

**ADDRESS DELIVERED BY CONSUL-GENERAL MOKUENA AT A SEMINAR
ENTITLED “SÜDAFRIKA –
NACH DEN WAHLEN UND VOR DER FUßBALL-WM”, HELD AT DER AKADEMIE
FRANKENWARTE, WÜRZBURG, GERMANY, ON 29 – 31 MAY 2009**

Meine Damen und Herren,
Guten Morgen!

Guten morgen, indeed. It is very early on a Sunday morning. So please allow me to express my sincere gratitude to you for being here.

According to the program, I have been allocated 1 and a half hours. That seems like a very long time to me! So I'll try to take up as much of it as I can, but I hope to leave lots of time for questions, if there are any.

Ladies and Gentlemen, I am sure that any African that has ventured outside of Africa has some hilarious stories to tell about the type of questions they get asked by people who have never been to Africa. Germans, I'm afraid, are no exception at asking strange questions or having strange opinions. A German guest of mine recently joked with me that when she visited Africa for the first time she was actually a little disappointed

when she climbed off the plane at Johannesburg's airport because – instead of lions and giraffes walking around dusty paths - there were world-class highways, hotels, skyscrapers, cars, telecommunication networks and opportunities. Others have enquired about whether or not we have lions as pets, or whether there are telephones in Africa. Even those who realise that there are cities and development in Africa are often surprised at just how developed parts of Africa can be. Most of the time these questions or opinions don't show how little Africans understand of the world, but rather how little the world understands of Africa.

Similarly, in this era of advanced globalisation, when you ask the average African about who they aspire to, it is very rarely an African. They often aspire to be somebody like David Beckham, Britney Spears or Julia Roberts. These opinions indicate probably that Afropessimism is not something found only outside of Africa. Indeed, it is often Africans who themselves have developed a limited optimism about the potential of the great continent.

On 15 May 2004, Ladies and Gentlemen, Africa was given a sign that things were about to change. With the announcement by FIFA that the next host for the FIFA World Cup would be South Africa, I am sure our country, if not the entire continent, shook a little - so big was the excitement felt. By doing so, the FIFA World Cup would – for the first time in FIFA’s history – be played on African soil.

Africa, Ladies and Gentlemen, 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*”.

“Ke Nako” means simply ‘it’s time’. And, indeed, Africa’s time has come to use the 2010 FIFA World Cup to change perceptions of Africa 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 change people’s negativity towards Africa and will send ripples of confidence from the Cape to Cairo. We also want to stage 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.

AFRICAN UNION SUPPORT

Ladies and Gentlemen, from the beginning of the bid process South Africa committed that the 2010 World Cup would be an African World Cup. The bid book said: “Africa’s time has come, and South Africa is ready”.

In a letter to FIFA President Sepp Blatter contained in South Africa’s Bid Book, released in 2003, our former President Thabo Mbeki emphasised that the foundation of the country’s bid for the tournament was <and I quote> “a 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 ... the successful hosting of the FIFA World Cup in

Africa will provide a powerful, irresistible momentum to [the] African renaissance.” President Mbeki stressed to Blatter that the tournament would bring new pride, as well as economic growth, to all of Africa.

The commitment to making the 2010 FIFA World Cup an African event has been strongly supported by the African Union (AU). In a declaration of the 8th Assembly of the AU heads of state and government, the AU reaffirmed its commitment to make the 2010 a truly African tournament, committing its countries to “full and substantive involvement in the preparation leading to the 2010 World Cup”.

LEGACY FOR AFRICA

Ladies and Gentlemen, in November 2006 the African Legacy Programme, a joint responsibility of the Local Organising Committee and the South African Government, was devised in response to one of the main inspirations behind South Africa’s preparations for 2010 – that being to leave a legacy for the African continent.

The programme aims to support the realisation of African renaissance objectives, including programmes of the African Union such as Nepad. It also aims to ensure maximum and effective African participation at the 2010 World Cup, and to strengthen, develop and advance African football. Improving of Africa's global image and the combating of Afro-pessimism are also among its aims.

To this end, Angola, Botswana, Lesotho, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe are collectively using the World Cup to develop the seven transfrontier conservation areas (TFCAs) in the region. This TFCA route will offer tourists the unforgettable experience of two oceans, vast landscapes, major rivers, deserts, canyons, mountains and diverse cultures across the nine countries in one trail. 2010 TFCA developments include joint marketing, development of services and packages, investment and infrastructure and ease of movement for tourists across borders.

Visitors to the World Cup would, however, not be restricted to these TFCAs, the 14 countries of the Southern African

Development Community have also agreed on a so-called “Univisa” which will allow visitors to South Africa to visit any of its neighbours in the SADC region.

Some accommodation will be contracted from South Africa’s neighbours. In fact, Mauritius announced earlier this month that it has teamed up with the 2010 Fifa World Cup to join Botswana, Mozambique, Namibia, Swaziland and South Africa in a top line-up of accommodation providers.

FIFA LEGACY PROJECTS

I can also tell you, Ladies and Gentlemen, about some FIFA projects that aim to leave a lasting legacy on the continent.

“Win in Africa With Africa”, with a budget of 70 million dollars, was launched in 2006 and is backed by the UN and the EU. It has a budget of 70 million dollars. Its three aims are to develop the game of football, to touch the world, and to build a better future. This includes the ambitious goal of ensuring that every African country has an artificial turf on which aspiring professional football players can practise.

There is also the "20 Centres for 2010" FIFA project which aims 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, and a further 15 across the continent. Each will feature a mini-pitch along with classrooms and health care facilities, providing the youth with places to play as well as access to counselling, health and educational services.

SOUTH AFRICAN PREPARATIONS:

PLAN A, B AND C IS SOUTH AFRICA:

Ladies and Gentlemen, if you would please allow me the opportunity to tell you a little about South Africa's preparations for the World Cup.

Since being awarded the bid in May 2004, the excitement at home has been growing. Yes, there have been those who tried to tell us that we would never be able to host such a spectacular event by 2010, but they were quickly silenced with the words of FIFA President, Sepp Blatter, when he said <and I quote> "Plan A is South Africa, Plan B is South Africa and Plan C is South Africa." <end quote>

FORMATIONS OF PARTNERSHIPS FOR 2010:

Since that announcement in May 2004, we have come a long way. And now, on the eve of June's FIFA Confederations' Cup, and with just over a year to kick-off for the 2010 FIFA World Cup, we need to take time to catch our breath and reflect on the many paths we have travelled to get to this point.

South Africa has found many partners in the quest to put on a perfect World Cup. Germany, as the previous host, has – of course – proven to be one the most important and dedicated partners and has shown a great willingness to share its experiences learned during preparations for the FIFA 2006 World Cup.

SA PREPARATIONS:

During the early stages of preparations, many critics argued that our stadia would never be ready on time. We are therefore pleased to inform you that 9 of the 10 stadia will be ready by December 2009, with the 10th stadium to be completed in February 2010 – months before the June 2010 kick-off. In fact,

4 of these stadia will be used during this year's Confederations Cup.

SAFETY AND SECURITY:

And now, Ladies and Gentlemen, I would like to cover a more sombre topic simply because I have been asked about it in many conversations here in Germany: The South African government recognises the challenge of crime in South Africa, but our government and citizens are fully behind all efforts to fight crime. And these efforts are working. A simple analysis of the statistics show that – for the last seven years – *crime in South Africa has been decreasing*. Crime is decreasing, and police investigation is improving as more cases are making it to court. So the situation is improving.

The Government would like to assure the thousands of fans who will be coming to watch the 2010 World Cup that every possible measure has been put in place to ensure their safety.

To prepare for this, we have worked closely with international agencies to gather intelligence and there will be a focus on

border security. Police are to divide the host cities into sections, with teams patrolling sections and focusing on FIFA headquarters, hotels, other accommodation establishments, the stadia, fan parks, restaurants and tourist venues.

There will also be state-of-the-art information and communication military technology will be used as well as a fleet of nearly 40 helicopters. The South African Police Service has embarked on a massive recruitment drive to increase general police numbers by 55 000 to over 190 000.

The number of police reservists will also double before the FIFA World Cup, from 45 000 members to 100 000. So, by 2010 South Africa will have a significantly larger and well-trained police service. We will also have dedicated World Cup police stations within close proximity to each of the stadiums, as well as dedicated crime-investigation teams and special courts to investigate and deal with all event-related crimes. A 24-hour multilingual hotline will also assist visitors requiring police or medical services.

Perhaps I should also mention that we have recently hosted several large events in the past, including the World Summit on Sustainable Development, the Non-Aligned Movement Summit, and also the Rugby and Cricket World Cups - and these have all gone smoothly.

I feel I should stress, Ladies and Gentlemen, that South Africa is not at war. The media tends to paint a picture of us as a country that is under attack, but you *can* have a good time in South Africa. If you doubt this, ask the 9 million visitors who visit us every year. Or feel free to ask your fellow Germans: in the last four years, we have had 1 million Germans visit South Africa. Of these, 40% have been to South Africa more than once.

CONCLUSION/TICKET SALES:

In conclusion, Ladies and Gentlemen, please allow me to try and persuade you to go and buy tickets to the World Cup.

It seems that years of preparations are bearing fruit. In the first round of ticket sales that ended at the end of March, 743 000 tickets were offered. FIFA received 1.6m requests for tickets!

FIFA also reported that – even before the first round ended - 28 of the 64 matches were already sold out.

The second round of ticket sales is currently underway (it started three weeks ago). After just one week, there was already almost 300 000 applications received.

So, Ladies and Gentlemen, if you have not done so already, go out and buy your tickets!

Ladies and Gentlemen, please allow me to once again thank you for being here. I know it's early and I appreciate you being here.

I thank you.