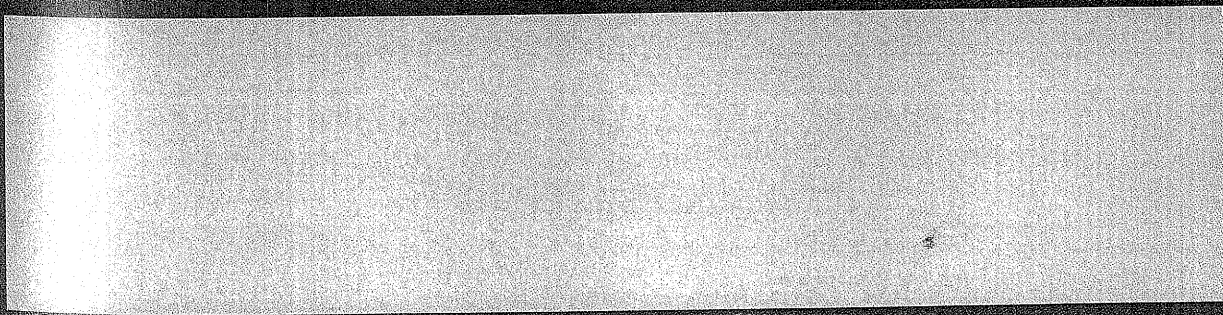
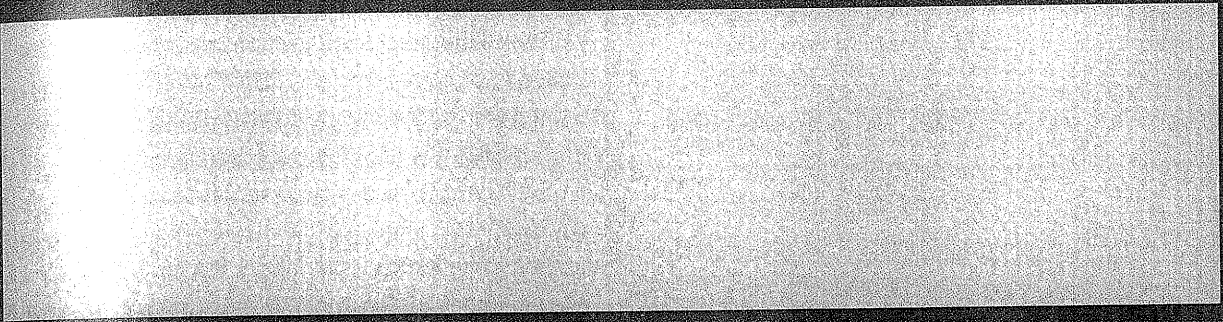




The Case for South Africa 2010





AFRICA'S TIME HAS COME, AND SOUTH AFRICA IS READY

When the FIFA Executive Committee resolved on 15 March 2001 that the 2010 FIFA World Cup™ would be staged in Africa, a decision later ratified by the FIFA Congress, these 24 gentlemen memorably turned the tide of modern sporting history.

Never before has Africa been given the opportunity to stage a premier sporting event of such prestige and profile.

Many millions of African people, from Cairo to the Cape, shall not forget this great expression of faith and confidence, and South Africans have worked hard to present this bid as a solid, persuasive and credible response worthy of FIFA's historic vision.

The essence of our proposal is simply that South Africa is best equipped to host a successful, administratively seamless, financially strong and emotionally joyful festival of football.

This is our sincere conviction, and we accept the challenge of convincing the FIFA Executive Committee, and the football family at large, that we have safe hands in which to hold their precious event.

South Africans have risen to this task.

South Africa has a proven track record in meeting major challenges as a nation. We have overcome the challenges of apartheid in sport and society. We have hosted many major international events successfully as a united democracy.

That is our nature.

Undaunted by the disappointment of losing the race to stage the 2006 FIFA World Cup™ by a single vote, the country has thrown itself back into the bidding fray with hardly a dissenting voice. As a united nation, we know we have the capacity to host a great World Cup, and we remain resolved to prove our case.

Since 1994, optimism has become a national trait. Where the popular mood in many other countries around the globe often leans towards apathy and cynicism, South Africans remain excited and enthused. Some might suggest we are naïve and innocent, but this is a country that asks "Why not?" rather than "Why?", a country that is quick to rally beneath the standard of a noble cause.

In every city, town and district, in every gleaming office block and dusty settlement, South Africans truly believe our country can host a magnificent FIFA World Cup™ in 2010. This popular support is broad and deep, and strengthens our mission.

Such assurance ought not be construed as arrogance, for it is only born of the pleasure and relief felt by all South Africans as this country united to stage a 'negotiated revolution'.

The political and social miracle that transformed South Africa from an isolated, bitterly divided country on the brink of bloody civil war into a young democracy, a beacon of freedom, peace, hope and reconciliation, exhilarated millions around the world.

Perhaps, then, it is natural that South Africans should take some confidence from their country's progress since the end of legal apartheid in 1990, the first democratic elections in 1994, the uniting and inspiring presidency of Nelson Mandela, the consistent, prudent financial management and now the strong leadership of Thabo Mbeki on the path towards his vision of an African Renaissance.

Of course, we still face many vast challenges but, at heart and in spirit, this brave new South Africa is a positive place.

"This is a winning country," President Mbeki often proclaims and, the football family can rest assured, we will bring this upbeat, 'can-do' mentality to the hosting of the 2010 FIFA World Cup™.

"South Africa has often demonstrated its capacity to bring the world together in a jubilant, successful and inspiring international sports event, and I have no doubt that, given the opportunity, the country will once again rise to the occasion in 2010".

Desmond Tutu
Former Archbishop of Cape Town





"For millions of South Africans, the experience of watching the world's greatest footballers contesting the World Cup on our own fields will be one of the highlights of their lives".

Lucas Radebe
former South African captain

So, the mood is right...

But maybe the strongest dimension of this bid, the compelling reason why South Africa is ready, is to be found in our commercial maturity, physical infrastructure and human skills.

Yes, we have the will. We also have the tools.

Many members of the international business community share this view, and they have responded with strong financial support for our campaign. Premier multinational companies like Anglo American, Avis, BMW, SABMiller and Adidas are official partners of our bid.

Our banking sector is advanced, our economic status is clear and stable and our prospects are excellent; so, many FIFA sponsors continue to invest heavily in South Africa.

Furthermore, our stadiums and transport network, our cutting edge IT framework, our technology and communications systems, our hotels and accommodation capacity, our human administration skills and our marketing ability: in all these areas, South Africa can compare with any in Africa, indeed any in the world.

This is no accident because, ever since 1994, South Africa has progressed carefully and deliberately through a process of education in the art of staging major international sports events.

The country hosted the Rugby World Cup in 1995, followed by the African Cup of Nations in 1996. Both events were characterised by large crowds, an intoxicating 'feel-good' factor and praise from every quarter.

In 1999, South Africa staged what was widely regarded as the most successful All Africa Games and, in 2003, the country excelled as hosts of the Cricket World Cup, where 4,500 enthusiastic, trained volunteers provided the catalyst for success. Again, visiting officials, players and supporters were united in acclamation.

The experience gained in hosting these major events, at each administrative level, gives us confidence that we will prove capable, efficient and reliable hosts of the 2010 FIFA World Cup™.

So, we present spirit and atmosphere to warm the heart...

Skills and infrastructure to reassure the head...

All wrapped in a solid, strong business model...

This is the essence of our bid.

In one sentence, South Africa offers FIFA security through its commercial strength and advanced infrastructure, and the prospect of a joyful, happy and emotional first FIFA World Cup™ in Africa.

