

The 2010 Opportunity

As global conditions narrow options and limit opportunities, the 2010 World Cup provides and unusual opportunity to spur South Africa's development effort at a time when such opportunities are going to be hard to find.

Nikolaus Eberl, an analyst of the impact of the 2006 FIFA World Cup on Germany has shown that a year after that event, German unemployment was down 29%, foreign leisure tourism was up 31%, business convention tourism in Berlin was up 49%, the consumer index was at a 27 year high, exports increased by 14% and Germany rose to the top of the national brand index. Similarly, Australia used the 2000 Sydney Olympics to re-brand the country. The Australians felt that the games changed the way that the world saw Australia.

South Africans are concerned that we are doing too little to make the best of this opportunity. Somehow the implication is that somebody else should be "doing something". But when we look back after the success of the 2010 FIFA World Cup™, we will see that our success was built on a much longer process than many people realise. The development of the Tourism Growth Strategy and the establishment of a substantial partnership between the private sector and the government to improve South Africa's tourism marketing, to accelerate skills development and create opportunities for tourism enterprises will be shown to have contributed to our success.

These are all areas in which the Business Trust has made a contribution. The partnership between the Business Trust and South African Tourism between 2000 and 2004 changed South Africa's tourism marketing strategy and the creation of the Tourism Enterprise Partnership (an initiative of the Business Trust co-funded by the Department of Environmental Affairs and Tourism) has made it possible for thousands of small enterprises to build their ability to capitalise in the events like the FIFA Confederations Cup 2009 and the 2010 FIFA World Cup™.

We can all make a contribution. Right now companies can give their employers a chance to participate in this process. Following representation by the Local Organising Committee, FIFA has agreed to allow groups sales of tickets for the up-coming Confederations Cup, which will allow companies to purchase tickets in bulk for clients and staff, starting at a price of just R70 a ticket for South African residents. In a briefing to the Business Trust, Derek Carstens, the Chief Marketing Officer for the 2010 Organising Committee said with over 760 000 tickets available, this is an opportunity for South Africa to put on a great show and for the corporate world to use this as a team and nation building experience for their staff, as we build up to 2010.

The FIFA 2009 Confederations Cup will take place from the 14th to the 28th of June. It will see the champion teams from each of the six FIFA confederations, the current world champions and the FIFA World Cup host country battling it out for the title of Champion of Champions. This provides an extraordinary opportunity to see some of the best soccer players from around the world:

- South America - Brazil
- North America - USA
- Europe - Spain
- Africa - Egypt
- Asia - Iraq
- Oceania - New Zealand
- World Champions - Italy
- Host country - South Africa

This event also provides an opportunity to build a ground-swell of interest and support for the 2010 FIFA World Cup™. This event will see some 480 000 foreign tourists travel to South Africa in 2010 and trigger up to 2 million additional arrivals in the five years after the World Cup. Already FIFA has received over 1.6 million ticket applications from people in over 200 countries.

Now is the time for all South Africans to grasp this opportunity to present this country to the rest of the world, and to attract the investment and create the jobs on which our mutual future relies.

For more information on purchasing tickets, please contact Derek Carstens via derek.carstens@2010oc.com. Alternatively contact FIFA's official ticketing agency MATCH - James Byrom james.byrom@match-ag.co.za.

For more information on the Business Trust's Tourism Enterprise Partnership, please visit www.btrust.org.za

