

**SOUTH AFRICA 2010
BID BOOK**

south africa

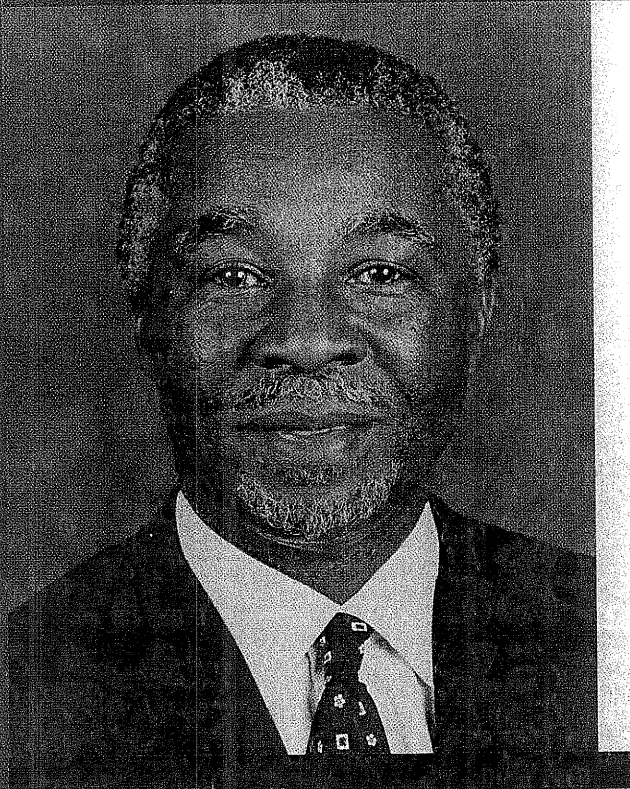


2 0 1 0 bid



Africa's Stage





Letter to FIFA President
Mr. Joseph Blatter

**From His Excellency
Mr Thabo Mbeki**

President of the Republic of South Africa

PRESIDENT

REPUBLIC OF SOUTH AFRICA

Dear Mr. President

On behalf of the people and Government of South Africa, I am pleased and proud to present this document, outlining South Africa's bid to host the FIFA World Cup™ in 2010.

Our mission is to demonstrate our modern stadiums, world-class infrastructure, advanced technology, mature business systems and proven organisational capacity; and to offer our nation for your consideration as a dependable, secure, enthusiastic and vibrant host for world sport's greatest event.

As the national Government, we unequivocally commit ourselves to provide every guarantee requested and every resource necessary to assure the FIFA Executive Committee of our ability to provide Africa's Stage in 2010 for a highly successful, prestigious international series of events.

The foundation of this Bid lies in our resolve to ensure that the 21st century unfolds as a century of growth and development in Africa.

This is not a dream. It is a practical policy. In July 2002, the African Union was established to accomplish unity, development and co-operation among African nations, and the new Partnership for Africa's Development (NEPAD) was launched to open new space for the economic progress of the continent. There remains work to be done, but the successful hosting of the FIFA World Cup™ in Africa will provide a powerful irresistible momentum to this resolute African Renaissance.

We are bidding to stage this tournament because we believe that, in democratic South Africa, we are best equipped to present a safe, joyful, significant and memorable World Cup.

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 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.

This is our ambition. The substance of this conviction is outlined in this document. I trust that you will find the contents encouraging and persuasive.

Thank you.

Yours sincerely



Thabo Mbeki
President of the Republic of South Africa



Letter to FIFA President
Mr. Joseph Blatter

From Nelson Mandela

Patron, South Africa 2010 Bid



NELSON MANDELA

Dear Mr. President,

Four years ago, in my letter prefacing our previous 2006 Bid Book, I wrote that I was "inspired by the growing international momentum behind the view that Africa's time has come". This confidence was borne out by the historic decision of the FIFA Executive Committee in August 2003, subsequently endorsed by the General Council, that the 2010 World Cup finals would be staged in Africa.

By this one gesture, by this unequivocal recognition that Africa has waited long enough to stage the showpiece of football, FIFA proves itself to be a great body able to make great decisions.

Now, South Africa is bidding to be "Africa's Stage" for the football world in 2010 and, once again, I am delighted to give the campaign my fervent, wholehearted and unqualified support.

Since 1994, our country has proved many times that we have the structural and organisational capacity to stage joyous, efficient and secure global events. By nature, in our hotels and stadiums, in our transport systems, in our commercial centres, even in our homes, South Africans are eager hosts.

Mr. President, please rest assured that, given the chance to hold the FIFA World Cup™ in 2010, South Africa will deliver a tournament that will exceed your hopes, adorn your sport and thrill the world.

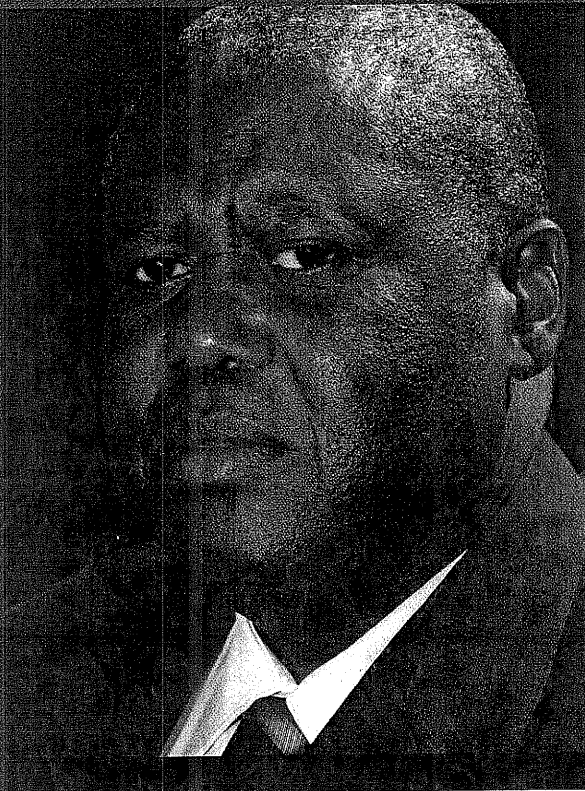
Yours sincerely

A handwritten signature in cursive script that reads "N. R. Mandela".

N. R. Mandela

Patron, South Africa 2010 Bid

Former President of the Republic of South Africa



Letter to FIFA President
Mr. Joseph Blatter

From Molefi Oliphant

President, South African Football Association



**SOUTH AFRICAN
FOOTBALL ASSOCIATION**

Dear Mr President,

The South African Football Association developed its mission statement on Robben Island with one of its key pillars being to contribute to the ascendancy of African Football through the hosting of major football events on our continent.

Our first experience of a World Cup as full members of FIFA was the 1994 event in the USA. This experience as spectators turned into participation.

Since our readmission to FIFA in 1992, South Africans have been fortunate to watch Bafana Bafana, our national team, compete at the FIFA World Cup™ finals both in 1998 and then in 2002. As one nation, we watched the thrilling spectacle unfold in France, and then in South Korea and Japan.

Inspired by these world cup experiences, the South African Football Association made a bid to host the FIFA World Cup™ in 2006. Now we bid to host the event in 2010.

Our enduring dream is that, as Africans, we will be given the opportunity to host this event on our own soil, so that we will be able to generate our own memories of a World Cup unfolding in our stadiums, that our youth will be inspired by seeing the game's finest players performing under an African sun.

We yearn for the time when we can welcome the family of football to our cities and stadiums, to enjoy not only the greatest sporting spectacle on earth, but also to savour our beaches and wildlife, our mountains and hospitality. We have the country and the capacity to present a superb World Cup.

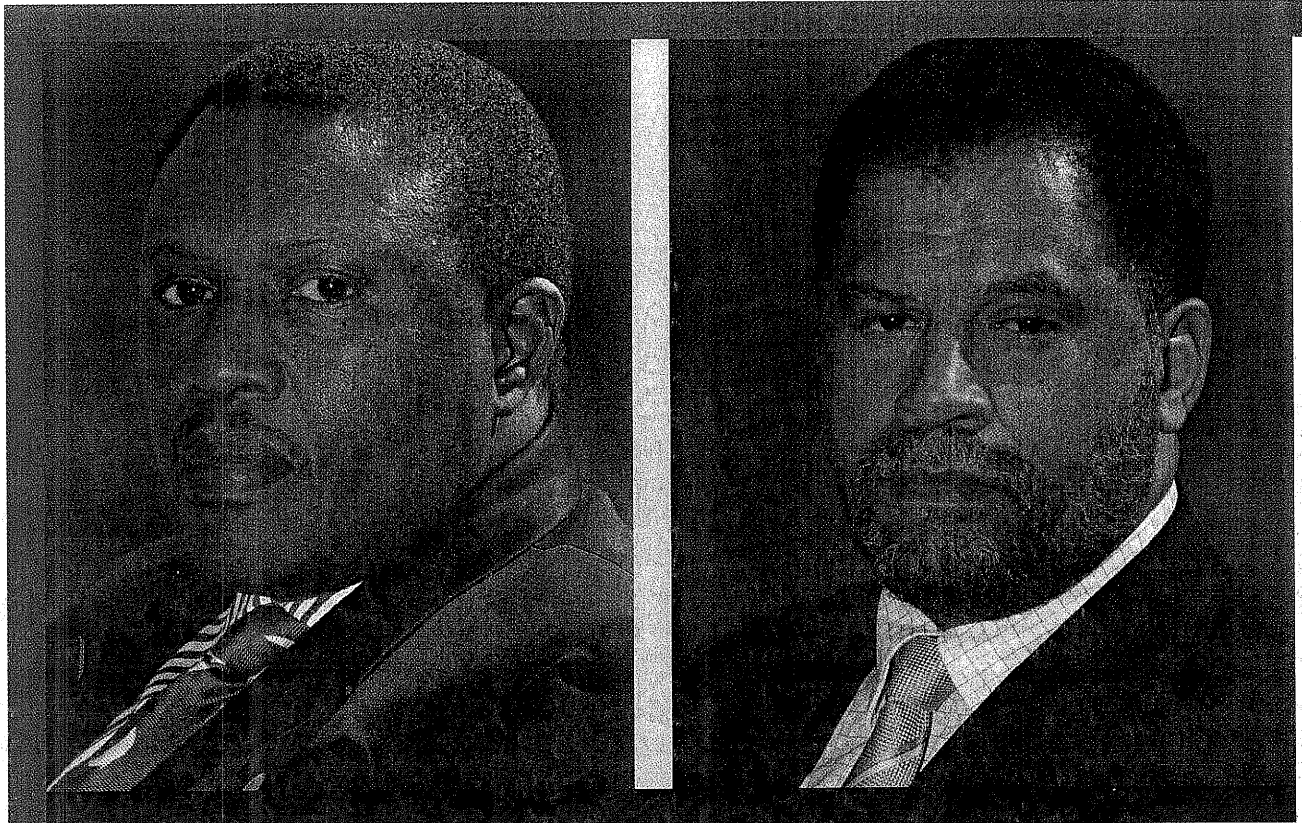
Yes, the FIFA World Cup™ will be wonderful for South Africa, but we believe South Africa will also be wonderful for FIFA's first African World Cup.

We have the infrastructure, the stadiums, hotels, transport systems and technology. We have thousands of volunteers waiting to welcome FIFA and its supporters to the foot of Africa.

As this document demonstrates, South Africa is ready.

Yours sincerely

Molefi Oliphant
President, South African Football Association



Letter to FIFA President
Mr. Joseph Blatter

From Irvin Khoza

Chairman, SA 2010 World Cup Bid

and Danny Jordaan

CEO, SA 2010 World Cup Bid



south africa

2 0 1 0 bid

Dear Mr President,

On behalf of the South African 2010 Bid Committee, may we express our sincere gratitude for this unique (Africa's first) and wonderful opportunity to submit our Bid to host the 2010 FIFA World Cup™. We thoroughly enjoyed and continue to enjoy the tremendous challenge presented by the Bid process.


South Africa's Bid is not only inspired by a keen national desire to excel on the global stage, as event organisers, but is underpinned by the knowledge that our country has the passion, infrastructure and human skills to host the greatest event on earth.

We appreciate that the support of our people, together with sporting and commercial considerations will be major determining factors in the decision to award the event. Our bid is very sound on these grounds.

Firstly, the sporting infrastructure of our country has already been rated as "ready to host the event" by the 2006 FIFA Evaluation Team.

Secondly, our Bid is based on internationally established business principles and is substantially funded by leading multinational companies. The FIFA family and partners will find a secure commercial environment for their investments in the event. Our financial planning and business structure offers comfort and confidence. This confidence is strengthened by the following facts:

- ◆ South Africa's economy is the biggest on the African continent
- ◆ South Africa is the best performer in terms of international tourism on the African continent
- ◆ Confirmed financial support and commitment from multinational corporations i.e.: Adidas, BMW, Philips, Vodacom (Vodafone), First National Bank (Mastercard), Anglo American (gold, diamond and platinum mining operations in 51 countries), SABMiller (second biggest brewer in the world), Telkom (telecommunications - largest on African continent), Coca-Cola (a major partner of football in South Africa)
- ◆ Almost 80% of total sponsorship revenue of the African continent is generated within the borders of South Africa. We have developed a plan to present FIFA with a risk-free opportunity on African soil.



Letter to FIFA President
Mr. Joseph Blatter
From Irvin Khoza
and Danny Jordaan



south africa

2 0 1 0 bid

Lastly, our Bid is also based on the passionate support of our people -

- ◆ A people brutalised by Apartheid.
- ◆ A people who struggled for and won their liberation, dignity and democracy.
- ◆ A people who produced a voice for the downtrodden masses of the world seeking justice, equality and democracy, in Nelson Mandela, Archbishop Desmond Tutu, Thabo Mbeki and many others.
- ◆ A people who appreciate the contribution of FIFA, expressed through the leadership of Joao Havelange and Joseph Blatter, to the isolation of Apartheid South Africa and the embracing of a Democratic South Africa.

On 27 April 2004 we celebrate 10 years of our new found freedom and democracy. This celebration is a long march from darkness and despair to hope for a bright future.

The award of the 2010 FIFA World Cup™ to South Africa will be the greatest gift to the people of our country and our continent. A gift to all those who are struggling for peace, dignity and democracy anywhere in the world.

We offer FIFA passion, profitability, precision (in administration) and the spirit of the African people for Africa's first World Cup.

Help us to proclaim to the World - Africa's Stage for the FIFA World Cup 2010™ is South Africa.

Yours sincerely,

Irvin Khoza
Chairman SA 2010 World Cup Bid

Danny Jordaan
CEO SA 2010 World Cup Bid