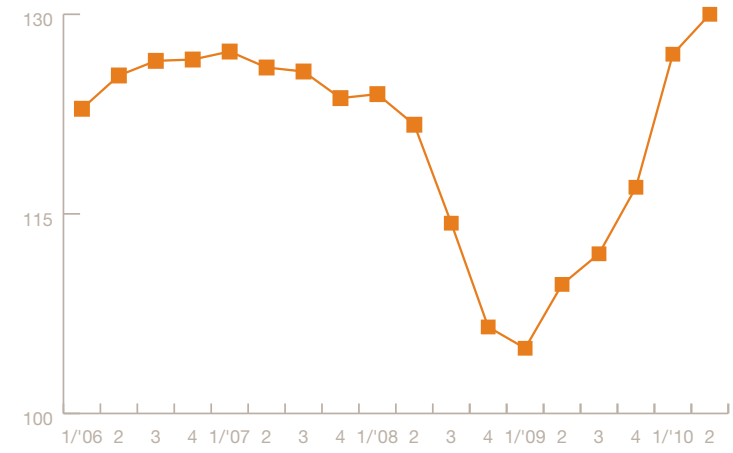
South Africa – not just a pretty face

Economic recovery gaining momentum

The resilience and inherent stability of the South African economy was aptly demonstrated by the swiftness with which the effects of the recent recession were shrugged off.

During the five years prior to the recession, South Africa's taxation base broadened to such an extent that fiscal revenue collections consistently exceeded budget targets. As a result, South Africa experienced the luxury of a budget surplus in 2008, which aided a swift and positive macroeconomic policy response, aimed at stimulating demand.

South Africa's leading business cycle indicator (quarterly)



After a mere three quarters of negative GDP growth, the South African economy followed the trend of most of its key trading partners by returning to positive real GDP growth during the third quarter of 2009. In the fourth quarter of 2009, GDP growth jumped to 3.2% and then gained further momentum to a level of almost 4% during the first half of 2010. A cursory analysis of South Africa's leading business cycle indicator provided a clue to the soundness of the economic recovery as early as the second quarter of 2009. Since its trough, this key indicator has increased by 24%.

The seeds for a fundamentally stable economy capable of recovering so fast from a serious global recession were planted during the constitutional negotiations that paved the way for the country's first democratic elections in 1994. With democracy came an abrupt end to negative trends in virtually all major economic indicators. The changes in these trends have been, by and large, dramatic in terms of both directional shifts and sustainability.

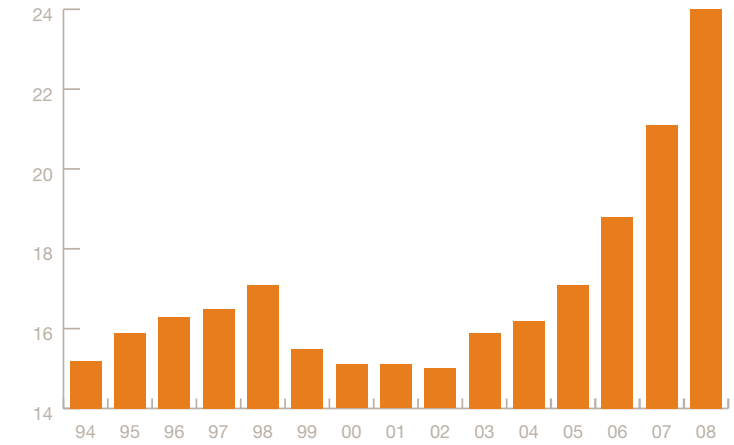
Between 1992 and 2008, South Africa enjoyed the most profound period of economic expansion in its modern history, recording 16 successive years of positive real GDP growth and swelling its gross national income per capita by more than 30%.

Many economists, public sector policy makers and business leaders were caught unawares by the structural improvement of the country's economic growth trajectory, which explains the occurrence of temporary capacity constraints in the economy.

From cement and electricity to beverages and petroleum, South Africans have had to cope, for the first time in fifty years, with supply shortages.

This situation is regarded as temporary, however, as it has acted as an incentive for a surge in private sector capital formation, whilst government has committed more than R1 trillion of fiscal resources to the maintenance and upgrading of the country's infrastructure over the next seven years.

Medium and long-term growth prospects buoyed by rise in capital formation/GDP ratio



The improvement in the country's economic prospects is reflected in the fact that South Africa's sovereign risk rating has risen steadily to investment grade status. It is not surprising, therefore, that South Africa's foreign exchange reserves have continued to reach new record highs over the past seven years.

The momentum and broad-based nature of investment in new productive capacity in South Africa played a key role in restricting the demand-side damage caused by the recent recession. Gross fixed capital formation defied the odds in 2009 and recorded real growth of 2.3%, despite being faced by relatively high interest rates.

Capital formation growth in South Africa has acquired a structural dimension. After hovering at relatively low levels of around 15% of gross value added (GVA) for more than a decade, the capital formation/GVA ratio increased to more than 24% in 2009. This represents an improvement in the 2002 ratio of almost 57%.

A second positive feature of the seven-year surge in capital formation is its broad-based nature. During the last seven years, eight out of the ten key sectors of economic activity recorded average annual real growth in capital formation in excess of the average annual real GDP growth rate of 3.7%, with the average growth rate for total capital formation above 10%.

The cost of capital (and credit) has since been lowered, with the prime overdraft rate at its lowest level in 37 years, namely 9.5%. The existence of fundamental macroeconomic stability in South Africa is confirmed by a host of key indicators, including a narrowing of bond yield spreads. At a level of 7.7% in September 2010, the South African long-term government bond yield is lower than that of Greece and India and only marginally higher than that of Brazil and Ireland.

South Africa's global relevance is multi-dimensional in nature. In 1994, the country emerged as a democracy capable of solving historical socio-political inequities and tensions by accepting a constitution that is ranked number one in the world in terms of its adherence to the United Nations Charter on Human Rights.

The country also enjoys a strategic geo-political disposition as the economic powerhouse of a potential future regional superpower (the Southern African Development Community – SADC), comprising 15 different countries en route to a common market based on the design of the European Union.

Furthermore, South Africa has also recently been ranked as the richest country in the world in terms of the value of its mineral resources.

South Africa enjoys the same global ranking (no. 24) for the key indicators of total population (50 million people in 2009) and GDP in purchasing power parity (PPP) terms ($500 billion in 2009).

South Africa's population is larger than countries such as South Korea, Spain, Argentina and Canada, and its PPP GDP is larger than those of countries such as Sweden, Malaysia, Greece and Switzerland.

Any future progress with achieving a higher degree of socio-political stability within the SADC region (which has a combined population approaching 300 million people) will undoubtedly act as a magnet for foreign direct investment in the region.

In the interim, the successful hosting by South Africa of the 2010 FIFA Soccer World Cup™ finals has undoubtedly lifted tourism to a structurally higher level. Against the background of a recovery of metal and mineral commodity prices, low inflation and interest rates, a stable currency and a sustained increase in per capita income levels, the future looks decidedly bright.

Socio-economic benefits

The full range and scope of socio-economic benefits accruing to South Africa as a result of hosting the 2010 FIFA Soccer World Cup™ finals will only crystallise over the next few years. Certain of these benefits are difficult to quantify, whilst others are fairly easy to translate into monetary terms.

The accompanying table summarises the key benefits of hosting the event. It is important, however, not to view this summary as a static estimation. Little doubt exists that the 2010 FIFA Soccer World Cup™ finals have impacted on South Africa's tourism industry in a dynamic and structural manner.

Future tourism growth will therefore occur from a higher base, which means that the economic benefits accruing from the sectors related to tourism will continue well into the future.

Estimated socio-economic effects of hosting the 2010 FIFA Soccer World CupTM

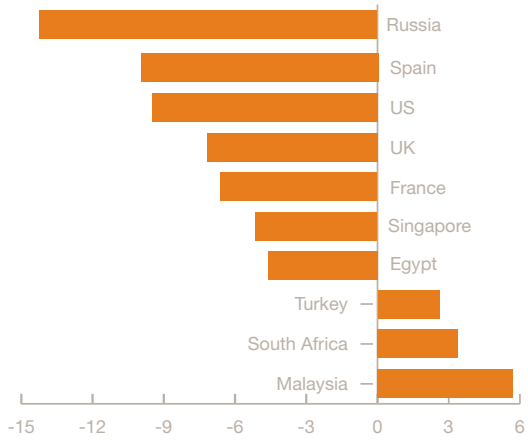
	R billion
Direct spending by tourists	11
Infrastructure	33
Structural increase in tourism (2010)	24
Advertising value of media coverage	300
Employment	
Construction jobs	66,000
Security jobs	80,000
Hospitality sector & other jobs	224,000
Socio-economic effects	
Proven ability to host mega events	
Proven ability to complete large infrastructure projects on time	
Opportunities for the private & public sectors	
to engage in productive partnerships	
A new-found national pride	

Sources: National accounts data, National Treasury, calculations by Dr Roelof Botha

In fact, it is clear from the figures that some of these benefits started accruing as early as 2009, when South Africa bucked the declining global tourism trend in no uncertain way.

An issue not readily acknowledged in the mainstream literature on industrial development is the role that the hospitality industry at large can play in fostering manufacturing activities at a relatively basic level.

% Change in foreign arrivals in selected top-30 tourist destinations – 2008 to 2009



The fact is that tourism, broadly defined, represents the largest industry in the world. According to the UN World Tourism Organisation, the combined direct economic linkages within this sector account for approximately 10% of global GDP.

In addition to having attracted half a million foreign visitors to South Africa, the cumulative number of global television viewers that have been exposed to broadcasts of matches and advertisements has been estimated at 50 billion.

It is abundantly clear that this event has provided an opportunity for marketing the development potential of the whole of the Southern African region that will probably not repeat itself in the next millennium.

The relevance for further industrial development is related to a fairly extensive value chain of manufactured goods closely associated with tourism activity. This includes (but is not restricted to) a wide range of processed foods, beverages, clothing, artefacts, textiles, furniture, footwear, and a variety of hospitality industry consumables.

South Africans should be cautious, however, not to waste time basking in the glory of the aftermath of a hugely successful event. They should rather put their shoulders to the wheel in order to consolidate the country's reputation as being a premier tourist destination.

This could entail training programmes to improve service standards amongst staff of organisations that are intimately engaged with tourists, including hotels, restaurants, airlines, airports and Customs and Home Affairs officials. The need for friendliness and hospitality should become the underlying hallmark of such programmes.

The tourism value chain represents economic activity for which South Africa possesses significant long-term comparative advantages, and the country stands to reap the dividends of "the beautiful game" for generations to come.

In an embryonic democracy such as South Africa, which is home to a large variety of different cultures and where all the traditional development challenges of the Third World are omnipresent, the event has provided a rare opportunity for the galvanising of a sense of nationhood.

It has also provided the country with an opportunity to showcase the most modern infrastructure on the African continent and the spectacular beauty of its landscape and its fauna and flora. It would furthermore have triggered substantial interest in future investment and business opportunities within the Southern African region and a realisation that South Africa is the gateway to one of the world's largest future markets.

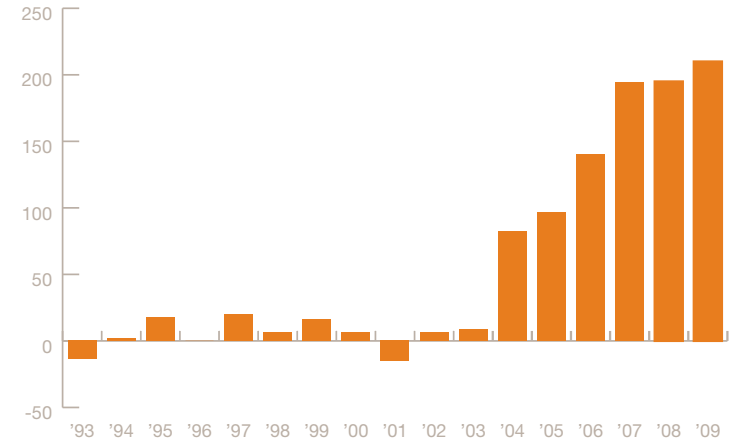
Investing in South Africa

The creation of fundamental macroeconomic stability in South Africa over the past 15 years has created an environment conducive to attracting significant levels of foreign investment. Prior to the relatively brief recession of 2009, South Africa enjoyed 16 years of uninterrupted positive real GDP growth – the longest period of sustained economic expansion in the country's modern history.

This feat was made possible by a combination of prudent fiscal and monetary policies, expanding markets and significant investments in service delivery programmes for relatively poor communities.

The latter has manifested itself in the building of close to 3 million low-cost houses, provision of water to more than 10 million people and more than 4 million new electricity connections.

Net inflows on the financial account of the balance of payments



Expanding markets have occurred as a twin result of a population that has increased from 30 million to 50 million people over the past two decades and a sustained increase in per capita income levels. In the decade between 1999 and 2009, South Africa's gross national income per capita increased by more than 85% from $3,000 to $5,600.

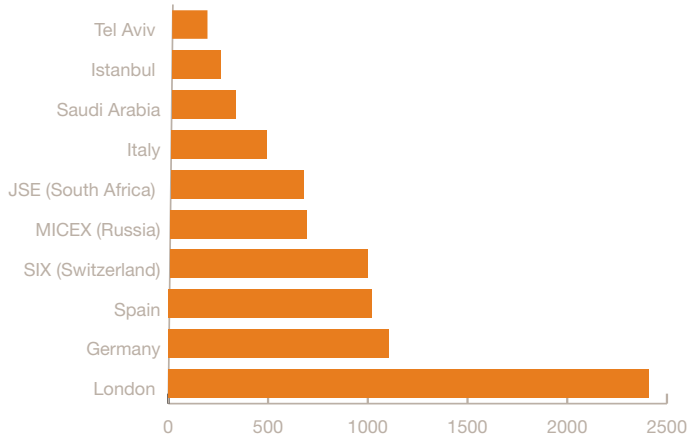
Over the past decade, South Africa has managed to attract a cumulative inflow of foreign direct investment of $44 billion (valued at the September 2010 exchange rate).

Furthermore, the past decade has witnessed the emergence of a stable and relatively strong currency, which has played a key role in attracting investment into South Africa. This has occurred as a result of a strong balance of payments, with the rand exchange rate gaining more than 30% in real terms against a basket of currencies of South Africa's 15 major trading partners between the end of 2008 and the third quarter of 2010.

Arguably one of the most outstanding economic successes of the past seven years has been the near-spectacular performance of the financial account of the balance of payments.

Since 2004, the cumulative net inflow on this account (including unrecorded transactions and net International Monetary Fund drawings) has amounted to more than R922 billion, and it is likely to exceed the level of R1 trillion before the end of 2010. The current account has now also started to support the exchange rate, with the deficit dropping to less than 3% of GDP in mid-2010 (from a level of more than 7% in 2008).

Top-10 stock exchanges in the Europe/Middle East/Africa region (market capitalisation) June 2010



Other reasons to consider investment in South Africa include its sophisticated telecommunications network and financial services industry, including a vibrant and efficient secondary capital market.

The Johannesburg Stock Exchange (JSE) is the premier market facility for trading equities and financial derivatives on the African continent and has operated as a market place for the trading of financial products for nearly 120 years.

It is a little known fact that the JSE enjoys the third highest ranking in the world in terms of equity market capitalisation/GDP ratios (average annual ratio since 2000 for countries with a GDP in excess of $200 billion). Hong Kong and Switzerland are the only two countries ranked above South Africa, with the United Kingdom and the United States in positions number four and five, respectively.

In terms of the value of equity market capitalisation as at June 2010, South Africa has the sixth largest stock exchange in the Europe/Middle East/Africa region of the World Federation of Exchanges (WFE).

Over the past century, the JSE has evolved from a traditional floor-based equities trading market to a modern securities exchange providing fully electronic trading, clearing and settlement in equities, financial and agricultural derivatives and other associated instruments. It also has extensive surveillance capabilities.

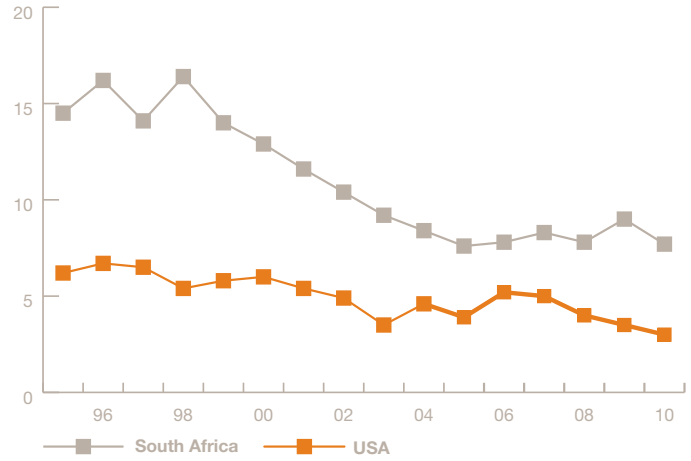
The country's physical infrastructure is acknowledged as being the best on the African continent, and in the major urban areas, it is on a par with many cities in industrialised countries.

The South African economy has also become significantly more diversified over the past decade in terms of both the products that are produced, and the markets into which they are sold. Increasingly, this diversity is being reflected in, and assisted by, the participation of foreign-owned firms in South Africa.

At the level of international trade, the contribution of primary sector exports has declined over the past 20 years, while fully manufactured and service exports have increased since the lifting of economic sanctions in the early 1990s. As a result, the country is less dependent on the performance of individual commodities and markets than many other emerging markets, with concomitant reductions in the level of exposure to external shocks.

Reductions in import tariffs and corporate tax rates have contributed to a lowering of the costs of capital over the past decade, whilst the absence of any exchange control restrictions on non-residents allows for the necessary global flexibility with regard to financing arrangements for venture capital. Money market interest rates are currently at their lowest level in almost four decades.

Long-term bond yields – US & South Africa



Investing in South Africa often acts as a springboard to business opportunities in one of the world's largest latent consumer markets, with the SADC boasting vast reserves of virtually the full spectrum of natural resources and a combined population of approximately 270 million people. According to current estimates by the demographic experts at the United Nations Development Programme (UNDP), the SADC population should expand to more than 340 million within the next decade, making it the third largest population in the world.

Over the past two decades, several countries in sub-Saharan Africa (SSA) have successfully implemented economic reforms, often under the auspices of the Word Bank and International Monetary Fund, aimed, *inter alia*, at creating a business environment more conducive to the attraction of foreign direct investment. As a result, the high-performing countries in SSA have managed to increase *per capita* income levels by between 6% and 10% since the start of the new millennium.

Bond yield spreads between South Africa and most high-income countries have narrowed consistently over the past 15 years, mainly due to a more favourable risk assessment of emerging markets in general. The spread between long-term yields for South African and US bonds remains large enough, however, to warrant serious consideration as a profitable and safe haven for capital market investments.

Equity investments are probably more enticing, as an all-share index investment on the JSE made twelve years ago would have yielded an average rate of return of 16.4% per annum.

Tourism to receive structural boost

The title of one of the many illustrated travel guides on South Africa aptly describes the country as a “paradise at the continent’s end”.

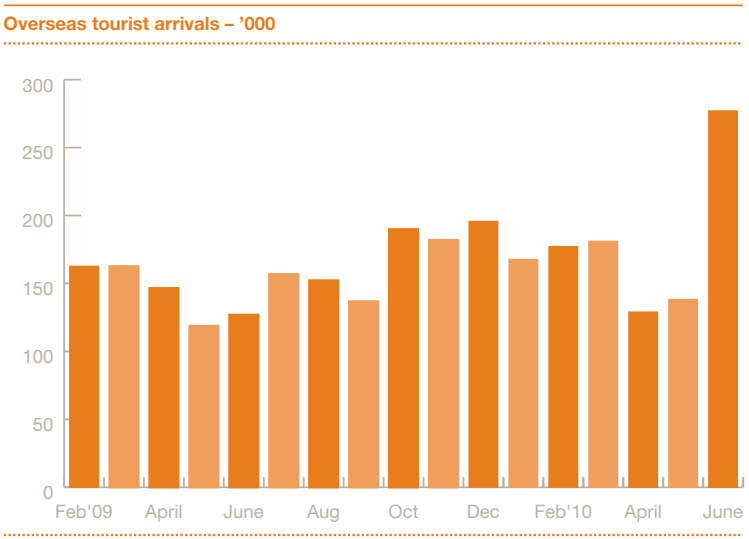
Located between the cold and stormy Atlantic on the West coast and the moderate to warm Pacific on the East coast, South Africa’s variety of contrasting landscapes is truly astounding.

Combined with the diversity of its cultures, the wealth and multitude of fauna and flora has provided the country with the tag of a “world in one country”. The unique and colourful variety of people with widely different traditions, languages and faiths once prompted Archbishop Desmond Tutu to proclaim South Africans as “the rainbow people of God”.

Throughout the region, a multitude of various and unique floral habitats meet. The exceptionally long curve of unspoilt and scenic coastline, the large land area and the considerable longitude and latitude distances provide the region with highly varied vegetation and a combination of summer and winter rainfall.

Whilst certain regions are arid and semi-arid, much of the interior regions are characterised by rolling grasslands and savannah bushveld. In other areas, tropical forests intermingle with more temperate woods, creating an interesting forest habitat of a large variety of species endemic to the region. This includes the ancient forests that are found in the Eastern Cape, home to South Africa’s first democratically-elected President and global icon, Nelson Mandela.

Nature’s overwhelming generosity towards South Africa is demonstrated by the fact that 70% of the 200 known natural orders of plants in the world are found here. South Africa possesses more than 16,000 species of flora, compared to 1,500 in the United Kingdom.



The extraordinary wealth of fauna and flora of the region has played a catalytic role in the development of a modern tourism industry. Apart from breathtaking landscapes across the breadth of the country, South Africa also offers tourists luxury-standard comfort. Although the country is part of the so-called “Third World”, it also has modern, buzzing cities swarming with restaurants, flea markets, museums, theatres and art galleries.

Exploring the country is easy, due to an excellent transport and communication infrastructure, including some of the most modern and well-equipped airports in the world.

South Africa has been a world leader in exemplary nature conservation since 1926 and manages a system of 20 national parks which represent the full spectrum of indigenous fauna, flora, landscapes and associated cultural heritage of the country.

These parks offer visitors an unparalleled diversity of adventure tourism opportunities, including game viewing, bush walks, mountaineering, canoeing and exposure to cultural and historical experiences. Conference facilities also exist in many of the parks.

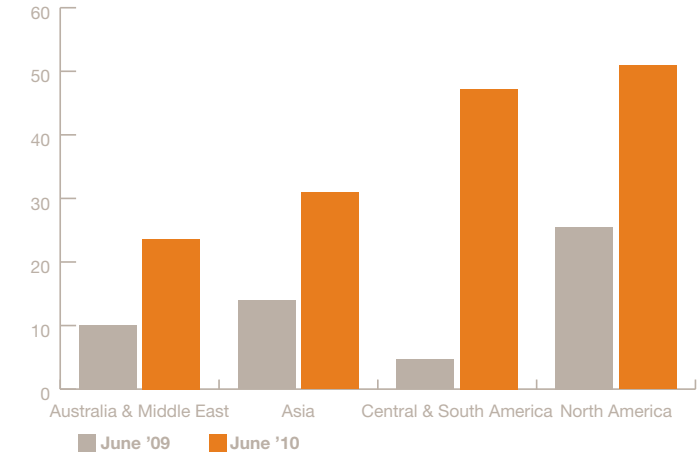
The hosting by South Africa of the 2010 FIFA Soccer World Cup™ finals presented a unique opportunity to improve coordination in the marketing of the entire sub-Saharan region as a tourism destination of choice and to raise the contribution of tourism to gross value added to a structurally higher level.

The benefits of hosting this magnificent event have already become manifested in a sharp increase in tourist arrivals from overseas during the first half of 2010, which played a role in lifting the retail sector out of recession.

Of particular relevance is the dramatic increase in tourist arrivals from regions that are not traditionally key sources of foreign visitors. In the case of Central and South America, the increase in tourist arrivals between June 2009 and June 2010 amounted to more than 900% – nothing short of spectacular!

According to a subsequent survey conducted by soccer's world governing body, FIFA, almost 90% of first-time visitors to South Africa (during the World Cup finals) will influence friends and relatives to also visit the country.

Growth in tourist arrivals from selected regions – June 2009 to June 2010 – '000



Tourism: the Brazilian view

In my opinion, the World Cup in Africa exceeded all expectations. We do not have official statistics, but it is right to say that the number of foreign tourists was large, especially in the main host cities. These tourists were enchanted with stadium media, excellent roads, airports well operated and, above all, people who were extremely nice, polite and receptive. These people were proud to show their culture and new passion for football with a collective dance – the diski dance.

As for tourism options, we identified a rich offering which showed both the recent and contentious history of the country and its cultural and natural diversity in many museums, archaeological sites, zoos, casinos, wineries, breweries, jewellery, natural beauty, restaurants and, of course, the famous wild environment and the first six-star hotel in the world.

Access to such information was not widespread due to the poor dissemination of tourist programmes. However, tourists could arrange tours using leaflets available in hotels. Prices for tours have increased since my visit in 2009, as expected, but they were not exorbitant.

In summary, tourists could join one of the world's most beautiful festivals in a country of many colours and many hopes.

Stella de Moura Kleinrath, PhD in Regional and Urban Development, Member of Municipal Committee of the 2014 World Cup – Director of the Tourism Company of Belo Horizonte – Belotur Brazil

The South African 2010 FIFA World Cup™ – Sharing the experience as a South African

The 2010 FIFA World Cup™ is long gone, but the effect that this grand event had is indelible in the minds of the visitors and of the residents of our beautiful country, South Africa. I am one of those proud residents and am a man of African soil.

The thrills of this event were only made possible by the ability of those involved for years in the build-up and execution of the rollout of infrastructure and facilities to welcome our visitors.

Infrastructure:

Many who think of infrastructure immediately think of the roads, public transport, accommodation and tourist facilities. However, the stadiums are the initial visual contact for most tourists before they visited our country. The shape and beauty of the Cape Town and Durban stadiums and Soccer City were remarked on by every visitor that I encountered. Many, many tourists commented specifically on the beauty of the Cape Town stadium during the day and Soccer City at night.

Although our public transport may not have met all the expectations of visitors, the throne of the events (stadiums) is what remains imprinted on everybody's minds.

I have watched a few world cups before, but actually walking the fan walk in Cape Town was a marvellous experience. This small piece of infrastructure formed the path of unity for all fans before every single match. Not all stadiums had a fan walk. I attended six matches between Greenpoint Stadium and Soccer City. The fanwalk always made the three or four hours' wait in front of the stadium enjoyable.

I also went to two fanparks to watch many other matches. These were really inspiring, as they reached out to communities that could not always purchase tickets to the matches. What inspires me now is that these same football fanparks are now used as Youth Zones around the country. The fanparks now serve as zones for the youth where a combination of football, computer literacy and life skills training is offered. Fantastic! Our youth have a legacy of football and the outlook which combines this infrastructure associated with great hope and success, with their own futures!

This aims to build capacity in South Africa's youth football ability, their own self-belief, conflict resolution, responsibility and leadership. Every time I drive past a fanpark, I remember the "Waka Waka" and thousands of fans and happiness and proudness as a South African. After the World Cup, I have the same feeling when I drive past the fanpark in Cape Town. The youth learning inside are reliving all the same memories, whilst building their future.

Most importantly, as one of many millions of citizens in this country, I have realised that if it is possible to achieve the infrastructure successes that we have to pull off a World Cup, our government is capable of elevating a country to new heights.

What is great is that our government acknowledges that if we can meet FIFA's expectations, we can accelerate our country's growth and GDP, by learning from the processes and protocol adhered to for the World Cup.

I have new hope as a South African, a new legacy to be proud of…..and a new song in my heart…Waka Waka!!

Alistair Hofert – spectator

Beyond 2010

The South African government is pursuing with passion many grand initiatives – which display one purpose, a better life for all South Africans.

The pursuits are done in public under the watchful eye of the democratically elected Cabinet, with arguments and events being broadcasted live on national television daily when parliament is in session. As citizens we are fortunate that the constitution has all the intrinsic rights – not privileges – rights for humanity that we created when we finished the long walk to freedom.

The road is being clearly drawn on the future map.

South Africa is on a multibillion-rand infrastructure development drive to meet the demands of a growing economy and a vibrant entrepreneurial population. Infrastructure funding is largely provided by South Africa's national government. State owned entities also undertake infrastructure development in some sectors, while other initiatives include the government's Expanded Public Works Programme, and public-private partnerships.

The government has encouraged foreign direct investment to lure investors into areas that need infrastructure. The government has also introduced a policy of broad-based black economic empowerment (BBBEE), which requires foreign companies to go into partnership with local businesses, thereby empowering South Africans.

Infrastructure investment

Government has already begun to ramp up public sector investment.

Of the first tranche of R370 billion in 2008, about 40% went to public enterprises, mostly Eskom (R84 billion) and Transnet (R47 billion, of which R40 billion is 'core'), and mainly on power generation, power distribution, rail transport, harbours and an oil pipeline. The general purpose is to improve the availability and reliability of infrastructure services in response to rapidly growing demand.

The three spheres of government are responsible for about half of the total public sector capital investment over the period through a range of programmes at national department level. The planned rate of growth of the capital budget of government at between 10% and 15% per year is unprecedented in South African history. Projects are distributed to provincial and local government through the municipal and provincial infrastructure grant programmes, while provinces and most municipalities have further funds, collected from their own revenue sources, for capital expenditure.

Key areas of government expenditure, incorporating all spheres, are: provincial and local roads, bulk water infrastructure and water supply networks, energy distribution, housing, schools and clinics, business centres, sports facilities, and multi-purpose government service centres, including police stations, courts and correctional facilities.

Electronic communications as a key commercial and social infrastructure will be one focus of priority attention. Related initiatives, now being implemented, cover the strategy to rapidly grow the broadband network to all areas, reduce telephony costs in the shortest possible time scale, complete a submarine cable project to provide reliable international access, especially into Africa and Asia, and provide subsidies to encourage the establishment of telecommunication networks in labour-intensive poor areas.

Other strategic interventions in the infrastructure arena include further development of the country's research and development infrastructure, and further improvement of the modalities for public-private partnerships in the development and maintenance of public infrastructure – an initiative that is sure to encourage innovation in and beyond the work space.

Two sectors have been identified for special priority attention: business process outsourcing (BPO) and tourism.

Public sector infrastructure spending has considerable potential spin-offs in terms of the generation or regeneration of domestic supply industries, small business development and empowerment. Government is seeking to maximise the positive impact of these spin-offs on the domestic economy.

In addition to the general infrastructure programmes, provinces were asked to propose special projects that would have a major impact on accelerating and sharing growth. A set of projects has been selected for the finalisation of implementation plans, some of which are already underway. These include:

- The Umzimvubu Catchment and Timber Industries Development Initiative in the Eastern Cape;
- A diamond and gemstone jewellery project in the Northern Cape;
- A biofuels initiative that will cover at least the Northern Cape, Free State, KwaZulu-Natal, Eastern Cape and Mpumalanga;
- A water reticulation project for Mokopane-Vaalwater-Marken in Limpopo;
- The Moloto Corridor Rail Project, mostly in Mpumalanga;
- The Gauteng-Durban Corridor, including Johannesburg City Deep, Harrismith Hub and Durban Dube Trade Port;
- The Johannesburg International Airport Logistics Hub and Industrial Development Zone in Gauteng;
- The Makhathini Cassava and Sugar Project in KwaZulu-Natal;
- A national livestock project that will particularly focus on the Northern Cape and North West;
- The Dilokong Platinum Corridor, aimed at integrating development located around the planned De Hoop Dam in Limpopo;
- The proposed Square Kilometre Array and linked projects in Northern Cape; and
- The Cape Flats Infrastructure Project in the Western Cape.

In addition to the general initiatives mentioned, sectorial initiatives are also in progress.

"The World Cup has made an impact in so many ways. The first is the infrastructural developments we have seen from the improved road system to the Gautrain, the second is the changing of international perceptions of South Africa from (a place somewhere on the African continent) to a country that can deliver unique and different solutions to the rest of the world. For us the most important impact has been the one seen amongst our own people. There is a renewed sense of belief and confidence in oneself and the country. We can now stand together in our diversity which allows us to offer these unique and different solutions and we understand what makes us who we are and recognise the future potential and opportunities this beautiful country has to offer its own citizens as well as the world."

Miller M. Matola – Chief Executive – International Marketing Council of South Africa – the custodian of Brand South Africa

As regards private sector investment, sector strategies are being prepared, some of which are already in the implementation stage. A broader National Industrial Policy Framework has been submitted to Cabinet.

In this context, two sectors have been identified for special priority attention: business process outsourcing (BPO) and tourism. A third sector, biofuels, is being finalised. What these industries have in common is that they are labour-intensive, rapidly growing sectors worldwide, suited to South African circumstances, and open to opportunities for Broad-Based Black Economic Empowerment (BBBEE) and small business development.

BPO refers to the trend of business worldwide, especially in countries where labour is costly, to locate back-office activities such as accounts or claims processing or front office activities like call centres in cheaper centres. South Africa has attracted about 5000 such jobs from the rest of the world to date. The sector has the potential for 100 000 additional direct and indirect jobs by 2009. Government and business have a joint project, supported by the Business Trust and led by the Minister of Trade and Industry to remove obstacles and refine incentives to achieve this goal.

The other immediate high-priority sector is tourism. This sector has already grown rapidly in South Africa but is ready for a second phase of growth that could take its contribution to GDP from about 8% to about 12% – and following the World Cup, these estimates may be too low. Tourism will increase employment by up to 400,000 people. Key issues are marketing, air access, safety and skills development. This industry also entails a strong government/private sector partnership, which was established during the first phase of growth.

Other high-priority industries which are to follow are in the agriculture and agro-processing field and include biofuels, referred to above. They have similar advantages and opportunities as tourism and BPO – jobs, jobs and more jobs.

A number of other sectors constitute the next rank of priorities:

- Chemicals
- Metals beneficiation, including the capital goods sector
- Creative industries (crafts, film and TV, content and music)
- Clothing and textiles
- Durable consumer goods
- Wood, pulp and paper

These are no mere pipe dreams. South Africa is serious – and serious money by way of incentives has been committed. Once again, the South African *Genie* spirit is at play, and the nation is ready to adapt to the challenges, which is a real empowerment phase.

Then there are major cross-cutting industrial policy challenges that are also being addressed:

- Inadequate competition and import parity pricing;
- Capacity for trade negotiations;
- A more co-ordinated Africa development strategy;
- Better incentives for private R&D investment; and
- Better use of BBBEE to encourage industry transformation, beyond the transfer of equity.

The last point requires special mention. BBBEE must bring out the entrepreneurial spirit in our people – a spirit that is waiting for the spark to ignite the *Genie* in their midst – the same spirit that ran with the challenge of the 2010 FIFA World Cup™ and created the miracle which left the whole world aghast. This is the spirit that will raise all sectors of the people to new heights, where South Africa demands to be – a leader amongst nations.

The lack of education and skills development for both the public infrastructure and private investment programmes is probably the single greatest impediment. There is a severe shortage of skills – including professional skills, such as engineers and scientists; managers, such as financial, personnel and project managers; and skilled technical employees, such as artisans and IT technicians. This shortfall is due to the historical policies of a bygone era and the slowness of our education and skills development institutions to catch up with the current acceleration of economic growth. The shortfall is fervently being addressed through a range of medium-term educational interventions, aimed at raising the level of skills in areas needed by the economy, to immediate measures, aimed at acquiring the skills needed for the implementation of all the projects which are already rolling.

Educational responses to the skills challenge may be summed up as follows:

- The QIDS-UP programme, aimed at achieving high levels of literacy and numeracy in the lowest grades;
- The Maths and Science (Dinaledi) programme for 529 high schools to double Maths and Science high school graduates to 50,000 by 2008;
- An upgraded career guidance programme; and
- A huge upgrading of the Further Education and Training colleges.

The Adult Basic and Education Training programme is to be ramped up, based on a model developed in Cuba and New Zealand.

The question begs to be asked: Where would China and India be today if maths and science were not mandatory subjects from school entry level until the child is fully educated? This one factor places these two countries above the average of any developed country, and is the one catalyst to clearly separate them from their global competitors.

Apart from interventions to address the skills challenge in the educational sphere, measures include the development of an Employment Services System (to close the gap between potential employers and employees), and Phase 2 of the National Skills Development Strategy.

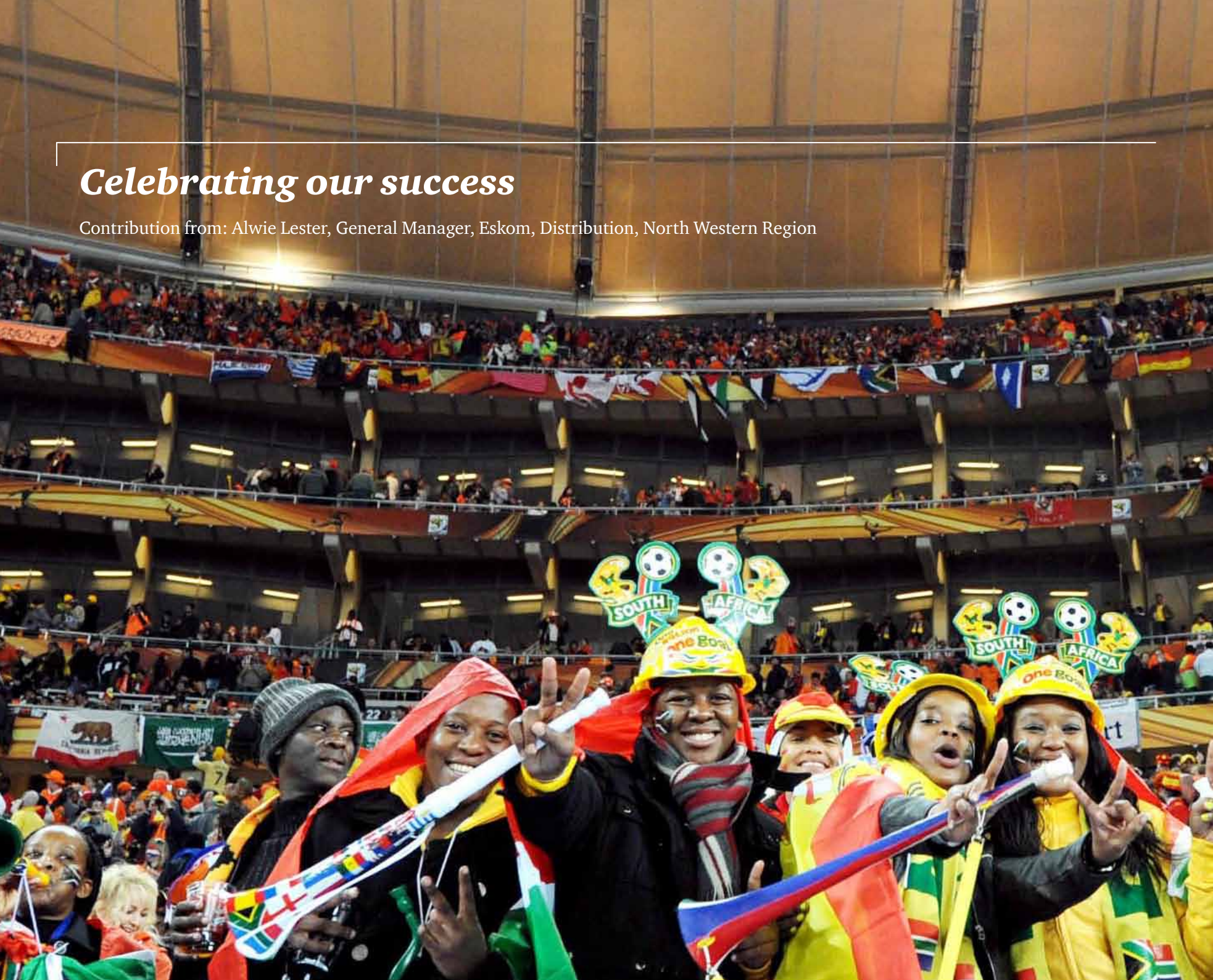
A short-term project is the development of a scarce-skills database based directly on the expected needs of the over 100 individual projects included in AsgiSA.

Other key skills projects include the deployment of experienced professionals and managers to local government authorities to improve project development, implementation and maintenance capabilities. This project, managed by the Development Bank of Southern Africa (DBSA), was set to deploy an estimated total of 150 expert staff, the first 30 of whom were deployed in April 2006. The project will also include skills transfer to new graduates. The DBSA is compiling a database of 'retired experts' for this and further possible deployments.

The Umsobomvu Youth Trust is driving a number of initiatives, many of which utilise youth volunteers, to support a range of skills development programmes.

Celebrating our success

Contribution from: Alwie Lester, General Manager, Eskom, Distribution, North Western Region



To say that Eskom has been the centre of attention for the last few years, would be understating the situation in which we all worked.

Before the 2010 World Cup™ became a reality, virtually every move we made was examined under a media spotlight, commented on and dire predictions were made of what we as a nation could expect during the World Cup. I am happy to say that our critics grossly underestimated the dedication and talents of Eskom.

We were facing the prospect of hosting a World Cup, with all the implications that this would bring, at a time when Eskom was suffering from operating constraints and beginning the process of launching one of the world's largest power capacity build projects.

While we were planning new power stations and bringing previously mothballed plants back on line, we also had to begin planning for Africa's first World Cup. Many doubted that, with all we had on our plate, we could manage it. We all know that we achieved what people thought was impossible.

How did we do it? As a proud member of the team, I can say that we did it by going back to the basics. Dividing activities into timelines, we first determined what tasks had to be completed and by when. We literally drew a line between our power stations and the consumer, traced the entire process along this supply chain and began identifying points of potential weakness.

Then we got the teams together. The spirit was amazing. At Eskom people worked long hours, working on 2010 projects while keeping up their normal jobs. We involved municipalities, big business, the mines, the key metros around the country. The list seemed endless and there were times, I must admit, when the sheer size of what we were under taking staggered me.

But, as the saying goes, the journey of 1 000 miles - or in the case of the World Cup, the journey of 1 000 days, began with the first step. This was how we succeeded and defied our critics. We planned patiently, taking a step at a time and involved those who had a stake in the World Cup.

We left no stone unturned and were rewarded by levels of understanding and cooperation that made our task easier. I hasten to point out here that the process was so inclusive, that it stretched across our national borders. The members of the Southern African Power Pool (SAPP) committed their resources and pledged support. This enabled us to go forward, knowing that our SADC partners were making plans to ensure that their demands on our grid would be reduced at crucial World Cup time.

In turn, their major customers supported the World Cup, rescheduling maintenance schedules and even committing to changing production schedules where this was required. It was a truly African effort, an effort in which all players shared one goal - namely that this World Cup would be the best and a credit to a continent that many had written off.

Within South Africa, National, Provincial and Host City Joint Operations Centres (JOC)were established and manned with people whose sole task it was to avoid breakdowns in power supply; not only to stadia, but to fan parks and other installations at which the world's football fans were gathering to watch nations compete for the glittering trophy. Eskom was a key player in providing information to these JOC's from its national control centre and customer centres.

Systems and precautions against power failures were tested, then retested, then tested again. People stood by, ready for the unexpected to happen. As it happened, their services were not needed. We all worked, the lights stayed on and we were all able to celebrate when the final whistle blew and Nelson Mandela took "a walk" across the stadium. At that moment the Eskom dream had been fulfilled. We had seen "Our" World Cup completed. I and hundreds of my Eskom colleagues had spent thousands of hours working for the South African dream.

We saw the dream achieved and took pride in the fact that our critics had been silenced. South African pride had been served, our preparations had been flawless and the gods of football had smiled upon us. The pressure was off. Our honour and that of our nation were preserved. We could now move forward and prove that we were capable of meeting the needs of our fellow citizens. My feeling was that, if we could accomplish a flawless World Cup, we could certainly deliver a flawless New Build Programme and continue to keep the lights on.

We did it!

Better still, we will continue to do it. We have set a standard and will maintain it.

adidas

Eliminating the Second Economy

Many countries use the World Bank's definition of the poor, which identifies them as people who live on less than $1 a day. In most countries, the definitions of poverty are largely based on money-metric measures as reflected in poverty lines. Income – or, more often, consumption – is usually used as a valid proxy for well-being and quality of life. However, many have argued that poverty is a complex and multi-dimensional socioeconomic phenomenon. This has led to the development of indicators such as the Human Development Index (HDI). The HDI is predominantly run by the United Nations and is compiled by using different indicators, including life expectancy.

The notion of "two economies" in South Africa is a metaphor implying that part of the economy is cutting-edge and globalised, and part is marginalised and underdeveloped. Obviously, these two economies do not occupy distinct geographic spaces but are interconnected in many ways. About two-thirds of the population is to be found in the first economy, as employers, workers, professionals and others.

The development of the second economy has to be carried almost exclusively by the democratic state. The level of underdevelopment of this economy and the small size of its market makes it an unattractive target for the industrial economy.

Without interventions directly addressed at reducing South Africa's historical inequalities, growth is unsustainable. Conversely, successful measures to reduce the inequalities will add impetus to growth.

Government has already initiated interventions to address deep-seated inequalities and target the marginalised poor, to bridge the gap with the Second Economy, and ultimately to eliminate the Second Economy. AsgiSA includes some specific measures of response to the challenges of exclusion and the Second Economy.

Leveraging the First Economy

One key mechanism is to use the leverage of the First Economy to address the Second Economy.

The first is to leverage the increased levels of public expenditure, especially investment expenditure, to promote small businesses and broad-based empowerment by addressing such issues as access to finance, preferential procurement and a review of the impact of regulations on labour-intensive sectors. The State-Owned Enterprise Procurement Forum is codifying and spreading best practices for affirmative procurement. For the government, the Department of Trade and Industry (**the dti**) is developing a procedure through which 10 products will be set aside for procurement through smaller black-owned businesses.

Linking small businesses to opportunities deriving from the 2010 FIFA Soccer World Cup™ is another task for government. Private companies will also be persuaded to engage in affirmative procurement and the implementation of the relevant provisions of the BBBEE Codes of Good Practice, with the relevant sector empowerment charters being closely monitored. Timely payment by government for procured goods and services will also be monitored. Infrastructure projects will be labour intensive, where feasible.

The aim is to halve unemployment and poverty by 2014. To do this, we will have to pay particular attention to the concerns of women and the youth. Regarding women, the focus will be on expanding and accelerating access to economic opportunities, including skills development and finance. This is to be achieved under the following broad headings:

- Human resource training;
- Ensuring they have access to finance (micro and mega);
- Fast-tracking them out of the Second Economy;
- Ensuring their significant participation in agriculture and creative industries;
- Improving their access to basic services; and
- Increasing their participation in the Expanded Public Works Programme (EPWP).

The youth are our investment in the future; one intervention is to target unemployed graduates for jobs or learnerships. This includes support for the Umsobomvu Youth Fund initiative to register unemployed graduates on their database, and engage with business to participate in this initiative. We shall ensure that the focus on youth development is intensified in all spheres of government. The following phases of this initiative are already in progress:

- Set up 100 new youth advisory centres.
- Enrol at least 10,000 young people in the National Youth Service.
- Enrol 5000 volunteers to act as mentors to vulnerable children.
- Expand the reach of our business support system to young people.
- Intensify the Youth Co-operative Programme.
- Closely monitor the impact of our programmes on youth skills training and business empowerment as an integral part of our national effort.

The other form of leverage will be that all of the sector strategies, such as the strategies for tourism or BPO, will have elements addressing development goals in the Second Economy. For example, the economic cluster of government is committed to ensuring that at least five BPO operations are established in poor areas with relatively little economic activity.

There are several other interventions designed to support small businesses. The National African Chamber of Commerce has committed itself to establishing 100 000 new small and medium-sized enterprises per year, and government will support these efforts.

A key challenge in this regard is to address the gap in loans between R10,000 and R250,000. One such effort is a new partnership between Khula and Business Partners to provide a R150-million fund for business loans of this size. Another is a planned fund for women entrepreneurs, which is the result of collaboration between the dti, Eskom, Umsobomvu and the Women's Development Bank.

A commitment in the Financial Services Charter of R5 billion to small-business loans is still to be finalised as a programme, but we expect progress shortly under the new leadership of the Charter. We also plan to accelerate the roll-out of the Apex (SAMAF) and Mafisa programmes of loans under R10,000.

Government as venture capitalist

For the next stage of business development, venture funding is key, and government is supporting efforts to establish new venture funds for small, medium-sized and micro-enterprises.

The R1-billion programme recently announced by the Industrial Development Corporation (IDC) and the National Empowerment Fund's venture fund will make a considerable impact on the growth of small businesses. These large interventions will be supported by the development of the Small Enterprise Development Agency based at **the dti**, which is rolling out its services, making a stronger operational distinction between small and medium-sized businesses and microbusinesses, and adding to its capacity to take small businesses into manufacturing. Moreover, the government will review all regulatory measures which stifle the entrepreneur.

This revision is considered so crucial that the Minister of Labour will lead a review of labour laws, including their impact on small businesses. Lenient tax administration already implemented to assist the small business will be improved and will continue. **the dti** and the Department of Provincial and Local Government (DPLG) will prepare recommendations on how to improve the regulatory environment for small businesses in municipalities. Sector departments will review the impact of their laws and regulations on small businesses.

In respect of municipalities, process has also mandated the DPLG, in consultation with **the dti**, to improve the capacity of local government to support local economic development.

Macro-economic issues

Regarding macro-economic issues, one challenge is to find strategies to reduce the volatility and the strength of the currency; another is to ensure that, within an inflation targeting regime, fiscal and monetary policy work together to produce sustained and shared growth.

A further challenge is to improve budgeting in government, particularly at a macrolevel, where we tend to underestimate revenue and overestimate expenditure. This results in the budget appearing more expansionary than it is, which, in turn, sends misleading signals to other players in the economic arena.

A fourth area where macro-economic policies or implementation can be improved is in expenditure management. This applies particularly to government capital investment, where several agencies' budgets are considerably underspent while others run out of funds before the end of the financial year. One innovation that was to be introduced in 2006 was the development of a new capital expenditure management information system by the National Treasury.

The Hero has the last say – silently

This was the last night of the grandest FIFA tournament ever. Suddenly there was a hush of expectation over the capacity crowd at Soccer City, Johannesburg.

Nelson Rolihlahla Mandela, the only true international icon of the grandest tournament of all time – the fight for freedom – was making his entrance.

It was a humble entrance into the stadium by a humble man, he who had paid the price for the freedom of a nation. Madiba is our icon. We salute you together with the thirty-two nations who brought the freedom game to your freedom nation.

Those who played the game on and off the field – salute you.

Nelson Mandela was born on 18 July 1918, in the small village of Mvezo, on the Mbashe River, district of Umtata in the Transkei, South Africa. No dream is bold enough to picture just how far this Thursday's child would move the future – toward greater understanding between nations, not only in Africa, but nations way beyond the borders of this lovely land. His person touched millions of lives. So did another Thursday's child, Martin Luther King, born on 15 January 1929, when Nelson Mandela was ten, and died tragically when Madiba was fifty – on 4 April 1968 – which was also a Thursday. Both these great men lived parallel lives at that time – both striving for peace – the senior of the two incarcerated, the younger shot dead in his struggle for peace.

Peace. Dr King said: "Peace is not merely a distant goal that we seek but a means by which we arrive at that goal". Nelson Mandela said: "If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner".

Same meaning; different time; different venue.

Madiba gave meaning to Dr King's dream "….Free at last! Free at last!" meaning Nelson Mandela brought fruit to those words – this is indeed his Rainbow Nation, now living that dream.

What more fitting occasion for our Madiba to quietly enter the final scene at Soccer City on 11 July 2010 to endorse the accomplishment and personally epitomise the grandness of the event.

It is to you, our hero, that we dedicate the events surrounding all of 2010. When future memory holds the door, we will remember the 2010 FIFA Soccer World Cup™ made possible by your life. The participants thank you for the spirit of the genie that makes South Africa the great young nation on earth. Those who were bold enough to say "yes, we can!". We honour and salute you. We have the genie, it is the spirit of Madiba. That is the power that erupts when a nation is one! The genie of peace – the same one that drew the world's admiration on 27 April 1994 – a new nation – the power of one.

Moses Tshabalala no longer sits on his soccer ball, dreaming about tomorrow – it is now tomorrow, it is 2010. Moses too salutes you, Nelson Rolihlahla Mandela for giving Moses, and millions like him, an opportunity to face an empowered future – with a right to dream. The gallant men in the Cabinet who followed your leadership, now pushing the boat to reach that golden shore, they too salute you. So, too, do the workers, the men, women and children of our free nation who have a better life because of you, Madiba – but more importantly, we all love you. Stay strong.

Concluding remarks

The international success of any major event can only be achieved through cooperation, sharing and reverence for life – interaction between people, treating each other with mutual respect is what the FIFA World Cup brought to our shores in 2010. This book was an ambitious attempt to record a fascinating period in South Africa. I think it appropriate to acknowledge those who assisted me in putting it together.

I begin with special thanks to the State President of the Republic of South Africa, and his Cabinet for accepting the challenge to pave the way and successfully hosting the 2010 FIFA World Cup. To the people of South Africa from all walks of life and all shades of colour – thank you.

A special thank you to the team at PwC for their remarkable skills, commitment and insight as well as their graciousness in sharing their expertise.

There are so many of my associates here at PwC who were involved in the final production of this book that to single out any participant leaves the door open to missing some – all I can say is well done to all of you; your efforts have been noted.

I also extend my sincere gratitude to those who contributed to the content of these pages – from Brazil, the Netherlands and many places in-between. It was impossible to include images of all the 32 nations in action – and one book is inadequate. What is most important is that you visited our country and gave your all as players and spectators. May the memory of your visit never leave you.

This publication is a manifestation of the array of feelings and euphoria that encapsulated this milestone in our young democracy. It is indeed a tribute to this great nation. Hopefully it will cross all culturally and geograhical boundries from Alexandra, Johannesburg (est 1912) to Alexandria, Egypt (320 BC). From Soweto to Singapore, may this tribute we intend this book to be, be tangible everywhere its pages are turned, and may the longing to visit our shores grow stronger until we welcome you to our Rainbow Nation.

Finally, I dedicate this book to PwC, a world-class global network with a world-class vision – a proudly South African firm.

Thank you.

Stanley Subramoney
November 2010

Published by:

PricewaterhouseCoopers Inc
2 Eglin Road, Sunninghill, South Africa
Telephone: +27 (0) 11 797 4000
www.pwc.com/za

Published January 2011

ISBN: 978-0-620-49407-6

We would like to thank:

David L. Yzelle, independent project researcher, for his valuable contribution to this publication.

Ms Nosipho January-Bardill, and Mr Cambridge Mokanyane (both from MTN – Innovation Centre).

Ms Erica Johnson, Managing Director: Systems Operations and Planning, Eskom together with Mr Alwie Lester, General Manager Eskom Distribution, North Western Region.

If you would like more information on the issues raised in this publication, please contact:

Stanley Subramoney, Deputy CEO
Tel: +27 (0) 11 797 4380
Email: stanley.subramoney@za.pwc.com

Edited by: Bangula Language Centre and Catherine Ensor.

Design and layout by Jackii Esterhuizen and Colleen Pietersen, Design Studio, PwC.

Printed by Ultra Litho.

All rights reserved. No part of this book may be reproduced or utilised in any form or by any means, electronic or mechanical, including photographs, recording or by any information storage or retrieval system with the permission in writing from PwC.

© 2010 PricewaterhouseCoopers ("PwC"), a South African firm, PwC is part of the PricewaterhouseCoopers International Limited ("PwCIL") network that consists of separate and independent legal entities that do not act as agents of PwCIL or any other member firm, nor is PwCIL or the separate firms responsible or liable for the acts or omissions of each other in any way. No portion of this document may be reproduced by any process without the written permission of PwC. (10-08181)

pwc