



Dr. Danny Jordaan

„Ke Nako Africa!“

When FIFA decided in May 2002 to bring the 2010 FIFA World Cup™ to South Africa it was a gesture of great confidence – not only in South Africa but in the African continent as a whole.

The FIFA World Cup™, the world’s biggest sporting event, provides South Africa with a unique opportunity to promote itself as a modern and hospitable destination in Africa and a country with the ability to host a successful sports event of such magnitude.

It is the first time ever that the tournament will take place on the African continent and this event has the potential to change perceptions of Africa, a continent often associated with political instability, poverty and under-development.

Dr. Daniel „Danny“ Jordaan ist Vorsitzender des lokalen Organisationskomitees (LOC) der FIFA Fußball-Weltmeisterschaft 2010™.

South Africa has so much to offer. We have a strong infrastructure and ten world-class World Cup stadiums, a stable economy, a sophisticated media and broadcast industry, a world-class tourism industry and plenty of tourist attractions, ranging from the Big Five in the Kruger National Park, to the scenic Garden Route and the iconic Table Mountain.

On top of that South Africans live and breath football, creating a vibe that cannot be imitated anywhere.

In 2006 we witnessed the successful staging of the FIFA World Cup™ in Germany and it was an opportunity to learn from this example.

Germany made full use of the opportunity to market itself not only as a first world country with excellent infrastructure and pu-

blic transport facilities but also as a friendly and hospitable nation that welcomes visitors from all over the globe. An intensive exchange of expertise and experts between Germany and South Africa has taken place since 2006.

Good working relations and networks with various countries and stakeholders have been established in the preparation for the 2010 FIFA World Cup™. It is critical that experiences and lessons from previous World Cups are adapted to the context of the host nation.

The way in which each FIFA World Cup™ takes place is unique and must reflect the spirit, culture and history of the respective host country.

South Africa will host an “African World Cup” and use the event to showcase the best the country and the continent has to offer in a bid to rebrand it, increase its prestige, benefit its people and act as a catalyst for economic growth and sustainable development. And while it is true that the tournament we will host will be distinctly different from the one in Germany four years ago there can be little doubt that the lessons learnt from our German counterparts will help us host a successful World Cup in 2010.