



MANDELA DAY – 18 JULY 2009
Former President, Nelson Mandela celebrates his 91st birthday. DICO officials do their bit on Mandela Day – Page 6



2



6



9

inside:



FIFA 2010

Promoted around the Globe



Panel discussion at the Embassy of the Republic of South Africa in Berlin

GERMANY

ONE DAY AHEAD of Nelson Mandela's 91st birthday, representatives of numerous organisations met at the Embassy of the Republic of South Africa in Berlin in order to get information about the state of the preparations for the FIFA Soccer World Cup next year and also to participate in discussions with the former Archbishop and Nobel Peace Laureate Desmond Tutu, the FIFA Communications Head Hans Klaus and Prof. Dr. Wolfgang Maennig of Hamburg University. The host and Minister of the Republic of South Africa, Cassandra Mbuyane-Mokone, also joined the group.

Desmond Tutu said, "The FIFA Soccer World Cup is really our World Cup; it will help us very much to unite our country further. We will prove that a multi-cultural society is possible. We are a token of hope for the entire world."

Since the bid for the 2010 FIFA World Cup on 15 May 2004, South Africa has been preparing for its role as host country in many ways. The dress rehearsal, the FIFA Confederations Cup, was successfully staged a few weeks ago. Ms Mbuyane-Mokone said, "The organisation of this global sports event is a big challenge for many fields of our economy, society and politics," and added, "During the Confederations Cup we saw that the South African fans did their bit to make sure that this world cup event, which we host for the entire African continent, will be a success."

Hans Klaus also talked about the FIFA Confederations Cup 2009, saying "during the tournament we could see that we are well on the way to achieve our joint goals. Currently we are working on some chal-

lenges such as the transport sector. A perfect organisation of the tournament next year is important but a great experience and a good and authentic atmosphere are at least as important."

Prof. Dr. Wolfgang Maennig commented on the economic effects of such a mega sporting event, "Benefits in the short run are not to be expected and are not aspired. South Africa will in the long run see positive economic effects of the FIFA World Cup that will result from the improved infrastructure and the high attention worldwide."

INFORMATION SERIES CONTINUED

Four events with 400 media representatives took place in the past at the Berlin Embassy. At the initial event on 27 May 2008 the focus was on the bilateral cooperation between South Africa and Germany as well as security. An important element was the presentation of the projects of the German partners that use the world cup event as a catalyst for sustainable development in South Africa and other African states. Represented were the Foreign Office, the Federal Ministry for Economic Cooperation and Development, InWEnt (International Education and Development) gGmbH, and streetfootball-world gGmbH. The Deputy Police Head of South Africa, André Prius, provided information about the security measures for the 2010 FIFA Soccer World Cup.

HIGH-RANKING EXPERTS

The second information event dealt with

the topics of transport and infrastructure as well as the current state of the preparations for the FIFA World Cup 2010 in general. With Dr. Danny Jordaan, Head of the South African Organising Committee, the DFB Treasurer Horst R. Schmidt in his capacity as advisor for the FIFA World Cup 2010, high-ranking spokesmen could be won for the event. The official mascot Zumi had his first appearance outside of South Africa on this occasion.

South Africa will in the long run see positive economic effects of the FIFA World Cup that will result from the improved infrastructure and the high attention worldwide."

The third event dealt with the topics "Football for Hope" and "20 Centres for 2010", on which the Head of the FIFA Section for Corporate Social Responsibility, Federico Addiechi, reported together with Jürgen Griesbeck, Managing Director of streetfootballworld gGmbH.

In the fourth information event Willy Lemke, UN Special Envoy for Sports, participated as well as Erich Stather, State Secretary in the Federal Ministry for Economic Cooperation and Development (BMZ). Together with other experts they discussed the chances and challenges of sustainable development within the context of the FIFA WC 2010.

NOTE: It came to the attention of the diplomat that the ZDF (Zweite Deutsche Fernsehen – 2nd German TV channel) has broadcasted this event on the 17th on the 15h00, 17h00 and 19h00 news. According to the internet it has a viewer number of 2.61 million and we could be sure that the event made a huge impact – Well done from the Editorial Team! ■