

Ke Nako

Celebrate Africa's Humanity™



“20 Centres for 2010” - The Official Campaign of the 2010 FIFA World Cup™

On 25 November 2007, the day of the Preliminary Draw in Durban, the FIFA President Joseph S. Blatter launched the Official Campaign of the 2010 FIFA World Cup™ “20 Centres for 2010” and set the ball rolling for a positive social change across Africa.

“This campaign emphasizes the power of football far beyond the boundaries of the pitch. With the help of football friends, celebrities and sponsors, we want to achieve the building of 20 Football for Hope Centres to make our promise become true in all context to leave a lasting legacy after the 11 July 2010,” says FIFA President Joseph S. Blatter.

Football for Hope

The 2010 FIFA World Cup™ Official Campaign marks the first time that the world’s largest football event will harness the power of the game itself to inspire positive social change. Following the success of previous campaigns in 2002 (“Say yes for children”) and 2006 (“6 villages for 2006”), the 2010 campaign will be conducted within the framework of the Football for Hope Movement. Football for Hope represents football’s commitment to social development and is the key element of the strategic alliance between FIFA and streetfootballworld (link to www.streetfootballworld.org).

20 Centres for 2010

The goal of “20 Centres for 2010” (link to 20 Centres for 2010 page) is simple: to raise 10 million USD to fund the construction of 20 Football for Hope Centres across Africa. Five centres will be located in South Africa, including one in Alexandra in central Johannesburg and further 15 across the continent.. Each will feature a mini-pitch along with classrooms and health care facilities, providing youths a place to play as well as access to counselling, health and educational services. The “software” of the 20 Football for Hope Centres will be provided by already successfully established local non-governmental organisations, all implementing partners of the Football for Hope Movement, in order to improve basic education, prevent diseases and promote health as well as encourage the social integration of minorities and disadvantaged populations in their respective communities.

“We at the organising committee have always believed that hosting the first FIFA World Cup in Africa is about far more than football. It is about leaving a meaningful legacy for the African continent for many years to come. 20 Centres for 2010 truly reflects our goal to make a real difference for all of Africa. This campaign is a very concrete step towards giving thousands of African youngsters the chance of a better future,” said Danny Jordaan, CEO of the 2010 FIFA World Cup Organising Committee.

Donating for the campaign

Funds to realise the 20 centres for 2010 in Africa will be raised worldwide starting in 2008. Football fans from around the world can contribute to 20 centres for 2010 by making a donation for



every goal scored by the team of their heart on the road to and during the 2010 FIFA World Cup™.

To get the ball rolling, FIFA – together with its 6 FIFA Partners adidas, Coca-Cola, Emirates, Hyundai, Sony and Visa – have committed to contributing 500 US dollars for every goal scored during the more than 800 FIFA World Cup qualifying matches (a donation of at least 1 million US dollars) for the construction of the Football for Hope Centres.

Five of the centres will be located within the host country, the other 15 across the African continent. Each will include a mini-pitch, classrooms and healthcare facilities, providing young people a place to play as well as giving them access to counselling, health and educational services.

The centres will be managed by established and recognised non-profitmaking organisations that use the power of football to promote positive social change in their communities and are implementing partners of the Football for Hope Movement. “There are many challenges in Africa and we need to improve conditions for children. They are the future. It is important to give the lives of these children new meaning, these centres offer this hope. Moreover, this campaign gives every football fan the chance to be part of a winning World Cup performance,” explained George Weah who personally pledged support as a Football for Hope ambassador.

During the 2010 FIFA World Cup™, many of the 20 centres for 2010 will be transformed into hubs of football passion, with plans to broadcast the tournament’s matches live on giant screens. Nonetheless, long after the final whistle has blown, the centres will continue to serve their local communities. So, the 25 November 2007 marked more than just the start of the long road to qualification for the majority of world’s football nations.

Together, we can make it possible!

Football fans committed to helping African youth and to support 20 centres for 2010 can do so at a special “20 centres for 2010 Section” on the official website, www.FIFA.com as of the 2nd quarter of 2008. To not miss the start of the fund-raising campaign and to keep on the pulse of the campaigns progress as well as world’s football in general interested supporters can register now to the FIFA.com Club.

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MESSAGE FROM THE CEO



MESSAGE FROM DR IRVIN KHOZA, CHAIRMAN OF THE 2010 FIFA WORLD CUP ORGANISING COMMITTEE SOUTH AFRICA

Dear friends

As we stand on the threshold of the 2008 African Cup of Nations tournament in Ghana, African football is at the height of its powers.

One need only look at the stars who will be gathering in Ghana over the next month to see Africa's emergence as a major power in world football in recent years.

Players like Michael Essien, Sulley Muntari from the Black Stars, Ivory Coast's Didier Drogba, Salomon Kalou, Kolo Toure, Yaya Toure, Nigeria's John Obi Mikel, Nwankwo Kanu, Obafemi Martins and Cameroon's Samuel Eto'o have truly become global superstars who

have made their mark at some of the world's great football clubs.

It is in this healthy context that we at the 2010 FIFA World Cup Organising Committee South Africa (OC) are excited about ensuring the success of Africa's first FIFA World Cup™.

There is no better time for Africa to stage football's holy grail than now.

It's this belief that influenced the 2010 FIFA World Cup™ slogan of "Ke Nako. Celebrate Africa's Humanity".

Now is indeed Africa's time.

It is our continent's time to take its rightful place in world football and to show off the continent's best attributes.

One unique characteristic of African people is their humility and we as a continent must continue to carry the message of humility to the world.

The successful staging of the 2010 FIFA World Cup Preliminary Draw in Durban in November last year gave the world a glimpse of what to expect in 2010 and Ghana's AFCON 2008 will provide the further unfolding of Africa's magic, colour and vibrancy.

Africa is the home of limitless potential. Feel free to dream and, together, we will make it happen.

Dr Irvin Khoza
Chairman: 2010 FIFA World Cup Organising Committee South Africa

AFRICA'S TIME TO SHINE

Not so long ago there were rumblings around the world that South Africa would not be capable of hosting the 2010 FIFA World Cup™, and that other countries would have to step in to deliver the goods.

During some of my most recent international engagements it has become increasingly apparent to me that many experts, most notably economists, do not share the negative sentiments and outdated stereotypes that have plagued South Africa's bid.

I have been invited to address a meeting of foreign investors organised by Deutsche Bank in London, a sports investment conference organised by The Economist, also in London, a business leaders conference organised by CNN in Dubai, and an international football forum in Rio de Janeiro. The global interest shown in South Africa – not just as a tourism destination, but as an investment destination as well – continues to mount.

This trend extends beyond South Africa to Africa as well. Where once this continent grappled with issues of investment, and specifically investment in the sports industry, we are now witnessing a change in perception.

This past year I have had the opportunity to speak at the 2008 African Cup of Nations (AFCON) draw in Accra, Ghana, at a sports media conference in Lagos, Nigeria, at CAF's 50th Anniversary Celebrations and at Soccerex 2007. At all four engagements the 2010 FIFA World Cup™ was viewed as a platform for the ascendancy of African football.

And we have no doubt that the 2008 AFCON in Ghana will be a magnificent success which will provide



further proof of African football's ascendancy to its rightful status.

Every football tournament hosted on the African continent will be under even more scrutiny than before in the build-up to 2010, but the warmth of Africa's people and the vibrancy and hospitality of AFCON 2008's Ghanaian hosts will shine through and leave an indelible mark.

Our continent's footballing superstars, the likes of Michael Essien, Kolo Toure, Didier Drogba, Samuel Eto'o and Nwankwo Kanu, also continue to leave their mark on some of the biggest clubs and leagues in the world. And we have no doubt they will electrify Ghana 2008 and contribute richly to an African showpiece we will all be extremely proud of.

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



FIFA.com – where the World Cup lives

After a re-launch in June 2007, FIFA.com staked its claim as world football's home on the worldwide web. Nowhere else on the internet can fans find a more complete collection of information from every corner of Planet Football.

The next FIFA World Cup™ in South Africa in 2010 has become the logical focal point for the new FIFA.com. Coverage began in earnest over 1000 days before the finals on 22 August 2007 with live coverage of the South Pacific Games in Samoa – the official first step on the qualifying road. Now, with the gates thrown open, FIFA.com will gladly guide you over the long, joyful and often heart-breaking road to the first world finals on the African continent.

Romario and the Kaiser use it

"I am a regular user of FIFA.com," says Romario, a FIFA World Cup winner with Brazil in 1994. "This site is very important for all football fans across the world, because football lives and breathes there. FIFA.com highlights every facet of the game like the live results from all of the more than 800 games of the World Cup preliminaries and, of course, the videos make every football fan happy."

Even at 62, 1974 FIFA World Cup winner and German legend Franz Beckenbauer is an enthusiastic 'silver surfer'. "It is fantastic that FIFA.com makes it possible for fans around the world to follow all qualifying games for the 2010 World Cup live. That way, everyone can get the World Cup fever and stay in touch with what's happening no matter how far away."

Users can also look back in time at the 18 previous FIFA World Cups, watch classic videos and read all about the 'black-and-white days' as you look ahead to the new frontier in Africa in 2010.

Exclusives, atmosphere, experience

FIFA.com will also bring you the atmosphere and



energy of the qualifiers with previews, reviews and exclusive interviews with all the big-name players and coaches from the 204 teams vying for a place among the lucky 32 in South Africa.

Every national team involved in the preliminary campaign for South Africa 2010 is individually profiled and their progress charted via fixture lists, results and group tables, stunning photographs and reportage on FIFA.com. Coming in September 2008, users can enjoy FIFA World Cup Fantasy Football too, added to the current World Leagues Predictor game (the winner of which earns a trip for two and tickets to South Africa 2010).

FIFA's official website broke records with 4.3 billion pages views at Germany 2006 to become the largest single-sport website in history. Now we are ready to break records again and provide you, the football fan, with the best view of the world's game from the first whistle to the final whistle in the summer of 2010.

STORY OF THE OFFICIAL EMBLEM

The 2010 identity is unique, vibrant and dynamic with an intangible yet palpable energy. It graphically encapsulates the African continent while more intimately dipping into South Africa's rich and colourful heritage for inspiration.

The graphic figure strikes a resemblance to the earliest rock art paintings for which our country is also famous.

This figure is caught in mid-action performing a 'bicycle kick' – a style of play that captures the flair of African football. The figure is lucid, energetic and indirectly illustrates an inherent passion for the beautiful game. It is kicking a football upwards – an invitation from Africa to other nations of the world to join the game.

The actual ball is a modern representation of a football. And for the first time ever this legendary ball that has travelled across the globe in the form of the FIFA World Cup™ will touch African soil. The colourful backdrop behind the figure represents the South African national flag.

The 'swishes' extend upwards, from south to north, reaching out to the world. They embody the energy, diversity and fiery passion of our nation as they blaze the trail of the soaring football. They make the logo come alive. And they symbolise the rise of the rainbow nation which radiates hope, diversity and democracy.

The typeface is an original creation. It reflects our personality and reinforces the idea that in South Africa we do things differently. We make things. We make magic. We make miracles. It is playful, naïve and free-spirited. It is also bold, welcoming and friendly.

The logo is celebratory in nature and energetic in rhythm with a flavour of upliftment.





SOUTH AFRICA FLEXES ITS MUSCLES

The successful staging of the 2010 FIFA World Cup Preliminary Draw in Durban late last year has given the world a taste of what South Africa is capable of.



Franz Beckenbauer and Christian Karembeu taking in the crowd at the Soweto derby.

The negative international sentiment that characterised South Africa's hosting of Africa's first FIFA World Cup™ in 2010 has given way to a sense of 'global anticipation'.

This is the belief of a confident Chief Executive Officer of the 2010 FIFA World Cup Organising Committee South Africa (OC), Dr Danny Jordaan, who says the successful staging of the 2010 FIFA World Cup Preliminary Draw in Durban late last year has galvanised his committee.

"The year began with persistent media speculation that FIFA were preparing contingency plans to move the tournament. These were rigorously denied on all sides and, by the end of the

year, the speculation has died a natural death. The successful hosting of the Preliminary Draw in Durban on November 25 amply demonstrated South Africa's capacity.

"As 2007 drew to a close, the Local Organising Committee could reflect upon a year of outstanding progress, both in preparing to stage the 2010 FIFA World Cup on African soil and in changing perceptions of the tournament, both at home and around the world," Dr Jordaan said in reviewing what was a momentous 2007 for the OC on many fronts.

While Preliminary Draws are usually mundane affairs, for South Africa it was an important

opportunity to make a major international statement not only of its organisational ability, but also its attraction as a vibrant tourism and investment destination.

In addition, it was also an opportunity for South Africans to demonstrate the country's beauty and the renowned warmth and hospitality of its citizens.

"More than 350 international journalists attended the Preliminary Draw in Durban, many of them visiting Africa for the first time, and a clear consensus emerged that South Africa is firmly on track to stage an extraordinary, joyful and secure tournament in 2008," Dr Jordaan said of the draw week.

The global football community was certainly impressed with what it saw in Durban; none more so than one of the world's most influential football writers, Reuters football editor Mike Collett.

"After spending a week in South Africa, a country very different from when I was last here in 1976, I believe that the 2010 World Cup finals are going to be incredible – and like none that have ever been staged before," he wrote on his popular Reuters football blog after the draw.

"We all know this is going to be the first World Cup on African soil,



POT A	
CAMEROON	NIGERIA
COTE D'IVOIRE	MOROCCO
GHANA	TUNISIA
EGYPT	GUINEA
SENEGAL	MALI
ANGOLA	TOGO

2010 FIFA WORLD CUP SOUTH AFRICA	
AFRICA	
GROUP 12	
MALAWI	CONGO DR
DJIBOUTI	



1. Tim Modise introduces the 2010 FIFA World Cup South Africa Ambassadors – Doctor Khumalo and Kalusha Bwalya 2. Danny Jordaan watches the FIFA Interactive World Cup training battle between Kaizer Motaung and Dr Irvin Khoza 3. Joseph S. Blatter and Thabo Mbeki welcomed on the red carpet at the draw 4. Carlos Alberto Parreira, Marcel Desailly and Lucas Radebe discuss their experiences at the FIFA Confederations Cup 5. Michel Platini greets the players before the big derby 6. Workers at the Moses Mabhida Stadium in Durban welcome Joseph S. Blatter



but it is also going to be the first World Cup held in a developing country, and in essence this new South Africa is less than 20 years old. However, as they say in soccer speak, if you are good enough it doesn't matter how young you are, and this young vibrant country is certainly good enough and equipped enough to host a dazzling, unique finals," Collett added.

And with the likes of Franz Beckenbauer, Michel Platini and Christian Karembeu in attendance, the pulsating Soweto Derby between Kaizer Chiefs and Orlando Pirates the day before the Preliminary Draw was

further evidence of just how passionate South Africans are about their football.

In his blog Collett spoke of the "astonishing vibrancy, atmosphere and passion of the fans" at the Derby, which finished 2-2 in front of over 50 000 fans.

"Put the noise generated by the fans at Anfield, St James' Park and Schalke together, treble the volume and you'll have some idea of the cacophony that lasted from an hour before kick-off till after the game finished," Collett enthused.

It was exactly the impression of a fun-loving, warm, football-crazy country the OC wanted to

generate during the Preliminary Draw week.

And FIFA President Joseph S Blatter's visit to the under-construction Moses Mabhida World Cup stadium the day before the draw was also significant, with workers giving him an enthusiastic reception and assuring him that despite the odd labour dispute, their commitment to finishing South Africa's World Cup stadiums on time is undoubted.

"The year also began amid doubts over whether the six new stadia would be completed on time but, as the year ends, magnificent structures are rising from the earth at Soccer City,

Durban, Cape Town, Port Elizabeth, Polokwane and Mbombela. Four of the six construction projects are running ahead of schedule and, while disciplined project management is still required, most doubts have been eased as the SA construction industry delivers again," Dr Jordaan says.

With the doubts slowly but surely being erased, the OC is growing in confidence that South Africans will confound the critics and stage the best FIFA World Cup™ ever.

Indeed, wherever you travel

in South Africa, it is impossible to ignore the impression of an increasingly excited country preparing to stage this great event. Confidence usually proves contagious and, while some voices around the world have been sceptical about the prospect of staging the FIFA World Cup™ in Africa, such voices are increasingly being drowned out by a developing sense of global anticipation.

"Our progress in 2007 is now a matter of record, but more major challenges lie ahead in 2008 and beyond, and the Local

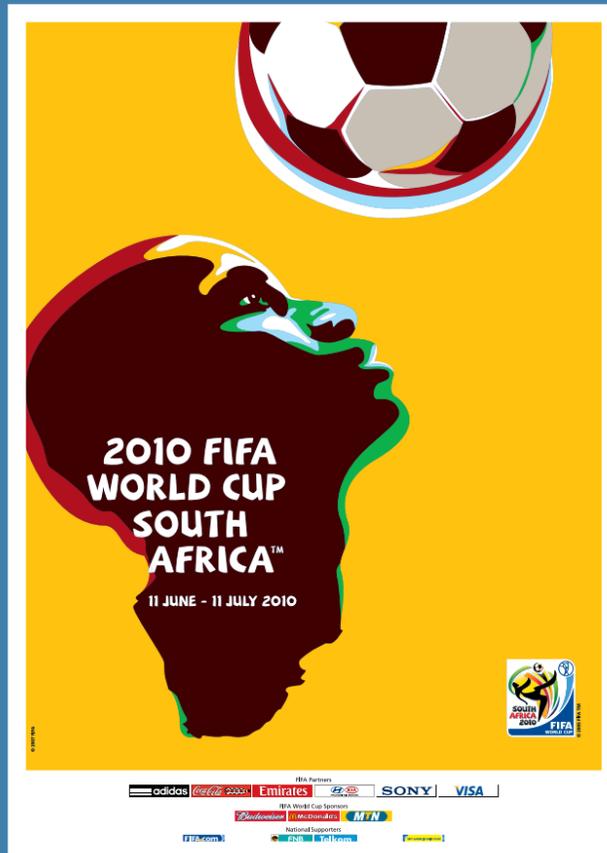
Organising Committee, working in conjunction with FIFA, Government and the nine Host Cities, is committed to sustaining the momentum.

We have ended the year on a high note with the successful hosting of a magnificent Preliminary Draw and now, with strike issues resolved, we shall start the new year by tackling the main challenge of stadia construction," Dr Jordaan said in conclusion.



THE PEOPLE'S CHOICE

In September 2007 FIFA invited South African residents to vote for one of three designs to become the official poster of the 2010 FIFA World Cup™. The voting process was supported by an extensive print campaign in Media24 newspapers across South Africa to ensure that everybody in the host country could make their choice. This is what the people chose:



For the first time in football history, the FIFA World Cup™ will be hosted on African soil. The Official Poster is a celebration of the African continent as well as every individual who calls it home. It is simple yet iconic. It is symbolic of the relationship between football and Africa. The man heads the ball and in that moment captures a sense of excitement, awe and aspiration. It reflects the positive impact the 2010 FIFA World Cup™ will have on Africa. Africa is the hero of the Official Poster of the 2010 FIFA World Cup. The unique shape of the continent almost naturally lends itself to the shape of a man's profile. The face represents every single African supporter from Morocco in the North, Gambia in the East and Somalia in the West to South Africa in the South. The colours are inspired by the South African flag since South Africa is the host country, but they also draw from the rich colours of the African continent. They are bright, vibrant and celebratory, like the excitement in the air. The strong yellow background symbolizes the sun: the source of warmth, energy and life. This poster invites the world to join in the celebration of the greatest football event on earth, while highlighting the pride and passion of the African continent and her people. It represents the African dream come true.

'Ke Nako. Celebrate Africa's Humanity™'

Africa is a continent with a rich reservoir of resources, but the continent's biggest asset by far is the warmth, friendliness, humility and humanity of its people. This was the inspiration for the Official Slogan of the 2010 FIFA World Cup™, 'Ke Nako. Celebrate Africa's Humanity'. The slogan was launched by the Chairman of the 2010 FIFA World Cup Organising Committee South Africa, Irvin Khoza, during the worldwide broadcast of the Preliminary Draw TV show in Durban, which was attended by South Africa President Thabo Mbeki, FIFA President Joseph S. Blatter, as well as 3 000 guests from around the world including delegations from more than 110 FIFA member associations.

'Ke Nako' simply means 'it's time' in South Africa's popular official languages of Sesotho and Setswana. And indeed Africa's time has come to use the 2010 FIFA World Cup to change perceptions of the continent and reposition the continent in a positive light, with South Africa as the theatre and Africa the stage.

"We want, on behalf of our continent, to stage an event that will send ripples of confidence from the Cape to Cairo – an event that will create social and economic opportunities throughout Africa. We want to ensure that one day, historians will reflect upon the 2010 FIFA World Cup as a moment when Africa stood tall and resolutely turned the tide on centuries of poverty and conflict. We want to show that Africa's time has come," President Mbeki has said repeatedly.

"Given that we have been granted this huge opportunity to stage the FIFA World Cup in 2010 by you, our friends, many of whom are here today, we felt it appropriate that we develop a message, a theme that would resonate with the objectives of the global football family, as well as the intentions and ambitions of the African diaspora.

"In the development of this slogan – our 2010 message – we were also inspired by the outpouring of excitement and joy that we witnessed from villages and cities across the continent when President Blatter announced the name 'South Africa' on May 15, 2004.

"To best capture these sentiments, we as the 2010 FIFA World Cup Organising Committee South Africa have decided that the slogan of the first FIFA World Cup on the African continent should be 'Ke Nako. Celebrate Africa's Humanity'," Dr Khoza said at the launch.

The 2010 slogan follows that of 'A time to make friends', which was used in Germany during the 2006 FIFA World Cup™.



NORTH, CENTRAL AMERICA AND CARIBBEAN (CONCACAF):

35 teams competing for 3 or 4 berths

- The lowest 22 FIFA-ranked teams (as of May 2007) contest Round One, 11 play-offs.
- The 11 Round One winners join

the remaining 13 teams to contest Round Two; 12 play-offs.

- The 12 Round Two winners contest Round Three, divided into 3 groups.
- The 3 Round Three winners and 3 runners-up contest Round Four,

played in a single group.

- The top 3 teams qualify for the 2010 FIFA World Cup™ and the fourth-placed team enters a play off with the fifth-placed CONMEBOL team for a further berth.



ASIA (AFC):

42 teams competing for 4 or 5 berths

- The lowest seeded 37 teams contest Round One; 18 play-offs.
- The 10 highest seeded Round One winners earn byes to Round Three leaving the remaining 8 Round One winners to contest

Round Two; 4 play-offs.

- The 11 highest seeded Round One winners and the 4 Round Two winners join the remaining 5 highest seeded teams in Round Three, divided into 5 groups.
- The 5 Round Three winners and 5 runners-up contest Round Four, divided into 2 groups.

- The 2 Round Four winners and 2 runners-up qualify for the 2010 FIFA World Cup™ and the 2 third-placed teams from Round Four contest Round Five, a single play-off.
- The Round Five winner advances to a play-off with the top team from OFC for a further berth.



EUROPE (UEFA):

53 teams competing for 13 berths

- As holders, Italy do not qualify automatically
- All 53 teams contest Round One, divided into 9 groups.
- The 9 Round One winners qualify for the 2010 FIFA World Cup™.
- The 8 best Round One group runners-up contest Round Two; 4 play-offs.
- The 4 Round Two winners also qualify for the 2010 FIFA World Cup™.



SOUTH AMERICA (CONMEBOL):

10 teams competing for 4 or 5 berths

- All 10 teams contest Round One, played in a single group.
- The top 4 Round One teams qualify for the 2010 FIFA World Cup™ and the fifth-placed team enters a play-off with the fourth-placed CONCACAF team for a further berth.



AFRICA (CAF):

51 teams competing for 6 berths

- *As host nation, South Africa qualify automatically but still participate in the preliminary competition.*
- The 6 lowest ranked teams (as of July 2007) contest Round One; 3 play-offs.
- The 3 Round One winners join the remaining 45 teams to contest Round Two,

divided into 12 groups.

- The 12 Round Two winners and 8 best runners-up contest Round Three, divided into 5 groups.
- The 5 Round Three winners qualify for the 2010 FIFA World Cup™.

**the preliminary competition for the 2010 FIFA World Cup also serves as the qualification competition for the 2010 African Cup of Nations – hence South Africa's participation.*



OCEANIA (OFC):

10 teams competing for 1 possible berth

- 10* teams (excluding New Zealand) contested Round 1 at the South Pacific Games.
 - The top 3 Round One teams join New Zealand to contest Round Two, played in a single group.
 - The top 2 Round Two teams contest Round Three, a single play-off.
 - The Round Three winner advances to a play-off with the fifth-placed AFC team for a possible 2010 FIFA World Cup™ berth.
- *including non-official FIFA member, Tuvalu*

WORLD CUP QUALIFICATION

Of the 208 FIFA members, 200 entered the qualification process to make it to the 2010 FIFA World Cup™ South Africa. Only 32 can make it to that final tournament and here, by confederation, is how it will happen:



FROM STRENGTH TO STRENGTH FOR CAF

From four founding members meeting in Sudan 50 years ago, the Confederation of African Football has gone from strength to strength to now ready itself for hosting a FIFA World Cup.



THE EXECUTIVE

President Issa Hayatou (Cameroon)
1st Vice-President General Seyi Memene (Togo)

2nd Vice-President Molefi Oliphant (South Africa)

Members: Amadou Diakité (Mali), Adoum Djibrine (Chad), Dr Amos Adamu (Nigeria), Mohamed Raouraoua (Algeria), Moses Baransananiye (Burundi), Suketu Patel (Seychelles), Hani Abu Reda (Egypt), Thierry Kamach (Central African Republic), Almamy Kabele Camara (Guinea), Celestin Musabyimana (Rwanda), Slim Aloulou (Tunisia), *Slim Chiboub (Tunisia), *Jacques Anouma (Ivory Coast)

General Secretary Mustapha Fahmy (Egypt)

* Also members of the FIFA Executive

When the founding fathers of CAF sat down in Khartoum over 50 years ago to map a future for African football, they surely did not consider the possibility of a FIFA World Cup hosted on African soil. That was simply not on the radar back in the 1950s, when Africa did not even have a single representative at the finals.

The growth and vitality of African football in the ensuing half-century now means that the notion of an African World Cup makes complete sense. And South Africa's bold – and ultimately successful – bid to host the FIFA World Cup has cast the spotlight on the Confederation of African Football like never before.

It is fitting that CAF's 50th anniversary was brought to a close in South Africa in October last year, with a gala banquet in Johannesburg and events in other major cities in the country that will host FIFA World Cup 2010.

South Africa's arrival on centre stage is in no small part due to the

efforts of CAF, who in its official history describes the "unity of African football" as its greatest achievement.

As the winds of change swept colonialism out of Africa, swelling CAF's member ranks, so the Confederation was able to bring pressure to bear in the struggle against apartheid, playing its part in the suspension, and ultimate expulsion, of South Africa from FIFA. A full circle was completed in 1952 when South Africa – one of the four founder members of CAF – was re-accepted back into its ranks, and into FIFA in 1992, two years before the country's first democratic elections.

CAF was formed following FIFA's decision in 1953 to appoint regional representatives to its Executive Committee. The four African members of FIFA at the time – Egypt, Sudan, Ethiopia and South Africa – met during the 1956 FIFA Congress in Lisbon, Portugal and decided to form a continental body and set up



CAF President, Issa Hayatou

the Africa Cup of Nations tournament.

Accordingly, on February 8, 1956, the four nations met at the Grand Hotel in Khartoum to adopt the statutes and promulgate the rules and regulations of the Confederation of African Football. The first Nations Cup was played that month, but with only three sides – South Africa having been excluded because of a disagreement over the make-up of its team. Egypt were the first winners.

FIFA approved the CAF statutes at its Executive Committee meeting in Zurich in 1957, including a stipulation that the headquarters of the organisation should reside in the same city as the president, handing Cairo the honour of becoming the seat of African football. It remains so to this day.

Cairo was the scene of the opening events of CAF's 50th anniversary celebrations, with Egypt – the first, and also the most recent African champions – beating Sweden 2-0 in a friendly international.

The annual African Super Cup was

played in Ethiopia on February 18, with Champions League holders Al-Ahly beating Etoile du Sahel, the 2006 African Confederation Cup holders, 5-4 on penalties after a goalless draw. With the CAF Congress being held in Khartoum and the birthday year being brought to a close in South Africa, all four founder members were able to host 50th anniversary events.

Now a strong body boasting 53 member nations, CAF's half-century has coincided with the burgeoning of African football. While challenges remain, particularly around the ongoing problems of resources and the double-edged sword represented by the exodus of the continent's best players, in search of higher earnings in Europe, there have been many achievements.

The Africa Cup of Nations has grown into a 16-team tournament watched every two years by a global audience, and African nations have won world titles at youth and junior level, as well as two Olympic Golds.

Other highlights during CAF's half-century have been the steadily improving World Cup fortunes of African countries. The breakthrough came when Africa was guaranteed a place at the FIFA World Cup finals in Mexico in 1970, and ever-increasing numbers of African teams represented the continent at the showpiece event over the next three decades.

Cameroon at Italia 90, Nigeria in the USA four years later, and Senegal in 2002 have been CAF's stand-out World Cup performers, but the encouraging performances of Ghana and Ivory Coast at Germany 2006 suggest that South Africa 2010 may see CAF's proudest moment.

OFFICE BEARERS

Presidents

Abdel Aziz Abdallah Salem (Egypt) – 1957-1958.

Gen. Abdel Aziz Mostafa (Egypt) – 1958-1968.

Dr. Abdel Halim Mohamed (Sudan) – 1968-1972.

Ydnekatchew Tessema (Ethiopia) – 1972-1987.

Dr. Abdel Halim Mohamed (Sudan) – 1987-1988.

Issa Hayatou (Cameroon) – 1988-present

Honorary Presidents

Gen. Abdel Aziz Mostafa (Egypt)

Ydnekatchew Tessema (Ethiopia)

Dr. Abdel Halim Mohamed (Sudan)

General Secretaries

Youssef Mohamed (Egypt) – 1957-1958

Mustafa Kamel Mansour (Egypt) – 1958-1961

Mourad Fahmy (Egypt) – 1961-1982

Mustapha Fahmy (Egypt) – 1982-present

Sodiq Kola (Nigeria) – 1999-present



Confédération Africaine de Football

Address: 3 Abdel Khalek Sarwat Street, 6th October City, Egypt

President: Issa Hayatou (Cameroon)

Founded: 1957

Website: www.cafonline.com

Associations

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Congo DR, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé é Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

AFRICA

The Confédération Africaine de Football (CAF) celebrated its 50th anniversary in 2007, but it is arguably the start of a celebration of African football that will only peak in 2010.



1957 • 50 years • 2007

Egypt may have been the first African nation to take part in the FIFA World Cup™ in 1934, but it was only in 1970 that CAF had its first official qualifier – Morocco – from the confederation formed 14 years previously. Since then, the continent has slowly but surely been gaining the respect of world football. In fact, CAF's six places at the 2010 World Cup will be the most in the confederation's history – testimony to how far African football has come in recent years.

Of the 53 CAF nations, 13 have previously made it to the finals, with Cameroon leading the numbers on five appearances.

Interestingly, out of the multiple African qualifiers – including Morocco, Tunisia, Nigeria, Algeria, Egypt and South Africa – only Tunisia was in Germany last year. Apart from possibly indicating that World Cup qualification isn't only the right of a few; a closer look reveals where the strength of African

football in general lies.

North, central and west African teams have not only claimed most of Africa's World Cup qualifications, but their nations also dominate the African Cup of Nations (Afcon) and their clubs – like Egypt's Al-Ahly – the continental tournaments.

But in looking at the prospects ahead of qualifying for 2010, a degree of change to that powerbase could be in the offing.

If Angola or Togo were to repeat their heroics in qualifying for 2006, it would be a surprise again. Neither are displaying the form they did before last year. It would not be a surprise, however, if Ivory Coast and Ghana staked serious claims for 2010 qualification. The quality (and current age) of players in camps suggests that 2006 was just the start of something really promising.

Cameroon, who missed out two years ago courtesy of Ivory Coast,



will be oh so eager to prove that that failure was an aberration and can be expected to come out guns ablazing this time.

Similarly Nigeria, so impressive at World Cups 1994-2002, will want to prove 2006 was just a blip as well. Their Under-17 team's win at the 2007 FIFA Under-17 World Cup™ suggests there's a good well of talent ready to replace any faltering incumbents in the senior team, ranked first in Africa.

Of the talent available to Senegal there's also no doubt, but off-field issues could be the one stumbling block to them having a successful qualification campaign. Their near neighbours, Guinea and Mali,

based on their upward spiral and present ranking of 3rd and 7th on the continent could be the dark horses for first time qualification.

However, while the prospects look good enough for the central and west African nations, things aren't as promising for those from the north.

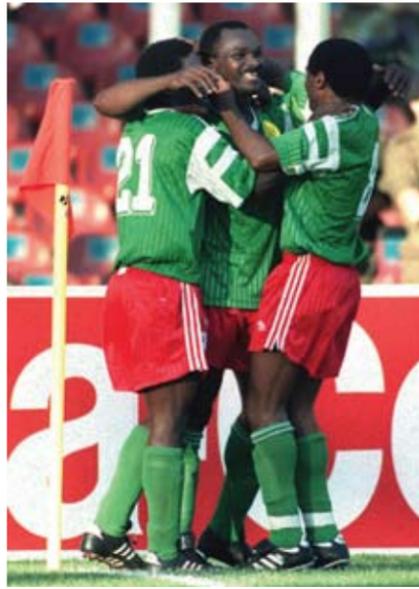
Tunisia were lacklustre in Germany last year and are in a period of transition with many experienced players having moved on. Morocco find themselves in a similar boat, while Algeria haven't been recognised as a force since they made consecutive finals appearances in the 1980s. Egypt, with a youthful team, could be the one

side to arrest the apparent slide of the northern nations.

Meanwhile, in the south, a lack of organisation seems to be holding the nations back. Only Zambia and Angola can currently rival South Africa on the field. Zambia particularly look like having the makings of a team that could surprise one of the more illustrious sides on the continent, but it's actually South Africa that could have a big say in who qualifies for 2010. As the African World Cup qualifying doubles as Afcon qualifiers, the 2010 hosts' participation could derail one the other major nations' hopes.

Ultimately the prospects of the CAF nations will be determined by the performances of their players, an ever-increasing number of which are adding incredible value to their teams in Europe.

In England, currently home to 44 African internationals, strikers Didier Drogba and Benni McCarthy led the scoring charts in the 2006/07 season. Michael Essien and John Mikel Obi have also been important cogs in the Chelsea midfield while at Arsenal Kolo Toure, Emmanuel Eboué and Emmanuel Adebayor impress in a young team. Down on the coast at Portsmouth the names of Kanu, John



Utaka, Benjani, Papa Bouba Diop and Sulley Muntari have been most popular additions to the team sheet.

In Spain the likes of Samuel Eto'o, Carlos Kameni, Fredi Kanoute and Mahamadou Diarra are also standout players for their clubs and with the connection between Africa and France it's no surprise that the French League is also rich in African stars. Some of the continent's best talent in Marouane Chamakh, Issam Jemaa,

Ibrahima Camara, Aruna Dindane, Mamadou Niang and Taye Taiwo play in Ligue 1.

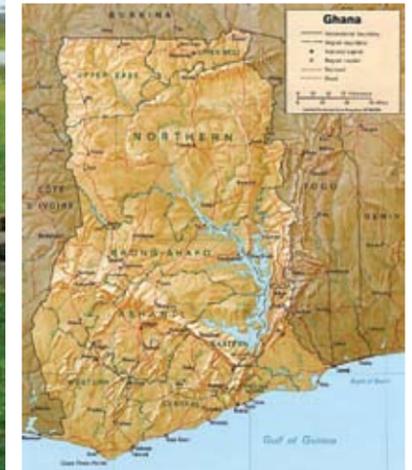
Collectively, these players have not only been adding to the legacy of African legends before – like George Weah, Abedi Pele and Lucas Radebe – but their success and that of their national teams could arrest the trend of African players choosing to play for their adopted countries.

Another thing about Africa is that their nations always seem to leave an indelible mark on the World Cup finals. Some of the most enduring images of the tournament's history have come courtesy of the continent and its stars.

Who will ever forget Camer-

oon's Roger Milla's dancing at the corner flag after scoring against Colombia during Italia 90? Sunday Oliseh's thunderbolt goal for Nigeria against Spain at France 1998 also stands out. Then Senegal's beating of holders France in the first match of the 2002 tournament ranks as one of the World Cup's greatest shocks. And last year Ghana impressed all and sundry by getting through their group to set up a clash with Brazil.

But the nations who make it out of the qualifying will be eager to show that not only are they good enough for World Cup 'magic moments', but come 2010 they'll be ready to stake their claim for winning it – on their own continent to boot.



AFRICA UNITE IN HISTORICAL GHANA

Come January 20, 2008, Ghana will begin hosting their fourth Africa Cup of Nations tournament.

Ghana has a rich history dating back to medieval days and were also the first sub-Saharan African state to claim independence from a colonial power. In fact, they celebrated 50 years of freedom from Britain in 2007. Aside from the British, the Portuguese, Dutch and Danish were also major players in the area.

Ghana means 'Warrior King' and was the site of the old Empire of Ashanti, said to be the most advanced civilisation in sub-Saharan Africa for 200 hundred years between 1700 and 1900.

In those days the country was known as the Gold Coast, so named

by the Portuguese who delighted in finding the precious metal in abundance in the region. It is no coincidence that the country borders the Ivory Coast, a nation given its title because of the trinkets worn by the locals.

However, soon the trade in slavery far overshadowed that of gold in Ghana and indeed the country became one of the major suppliers of human traffic to the New World. Many modern day African-Americans trace their roots back to Ghana.

Since independence, Ghana has had a relatively stable political history – certainly by the standard of its neighbours – and gold, timber, cocoa, diamond and manganese are the major exports.

Of the 16 nations who will gather

in Ghana, none will be making their first Cup of Nations appearance and only three have never reached a final – suggesting the tournament will be a hotly contested one. Matches are scheduled to take place in four cities, all boasting new or renovated stadiums. The opening match and Final will take place in the nation's capital, Accra, at the renovated Ohene Djan Stadium. The other venues are the Baba Yara Stadium in Kumasi (also renovated) and the Sekondi Stadium in Sekondi-Takoradi and Tamale Stadium in Tamale which were both purpose-built with the help of the Chinese government.

All four stadiums will become home to local club sides who all play in the local Ghana Premier League that comprises 16 teams.

Group A



GHANA

Nickname: The Black Stars

NATIONS CUP RECORD

P	W	D	L	GF	GA
60	33	11	16	78	51

BEST SHOWING

Winners: 1963, 1965, 1978, 1982

THE COACH

CLAUDE LEROY (France)

KEY MAN

MICHAEL ESSIEN



Michael Essien is the most famous Ghanaian player at the moment. The Chelsea strongman will be expected to drive his team forward especially with the news of Stephen Appiah's injury. Without Appiah, Essien will have to show his attacking abilities as well as his defensive skills.

OTHERS TO WATCH

Laryea Kingston (Midfielder – Heart of Midlothian, Scotland), Sulley Muntari (Midfielder – Portsmouth FC, England), Asamoah Gyan (Striker – Udinese, Italy)



GUINEA

Nickname: Syli Nationale

NATIONS CUP RECORD

P	W	D	L	GF	GA
28	9	10	9	40	38

BEST SHOWING

Runners-up: 1976

THE COACH

ROBERT NOUZARET (France)

KEY MAN

PASCAL FEINDOUNO



Feindouno is one of the great unheralded stars of African football. Able to play as a winger or behind the strikers, the 26-year-old is a delight to watch. A creative dribbler, the St Etienne star is also adept at obtaining opportunities for his partners, and also weighs in with his share of goals, which are often spectacular long range efforts.

OTHERS TO WATCH

Bobo Balde (Centreback – Celtic, Scotland), Ismael Bangoura (Striker – Dynamo Kiev, Ukraine), Ibrahima Sory Camara (Leftback – Le Mans, France)



MOROCCO

Nickname: The Atlas Lions

NATIONS CUP RECORD

P	W	D	L	GF	GA
48	17	18	13	52	40

BEST SHOWING

Winners: 1976

THE COACH

HENRI MICHEL (France)



KEY MAN

YOUSSEF HADJI

The younger brother of the 1998 African Footballer of the Year, Mustapha, has matured to become the talisman of the Atlas Lions. Currently playing for modest French side AS Nancy, the lanky 27-year-old attacking midfielder has

speed which combined with his vision makes his crosses from the wings particularly dangerous. He is never short of enthusiasm and it is his determination to take control which makes him a favourite among his peers and the technical staff.

OTHERS TO WATCH

Maraouane Chamakh (Striker – Girondins Bordeaux, France), Abdeslam Ouaddou (Centreback – Valenciennes AFC, France), Mbarek Boussoufa (Striker – RSC Anderlecht, Belgium)



NAMIBIA

Nickname: The Brave Warriors

P	W	D	L	GF	GA
3	0	1	2	7	11

BEST SHOWING

First round: 1998

THE COACH

ARIE SCHANS (Holland)



KEY MAN

HENRICO BOTES

Not only is Henrico Botes the Brave Warriors captain, but also the best striker the country has had in recent years.

The 27-year-old Platinum Stars hitman is excellent in the air, has an explosive shot and a huge appetite for goals but has a point to prove after missing

almost the entire qualifying campaign due to a six-match international ban.

OTHERS TO WATCH

Michael Pienaar (Defender – Ramblers, Namibia), Collin Benjamin (Midfielder – Hamburg SV, Germany), Quinton Jacobs (Midfielder – Bryne FK, Norway)

THE FIXTURES

20/1/08	Ghana vs Guinea
21/1/08	Namibia vs Morocco
24/1/08	Guinea vs Morocco
24/1/08	Ghana vs Namibia

28/1/08	Ghana vs Morocco
28/1/08	Guinea vs Namibia

*All matches at Ohene Djan Stadium, Accra except Guinea vs Namibia at Sekondi Stadium, Sekondi-Takoradi



BENIN

Nickname: Les Ecureuils (The Squirrels)

NATIONS CUP RECORD

P	W	D	L	GF	GA
3	0	0	3	1	8

BEST SHOWING

First round: 2004

THE COACH

WABI GOMEZ (Benin)

KEY MAN

RAZAK OMOTOYOSSI



Playing alongside a great like Henrik Larsson certainly has its benefits.

For Razak Omotoyossi, it has come in the form of regular goals – 23 in 35 games for Helsingborgs IF in 2007. The 22-year-old Nigerian-born striker is a quick,

strong and skilful player who revels in taking on and/or running at defences and is a graduate of Benin's Under-20 team which played at the 2005 World Youth Championship.

OTHERS TO WATCH

Muri Ogunbiyi (Midfielder – Etoile du Sahel, Tunisia), Abou Maiga (Striker – US Créteil-Lusitanos, France), Oumar Tchomogo (Striker – Vitoria Guimaraes, Portugal)



IVORY COAST

Nickname: The Elephants

NATIONS CUP RECORD

P	W	D	L	GF	GA
62	27	10	25	82	71

BEST SHOWING

Winners: 1992

THE COACH

ULI STIELIKE (Germany)

KEY MAN

DIDIER DROGBA



Even when Drogba was struggling a little in his first two seasons at Chelsea, he was the undisputed hero – on and off the field – of the Elephants.

Despite missing a penalty in the 2006 Final, the striker and captain rarely disappoints with his size, strength and finishing ability often

too much for opponents to handle. For the Ivory Coast, Drogba is simply the man.

OTHERS TO WATCH

Kolo Toure (Centreback – Arsenal FC, England), Yaya Toure (Centre midfield – FC Barcelona, Spain), Aruna Dindane (Striker – RC Lens, France)



MALI

Nickname: Les Aigles (The Eagles)

NATIONS CUP RECORD

P	W	D	L	GF	GA
22	8	6	8	30	34

BEST SHOWING

Runners-up: 1972

THE COACH

JEAN-FRANCOIS JODAR (France)



KEY MAN

FREDI KANOUTE

Kanoute has become one of Europe's hottest strikers over the last two seasons, following a move from the English Premiership to Spanish outfit Sevilla. Apart from winning two UEFA Cup winners' medals, he has also become a

more deadly finisher in front of goal which when added to his size and skilful link-up play, make him an extremely impressive centre forward, especially vital to Mali's cause.

OTHERS TO WATCH

Mahamadou Diarra (Centre midfield – Real Madrid, Spain), Mamadou Diallo (Striker – Qatar SC, Qatar), Adama Coulibaly (Centreback – RC Lens, France)



NIGERIA

Nickname: The Super Eagles

P	W	D	L	GF	GA
69	38	16	15	101	70

BEST SHOWING

Winners: 1980, 1994

THE COACH

BERTI VOGTS (Germany)



KEY MAN

NWANKWO KANU

The 31-year-old is one of the most decorated players in world football, having won all there is to offer in club football with Ajax Amsterdam, Inter Milan and Arsenal, and is only missing a Nations Cup gold medal in his cabinet.

For Nigeria the Portsmouth striker's creative genius acts as a link between midfield and attack, while his leadership is also crucial to the Super Eagles' prospects.

OTHERS TO WATCH

Obafemi Martins (Striker – Newcastle United, England), Joseph Yobo (Centreback – Everton FC, England), Ike Uche (Striker – Getafe, Spain)

THE FIXTURES

21/1/08	Nigeria vs Ivory Coast
21/1/08	Mali vs Benin
25/1/08	Ivory Coast vs Benin
25/1/08	Nigeria vs Mali

29/1/08	Nigeria vs Benin
29/1/08	Ivory Coast vs Mali

*All matches at Sekondi Stadium, Sekondi-Takoradi except Ivory Coast vs Mali at Ohene Djan Stadium, Accra



CAMEROON

Nickname: The Indomitable Lions

NATIONS CUP RECORD

P	W	D	L	GF	GA
61	32	19	10	90	51

BEST SHOWING

Winners: 1984, 1988, 2000, 2002

THE COACH

OTTO PFISTER (Germany)

KEY MAN

SAMUEL ETO'O



Samuel Eto'o is a three-time African Footballer of the Year, a third-place finisher for the World Footballer of the Year and also a two-time Nations Cup winner.

The 26-year-old Barcelona striker is the poster boy for African

football, thanks to his stance against racism but is of course just as well known for his lightning pace, deceptive strength and hunger for goals.

OTHERS TO WATCH

Jean Makoun (Midfielder – Lille OSC, France), Rigobert Song (Centreback – Fenerbahce, Turkey), Idriss Carlos Kamani (Goalkeeper – Espanyol, Spain)



EGYPT

Nickname: The Pharaohs

NATIONS CUP RECORD

P	W	D	L	GF	GA
78	42	13	23	124	74

BEST SHOWING

Winners: 1957, 1959, 1986, 1998, 2006

THE COACH

HASSAN SHEHATA (Egypt)

KEY MAN

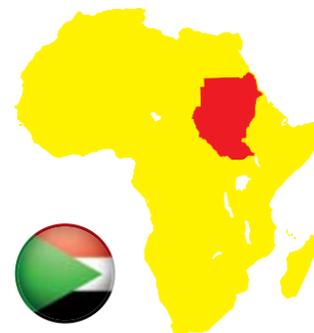
MOHAMED ABOUTRIKA



He has been the star player for Egypt and Al Ahly over the past few years and promises so much more. A huge presence in midfield, he is the reason Egypt attack with such purpose yet keep shape when defending too.

OTHERS TO WATCH

Mohamed Barakat (Winger – Al-Ahly, Egypt), Amr Zaki (Striker – Zamalek, Egypt), Mohamed Zidan (Striker – Hamburg SV, Germany)



SUDAN

Nickname: Sokoor Al-Jediane (The Desert Hawks)

NATIONS CUP RECORD

P	W	D	L	GF	GA
17	6	5	6	24	22

BEST SHOWING

Winners: 1970

THE COACH

MOHAMED ABDALLAH (Sudan)



KEY MAN

FAISAL AGAB

Agab's nickname – the Lion King – is indicative of his stature in Sudanese football.

The giant striker, who turns 30 in 2008, is the chief scorer for both the national team and his club side El-Merreikh, often thanks to his bursts of energy and long range shots.

His five goals in qualifying suggests he'll be a handful for defenders at the tournament proper.

OTHERS TO WATCH

Haitham Mustafa (Midfielder – Al-Hilal, Sudan), Haytham Tambal (Striker – El-Merreikh, Sudan), Richard Gastin Lado (Centre midfield – Al-Hilal, Sudan)



ZAMBIA

Nickname: Chipolopolo (The Copper Bullets)

P	W	D	L	GF	GA
48	20	10	18	58	50

BEST SHOWING

Runners-up: 1974, 1994

THE COACH

PATRICK PHIRI (Zambia)



KEY MAN

CHRISTOPHER KATONGO

Former Jomo Cosmos hit-man Christopher Katongo is the inspirational captain of the side and Zambia's man-of-the-moment.

Predator-like, the 25-year-old Brondby (Denmark) midfielder-cum-striker uses his speed of both purpose and nature to

out-sprint defenders. While being magnificent on the ground, he is also good in the air and a veritable team man thanks to his teamwork, effort and commitment.

OTHERS TO WATCH

Isaac Chansa (Midfielder - Helsingborgs IF, Sweden), Jacob Mulenga (Forward – RC Strasbourg, France), Andrew Sinkala (Midfielder - SC Paderborn 07, Germany)

THE FIXTURES

22/1/08 Egypt vs Cameroon
22/1/08 Sudan vs Zambia
26/1/08 Cameroon vs Zambia
26/1/08 Egypt vs Sudan

30/1/08 Egypt vs Zambia
30/1/08 Cameroon vs Sudan

*All matches at Baba Yara Stadium, Kumasi except Cameroon vs Sudan at Tamale Stadium, Tamale



ANGOLA

Nickname: Palancas Negras (The Black Antelopes)

NATIONS CUP RECORD

P	W	D	L	GF	GA
9	1	4	4	13	19

BEST SHOWING

First round: 1996, 1998, 2006

THE COACH

Luis Oliveira Goncalves (Angola)

KEY MAN

FLAVIO



Flavio has taken over the attacking mantle from 'Palancas Negras' most capped player and all-time goal scoring record holder Fabrice Akwa. The combustible striker, already holds a distinction or two of his own, as the scorer of Angola's only World Cup finals goal

in Germany and an African Champions League winner with Al-Ahly.

OTHERS TO WATCH

Jamba (Defender – Petro Atletico, Angola), Andre Makanga (Centre midfield – Al Kuwait SC, Kuwait), Manucho (Striker – Petro Atletico, Angola)



SENEGAL

Nickname: The Teranga Lions

NATIONS CUP RECORD

P	W	D	L	GF	GA
40	15	8	17	45	34

BEST SHOWING

Runners-up: 2002

THE COACH

HENRYK KASPERCZAK (Poland)

KEY MAN

MAMADOU NIANG



Niang has taken over from El-Hadj Diouf as Senegal's lead striker, delivering on the promise he displayed when he scored a spectacular debut international goal against Bafana Bafana in late 2002.

His prolific goalscoring form this season for Olympique Marseille has

also been replicated in the UEFA Champions League making the burly 28-year-old, who is surprisingly quick off the mark a feared striker.

OTHERS TO WATCH

Diomansy Kamara (Striker – Fulham FC, England), Guirane Ndaw (Defender – FC Sochaux, France), Tony Sylva (Goalkeeper – AS Monaco, France)



SOUTH AFRICA

Nickname: Bafana Bafana (The Boys)

NATIONS CUP RECORD

P	W	D	L	GF	GA
28	13	7	8	34	27

BEST SHOWING

Winners: 1996

THE COACH

CARLOS ALBERTO PARREIRA (Brazil)



KEY MAN

SIBUSISO ZUMA

The key man for Bafana Bafana will be Arminia Bielefeld striker Sibusiso Zuma who offers a combination of pace, trickery, experience and technique all in one.

For the 32-year-old to be at his best, not seen in Africa yet, he has to be on the receiving end of quality supply from midfield

and defence which were not forthcoming at the last two events.

OTHERS TO WATCH

Teko Modise (Midfielder – Orlando Pirates, South Africa), Thembinkosi Fanteni (Striker – Maccabi Haifa, Israel), Bryce Moon (Rightwing/Rightback – Ajax Cape Town, South Africa)



TUNISIA

Nickname: The Carthage Eagles

P	W	D	L	GF	GA
45	15	15	15	59	55

BEST SHOWING

Winners: 2004

THE COACH

ROGER LEMERRE (France)



KEY MAN

ISSAM JEMAA

Jemaa is a natural left-footer with a penchant for dribbling. Stocky and about six feet, the France-based striker of Caen is the Carthage Eagles' Zidane. He's well-built for the charge on the offensive but Lemerre struggles to discipline him to stick up front, as Jemaa often drops into midfield to

take on his markers in defence.

Only 23, he has the potential become a Tunisian great.

OTHERS TO WATCH

Karim Nafti (Midfielder – CS Sfaxien, Tunisia), Mohamed Amine Chermiti (Striker – Etoile du Sahel, Tunisia), Slim Ben Achour (Midfielder – Rubin Kazan, Russia)

THE FIXTURES

23/1/08	Tunisia vs Senegal	31/1/08	Tunisia vs Angola
23/1/08	South Africa vs Angola	31/1/08	Senegal vs South Africa
27/1/08	Senegal vs Angola	<i>*All matches at Tamale Stadium, Tamale except Senegal vs South Africa at Baba Yara Stadium, Kumasi</i>	
27/1/08	Tunisia vs South Africa		



African players are setting leagues all over the world alight, here's a look at 10 of the best doing their bit at enhancing Africa's legacy.

AFRICA'S CROWN JEWELS



MOHAMMED ABOUTRIKA

Egypt

Club: Al-Ahly

Age: 29

Position: Attacker

Born within sight of the Egyptian Pyramids in Giza, Aboutrika is a main attraction not only in the all-conquering Al-Ahly club side but also in the Egyptian national team. That the 29-year-old is still based in Africa can probably be attributed to the fact that he only started being noticed when his first club, Tersana, gained promotion to the Egyptian top flight in 2000, when he was already 21. Since then his excellent playmaking skills, strength and goalscoring have marked him out as one of Africa's best – particularly so since joining Al-Ahly in 2004. The fact that he has won the Egyptian FA Player of the Year in each of the last four years, and is likened to Zinedine Zidane by the Press in Egypt, gives credence to him being bracketed with the more well-known players from the continent.



EMMANUEL ADEBAYOR

Togo

Club: Arsenal

Age: 23

Position: Striker

Unmissable at 6 foot 4 inches, Emmanuel Adebayor is the go-to man for the Togolese national team, with his goals being the main reason the tiny country qualified for the 2006 FIFA World Cup for the first time.

Like so many central African players, Adebayor – who's parents are Nigerian – started his European career in France, at Metz. Following three successful years there, Arsenal and Juventus registered their interest in him but he chose to remain in Ligue 1 with AS Monaco in 2003. Three years later though, Arsenal got their man as a replacement for Nwankwo Kanu – who's loping running style, tricky feet and powerful body he so resembles. Ironically the Nigerian is also Adebayor's idol. Despite various fallouts with Togo, his stock has continued to rise in England with the departure of Arsenal talisman Thierry Henry opening a gap for him to lead the young team's attack, which he's grabbed with both hands.



MAHAMADOU DIARRA

Mali

Club: Real Madrid

Age: 26

Position: Midfielder

Since 2002, Mahamadou Diarra has very rarely known the feeling of losing. In that time the 26-year-old has won four Ligue 1 titles with Olympique Lyon and the 2006/07 La Liga title with Real Madrid.

In fact, so impressive were his performances in the second half of last season that pundits put Madrid's title charge down to him – particularly his match-winning goal in Madrid's final match of the season on a day when he was meant to be in Mali colours. As a black defensive midfielder, he has invariably drawn comparisons with Patrick Vieira and Claude Makelele, but while his workrate, tactical awareness and strength in the air impress, his temperament has sometimes let him down leading to rumours he might not stay long at Madrid under their new German coach Bernd Schuster. Either way, his on-field value is undisputable and has been key in the resurgent Mali national team.



DIDIER DROGBA

Ivory Coast

Club: Chelsea

Age: 29

Position: Striker

While Drogba is currently at or near the peak of his powers it wasn't the easiest road to the top for the Chelsea man. Sent to France as a youngster to live with his professional footballer uncle, Drogba originally looked destined for an accountancy career while being a poorly-conditioned fourth division player.

But then he started to fill out... and score goals – first at Guingamp, then Olympic Marseille and currently with Chelsea and Ivory Coast.

And those goals, many spectacular, have rightfully brought with them awards and fame.

In fact his popularity in his homeland – thanks to him also leading them to a first FIFA World Cup finals in 2006 – is almost unmatched. A one litre beer bottle is known as a 'Drogba' for its hefty size; and Drogba's face smiles down from advertising hoardings all over Abidjan.





MICHAEL ESSIEN

Ghana

Club: Chelsea

Age: 25

Position: Midfielder

Arguably, before Michael Essien came along, all so-called defensive midfielders did was just that... defend, in the midfield, and not cross the halfway line.

But the 25-year-old has pioneered the new all-action, score goals from range, be versatile, and do it with a smile style that is so priceless to teams. Well almost.

Because when Chelsea came calling with a £26 million offer in 2005, Olympique Lyon could hardly say 'no'.

They themselves had only got hold of Essien after he himself said 'no', to a move to Paris St Germain from his first French club SC Bastia, having only represented Libert Professionals in Ghana.

Considering Essien's age, and physical attributes it's almost scary to imagine how long his career can last and what he can go on to achieve.



SAMUEL ETO'O

Cameroon

Club: Barcelona

Age: 26

Position: Striker

Eto'o is also arguably one of the few from the current generation of African players who could already claim to be an African great.

Groomed at the Kadji Sports Academy, he was signed by Spanish giants Real Madrid aged only 15, in 1999. But it was at island side, Real Mallorca (1999-2004), that he truly started his path to legendary status – also aided by his exploits with the Cameroonian national team.

The fact that Madrid retained a sell-on percentage in him, meant his 2004 transfer to their bitter rivals FC Barcelona was a lengthy one but for Barca the effort was worth it thanks to his subsequent prolific scoring, telepathic understanding with his teammates and popularity with the fans. But with Eto'o it's not just his on-field exploits that impress but his fight against racism in football is well documented and respected, making him a more than suitable face of the official 2010 FIFA World Cup poster.



FREDI KANOUTE

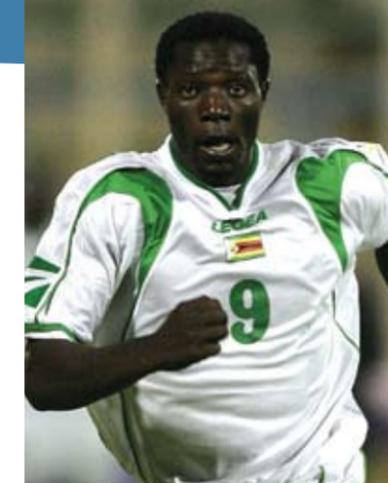
Mali

Club: Sevilla

Age: 30

Position: Striker

It is indicative of 'Fredri' Kanoute's make-up that when the lanky striker had the choice, in 2004, of representing the then European champions France or lowly Mali, the lanky striker surprisingly chose the latter. Born in Lyon, France and having represented the French Under-21 team previously, Kanoute felt it better to honour the country of his parents' birth. Ironically, since the decision, his career path – and the fortunes of Mali – has been on the ascent. Initially, a one-in-every-three match scorer at Olympique Lyon, West Ham United and Tottenham Hotspur, Kanoute has in recent years found his goalscoring boots in La Liga where his ratio is now one-in-two for Sevilla. Similarly proud of his Muslim heritage, his humanitarian nature has seen him save the only mosque in Seville from being sold and appeal to have a 'Children's Village' built in Mali.



BENJAMIN MWARUWARI

Zimbabwe

Club: Portsmouth

Age: 29

Position: Striker

Zimbabwean Mwaruwari, better known as 'Benjani' these days, first came to prominence at Jomo Cosmos under the tutelage of South African legend Jomo Sono. In his three years there, the tall and aggressive striker's goalscoring exploits and workrate caught the attention of overseas teams and he initially moved on loan to Swiss club Grasshoppers before French-club AJ Auxerre took him to Ligue 1 in 2002. His form during three-and-a-half years there, prompted Portsmouth to spend a club record £4.1 million on signing him. Having initially struggled in the English Premiership the 29-year-old is now a regular scorer and fan favourite. So dedicated, too, is Benjani to his Zimbabwean national team that as the captain and most prominent player he provided the funding for a pre-2006 African Cup of Nations camp – garnering comparisons with Liberian great George Weah.



IDRISS CARLOS KAMENI

Cameroon

Club: Espanyol

Age: 23

Position: Goalkeeper

Goalkeepers aren't among Africa's foremost exports, but Idriss Carlos Kameni isn't just an impressive African goalkeeper but amongst the best in the world – with clubs like Inter Milan, AC Milan and Manchester United having reportedly been suitors in the past. That being so, when the 23-year-old, decided he needed a change of scenery in 2004, having only played in France at FC Sion, Le Havre and Saint Etienne, he headed to Spain's La Liga – following in the footsteps of previous great Cameroonian goalkeepers Jacques Songo'o and Thomas N'Kono. Kameni is known as an excellent reader of the ball and a shot-stopper with great reactions. At the age of just sixteen, he became the youngest footballer to win an Olympic gold medal, when he won it with Cameroon in 2000 and he also won the African Cup of Nations two years later.



KOLO TOURE

Ivory Coast

Club: Arsenal

Age: 26

Position: Defender

Renowned for his pace, strength and athleticism, Kolo Toure is arguably Africa's best defender currently. He would also have a strong case as being one of the top three defenders in the world, thanks to his rock-solid displays in the Arsenal back four. Having moved to England in 2002, from ASEC Mimosas in his homeland, Toure is now the club's longest-serving current player and easily one of their best signings ever having only cost £150 000. With nearly 50 caps to his name, the devout Muslim is also a key player for the Ivory Coast where he plays just behind his younger brother, FC Barcelona's Yaya Toure. They also have another brother who plays professionally, Ibrahim, of Ukraine's Metalurh Donetsk.



AFRICAN ALL-STARS

A look at the African stars of today wouldn't be complete without remembering those who set the platform for them to impress. But no two people would ever agree on an All-Star XI, much less an African one. So here, and heavily based on CAF awards (and France Football's before 1993) is an African All-Stars squad of 16, ready to match any that Europe or South America could compile:

GOALKEEPERS

Thomas N'Kono (Cameroon), Joseph-Antoine Bell (Cameroon)

DEFENDERS

Hany Ramzy (Egypt), Stephen Tataw (Cameroon), Stephen Keshi (Nigeria), Nourredine Naybet (Morocco), Lucas Radebe (South Africa)

MIDFIELDERS

Lakhdar Belloumi (Algeria), Jay-Jay Okocha (Nigeria), Sunday Oliseh (Nigeria), Kalusha Bwalya (Zambia), Segun Odegbami (Nigeria)

STRIKERS

George Weah (Liberia), Abedi Pele (Ghana), Roger Milla (Cameroon), Rabah Madjer (Algeria)



TIME FOR AFRICA TO SHINE

Ghanaian legend ABEDI PELE says the next two years will be extremely important for Africa.
By Jermaine Craig.

Abedi Pele Ayew is one of the greatest and most celebrated African footballers of all time. One of the first players from the continent to make a major impact on European club football, he was the African Player of the Year a record three-times in 1991, 1992 and 1993.

For all his outstanding personal achievements, however, one honour eluded him in his illustrious career – winning the African Nations Cup on home soil in his native Ghana.

He's now 43 and long retired, but he will be an omnipresent star in his own right as Ghana hosts the 2008 MTN/CAF Africa Cup of Nations from January 20-February 10.

And while he won't physically take part in any of the action on the pitch, he will be well-represented on the playing front by his 17-year-old son Andre Ayew. Like his father, Andre is a prolific striker who banged in the goals at junior level and has only just embarked on what promises to be an exciting international career with the Black Stars.

And, also like his father, Andre is making his mark at France's Olympique Marseille, a club where Abedi won four Ligue 1 titles and made two European Champions League Final appearances, including the famous win in 1993.

With players like Ghana's Michael Essien, Cameroon's Samuel

Eto'o, Ivory Coast's Didier Drogba, Kolo Toure and Salomon Kalou setting world football alight in recent years at some of Europe's biggest clubs, African football is on an all-time high and buoyant as the continent readies itself to host the first FIFA World Cup on African soil in 2010.

And Pele has been one of a resurgent Africa's most respected and important ambassadors, even appearing at the G8 summit to further the continent's case. He was a member of the South African delegation in Zurich on May 14, 2004 which presented a powerful and successful bid to the world football governing body to host the 2010 FIFA World Cup,



with Pele making an emotive speech to the FIFA executive that day which strengthened South Africa's case.

"Africa has come a long way in a short time. Africa 20 years ago was populated by people who did not own their own destiny, people didn't have a means to make money, to own their own small companies. So democracy in Africa is young, but we are working very, very fast to really achieve a long-term sustainable democracy within our continent," he said recently.

And with Africa's first FIFA World Cup now hurtling quickly towards the continent in less than 900 days, Pele was delighted that the successful 2010 FIFA World Cup

Preliminary Draw in Durban late last year further showcased the continent's many abilities.

"I think it's unbelievable that today all those who didn't have the confidence in us are all very happy. That's why they say this is the power of football; football brings people together. There were a lot of people who didn't believe in us, but today we have the FIFA World Cup on our continent. We have proved to the world that not only can we play the game, but we can host it as well," Pele said in a recent interview.

And he is confident his Ghanaian countrymen will continue to send the right signals to the footballing world by hosting one of

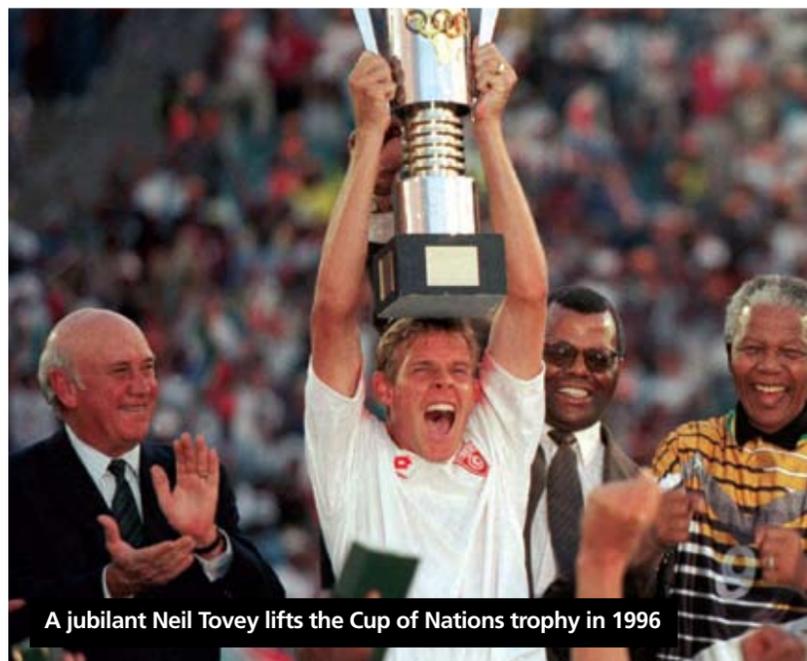
the best Nations Cups ever in 2008.

"Africa is blessed from 2008 (African Cup of Nations in Ghana) to 2010 Angola (African Cup of Nations) and 2010 (World Cup) South Africa. We can't ask for more than this. We have proved to the world that we are not going to do things the same way as Germany 2006; we are not doing the same as Korea/Japan, and we will not be the same as France or America. We are hosting the World Cup on the African continent and we have to keep the African vibe and prove to the world that the vibe is going to be great. Everything we do will be inclusive of Africans and will be distinctive, like nothing the world has seen before," Pele said.



THE HOST ASSOCIATION

The South African Football Association only turned 17 last year, but has achieved much in its short existence.



A jubilant Neil Tovey lifts the Cup of Nations trophy in 1996



THE EXECUTIVE

- Dr Molefi Oliphant **President**
- Dr Irvin Khoza **Vice-President**
- Chief Mwelo Nonkonyana **Vice-President**
- Mubarak Mahomed **Vice-President**
- Raymond Hack **CEO**
- Dr Danny Jordaan **2010 FIFA World Cup South Africa CEO**

South African football has a long and vibrant history, dating back to the colonial period when English sailors and traders first played the game in port cities like Durban, Port Elizabeth and Cape Town during the last quarter of the 19th century. But the South African Football Association (SAFA) is only 16 years old, founded on 8 December 1991, the

culmination of a long unity process that was to rid football in South Africa of its past racial division. The process – bringing together the four disparate units of the South African Football Association, the all-white Football Association of South Africa, the South African Football Federation and the South African National Football Association

- was the natural culmination of years of multi-racial unity in South African football, which set the standard, even in the darkest days of apartheid, by which other codes would be measured. During the oppressive 1970s, football had led the way in breaking the tight grip of racial oppression and enforced separation and by the end of

MISSION STATEMENT

- Promoting and facilitating the development of football through sustainable infrastructural and training initiatives.
- Engaging in pro-active dialogue with the government to generate a partnership in recognition of football as a national asset.
- Creating an image of being a stable, progressive and innovative institution.
- Creating a mutually beneficial relationship with the corporate world.
- Contributing to Africa's ascendancy in world football through the hosting of major events in Africa, while aspiring and striving to become a leading football playing nation.

that decade, the top flight of South Africa football was multi-racial. South Africa had been suspended from FIFA in the 1960s, then later expelled because of apartheid. But the formation of SAFA heralded a return to the fold.

In January 1992, a SAFA delegation received a standing ovation at the congress of the CAF in Dakar, Senegal, where South Africa were given observer status. South Africa's membership of the world governing body FIFA was confirmed at their congress in Zurich in June 1992.

Little more than a month later, with the nation still in the throes of apartheid, SAFA played host to a three-match tour by Cameroon's Indomitable Lions. South Africa won the first fixture in Durban 1-0 with 'golden boy' Doctor Khumalo netting from the penalty spot.

That was the first of many highlights.

Hosting the African Cup of Nations in 1996, so soon after re-admittance into FIFA was cause enough for pride, but that the nation's heroes, Bafana Bafana went on to win the tournament was testament to how far SAFA, and South Africa's footballers had come.

Two years later they were runners-up in the Nations Cup, in Burkina Faso and qualified for their first

FIFA World Cup™, France 98. SAFA's youth sides also flew the flag proudly, with qualification for the World Youth Cup in Malaysia in 1997 and a stunning victory for the Under-23 side against Brazil in the 2000 Olympics.

Those were halcyon days, but after participation in the 2002 FIFA World Cup, the mantle has slipped a little, although fresh hope has been injected under the mentorship of Carlos Alberto Parreira, the world-renowned Brazilian who took charge of Bafana Bafana at the start of this year.

SAFA has also led the way in promoting development in the southern African region, with tournaments like the Four Nations Cup and the COSAFA Castle Cup providing much-needed competition and new revenue streams. SAFA teams have also regularly participated in, and hosted, many regional tournaments at youth and junior level.

Add to this the elevation of the Premier Soccer League to among the 10 richest leagues in the world, and SAFA can say with pride that much has been achieved in a short space of time.

2010 will be the pinnacle of these achievements – but also the spur to reaching even greater heights in the years to come.



SAFA'S BRAINCHILD

South Africa had not yet been readmitted into world football when the idea of hosting the FIFA World Cup was first mooted in 1992, by the late Solomon 'Sticks' Morewa, SAFA's first president.

"We were quite visionary – and quite arrogant too!" Morewa said in an interview with *KICK OFF* magazine in 2004.

"Joao Havelange, the FIFA President was on our side – he always said South Africa was the right country in Africa to host the World Cup.

"We decided to bid for 2006, and failing that, 2010... We just took the plunge, into the dark. In 1994 we issued our first, rather naïve invitation to FIFA to consider us as World Cup hosts.

"Back then it was unthinkable that an African state should host the World Cup. And taking the historical view, we have exceeded our highest expectations... We were fortunate to have the sympathetic ear of Sepp Blatter, who seemed to see that his destiny lay with Africa."

Morewa passed away in September 2005, aged 61, but he was in Zurich the year before to celebrate the announcement of South Africa's successful 2010 bid.



Nomfanelo Magwentshu is welcomed by Danny Jordaan

One only has to attend a staff meeting of the 2010 FIFA World Cup Organising Committee South Africa (OC) to see that Africa's first FIFA World Cup™ will be a little different than most.

It's not too uncommon, for instance, when sitting in meetings for OC staff to suddenly start singing, dancing and ululating during a particularly colourful presentation.

The OC staff are a passionate

bunch, determined to make the most of their chance to contribute to a unique piece of African history. Yet for all the camaraderie and bonhomie, there's no mistaking the work ethic at SAFA House.

OC Chief Executive Officer Dr Danny Jordaan has repeatedly spoken of the need for 2010 to be uniquely African, yet at the same time also world class. And he's drilled that mantra into the heads of OC staffers, who are determined to ensure that 'world class' and

'African' do indeed belong in the same sentence.

Jordaan, a respected football administrator and former lecturer, politician and anti-apartheid activist who was also a Member of Parliament after South Africa's first democratic elections in 1994, heads up an OC team abundant in skill and expertise.

The OC CEO has served on the marketing and television board of FIFA since 1998 and among his many accolades are a special

THE TEAM BEHIND THE DREAM

A dedicated staff will make sure that every detail of the 2010 FIFA World Cup™ is taken care of. Meet South Africa's Organising Committee.

presidential award from President Nelson Mandela in 1994 as well as the presidential sport achievement award from President Thabo Mbeki in 2001. He also won the title of South Africa's marketing person of the year award in 2000.

Jordaan is ably supported in senior management by five Chief Officers, the most recent appointment being that of Chief Operating Officer Nomfanelo Magwentshu.

The 36-year-old Magwentshu is the former SA Airways General

Manager (GM) of Business Development and has brought a fresh perspective to the OC since her October appointment. As administrative head of the Project Management division of the OC, Magwentshu is responsible for the effective functioning of a number of key areas in the OC.

Chief Competitions Officer Dennis Mumble is the former GM of Soccer City Stadium (which will host the opening match and match of the 2010 FIFA World Cup) and is an



Dennis Mumble



Linda Mti



Tim Modise



Farouk Seedat



Koos Becker



Raymond Hack



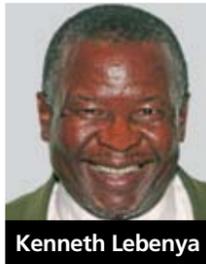
Danny Jordaan



Prof. Michael Katz



Dr Irvin Khoza



Kenneth Lebenya



Jabu Moleketi



Kaizer Motaung



Mubarak Mahomed



Sydney Mufamadi

experienced football administrator who has worked in FIFA and SAFA structures for many years. He is tasked with ensuring that the all-important match schedule and all related elements run smoothly in the Confederations Cup and the 2010 FIFA World Cup itself.

Chief Safety and Security Officer Linda Mti was the former national Commissioner of the Correctional Services Department and has decades of experience in the security field.

Managing the budget that is required for such a massive event is the responsibility of Chief Financial Officer, former Deloitte and Touche chartered accountant Farouk Seedat.

The important portfolio of Chief Officer of Communications and Marketing is the domain of accomplished broadcaster Tim Modise, a former talk show host on the South African Broadcasting Corporation and also on Talk Radio 702. The 2010 FIFA World Cup is a major global media spectacle and it is the job of Modise and his team to convey up-to-date information and to leverage the considerable marketing opportunity to raise South Africa's international profile over the next three years.

OC Communications and International Relations Manager, Tumi Makgabo, is another prominent broadcast personality who was formerly based at CNN's Atlanta headquarters as programme host.

Media Operations is managed by the highly experienced Goran

Havik, former Media Operations Manager at EURO 2004 in Portugal. Hailing from Sweden, Havik was head of Media and Communication at the Swedish FA from 1992-2001 and has worked on numerous major FIFA tournaments as Media Officer.

As the main revenue generator in any FIFA World Cup tournament, television broadcast issues are extremely important and the OC's Broadcast Liaison is a South African television pioneer, Robin Kempthorne.

In 1996 Kempthorne retired from SABC as General Manager: Television Sport after 39 years service, a stint which included leading the SABC coverage of the Barcelona Olympic Games in 1992. Later, as Head of Productions at pay channel SuperSport, he introduced the multi-channel coverage of the 2000 Sydney Olympic Games.

The OC's Marketing Manager is Lethedu Matshaba, who has extensive experience in international marketing matters, having previously worked for multinational company Unilever and on the International Marketing Council's Brand South Africa campaign.

Equally talented is the OC's technical team leader, Moira Tlhagale, who oversees the host cities' construction of South Africa's ten World Cup stadia. Tlhagale is a professional construction project manager at the South African Council for Project and Construction Management and has been involved in managing numerous

large construction projects.

Recruiting the thousands of volunteers that will be needed for 2010 is the job of Volunteer Programme Manager Onke Mjo, who was also involved with the Volunteer Programme for the 2003 International Cricket Council's Cricket World Cup in South Africa. Aably assisting her is Herman Beetge, who previously worked on the volunteer programme at Germany 2006, as well as the 2004 Athens Olympics.

Recruitment of the growing number of OC staff which currently stands around the 75 mark, is the responsibility of Human Resources Manager Nomzamo Kasana.

Co-ordination between the OC, the host cities and the various spheres of government is the task of OC Host Cities Manager Amanda Nair, a former senior executive at the City of Johannesburg municipality.

Dr Victor Ramathesele, who was

the longest-serving team doctor for the national football team Bafana Bafana (serving for eight years spanning 92 matches) is now responsible for the medical aspects of the 2010 FIFA World Cup as the OC's Medical Officer.

Looking after the many legal requirements that constitute the hosting of a FIFA World Cup is the job of legal managers Leslie Sedibe and Mncedisi Khumalo, while much of the logistics of the operation rests with Projects Manager Malcolm Tarbitt.

In the events arena, the OC's Events Manager Stephen Watson is a seasoned organiser who was previously the CEO of the A1 Grand Prix. The OC's Transport Manager is Skhumbuzo Macozoma, who was formerly with the South African Department of Transport while Tumi Dlamini heads up the African Legacy Department.

The OC is overseen by one of the most powerful and influential Board of Directors in the country.

Led by OC Chairman Dr Irvin Khoza, the Board features a number of South Africa's most senior government Cabinet ministers, football people from SAFA and the PSL as well as influential figures from business and the labour sector.

They are: Dr Nkosazana Dlamini Zuma (Foreign Affairs Minister), Makhenkesi Stofile (Sports & Recreation Minister), Jabu Moleketi (Deputy Finance Minister), Dr Essop Pahad (Minister in the Office of the Presidency), Aziz Pahad (Deputy Foreign Affairs Minister), Sydney Mufamadi (Provincial & Local Government Minister), Jeff Radebe (Transport Minister), Charles Nqakula (Safety & Security Minister), Dr Molefi Oliphant (SAFA President), Raymond Hack (SAFA CEO), Kaizer Motaung (PSL Executive Board), Nastasia Tschilas (PSL Executive Board), Kenneth Lebenya (SAFA), Mubarak Mahomed (SAFA), Tokyo Sexwale (Mvelaphanda Chairman), Koos Bekker (Naspers CEO), tax lawyer Professor Michael Katz, businessman Selwyn Nathan, labour federation Cosatu's General Secretary Zwelinzima Vavi, and Dr Danny Jordaan also serves on the Board.



Selwyn Nathan



Charles Nqakula



Molefi Olifant



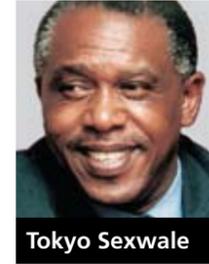
Aziz Pahad



Dr Essop Pahad



Jeff Radebe



Tokyo Sexwale



Makhenkesi Stofile



Nastasia Tschilas



Zwelinzima Vavi



Nkosazana Zuma



Danny Jordaan, Organising Committee Chief Executive Officer, is the man in charge of co-ordinating all the day to day affairs leading up the 2010 FIFA World Cup™. He trusts the tournament will positively influence perceptions of the African continent.



BRINGING IT ALL TOGETHER

Come the year 2010, the FIFA World Cup™ will, for the first time in history, be hosted on the African continent. With an array of vocal cynics and critics, Africa is a continent working against heavy odds. However, the continent is experiencing a renaissance and is working hard to present itself as a continent worth investing and doing business in.

"In a situation of conflict, you can use sport to heal," says Danny Jordaan, the Chief Executive Officer of the 2010 FIFA World Cup Organising Committee South Africa (OC).

"Take our country for example.

We were a country at war with itself, war between blacks and whites... The thing that brought this country together was the fact that we hosted the rugby World Cup and Africa Cup of Nations, and we won."

Entrusted with safeguarding football's holy grail on the African continent for the first time, enthusiasm and optimism permeates every project undertaken by Jordaan's South African 2010 Organising Committee.

"South Africa has been chosen to not only stage the World Cup in 2010 but also to carry the hopes, dreams and aspirations of Africa and especially African football.

The choice of Africa as a theatre for this spectacular event and South Africa as a stage provides a golden opportunity to change perceptions about Africa and to influence public opinion around the globe," says Jordaan.

The 56-year old is all too aware that football is the one thing that excites and unites every African country.

"Football represents hope, football represents joy, football represents achievement, football represents progress for many people on this continent," Jordaan says emotively.

For the 2010 OC, 2007 has been a full, but richly rewarding year.

On July 18 this year FIFA and the OC staged a friendly football match between a World XI and an African XI in Cape Town to celebrate Nelson Mandela's 89th birthday. The occasion was graced by the legendary Pele, as well as Samuel Eto'o, Ruud Gullit and George Weah. Also in 2007, a full-strength Barcelona team, featuring superstars such as Ronaldinho, Eto'o and Deco played in South Africa against champions Mamelodi Sundowns to give local fans a taste of what to expect from the global show-piece in just over two and a half years time. Other visitors this year



have included Tottenham Hotspur while visits to South Africa and messages of support from figures such as German Chancellor Angela Merkel, Franz Beckenbauer and Phillip Lahm have lent a welcome injection of encouragement to Jordaan and South Africa as a whole.

Construction has generally gone very well on the country's World Cup stadiums, a fact FIFA President Joseph S. Blatter and General

Secretary Jerome Valcke have attested to during trips to South Africa this year.

Of the 10 World Cup venues the coastal stadiums in Cape Town and Port Elizabeth have been openly acknowledged as sites where construction needs to be speeded up, but Jordaan insists these are areas being strongly



addressed. The beautiful Cape Town will potentially be 2010's crown jewel while Port Elizabeth is the only FIFA Confederations Cup 2009 venue being built from scratch, with deadlines as a result much tighter than that for most World Cup stadia.

Jordaan is very confident construction is well on track, describing Johannesburg's Soccer City – which will host the 2010 opening match and final – and Durban Stadium as the “star performers” due to the pace of construction at those stadiums.

Outside the SAFA House offices in Johannesburg, 1 400 workers are on site daily at the Soccer City construction site, often working long after dark to ensure they meet their strict deadlines.

“This is a sign of the commitment not only of those workers, but of the entire country, to make sure this event is a success,” says Jordaan.

A proud, expectant continent awaits and many revered figures

have given so much for South Africa to be in the fortunate position it finds itself in now.

“We want 2010 to be a huge success. We owe that to our former president Nelson Mandela, who spent a huge amount of energy pursuing this dream. We owe it to Archbishop Desmond Tutu, we owe it to President Thabo Mbeki and we owe it to all South Africans. It is not something we are flippant about,” he adds.

Major events form the glue that binds a nation. And this is certainly true in South Africa's case, where everyone is working hard to create a legacy of a country and a continent with a bright future.

While there were initially doubts about the commercial viability of an African FIFA World Cup, Jordaan is proud to highlight that 2010 is already commercially the most successful FIFA World Cup cycle yet, more than two years ahead of the event itself.

He explains that FIFA had set a

revenue target of \$3-billion for its 2007-2010 cycle. FIFA generated some \$2.4-billion in revenue from Marketing, TV and Licensing partners through the four-year cycle of the 2006 World Cup, but Jordaan enthuses that from a commercial perspective the 2010 FIFA World Cup will outperform this scale. To date FIFA have signed contracts with Marketing, TV and Licensing partners at \$3.2-billion and this is expected to increase to between \$3.5-billion and \$4-billion, making it the highest revenue ever generated in a FIFA World Cup cycle.

The glare of the world spotlight is a searing one, but Jordaan is confident Africa will rise to the challenge.

“We simply cannot afford to fail,” he says. “The 2010 FIFA World Cup is already a guaranteed commercial success. Now let us as South Africans and Africans with our humility and humanity make it the best FIFA World Cup in history.”



ALL ON TRACK

Stadium construction may be the most important responsibility of the 2010 FIFA World Cup™ Organising Committee South Africa (OC), but many of the other divisions are also moving rapidly along.

Volunteer Programme

The 2010 FIFA World Cup™ volunteer programme got off to a flying start for the Preliminary Draw week in Durban.

A low-key web-based application process was initiated to recruit the 350 volunteers needed, using football structures in the KwaZulu-Natal province, tertiary institutions and the eThekweni Municipality.

Still, there were more than 820

applications in fields such as transport, protocol, marketing, administration, media and broadcasting.

After a thorough interviewing, screening and selection process, 380 volunteers were chosen to assist the OC with the Preliminary Draw, with the level of enthusiasm, skills and expertise exceptional among the final group chosen.

The volunteer managers are all respected leaders in the sporting

and education arena, including the head of KwaZulu-Natal Cricket, Cassim Docrat, who has also served on the United Cricket Board executive and head of the SAFA KwaZulu-Natal, Alpha Mchunu.

For the 2010 FIFA World Cup, around 15 000 volunteers will be needed. The process to select them for the FIFA Confederations Cup 2009 and 2010 FIFA World Cup™ will start in June 2008.

Safety and Security Department

While working in close collaboration with State safety & security agencies, including the SA Police Service and host cities, the OC's Safety and Security department has exclusive responsibilities around securing FIFA events.

These include developing general stadium safety standards to be used as guidelines during the stadium construction phase, and guaranteeing the safety of spectators, players, officials, service providers and commercial partners inside the stadium perimeter at all matches of the FIFA Confederations Cup 2009 and the 2010 FIFA World Cup.

It also includes the provision of trained and accredited stewards/marshalls who will guide spectators to the correct zonal seating and help with the maintenance of order inside the stadium.

The provision of protection services for the officials, teams and spectators at all official FIFA events in the build up to and during the 2010 FIFA World Cup also falls



in the lap of OC Chief Officer of Safety and Security, Commissioner Linda Mti, and his dedicated team.

The department also provides Accreditation and Protocol services at all official OC and FIFA events.

To meet these requirements, the OC Safety & Security department has established a Host City Security workstream, comprising representatives of the Host Cities, the National Disaster Management Centre and the SAPS.

Its role is to develop an integrated 2010 FIFA World Cup Safety, Disaster Management and Security plan, due to FIFA in June next year.

The department is also involved in discussions with the country's Premier Soccer League and South African Football Association to develop a mutual skills transfer and cooperation agreement,

which will include the deployment of OC safety and security personnel to participate in the planning of security of selected PSL and SAFA games. This will also cover the introduction of a public awareness programme

on public safety, and the gradual phasing-in of FIFA safety regulations at selected PSL and national team games.

Accommodation

FIFA's servicing company, MATCH, has had an office in South Africa for around two years now.

While MATCH also has extensive FIFA World Cup™ responsibilities in the ticketing, IT and hospitality arenas, securing the accommodation required for 2010 has been one of its major deliverables. It is estimated that on average around 55 000 rooms per night will be needed across the country during the duration of the 2010 FIFA World Cup™.

MATCH has been working tirelessly on securing those numbers, with around 25 000 rooms already contracted to date during the World Cup period.

In addition to established hotels, MATCH has also been working closely with the country's grading council to rate the many bed and breakfast establishments springing up all over South Africa.

MATCH has also secured a large number of rooms at the country's many luxury game farms.

Many new hotels are in construction around the country with

a view to meeting the demand from 2010 visitors, with the recent opening of Soweto's first four-star Holiday Inn hotel a significant development, given its proximity to the Soccer City stadium that will host the 2010 opening match and final.

Transport

The improvement of the country's transport network is one of the biggest 2010 challenges.

Airport expansion to cater for the increasing number of visitors to South Africa has been one of the major priorities, with R3.9-billion being spent on increasing the OR Tambo International Airport's capacity from its current 18 million passengers per annum to an expected 25 million passengers per annum in 2010.

Similarly at the Cape Town International Airport R1.4-billion is being spent on increasing the current capacity of 7 million passengers per annum to 14 million passengers per annum in 2010.

In addition, a new international airport is being developed in Durban.

Construction on the high-speed rail transport network, the Gautrain, started at the end of September 2006 and is proceeding

extremely well.

For the Preliminary Draw, a detailed ground transport plan, traffic management plan and airport operational plan has been set up for each of the three main airports involved in the event, OR Tambo, Cape Town and Durban.

OC Transport manager Skhumbuzo Macozoma is tasked with developing the complex transport plans required for the 2010 FIFA World Cup™.

The OC has recently enlisted the services of representatives of the company which worked on the transport operation for the Germany 2006 FIFA World Cup™ as well.

Legacy

The OC's African Legacy Programme was established in November 2006 and is the joint responsibility of the OC and the South African Government.

It was launched by President Thabo Mbeki at the African Union (AU) Summit held in Addis Ababa in January 2007.

The OC's celebrated 2010 ambassadors, such as Mark Fish, Philemon Masinga, Doctor Khumalo, Kalusha Bwalya and Desiree Ellis, have been the lifeblood of the organisation's legacy pro-

gramme.

Prior to the Preliminary Draw in Durban, the OC ambassadors held coaching clinics which involved hundreds of young footballers at Osizweni, Newcastle, Pietermaritzburg and Umlazi.

The OC African Legacy department's developmental objectives include the development of excellent infrastructure for competitive football across the continent.

The legacy department also envisages playing a role in mobilising football stakeholders as a top priority, encompassing current players, player unions, women footballers, football supporters and the SA Football Association.

The programme also links up with those of FIFA, CAF and the AU.

To ensure real benefits for Africans as a result of the hosting of the World Cup, FIFA has established the 'Win in Africa with Africa' project with one of the key initiatives being the creation of 52 artificial turf pitches across Africa.

The OC's African Legacy department this year took part in the CAF 50th Anniversary celebrations in Port Elizabeth and Cape Town, and will be part of the CAF Awards in December.





GIVING BACK

FIFA President Joseph S. Blatter outlines why football's leadership is so excited about Africa's first FIFA World Cup™.



In less than three years, 2010 will have come and gone. Is FIFA satisfied with South Africa's preparations?

Yes, satisfied. I am certain that South Africa will be a magnificent host of the 2010 FIFA World

Cup. The preparations are going well, so I am very confident that everything will be ready in time to witness a historic moment in 2010. I also have every confidence in the Local Organising Committee and the government, even

more so because leading specialists have joined forces with the LOC to pass on the benefits of the experience they have gained previously. Moreover, I am convinced that South Africa is ready to organise such an important event. It is a unique chance to show potential and skills. I feel it, now everybody in South Africa wants to make it a big success.

How important is the performance of the host team for the success of the event?

Definitely. You see what happened with Germany last year. But the South Africa national football team, Bafana Bafana, have to improve dramatically. They have to work harder. It is an absolute must that the national team of South Africa improves.

How important is the legacy of this historic event and what is FIFA planning to do?

Our aim is to ensure that the 2010 FIFA World Cup in South Africa leaves a lasting legacy for the country and for the African continent. The fact that we have invested so much in the entire continent of Africa shows that we believe in the power of football. However, as Confucius once said – and I will never tire of repeating this – “give a man a fish and he will eat for one day; teach him how to fish and he will eat for a lifetime”. We are trying to do something similar through football. This is not a case

of us merely providing limited forms of support, but rather a case of us encouraging long-term development. All of our programmes have twin objectives: firstly to support and develop football, and secondly to use football to make a contribution to development in society, the economy and culture.

What is your dream, your wish, for the African FIFA World Cup?

I think we have a debt with Africa, a continent that has given so much to world football with numerous talented players who have excelled and continue to shine in the best leagues. It is time to give something back to Africa through the FIFA World Cup in 2010. Let's act concretely. 'Win in Africa with Africa' is our project to implement this movement. My dream is to create a new balance. The World Cup shall benefit the entire continent.

What is the aim of the 'Win in Africa with Africa' initiative and what has been done since its launch 16 month ago?

In essence, 'Win in Africa with Africa' is not about sending aid to Africa, so much as providing the continent with the tools to progress and the skills with which it can continue its own development. This way I hope we can promote the establishment of professional leagues in Africa, allowing the continent's stars to remain at home, rather than heading

to Europe. The idea is to reach a well balanced situation. We want to make a difference for African football, by building new artificial fields, supporting the national leagues, training African football executives... We support the host country and neighbouring countries in the establishment of the FIFA World Cup. We also help to develop sport medicine in Africa.

How do you think the South African youth will benefit from this event?

Football is capable of playing a central role in establishing friendships, fighting discrimination, promoting projects and so much more. It is a powerful platform that helps to foster fair play, equality, health and education for all young people. Football enables people from different backgrounds to find common ground and derive encouragement from it. It can provide hope, especially to the young boys and girls who sometimes suffer from deprivation and despair. Through this sport, even members of opposing sides in conflicts have the opportunity to learn and bond with each other on a neutral basis. It is a chance to meet other people through a joyful and positive sport.

Are there any plans from FIFA to make the World Cup affordable to the South African and African population?

Yes, we have a category of tickets

that will be cheap and affordable. More over we want to organise public viewing events to offer everybody the possibility to watch the matches on big screens and experience the World Cup feeling.

How would you most like to see neighbouring African countries benefit from 2010?

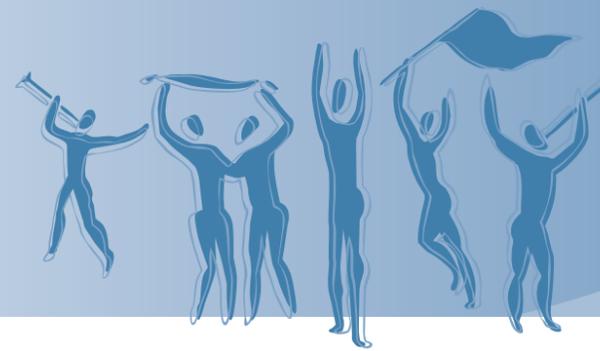
I think the whole project is a wonderful opportunity, not only for South Africa but also for the whole of Africa. Football promotes positive values such as the true spirit of sport as well as friendship, hope, emotion and solidarity. Giving football's flagship competition to South Africa is good for the whole continent.

You personally campaigned for South Africa to get the FIFA World Cup to an extent that it became your pet project. Why?

Being able to organise the first ever FIFA World Cup on African soil was one of the great objectives that I proposed when I became President in 1998. Our wish is to give back something substantial to Africa.

What do you wish to say when interviewed on the July 12, 2010 about the 2010 FIFA World Cup?

Well done! Now I have achieved in Africa what is justice for the continent. This is something I wanted to achieve since I started my work on the African Continent as development officer in 1976.



THE COACH

Carlos Alberto Parreira has the immense responsibility of preparing the host country's team for the 2010 FIFA World Cup™. He talks about how he's going about the task.

Carlos, how can South Africa steal an advantage over the rest of the world having already qualified for the World Cup?

Playing at home, in front your own supporters and in the weather and climate that you are familiar with, boosts a team's morale. But the ambience is totally different when you don't engage in important competitive matches. Before Brazil won the Cup in 2002

they had to first go through a tough 18-game South American qualifying campaign. When you face Argentina away in front of 80 000 fans or visit the Centenario in Uruguay packed with 75 000... you can't replicate this with friendlies. But having said that, Bafana Bafana is still going to participate in two African Cup of Nations tournaments – two good preparations – before 2010. Recently we played against both Scotland and

Italy abroad and the USA at home – all quality teams.

Will your ambition to try to play as many matches as possible to shape your team continue?

We need to play more games against stronger opponents from all the continents especially the big European countries. If you ask me, I was a bit disappointed that Italy sent out a second string

team when they beat us 2-0 last month, but it wasn't all gloom as we played against the future Italian national team. We are looking for any available country and luckily we have already had an opportunity of testing our players against two South American nations, Bolivia and Uruguay and two Concacaf countries, the USA and Canada.

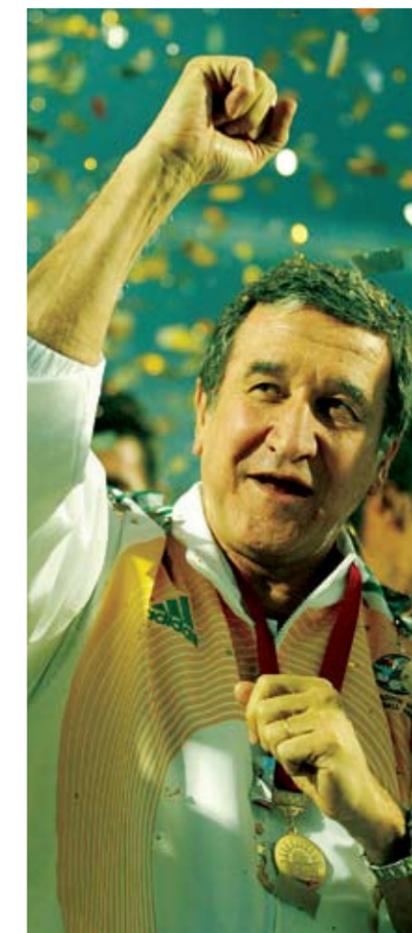
Are you any closer to finalising the big Portugal and Brazil games next year?

I'm not quite sure about Brazil but Portugal is more or less in the bag. The Portuguese want us to pay them a visit and we are quite keen. If we stay at home nobody will come here. Teams are not travelling from one continent to another for a friendly nowadays and with club soccer in full swing in Europe at the moment and clubs not so keen to release players, somehow we must find a way to get us a game.

How is the fast-tracking of players going?

Some of our players are 32 and 33 so we don't know if they will last until 2010. That's why we need a second, younger team (mostly from local clubs) ready so that everybody is in a healthy state of competition – both physically and mentally. There are going to be a

lot of changes before we finalise our Nations Cup squad. Between January and October we had selected a total 75 players, organised training and mini-camps and also played a few friendlies during non-FIFA dates. We need more of these games but the snag is there are too many competitions in the domestic league. Players enjoy the training camps but we come together for only two days... then I see them again 40 days later.



Are you noticing any change in your players as they begin to understand that 2010 is close and that they have the opportunity of a lifetime?

Players are falling all over themselves to play for Bafana Bafana now. No one wants to stay away from the camp and even those who were injured are calling to inform us they have recovered. I understand it never used to happen like this before. They know what is required: to be in the team everybody has to perform because there are other hungry players waiting in the wings.

Overall how are the players responding to your Brazilian coaching style?

My philosophy of passing and ball possession which gave me my first international success when taking Kuwait to the Moscow Olympics in 1980 has never changed. I don't think we can succeed playing against the world's big teams by playing the long high ball. A flat back-four, zonal marking and keeping possession while preparing for that killing pass and penetration – that's how I want Bafana to play.

That was Carlos the technician. What of Carlos the manager, counsellor and player's friend?

If you want success – on and off

the field – first and foremost you must cultivate team spirit in the group. Start with the football. Brazilian players know they can't be like snobs; he might be a Ronaldo, a Kaka or a Ronaldinho, but inside the camp the Brazil shirt is the most important thing. One player can decide a game with one trick like (Diego) Maradona, (Lionel) Messi or Kaka have done it, but an individual can't win a competition on his own, it's won

Bafana Bafana had won in six years. And the team had played so well after being together for only one day prior to the game.

And what are your expectations from the Nations Cup finals Ghana in January and February?

Of all the 16 finalists we will be the only team sure to play in the World Cup in South Africa so our target has to be different. We



by teamwork. This is the message we have been passing on to the players.

What did the small but important Cosafa Castle Cup win do for your players?

A journalist from FIFA asked me a similar question of this win and I said I was happy and it didn't matter even if it was not the World Cup. It was the first competition

have to look at the big picture. Of course every coach must live up to results and winning brings good spirit and confidence in a team – but everything between now and 2010 has to be all about preparation.

If you could name the biggest challenges facing the LOC and FIFA right now, what would they be?

I can talk of positive things that I have seen or experienced. Soccer City is just a few metres away from my office at Safa House, and every month I have seen a difference looking at the stadium's structures springing up. In the beginning people were asking a lot of questions if South Africa will make it on time, but as Danny Jordaan said during the official opening of Safa House, it is not a question of making it – South Africa will do it.

What do you think foreign visitors will find unique about the 2010 event?

Thirty years ago the world's biggest industry was war, but today it is tourism – ask the Spanish and the French. South Africa has so many beautiful things to show to the world. Many foreigners who have images of Sudan and Ethiopia when they hear the word 'Africa' will be very surprised when they land here in 2010.

Brazil will host 2014, what does this mean for your nation and also for you?

There has been a lot of debate in Brazil about 2014. I think just as South Africa is already seeing the difference with the upgrading and building of new infrastructure, Brazil is also going to benefit in the next seven years. They'll see better roads and improved security though the building of stadiums shouldn't be such a big problem.

OUT AT THE TOP

If Benni McCarthy can stay fit and in form, then South Africa 2010 will probably be his swansong tournament as a Bafana Bafana footballer.

The 2010 FIFA World Cup™ could be a fitting finale for Benni McCarthy, who started his career playing on the Cape Flats before embarking on a successful career which has seen him ply his trade in Holland, Spain, Portugal and currently in England.

2010 could be Blackburn Rovers striker's third World Cup, his first being in France 1998 when he scored South Africa's first ever goal in a World Cup. "France 1998 was an unbelievable experience for me and scoring South Africa's first ever goal at a World Cup Finals (right) is one of the highlights of my career. Nobody can ever take that honour away from me and hopefully I'll be able to add to my World Cup tally of goals back home in South Africa," says McCarthy. "They say third time is the charm so hopefully 2010 will be my best World Cup," he adds. "Playing for your country is a great honour but playing for your country at a World Cup is extra special."

McCarthy, who recently turned 30 is confident that he will be at his best come 2010. "Towards the latter



stages of your career you want to be at your best as that is how people will remember you. I want to end my career on the highest possible note. I'm very confident that I will play for South Africa in the 2010 World Cup – I will play at the World Cup in South Africa!

"Missing out in 2006 was a huge disappointment but the fact that we will be hosting the next World Cup more than makes up for that," he adds.

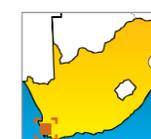
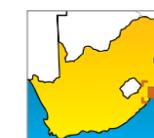
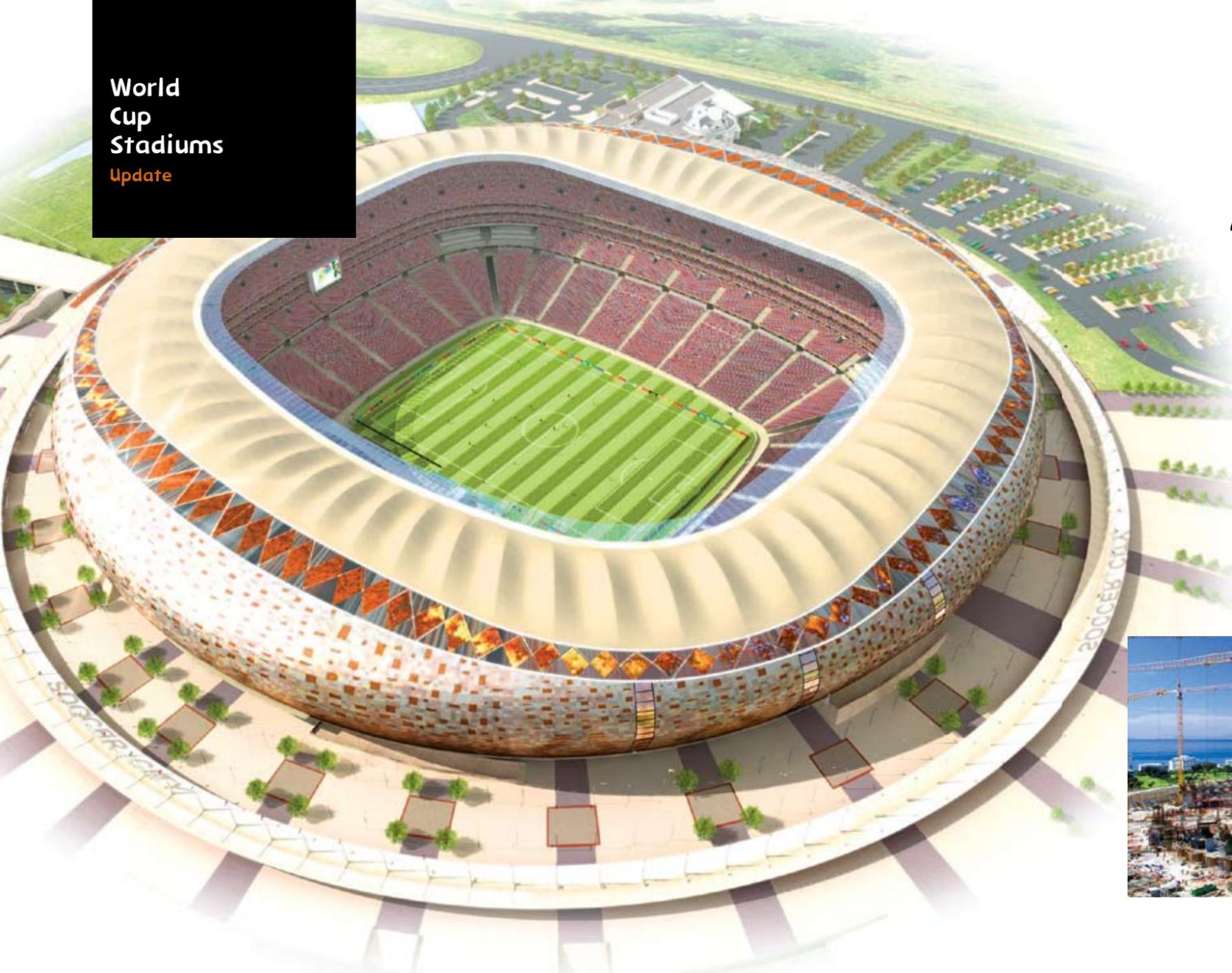
"I must admit that growing up I never thought I would ever get the chance to represent my country at a World Cup on home soil, it

is like a dream come true, not just for me but for any player. I think I will probably retire from international football after 2010 and give some of the younger players a chance to come through. "There could be no better way to retire than at a World Cup in front of your own fans, friends and family."

"There are quite a few really good young players coming through for South Africa at the moment and hopefully the experience I have gained over the years will allow me to help these players develop and become stars."

With two and a half years to go before the start of the 2010 FIFA World Cup™, here's a closer look at the stadiums where matches will be played

A LASTING LEGACY



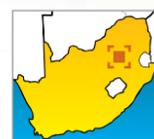
GREEN POINT STADIUM

■ **CAPE TOWN**
Capacity: 70 000
Budget: R1.96-billion
Architect: GMP Architects
Contractor: Murray & Roberts/WBHO JV
Started building: March 26, 2007
Target LOC/FIFA completion date: October 30, 2009
Scheduled completion date: December 14, 2009
2010 World Cup matches: Six first-round matches, one second-round match, one quarterfinal and one semifinal.



MOSES MABHIDA STADIUM

■ **DURBAN**
Capacity: 70 000
Budget: R1.83-billion
Architect: iBhola Lethu
Contractor: Group 5/WBHO/Pandev JV
Started building: October 2006
Target LOC/FIFA completion date: October 30, 2009
Scheduled completion date: May 29, 2009
2010 World Cup matches: Six first-round matches, one second-round match and one semifinal.

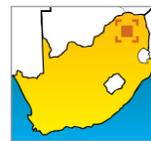


SOCCER CITY

■ **JOHANNESBURG**
Capacity: 94 700
Budget: R1.56-billion
Architect: Boogertman Urban Edge
Contractor: Grinaker/Interbeton JV
Started building: January 2007

Target LOC/FIFA completion date: October 30, 2009
Scheduled completion date: April 23, 2009
2010 World Cup matches: Opening match, five first-round matches, one second-round match, one quarterfinal and the Final.





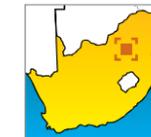
PETER MOKABA STADIUM

■ **POLOKWANE**
Capacity: 46 000
Budget: R716-million
Architect: Prism Architects
Contractor: WBHO/Paul JV
Started building: March 2007
Target LOC/FIFA completion date: October 30, 2009
Scheduled completion date: March 31, 2009
2010 World Cup matches: Four first-round matches.



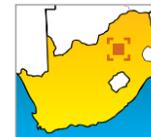
LOFTUS VERSFELD

■ **TSHWANE (PRETORIA)**
Capacity: 50 000
Budget: R99-million
Architect: Ingplan Africa
Contractor: To be appointed
Started building: September 2007 (upgrade)
Target LOC/FIFA completion date: December 2008
Scheduled completion date: October 2008
2010 World Cup matches: Four first-round matches, one second-round match and the play-off for third place.
Confederations Cup 2009 venue



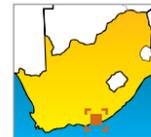
ELLIS PARK STADIUM

■ **JOHANNESBURG**
Capacity: 61 000
Budget: R230-million
Architect: DBN Architects
Contractor: Rainbow Contractors; Dura Plan
Started building: July 2007 (upgrade)
Target LOC/FIFA completion date: December 2008
Scheduled completion date: July 2008
2010 World Cup matches: Five first-round matches, one second-round match and one quarterfinal.
Confederations Cup 2009 venue



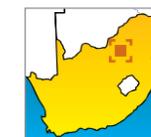
NELSON MANDELA STADIUM

■ **NELSON MANDELA BAY (PORT ELIZABETH)**
Capacity: 48 000
Budget: R981-million
Architect: Dominic Bonnesse Architects
Contractor: Grinaker/Interbeton/Ibhayi JV
Started building: March 15, 2007
Target LOC/FIFA completion date: December 30, 2008
Scheduled completion date: December 14, 2008
2010 World Cup matches: Five first-round matches, one second-round match and one quarterfinal.
Confederations Cup 2009 venue



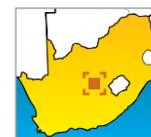
ROYAL BAFOKENG STADIUM

■ **RUSTENBURG**
Capacity: 42 000
Budget: R147-million
Architect: BSP Architects
Contractor: To be appointed
Started building: September 2007 (upgrade)
Target LOC/FIFA completion date: December 2008
Scheduled completion date: December 2008
2010 World Cup matches: Four first-round matches and one second-round match.
Confederations Cup 2009 venue



FREE STATE STADIUM

■ **MANGAUNG (BLOEMFONTEIN)**
Capacity: 45 000
Budget: R221-million
Architect: ACG-Architects
Contractor: To be appointed
Started building: September 2007 (upgrade)
Target LOC/FIFA completion date: December 2008
Scheduled completion date: August 2008
2010 World Cup matches: Five first-round matches and one second-round match.
Confederations Cup 2009 venue



MBOMBELA STADIUM

■ **MBOMBELA (NELSPRUIT)**
Capacity: 46 000
Budget: R875-million
Architect: RL Architects
Contractor: Basil Read/Bouygues JV
Started building: February 1, 2007
Target LOC/FIFA completion date: October 30, 2009
Scheduled completion date: March 15, 2009
2010 World Cup matches: Four first-round matches.





A GERMAN VIEW

As Executive Vice-President of the Local Organising Committee and the General Secretary of the German FA (DFB), Horst R. Schmidt was one of the driving forces of the hugely successful Germany 2006 FIFA World Cup™. Now, as FIFA's consultant for the 2010 FIFA World Cup™, he is lending his considerable experience and expertise to South Africa's efforts.

Could you please clarify your role as FIFA's consultant on the 2010 FIFA World Cup South Africa. What does it entail?

First of all, let me tell you that becoming FIFA's consultant for the 2010 FIFA World Cup is a great honour, but also a challenge for me.

I have been on board since September 2006, which means that I began working on this project not long after our final match in the Berlin Olympia Stadium. Since then, I have been able to participate in numerous meetings and discussions with the LOC, FIFA Headquarters and the FIFA Office in South Africa.

During the first months stadia matters and the interpretation of the many FIFA requirements for the adaption into the World Cup format were one of the main issues. Always keeping in mind, that the South African stadia should not in any way remain behind the standard created for the World Cup 2006 in Germany, in regards to design and technical fittings. The participation in the development of the required technical and organisational concepts including environmental issues, stadia management and legacy usage are only a few of the main tasks. I have always been a detail lover

and I am trying to integrate this aspect of my character into these projects. Never being a know-it-all and respecting others and their job, while aiming to help support the people responsible in finding a suitable solution for 2010.

You've visited South Africa many times now. What are your impressions of the country and its people?

The many visits to your country in the past 14 months have led to my falling in love with the land and its people.

The extraordinary commitment by the government and the public for this World Cup, its enthusiasm, its ever growing optimism - all these have eliminated all doubts and I am using all my available platforms in order to promote trust for this great event.

What has been your most memorable experience during your travels to South Africa?

As you may imagine, it is not easy for me pick just one experience, but I must mention my first Board Meeting attended by high carat government officials and representatives from society and economy, which impressed me with its singular atmosphere and highly competent discussions and debates. Also, the precision with which resolutions and decisions are devised

and documented and of course, the hospitality and openness, with which I was received and confronted, are quite memorable. Another experience I cannot fail to mention is the visit of Winnie Madikizela-Mandela during Women's day in SAFA House. I was able to learn more about her personal interest in the World Cup.

And what are your impressions of South Africa's preparations at the moment ahead of 2010?

The past months showed great progress in important segments of stadia construction, further developments of transportation infrastructure and conceptual development in the most important areas such as competitions, accommodation, ticketing, team base camps, etc. The LOC team, the FIFA SA office, MATCH and HBS are growing steadily and I am certain that they will be able to host a great Preliminary Draw in Durban on the 25th of November 2007, which will set an example of organisational competence for the whole world to see.



Horst meets Winnie Madikizela-Mandela

You've said before that each World Cup is different and that South Africa should put its own flavour on the 2010 FIFA World Cup. What do you think Africa's first FIFA World Cup will be like?

The Executive Directors in South Africa have rightfully emphasised time and time again that this event will be the greatest World Cup of all time and have taken great care in order to develop the missions and visions for the World Cup in South Africa and beyond. The result - even now - is very promising and gives us hope that everything will run smoothly. Legacy plays an important role in these visions. I hope that also



German Chancellor, Angela Merkel shares her support with local workers



Philip Lahm visits Soccer City Stadium

South African Football will profit from this event immensely and be strengthened for future possibilities.

What has your working relationship been like with the 2010 FIFA World Cup Organising Committee of South Africa?

This is an easy question: I am certain that I have been able to develop and strengthen many friendships with the management

and staff of the LOC and I hope that they will intensify even more in the years to come.

Germany's Chancellor Angela Merkel, 'Der Kaiser' Franz Beckenbauer and Philip Lahm have been among the many Germans visiting South Africa to show their support for 2010. In which ways exactly is Germany assisting South Africa with a view to 2010?

The 2010 FIFA World Cup has created great interest among the Germans, this is of course partially a result of last year's success, but also a result of our two countries' excellent relations.

Chancellor Merkel has also confirmed her own great interest for the progress in regards to the preparations during her visit to SAFA House and Soccer City only a few weeks ago.

Franz Beckenbauer has told me many times, that he will do everything in his power to support South Africa and the event, as he loves this country and its people as well. There are many approaches for support in governmental, provincial and municipal areas. I am always amazed at the number of initiatives. There are government treaties in regards to transportation infrastructure, environment protection, education of professionals, etc.

How important will the 2009 FIFA Confederations Cup be as a test event for the 2010 FIFA World Cup?

The Confederations Cup is the most important test one year before the World Cup, but it is nonetheless a self-contained event. The teams for that tournament will create a very special 'World Cup atmosphere' and the organisers receive an essential chance to gain first-hand experience for the World Cup. Of course, I shall participate in the preparations and support this event as best as I can.



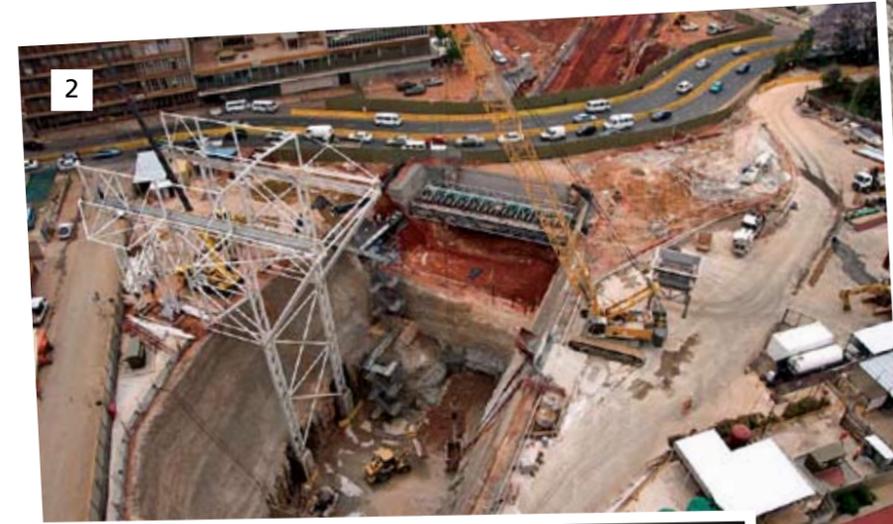
SOUTH AFRICA: A COUNTRY UNDER CONSTRUCTION

South Africa is taking shape ahead of the 2010 FIFA World Cup™.

It's a typical African summers day: blue, cloudless skies, with only a hint of a breeze. South Africa's city streets are abuzz with its people, all in search of the perfect place to unwind and cool down. It's the perfect day for a cocktail on the balcony at one of the many trendy spots dotted around the metropolis.

You find the perfect place: it's a balcony that allows for just

the right breeze and not too much sun. And just as you're about to take the first sip of that long-awaited Pina Colada, your whole body starts to shake to the rhythm of what at first seems like some kind of dull roar. You look across the room and people are mouthing sentences to each other, with no apparent sound. It's only when you look in the other direction that you notice the



gaping hole in the ground, and a monster-like drill that seems to be the cause of the damage – and the deafening noise.

But this is not a typical construction site. This is only one of the numerous locations across the different host cities, all well on their way in preparation for the 2010 FIFA World Cup in South Africa.

The Gautrain Rapid Rail Link is but one such project. With construction sites dotted all over Johannesburg, newcomers to the city can no longer depend on

In other host cities, existing tourist attractions like the V&A Waterfront in Cape Town and a number of Private Game Reserves in Mpumalanga are all in the middle of structural face lifts, as everyday, the 2010 FIFA World Cup becomes more of a reality and the country turns into a veritable mass of construction sites.

Nearly R4-billion is being spent ahead of 2010 on revamping Gauteng's OR Tambo International Airport, by far the country's busiest airport. This includes a new R1.9-billion central termi-

nal building linking the current domestic and the international terminals, which is well under way. The project is planned to be completed by the end of 2009 and will be ready to service up to 25-million passengers a year. Almost R1-billion is also being spent on renovating the Cape Town International Airport, to accommodate the huge volumes of tourists visiting one of the most beautiful cities in the world.

New buildings and hotels are under construction in just about every host city, as the country prepares to host approximately 400 000 soccer fanatics, not counting the massive media contingent expected during the World Cup period. It is estimated that we will need approximately 55 000 rooms per night to accommodate visitors to our country from around the globe. Already 25 000 rooms have been booked

for the World Cup, this over two and a half years before the event gets underway. But along with all of this seeming inconvenience to everyday life, the air of excitement in the country is palpable, as you can almost hear the people placate themselves with the mantra, "It is in preparation for 2010". Indeed, we are a country united in detours and road works.

With the eyes of billions of television viewers on South Africa during the World Cup, the country's aim is not to disappoint. The South African Government has allocated R420-billion (€43.92 billion) for spending on general infrastructure over the next three years, and R16.26-billion (€1.7 billion) on stadiums and surrounding infrastructure. These figures alone give an indication of the extent of the work that has been done, and the work that still

awaits us. It is a mammoth task that demands a united South African front. Through World Cup stadium construction alone more than 15 000 jobs have been created – add hotel construction and general infrastructure to that, and the number more than trebles. Local B&Bs have also sprung up all over the different host cities, and local townships especially can now boast a comfortable option that gives tourists more than just a commercial peek into life there. Everyone is ready to grab a piece of the 2010 pie.

With imminent stadium construction deadlines, our entire country is hard at work. Soccer City in Johannesburg, for example, is the venue for both the World Cup kickoff and the final. Go there at anytime of day or night, and you'll see construction well underway.

Perhaps the countdown clock situated just outside the stadium serves as the impetus, as it provides a daily reminder of the number of days to kick-off.

So yes, the next three years until the 2010 FIFA World Cup will mean a few road closures, and a lot of patience. But just take a moment to cast your mind to about two and a half years from now – what a sight.

1. OR Tambo International is geared to be an even better airport than it is now. **2 - 3.** Progress on the Gautrain Rapid Rail Link continues day and night ahead of 2010. **4.** Workers at Maponya Mall have delivered Soweto's showpiece shopping centre in good time. **5.** Hotels, such as this one in Durban, are rising up all over the country.



ALIVE WITH POSSIBILITY

World class football might be the drawcard, but the host cities for the 2010 FIFA World Cup™ in South Africa also offer an abundance of tourist attractions.



NELSON MANDEL BAY (PORT ELIZABETH)

A major seaport, Nelson Mandela Bay is better known to locals as the 'Friendly City'. South Africa's second oldest city, its architectural heritage can be traced back to 1858 by taking a walk around the central city Market Square, which features several historic buildings.



TSHWANE (PRETORIA)

South Africa's capital city, Tshwane, is situated in the transitional area between the Highveld and the Bushveld.

On May 10, 1994 the inauguration of Nelson Mandela and his Vice-Presidents after the country's first free elections took place at the Union Buildings – the official seat of the South African government.

JOHANNESBURG

Affectionately known as Jo'burg, Jozeys, Jozi or eGoli, Johannesburg is the most populous city in South Africa and the heartbeat of Gauteng.

Indeed, recognised as Africa's only global city, it is the source of a large-scale gold and diamond trade, a gateway between southern Africa and the world and a city that lights up at night.



MBOMBELA (NELSPRUIT)

Mbombela was founded in 1905 by three brothers of the Nel family who grazed their cattle around the site of the current city. It is a key manufacturing and agricultural hub for northeastern South Africa but more famously, it is the closest city to the Kruger National Park, the largest game reserve in the country.



POLOKWANE

Polokwane, previously known as Pietersburg earned city status only on 23 April 1992 and is now the major centre and capital city of the Limpopo province.

The Bakone Malapa Northern Sotho Open-Air Museum, which depicts the traditional and modern-day lifestyle of this people is a must see in the city.



MANGAUNG (BLOEMFONTEIN)

Mangaung is the capital city of the Free State province and commonly referred to as the city of roses.

Regarded as the judicial capital of South Africa, the city is home to the Supreme Court of Appeal.



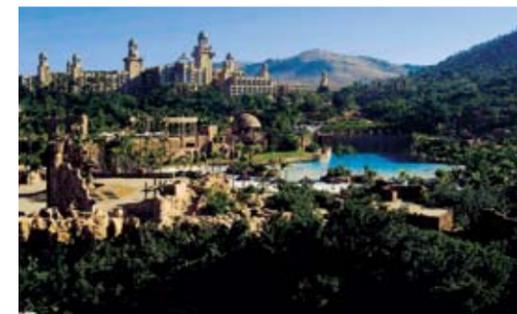
CAPE TOWN

Discovered by Dutch colonialist Jan van Riebeeck on 6 April 1652, Cape Town is South Africa's oldest city. Its most notable landmark is Table Mountain, and the cablecar that runs from the bottom to the top is used by over 800 000 visitors annually.



DURBAN

Rich in history due to its Zulu, Anglo and Indian influences Durban is a city of contrasts – and Africa's biggest port. Thanks to its warm subtropical climate, it's a city that lives for the activities in and around the Golden Mile of beaches.



RUSTENBURG

A small city in the North West province, Rustenburg is actually home to the two largest platinum mines in the world and the world's largest platinum refinery, which processes around 70% of the world's platinum. A short drive away, Sun City is to be found. The luxurious hotel, casino and golfing resort sits at the foot of the Pilanesberg National Park – rated high amongst the world's geological phenomena.

FOOTBALL FOR HOPE FESTIVAL 2010

During the final week of the 2010 FIFA World Cup™, 32 teams from across the globe will converge on Alexandra in Johannesburg for a very different festival of football.

The Football for Hope Festival 2010 will showcase and promote best practise in the field of *Social Development through Football*. The teams, made up of boys and girls aged between 15 and 18, will represent local organisations that use football for positive social change in the areas of *Health promotion, Peace building, Children's rights and Education, Anti-discrimination and Social integration, and the Environment*. Participants will be selected in recognition of their personal commitment to the work of their home organisations. These organisations are Implementing Partners in the Football for Hope Movement, the key element of the strategic alliance between FIFA and streetfootballworld.

A Festival of Football

Festival 2010 will demonstrate the power of the game, on and off the pitch. From July 3rd to 10th 2010, Alexandra and the world will experience street football at its best. The mixed-gender teams will demonstrate their silky skills in a fast-paced, high-intensity tournament to decide the 2nd Street Football World Champion. A street football stadium will be constructed in the heart of Alexandra, providing spectators an up-close view of the five-a-side action. And there won't be a referee in sight – fair play rules mean that any disagreements between the teams are resolved through dialogue. Festival 2010 will encourage exchange and intercultural dialogue



between participating delegations as well as with local grassroots organisations. South Africa will be represented by two delegations, including a host team from Alexandra. The cultural diversity of the participating teams will be celebrated throughout the week of Festival 2010, with photos, films and live performances portraying the world of football culture. The event builds on the success of the streetfootballworld festival 06, held in Berlin during the 2006 FIFA World Cup™, when 24 teams came together for the first Street Football World Championship. Following a week of football festivities, the Mathare Youth Sports Association (MUSA) from Kenya were crowned champions. In 2010,



MUSA will be back to defend their title and celebrate the power of the game to inspire social change.

The Road to Alexandra

In order to facilitate the active participation of local communities in South Africa, the Festival build-up will start in 2008 with the first South African Football for Hope Festival. In 2009, the all-African Festival will take place, involving Football for Hope partner organisations from across the continent. Just prior to the Festival, from June 28th to July 2nd 2010, all 32 delegations will participate in four Pre-Festivals across South Africa. These encounters will be staged by local Football for Hope Implementing Partners operating in disadvantaged communities in the provinces Western Cape, Eastern Cape, KwaZulu-Natal and Northern Cape/Free State.

The Festival 2010 will represent the culmination of the 2010 FIFA World Cup Official Campaign, providing an ideal platform to present the campaign's achievements to the world.

Leaving a Legacy

The impact of Festival 2010 will go far beyond the final week of the FIFA World Cup™. In Alexandra, the Festival 2010 site will evolve into a Football for Hope Centre, providing the infrastructural basis for the sustainable work of a local organisation. The organisation will continue the use of football as a tool for social development for the long-term benefit of the local community. One year after Festival 2010, a follow-up Football for Hope Festival will be organised in South Africa, maintaining the momentum created by the FIFA World Cup™ on the continent.



Around the world, young footballers are contributing to an environment of positive social change in their communities. In early July 2010, when all eyes turn to Johannesburg for the FIFA World Cup™ Final, the Football for Hope Festival 2010 will celebrate their love of the game and their commitment to social change and development through football. We hope to see you there!





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