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# 2010 FIFA World Cup South Africa™



**KE NAKO: "CELEBRATE AFRICA'S HUMANITY"**





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JOSEPH S. BLATTER

FIFA President

IRVIN KHOZA

Chairman  
2010 FIFA World Cup Organising  
Committee South Africa



2010 FIFA WORLD CUP:

# Now is the time: Ke Nako



**South Africa** opens its arms to the football community in 2010, welcoming players, fans and the FIFA family to what promises to be the best FIFA World Cup ever.

FIFA President Joseph S. Blatter and the Chairman of the 2010 FIFA World Cup Organising Committee South Africa Irvin Khoza explain why it's time for Africa to host the event.

For the first time, in 2010 the FIFA World Cup will be held on African soil, underscoring the faith that football's world governing body has in the continent and its people.





There is no better time for South Africa to host the event: following decades of struggle culminating in the rebirth of the country after apartheid, this youthful nation has flourished in recent years.



By inviting the world to share in Africa's passion for football, the 2010 FIFA World Cup is destined to become the most exhilarating and memorable tournament we have ever seen.



That is why the Official Slogan of the 2010 FIFA World Cup is: 'Ke Nako. Celebrate Africa's Humanity.' Now is the time!



# Spotlight on Africa

*"It will be a great World Cup in 2010, the first on the African continent and people should grace the occasion with a positive spirit."*

DOCTOR KHUMALO, SOUTH AFRICA

With a **buzzing economy**, a vibrant culture and true sporting spirit, South Africa promises to play great host to the FIFA World Cup, football's showpiece event, in 2010.

Global interest in the country began to mount well in advance of the event, allowing South Africa and its population the opportunity to show themselves in the best possible light ahead of the tournament.



During the event, the country will welcome fans, players and media professionals from all over the world, treating them to a unique warm African reception.

FIFA and the Local Organising Committee will ensure together with the national government that the FIFA World Cup will leave a lasting legacy for the South African people through development projects, infrastructure upgrades and the economic boost created by hosting the tournament.





"The hype and vibe in Africa has been incredible since the announcement of the 2010 FIFA World Cup hosts and we're overwhelmed by the power of the tournament. It's on everybody's lips. It's like a whirlwind." KALUSHA BWALYA, ZAMBIA



"Watch any television station and 2010 is constantly on the agenda. South Africans are inspired and united by the challenge and prospect of playing host to the world." LUCAS RADEBE

It is not just the continent's southern-most tip that stands to benefit from the event: the FIFA World Cup offers the rest of Africa the chance to shine as well.

Where once this continent grappled with conflict and poverty, perceptions of Africa are beginning to change and

the 2010 FIFA World Cup will help to accelerate that process.

The region is ready to take its rightful place in the firmament of football-loving continents by hosting the FIFA Confederations Cup 2009 and the 2010 FIFA World Cup.



# South Africa

**“Africa’s first World Cup will be an exciting one. The whole world wants to know what’s happening on the African continent and they are in for a big surprise.” PHILEMON MASINGA, 2010 FIFA WORLD CUP AMBASSADOR SOUTH AFRICA**

**South Africa** is a nation on the rise: its more than 47 million people are enjoying economic stability and flourishing democracy; they are embracing the modern while remaining rooted in their traditions and culture.

With its great natural wealth and breathtaking landscapes and its warm-spirited and inventive people, South Africa is a diverse and exciting country alive with possibilities.

## Links

- **South Africa’s Official Country Gateway** – [www.southafrica.info](http://www.southafrica.info)
- **South African Tourism** – [www.southafrica.net](http://www.southafrica.net)
- **Government Communication Information System (GCIS)** – [www.sa2010.gov.za](http://www.sa2010.gov.za)
- **South African National Parks (SANParks)** – [www.sanparks.org](http://www.sanparks.org)
- **Official Website of the 2010 FIFA World Cup** – [www.FIFA.com](http://www.FIFA.com)



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

**IRVIN KHOZA**

## FACTS FOR VISITORS

\* Source: International Marketing Council, South Africa

South Africa is a nation of diversity, with a variety of cultures, languages and religious beliefs.

South Africa has 11 official languages. English is the most commonly spoken language in official and commercial public life - but only the fifth most spoken home language.

Nine of the official languages are indigenous, reflecting a variety of ethnic groupings.

South Africa is a vigorous multiparty democracy with an independent judiciary and a free and diverse press. South Africa is often referred to as the ‘rainbow nation’, a phrase coined by Nobel Peace Prize winner Desmond Tutu.

South Africa’s economy has been completely overhauled since the end of apartheid in 1994. Bold macroeconomic reforms have boosted competitiveness, created jobs and opened South Africa up to global markets.

Home to the 2007 IRB Rugby World Cup champions and as the stage for the 2010 FIFA World Cup, South Africa is a sports-mad paradise for professionals and enthusiasts alike.

CONSTRUCTING SUCCESS:

## Stadiums take shape

From Cape Town, one of the world's most beautiful cities, to Johannesburg, a busy, bustling business hub, South Africa's cities have pulled out all the stops to get ready for the 2010 FIFA World Cup.

Seven others will join the two main cities in welcoming guests, sponsors, the FIFA family and players: Tshwane/Pretoria, the capital, Durban on the balmy Indian Ocean coast, Nelson Mandela Bay/Port Elizabeth, Mangaung/Bloemfontein, Rustenburg, Mbombela/Nelspruit and Polokwane will each host matches.

Ten stadiums are being upgraded or built for the event, at a cost of over US \$1 billion.



**"Wherever you travel in South Africa, it is impossible to ignore the impression of an increasingly excited country preparing to stage this great event."**

**DANNY JORDAAN, CEO OF 2010 FIFA WORLD CUP ORGANISING COMMITTEE  
SOUTH AFRICA**

Picture: Durban Stadium



# The stadiums in brief

\* FIFA Confederations Cup 2009



## Johannesburg: Ellis Park\*

Capacity: 61,000

Scheduled completion: July 2008

## Johannesburg: Soccer City Stadium

Capacity: 94,700

Scheduled completion: April 2009

Venue for opening match and final



## Durban: Durban Stadium

Capacity: 70,000

Scheduled completion: May 2009



## Polokwane: Peter Mokaba Stadium

Capacity: 46,000

Scheduled completion: March 2009



## Cape Town: Green Point Stadium

Capacity: 70,000

Scheduled completion: December 2009



## Mangaung/Bloemfontein: Free State Stadium\*

Capacity: 45,000

Scheduled completion: August 2008



## Nelson Mandela Bay/Port Elizabeth: Port Elizabeth Stadium

Capacity: 48,000

Scheduled completion: December 2008



## Rustenburg: Royal Bafokeng Stadium\*

Capacity: 42,000

Scheduled completion: December 2008



## Tshwane/Pretoria: Lotus Versfeld Stadium\*

Capacity: 50,000

Scheduled completion: October 2008



## Nelspruit: Mbombela Stadium

Capacity: 46,000

Scheduled completion: March 2009

THE ROAD TO THE FIFA WORLD CUP:

# Heading for South Africa

**The Road to South Africa** 2010 began in Samoa in August 2007, when nine of the countries in the Oceania confederation competed for places in that region's qualifiers. From there, the road criss-crosses the globe before its final destination, South Africa in 2010.

203 teams have entered the race for one of the 31 available places in the

2010 FIFA World Cup. The host South Africa is guaranteed a place in the event.

Even 2006 champions Italy must qualify to defend their title.

Follow all the action on the Road to South Africa 2010 and experience the triumphs, tensions and tears of qualification on FIFA.com, world football's home on the worldwide web.



## FIFA CONFEDERATIONS CUP 2009



Held every four years, the FIFA Confederations Cup gives the top teams from each continent a chance to

represent their region in a world play-off and face other teams that they would normally only meet during a FIFA World Cup.

Known as the 'festival of the champions' tournament, the showcase event has also been seen in recent years as a warm-up for the host country of the next FIFA World Cup, stoking enthusiasm for the big event the following year.

In 2009, continental champions from South America (Brazil), North and Central America and the Caribbean (USA), Africa (Egypt), Asia (Iraq) as well as the European and Oceanian Champions yet to be decided will join hosts South Africa and the current FIFA World Cup Champions Italy to compete for the trophy.

## QUALIFIERS

North, Central America and Caribbean (CONCACAF) – 35 teams competing for 3 or 4 berths.

Asia (AFC) – 42 teams competing for 4 or 5 berths.

Oceania (OFC) – 10 teams competing for one possible berth.

Africa (CAF) – 51 teams competing for 6 berths. South Africa automatically qualifies but still takes part in the early qualifying rounds.

Europe (UEFA) – 53 teams competing for 13 berths.

South America (CONMEBOL) – 10 teams competing for 4 or 5 berths.



KE NAKO:

# “Celebrate Africa’s Humanity”



“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 show that Africa’s time has come.”

THABO MBEKI, SOUTH AFRICAN PRESIDENT



**Africa’s people** – the continent’s greatest asset – were the inspiration for the Official Slogan of the 2010 FIFA World Cup. ‘Ke Nako’ simply means ‘it’s time’ in South Africa’s popular official

languages of Sesotho and Setswana. It reflects the sense of excitement and joy about the event among Africans, many of whom hope it will help turn the tide on centuries of poverty and conflict.

## AFRICA: A SPIRITED CONTINENT

### The Official Poster

Inspired by the colours of the South African flag, the Official Poster of the 2010 FIFA World Cup projects an image of Africa as a continent gripped by football.

A snapshot of a man heading a ball captures the sense of excitement and anticipation as Africa prepares to host the FIFA World Cup for the first time in football history.

Look more closely and the man’s profile dissolves into the outline of the continent itself, silhouetted against a warm and lively background that echoes Africa’s abundance of sun.



## THE OFFICIAL EMBLEM



The Official Emblem presents an energetic and dynamic image of a unique continent, rich in culture and passionate for the beautiful game.

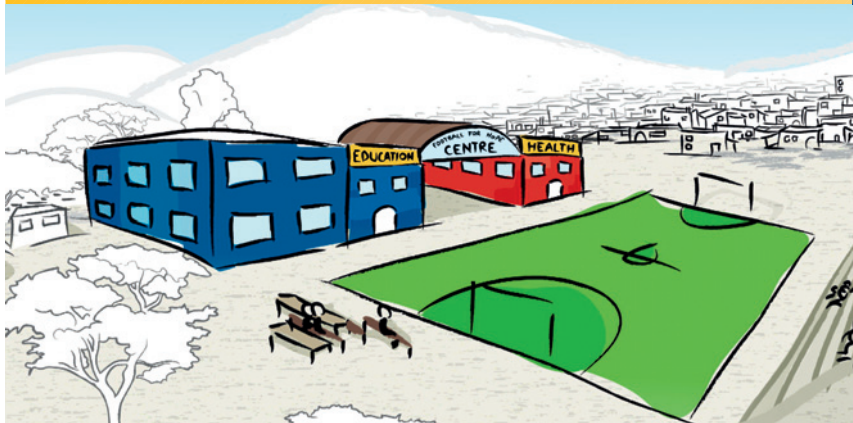
Painting an outline of the continent, swathes of colour extend from south to north, reaching out to neighbouring countries and embodying the rise of the ‘rainbow nation’, South Africa.

A symbolic figure inspired by early rock art paintings is caught in mid-action performing a bicycle kick – a style of play that captures the flair of African football.

The contours of his body follow the curling shape of the African continent, while his kick propels the ball upwards as an invitation to other nations to join the tournament.

SOCIAL RESPONSIBILITY:

# Leaving a Mark



"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." **DANNY JORDAAN**



## 20 CENTRES FOR 2010: A LASTING LEGACY

**The impact of** the 2010 FIFA World Cup will be more than fleeting in Africa. When the event is over, the continent will benefit from the lasting legacy of 20 Football for Hope Centres.

Funds to build the centres are being collected around the world: FIFA and its six Partners, adidas, Coca-Cola, Emirates, Hyundai, Sony and Visa, will contribute over one million us dollars.

The goal is simple: to build 20 centres across the

continent, where education, health and play can be nurtured.

During the 2010 FIFA World Cup, the Centre in Alexandra, Johannesburg, will play host to the Football for Hope



Festival 2010 and showcase how football is being used as a catalyst for social changes and development. Football for Hope is a movement led by FIFA and street-footballworld aiming to use football to help contribute to the UN's Millennium Development Goals.

Reflecting the diversity of Africa's football community, FIFA has selected some of the most celebrated footballers from

a continent passionate about the game to serve as ambassadors in 2010.



**"One day an African team will win the World Cup and I am really hoping it will be on home soil in 2010."** PHILEMON MASINGA WHO SCORED THE GOAL AGAINST CONGO IN 1997 THAT TOOK BAFANA BAFANA TO ITS FIRST FIFA WORLD CUP APPEARANCE IN FRANCE IN 1998.



**"I encourage the world to come and see how Africans do it. It will be one of a kind."** ZAMBIA'S KALUSHA BWALYA, AFRICAN PLAYER OF THE YEAR IN 1988.



**"People will come to South Africa not only for the football, but also to experience South Africa and the many attractions the country has to offer. South Africans are very hospitable. We welcome everyone with open arms."** MARK FISH, MEMBER OF THE BAFANA BAFANA TEAM THAT WON THE AFRICAN NATIONS CUP AT HOME IN 1996.



## FIFA.COM: Your One-Stop Platform



**South Africa** might be the physical home to the 2010 FIFA World Cup but FIFA.com is its virtual residence.

FIFA.com will deliver you all the atmosphere of the qualifiers through previews, reviews and exclusive interviews with all the big-name players and coaches from 200 teams vying for a place.

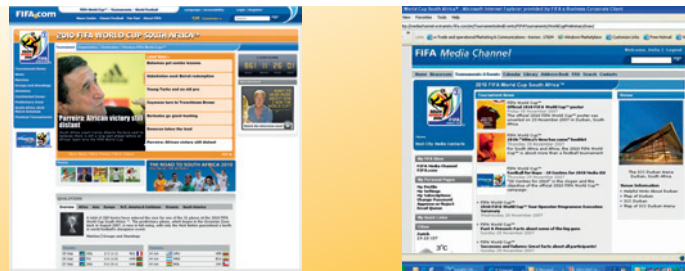
Follow the exciting, heart-breaking and enthralling 'Road to South Africa' via live match tickers. Get real-time results,

updated around the clock from all corners of Planet Football.

After breaking all records during the 2006 FIFA World Cup as the largest single-sport website in history, FIFA.com is seeking to repeat its success and provide you with the only world wide web view you need of the 2010 FIFA World Cup.

#### Link

- [www.FIFA.com](http://www.FIFA.com)



### GET CONNECTED: FIFA MEDIA CHANNEL

**The FIFA Media Channel** proved such a success at the 2006 FIFA World Cup that FIFA decided to launch a new, permanent Media Channel to better support journalists, photographers and editors.

The FIFA Media Channel is a registration-only area of the FIFA.com Website and provides content tailored to media professionals.

It will include details of the 2010 FIFA World Cup stadium media centres (SMCs), a calendar of events and a media address book.

Registered users will also be able to use the site to apply for accreditation to FIFA events and request match tickets.

#### Link

- <http://media.fifa.com>

# World class football powered by



## FIFA Partners



## FIFA World Cup Sponsors



## National Supporters

