

THE FIFA WEEKLY

Fédération Internationale de Football Association – Since 1904

PANINI
COLLECTORS'
DELIGHT

PHILIPP LAHM
BACK-TO-BACK
TREBLE IS ON

SEPP BLATTER
FOOTBALL, A SCHOOL
OF LIFE

Japan

SAMURAI BLUE

6

Shinji Okazaki: "Japan are strong contenders"

Japan have featured at every World Cup since the 1998 tournament in France and are travelling to Brazil with lofty ambitions. The current squad is packed with stars from some of the world's biggest leagues, renowned for their skills and attacking intent. Shinji Okazaki is one such player, based at Bundesliga club Mainz 05, and says: "The European leagues have given Japan a boost."

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Bayern Munich: Philipp Lahm exclusive

Bayern's victory over Hertha Berlin sealed the Bundesliga title earlier than ever before. Club captain Philipp Lahm reflects on the championship-winning moment and looks ahead to his side's crucial upcoming encounters.

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An El Clasico for the history books

Seven goals, three penalties, seven yellow cards, a dismissal and chances here, there and everywhere. The 227th El Clasico between Real Madrid and Barcelona was a captivating event that breathed new life into the Spanish championship race.

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"Helping Greece out of its crisis"

Fernando Santos, head coach of the Greek national team reveals the challenges he faces in the economically-devastated country and explains why he believes Brazil will win the World Cup.

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Sepp Blatter: Football is a school of life

Social skills, togetherness and integration: team sports expose children to experiences that are important in later life. FIFA President Sepp Blatter gives his views on football as a school of life.

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Where the collector is the star

80 pages, 600 stickers and one goal: to fill the album. Trading card collecting fever is underway once more, and The FIFA Weekly takes a look at the Panini phenomenon.

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The Pirates, The Copper Bullets, The Fury: National sides the world over have curious monikers; Cameroon's has its roots in a presidential decree.

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Willie: the first mascot

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"Putting smiles back on people's faces"

Football star and fashion icon Freddie Ljungberg laced his boots for teams on three different continents but it was his time in Japan immediately after a natural disaster that truly inspired him.



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Freddie Ljungberg
The Swede finds inspiration in Japan

Jonathan Rodriguez
Aiming for the Uruguayan championship with Penarol



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World Cup Willie
England's stroke of genius
for the 1966 World Cup



Fernando Santos
Interview with the
Greece coach



Shinji Kagawa
Japan's playmaker



Samurai Blue
The Japanese national team's new nickname combines the country's noble fighting heritage with football, where many of today's top Japanese players ply their trade in foreign leagues. Our interviewee Shinji Okazaki (r) is pictured here with Yuto Nagatomo.

Quartelfinals

- 27 March, Venezuela - Canada (25)
- 27 March, Ghana - Italy (26)
- 27 March, Japan - Mexico (27)
- 27 March, Nigeria - Spain (28)

Semifinals

- 31 March, Winner 25 - Winner 27 (29)
- 31 March, Winner 26 - Winner 28 (30)

Play-off for third place

- 4 April, Loser 29 - Loser 30

Final

- 4 April, Winner 29 - Winner 30

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NEW THINKING.
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Back on the trophy trail Bayern sealed the 2013/14 German championship in Berlin after only 27 of the 34 matches.

Bayern Munich, widely regarded as the best club team in the world at the moment, have picked up another trophy and broken another record in the process. The Bavarians sealed the German championship after only 27 games, a feat beyond even their own all-conquering 1971–1974 team. Our guest columnist, Bayern and Germany captain Philipp Lahm, already has another target in his sights, that of completing the league season without defeat. It has never been done before in the Bundesliga's 51-year history but the current Munich team could be the first, Lahm writes. Boss Pep Guardiola has described Lahm as the most intelligent player he has ever coached. In the midweek meeting with Hertha Berlin, Lahm made 134 passes without a single one going astray. That is the basis of Bayern success.

Shinji Okazaki also thrills the crowds in the Bundesliga. The Japan international plays for Mainz and is determined to show his predatory quality at the World Cup in Brazil. "Japan are strong," he told staff writer Roland Zorn. One reason for the high standard of the current Japan team is its overseas-based contingent. The sheer numbers and the quality of these players demonstrate the fact that Japanese football has consolidated at a high level. After all, Brazil 2014 will be the nation's fifth World Cup finals in a row. Japanese association vice-president Tashima Kohzo even says the team wants to win the tournament, although

he understands that is hardly realistic: "We're number 48 in the FIFA rankings. Our target is simple: we want to do better than at the last World Cup. We came 16th in South Africa."

If you like, you can collect the Japanese team, because Panini mania is poised to break out around the world. When Giuseppe and Benito Panini launched the first football sticker album in 1961, they cannot possibly have foreseen the overwhelming success lying ahead. For collectors young and old the World Cup has already started. The real thing, of course, actually kicks off on 12 June in Sao Paulo.

In some countries life expectancy is over 80, but in others it is under 40. People all over the world deserve the same chance in life, insists FIFA President Blatter in his weekly column. This is why FIFA invests in development projects to the tune of US\$550,000 every day, 365 days a year. 🌱

Perikles Monioudis

Japan national team coach Alberto Zaccheroni has the task of building a team for this summer's World Cup in Brazil formed of players from all of the world's biggest leagues. Shinji Okazaki is one of those players. He sat down to answer questions from The FIFA Weekly weeks before the start of the World Cup.

“We have a strong team”

Shinji Okazaki was speaking to Roland Zorn

Have you seen the film “Lost in Translation”?

Shinji Okazaki: I've heard of it; it's the story of an American man and an American woman who feel lost and out-of-place in Tokyo, explore our capital city together and become friends in the process. It was a completely different story when I arrived in Stuttgart in January 2011 after signing a contract with VfB. I had achieved every Japanese footballer's aim: to play in Europe. I was happy to be in Germany from the start and wasn't worried about living in a country I'd never visited before.

Everything in Stuttgart was new to you: the city, the country, the league, the language. How did you tackle this adventure?

Like most Japanese people, I adapted quickly because I enjoy the challenge of new experiences. Because I'm an open person, I tried to adjust as quickly and as well as possible to everything put in front of me and convert that into positive energy.

Did it pose another challenge playing Bundesliga matches for VfB Stuttgart on the left wing and not in the centre of the action as you do for the national side?

I had already played on the right wing at the AFC Asian Cup, so it wasn't totally unprecedented to play out on the left wing for Stuttgart.

Would you have preferred to spearhead the attack for Stuttgart?

At that point, I didn't even know for myself where my strengths could be put to best use. In light of that, it was good that I had the opportunity in Stuttgart to try and develop my attacking skills out on the wing.

When you moved to Mainz in the summer of 2013, did coach Thomas Tuchel immediately say to you that you would be playing for him as a centre forward?

No. The first priority was to work out what was required of me at my new club. In Stuttgart, where I had been able to develop, I was needed in both attack and defence. My coach there, Bruno Labbadia, acknowledged that this meant I didn't always score, and that was often the case in the 2012/13 Bundesliga season when I only scored one goal. At Mainz, I have been playing the role of a typical centre forward: scoring 11 goals in 25 games, moving into spaces where attackers pose the biggest threats, tracking back and trying to remain as cool as possible in front of goal. So far it has been going very well.

Why did it work out so well and so quickly?

I don't know exactly why. I got involved in the Mainz style of playing football from the start because my coach demanded that of me every day, and once I scored my first few goals, my team-mates also got used to my playing style. It was a matter of give and take. I also feel very comfortable here because there's a real feeling of trust and confidence within the team and because the coach demands a lot of me. In training, Mr Tuchel sometimes asks me why I didn't score in one situation or another. I'm comfortable with that pressure of expectation

and try to do my part to ensure Mainz 05 have a very successful season.

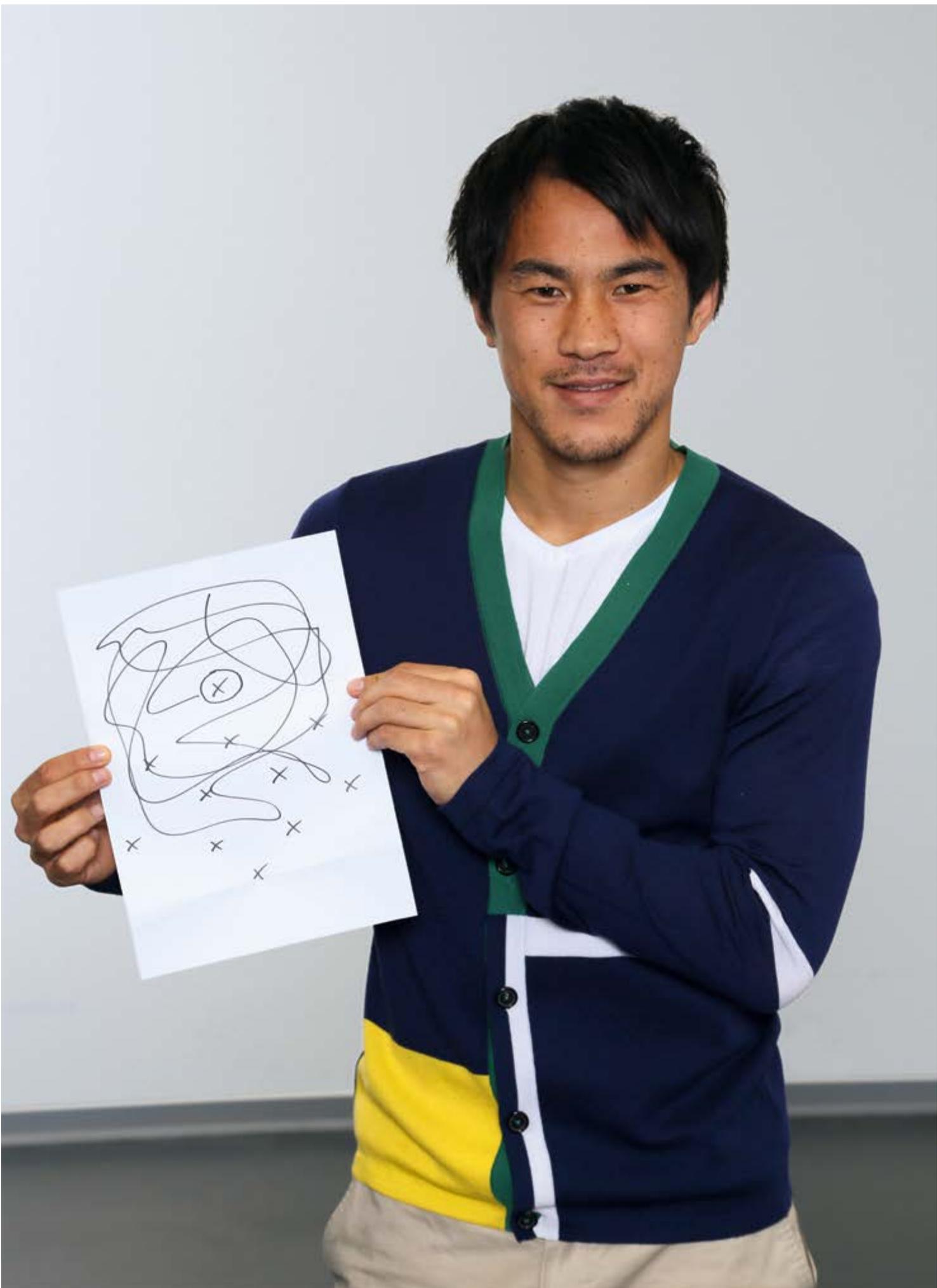
You have now lived and worked in Germany for more than two years. You live in Mainz with your wife and two children, but you still face questions from Japanese journalists before and after each match. There are plenty of Japanese restaurants to choose from here and there are another seven Japanese players in the Bundesliga. How much of a connection do you still feel to Japan?

When I was in Stuttgart, I was lucky to come across my compatriot Gotoku Sakai, who is still doing a great job as a wing-back for VfB. Another thing I love about Mainz is its proximity to Frankfurt and the international airport there. There are also a couple of great Japanese restaurants in Frankfurt that I like to visit with my wife or Takashi Inui, who plays for Eintracht Frankfurt. Friends from Japan come to Frankfurt to visit me. My wife and kids have also settled into life here in Germany, especially as we have such a beautiful home here. All of those things make life simpler.

It must also be an advantage to play at Mainz 05 alongside the Koreans Park Joo-ho and Koo Ja-cheol...

I get on very well with both of them. I speak Japanese with Park because I played in the J-League with him, and I speak German with Koo because he speaks the best German of the three of us. I then translate what he says into Japanese for Park.

How much contact do you have with other Japanese players in Germany like Makoto



On the attack Striker Shinji Okazaki in action for Japan



Karim Jaafar/Afp

Hasebe, who plays in Nuremberg now and is captain of the Japanese national team?

We all stay in regular contact, whether by telephone, email or social media. If I've scored goals in the league, it's not long before they are in touch to congratulate me.

Do Japanese players also enjoy playing in the Bundesliga because many of the German players often embody the same virtues embraced by the Japanese?

That may be the case. Punctuality, dependability and orderliness are held in high regard in both Germany and Japan.

You were already a star in Japan when you moved to Germany, where hardly anyone knew who you were. Since then you've scored 38 goals in 73 internationals, making you the third-highest goalscorer in the history of the Samurai Blue – are you aware of your popularity back at home?

I think I've become more popular in Japan because I'm scoring goals in the Bundesliga. But I'm not yet a superstar there and I don't want to be either. It doesn't fit with who I am. The Japanese players who play abroad definitely get more attention than those playing in the J-League at home. My job is to score goals, and I'll be popular in Japan as long as I keep doing that. When I stop scoring, interest in me tends to wane immediately.

Baseball is still a more popular sport in Japan than football. As a child, were you ever tempted to pursue a career in baseball rather than playing football?

My dad was a baseball player, albeit not a professional one. He wanted me to play baseball, but because my older brother already played football and the sport suited me better, I dedicated everything to becoming a footballer too. Nowadays, football is almost as popular with young people in Japan as baseball, not least because we have started to have success of our own and have enjoyed positive coverage in the media.

The Japanese national team, or Samurai Blue, have had their own role to play in this popularity. Japan have qualified for every World Cup tournament since 1998 and were even the first team to qualify for the 2014 competition in Brazil. The team are also Asian champions and their quality seems to have gone up another notch. This will surely raise hopes that the Samurai Blue can reach the last 16 of the World Cup for the first time this summer. Do you share this expectation and dream of being awarded the World Cup Golden Boot one day?

I don't set myself any specific targets. If our team plays well, it'll increase our chances

of reaching the last 16 and perhaps even progressing beyond that, which will give me more opportunities to score World Cup goals – we'll have to wait and see how many. Our team's strength is underlined by the fact that Shinji Kagawa is playing for Manchester United, Yuto Nagatomo for Inter Milan and Keisuke Honda for AC Milan, three of the world's biggest clubs. Nowadays it's possible for our Italian coach Alberto Zaccheroni to build a team of 11 players selected entirely from leagues all over the world.

It is unlikely that he will have to do this given the array of promising players currently plying their trade in the J-League. How proud are you that the J-League has gone from a destination for ageing stars from Europe and South America after its foundation in 1993 to a springboard for the young Japanese stars of tomorrow, who are now being exported to European leagues?

For me, it was important at the start of my professional career to establish myself in the J-League, at founding club Shimizu S-Pulse. I learned so much there, particularly from the older, more experienced players. Thanks to my time there, I reached a point where I was able to move abroad.

How do you rate the current standard of the J-League?

It's a very good place to learn. South American coaches have been training players there for years. However, that doesn't mean that the players who flourish in the J-League will be successful abroad. You've got to be prepared to be patient, even if things don't go too well at first. Most coaches in the Bundesliga will pick a German when given the option between a Japanese player and a German player who are equally matched, so if a Japanese player is impatient and lets things slide as soon as he faces a setback, it'll damage his career. You always have to remember that each career has its ups and downs, regardless of whether the pendulum is swinging up or down at the time.

Why is the English Premier League so popular in Japan?

As a child, I grew up watching the Premier League and Italy's Serie A. They were the leagues that were shown live on TV. We've been enjoying Bundesliga broadcasts for several years now too because of all the Japanese players in Germany, but the Bundesliga still doesn't have the mass appeal of the Premier League.

Who was your role model as a striker?

Filippo Inzaghi in his prime at AC Milan. I try to play a little bit like him in the way that

“I had achieved every Japanese footballer's aim: to play in Europe.”

he could beat the offside trap with finesse and find the space for his shot, but I've never had a favourite club in Europe.

Japan's women won their first World Cup title in Germany in 2011. Are you proud of that?

You bet. I've been out for a Japanese meal with 1. FFC Frankfurt players and world champions Asuna Tanaka and Kozue Ando before, but men's football is still more popular in Japan even if we're still a very, very long way from our first World Cup trophy. 🍣



United we stand Japan finished fourth at the 2012 Olympics



Protective clothing meets football Outside the J-Village training facility in Fukushima prefecture in November 2011.

After the catastrophe

Three years have passed since Japan won the Women's World Cup, the same year a devastating tsunami struck the nation. In what frame of mind will the men's team approach the upcoming tournament in Brazil?

Perikles Monioudis

When David Baxter discovered an old football washed up on a beach on Middleton Island, Alaska in April 2012, he discovered that the ball had Japanese writing on it. Baxter's wife Yumi is from Japan, and she came to the conclusion that the ball must have travelled 5000 kilometres across the Pacific ocean, just as she had twelve months previously when she'd visited her home country.

On 11 March 2011, the great Tohoku earthquake, the hypocentre of which was 30 kilometres under water, resulted in a tsunami in which 16,000 people lost their lives. A further 2,700 are still considered missing. Three of the six operating reactors at Fukushima nuclear power plant went into partial meltdown, the disaster leading to devastation and radioactive contamination of unimaginable proportions.

The football belonged to then 16-year-old Misaki Murakami, who was delighted to receive a call from Yumi Baxter. The ball had been given to Murakami as a present when he had switched schools in 2005. "I lost everything in the tsunami," the young man told the world's press at the time. "I am delighted to have my football back."

The rest of Japan was just as grateful to have the beautiful game, and all the emotions associated with the sport, back in their lives when their women's national team became world champions in Germany, just four and a half months after the catastrophe. Japan coach Norio Sasaki used photos of the devastation to illustrate the team's greater goal: to give their compatriots a glimmer of hope by winning the tournament.

The tsunami struck soon after the first day of the 2011/12 J-League season. The competition was suspended for the following six weeks as players, coaches, referees and fans set about helping victims of the disaster. Some players even collected money in Tokyo's metro.

The men's national team returned to action in a charity match just one week after the event. They had been due to face New Zealand in a friendly, but the All Whites did not travel after suffering tremendous losses in the ca-

tastrophe themselves. Instead, Japan took on a J-League XI in Osaka in front of 40,000 spectators. When Yasuhito Endo scored the opener for the national side, the players raised their black armbands towards the sky in an expression of their collective grief. They appeared to draw strength from this gesture.

But how strong is the Japan side today, eleven weeks before the World Cup in Brazil is due to get underway? The team of experienced Italian coach Alberto Zaccheroni triumphed 4-2 over New Zealand on 5 March. Last November, the Samurai Blue managed to beat Belgium 3-2 and earn a share of the spoils in a 2-2 draw with the Netherlands in Genk. Japan are scheduled to face Colombia, Greece and Ivory Coast in the group stage in Brazil, all of whom are far ahead of them in the FIFA World Ranking, but then again so are Belgium and the Netherlands.

This Japanese side is extremely competitive and boasts stars such as Keisuke Honda of AC Milan, Manchester United midfielder Shinji Kagawa, Shinji Okazaki from Mainz 05, the aforementioned free-kick specialist Yasuhito Endo of Gamba Osaka and Schalke 04 defender Atsuto Uchida. Reaching the knockout stage may prove difficult, but in qualifying for the World Cup Japan's players have already achieved one important victory, both in a sporting sense and for their long-suffering compatriots. 🍀



Japan Football Association

Founded

1921

Joined FIFA

1921

FIFA Ranking

48 (March 2014)

World Cup appearances

1998, 2002, 2006, 2010, 2014

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Philipp Lahm:

“We can win the treble again”

Beating Hertha Berlin last Tuesday was a significant step towards achieving our aims for this season. We have successfully defended our league title, and not just any old how – we have beaten our own record from the previous campaign by one match and are now celebrating the earliest title triumph in Bundesliga history! After only 27 games!

When asked last season if I was aware which records we could break this year, I said no. At the end of the day, it's winning titles that counts and it doesn't matter whether you win with 70, 80 or 100 points. But as our confidence and self-assuredness grew and our dominance in the league became more pronounced, we started talking more about records and statistics during training and in the dressing room. There are a load of stats regarding our most recent triumph in 2013/14. For all the talk of our style of play and the general appeal of our matches, the numbers prove beyond doubt

what we said after our treble victory in 2012/13: the current Bayern team remains hungry for success. Our willingness to fight and our motivation are as great as ever. We've now gone 52 games without defeat – the AC Milan side of the early 90s only managed to go six more matches without losing.

That's an incentive, as is the chance to go an entire league season without defeat. No team has managed that in the Bundesliga's 51-year history. If anyone's capable of doing so, it's this team. Our mentality, personality and character is reminiscent of the Bayern side of the 70s. Therefore, our overall objective has to be to win the treble again. We have the quality. Our Bundesliga triumphs give us self-belief and allow the team to blossom further.

Every training session is about making the starting eleven. This incredible hunger for success sets Bayern apart. Now that we've achieved our first goal, our attention turns to the remaining challenges this season. The knockout

round of the UEFA Champions League requires complete concentration and a top performance. Domestically, there are plenty more incentives that keep things interesting: Our leading scorers can try and match the all time record of 101 goals set in the 71/72 season, and Manuel Neuer can beat his own record of 18 goals conceded, as long as he doesn't concede more than another five. The whole team has to work hard going forward, as well as in defence. We want to better our points tally of 91 last season. We can also finish the campaign with a perfect home record and set a new mark for most victories during a single season.

So, if anyone asks me the same question this season: yes, I know about the records we can break. But the most important thing for Bayern are the titles. Winning the league in March was the first step. Now we're looking forward to Manchester United and the Cup. ☺



Philipp Lahm is captain of Bayern Munich and the German national team.



Dressing room selfie Philipp Lahm (centre) poses with team-mates after winning the Bundesliga title in Berlin on Tuesday.

ON THE INSIDE

Primera División

“Clasico” passion play adds to title drama



Jordi Puntí es novelista y autor de numerosos artículos futbolísticos en la prensa española.

One of the defining moments of last Sunday's clasico

between Real Madrid and Barcelona came three minutes before half-time, when Lionel Messi seized on a loose ball in the penalty box, took one touch and fired the ball low into the net to level the game up at 2-2. As his team-mates ran to congratulate him, Messi collected the ball from the back of the net and set off for the centre circle. There was quite simply no time to lose. While Cesc Fabregas and Pepe – who else but him? – fought it out with each other, surrounded by a posse of players and the referee, Messi was already thinking about the next move, aware that only a win would do for Barça if they were to maintain their title hopes.

The Argentinian would have been perfectly entitled to celebrate his equaliser. Not only did it make him the all-time leading goalscorer in the fixture, moving him past Alfredo Di Stefano's tally of 18, it also took him up to second place in the Spanish league's scoring charts. With 236 Liga goals now to his name, Messi has edged ahead of Hugo Sanchez and has his sights set on the most prolific marksman of them all, Telmo Zarra, who struck 251 goals for Athletic Bilbao in the 1940s and 50s.

Messi's determination was reflected in the final score, with his hat-trick, which contained two penalties, helping Barcelona secure a 4-3 win. Nor should his influence on his team's overall performance be underestimated. Though the match was close throughout and both defences proved error-prone, Barcelona's stylish passing and possession play won out over Madrid's direct power game. On a night on which Cristiano Ronaldo failed to exert his influence, it fell to the darting Angel Di Maria and the prowling Karim Benzema to carry Madrid's threat, the Frenchman scoring two well-taken goals but missing two other clear-cut chances. And there was more to Barça than just Messi, with Xavi, Sergio Busquets, Cesc and the ubiquitous Andrea Iniesta providing the visitors with a solid platform for victory.



Yet another hat-trick Barça icon Lionel Messi struck three times in his team's 4-3 victory over Real Madrid.

In the last few years el “clásico” has become something of an epic saga, thanks in no small part to the war of words waged between Pep Guardiola and Jose Mourinho and the clash in the footballing styles they represent. For the fans the fixture is akin to a soap opera, full of intrigue and acts of vengeance and complete with heroes and villains and leading and secondary actors. Friends and rivals, the players know each other inside out, many of them (Xavi, Sergio Ramos, Iniesta, Xabi Alonso, Jordi Alba and Alvaro Arbeloa among others) having shared in the glory of winning the World Cup and the European Championship twice with Spain. Others have faced off dozens of times, in all competitions, the memory of encounters past weighing heavy on them. Every match, though played in the present, forms part of a narrative thread that continues to unfold.

This latest meeting of these two old rivals can be seen as a contest between old and new, one featuring two coaches loyal to their own intuition but mindful all the same of the weight of memory. Gerardo Martino put his faith once more in the Barcelona's tradition of possession-based football in a bid to wrest control of the midfield, a throwback to the halcyon days of the Guardiola era. With Ramos' dismissal and Messi's second penalty, Carlo Ancelotti became more Italian than ever and went firmly on the defensive, removing Benzema – his most impressive player –

from the fray and replacing him with central defender Raphael Varane, the idea being to make safe the point. Ultimately the change was in vain. Neymar and Bale, the season's two star signings, both started the game but failed to impose themselves on proceedings.

Though the match will live long in the memory, it will also be remembered – for a while at least – for another bout of refereeing controversies. Undiano Mallenco awarded three penalties on a tense, fraught evening, and though he got more than one decision wrong, it cannot be said his performance influenced the outcome. Ancelotti was as polite as ever after the match, though some of his players were unable to contain their frustration and had some very harsh words for the referee, their reactions recalling the days of Mourinho, when defeats were explained away by talk of plots and envy.

Barcelona's triumph has once again made things very tight at the top of the table and ensured Atletico Madrid would end the day as leaders. With eight games remaining, picking a favourite is an impossible task. All three contenders have recovered from dips in form at various times of the season and each now face demanding run-ins. Like any soap opera worth its salt, the championship race promises to serve up a gripping denouement, with the last-day meeting between Barcelona and Atletico Madrid looming large in the script. ⚽



Uruguay's Primera Division

Tabarez and the Montevideo championship



Sven Goldmann is a football expert at *Tagesspiegel* newspaper in Berlin.

If ever the seven wonders of world football were to be established, there would have to be a place for Uruguay alongside Pele's 1970 World Cup team and the tiki-taka of the modern era. Geographically sandwiched between Argentina and Brazil, the country is home to three million inhabitants, 1000 clubs and 200,000 players but has still managed to play a dominant role in the global game. Uruguay are even considered dark horses to take the title at this year's World Cup. Penarol, Nacional, Liverpool and River Plate are some of the nation's better known sides and all are based in the same city.

In reality Uruguay's Primera Division is little more than a Montevideo city championship: of the league's 16 clubs, 14 are based in the capital. The two other teams, Cerro Largo and Juventud, occupy 12th and 15th place respectively in the standings. The league has been in existence since 1900 and no team outside of Montevideo has ever lifted the title, with Penarol and Nacional constantly vying for overall supremacy, having collected 38 and 32 championships respectively.

The league format is somewhat complex. As is the custom in South America, six-month seasons, known as the Apertura and Clausura, are played, although in Uruguay the system is fused with a European flavour so that there is only ever one overall champion per year. The respective winners of the Apertura and Clausura meet in a semi-final, with the victors going on to face the calendar year's overall league leader in a two-legged final.

This year there is a good chance that both Penarol and Nacional will be absent from the title-decider. As Clausura champions Danubio have already secured one of the semi-final spots, while Atletico Fenix currently have a slender lead at the top of the Apertura standings after eight rounds of matches. Penarol and Nacional have both

stumbled into the new campaign, with the former losing 1-0 at their Estadio Centenario last weekend to Club Atletico Cerro, a side also based in Montevideo but not be confused with Cerro Largo, who are from Melo. Javier Delgado's strike on the hour mark was enough to defeat *Los Carboneros*. Meanwhile, *El Bolso* also lost by the same scoreline at their Parque Central stadium to bottom club Juventud, with Jaime Baez Stabile grabbing a last-minute winner.

National team coach Oscar Washington Tabarez is a frequent spectator at league games but he will select his final World Cup squad exclusively from players plying their trade in Europe, Argentina and Brazil. Interest in the Japanese championship has increased since Diego Forlan's move to Cerezo Osaka, but that does not mean the

Uruguayan league holds little appeal. Tabarez views his role as a dual function of getting the best out of Edinson Cavani, Luis Suarez and Co and bringing through young players who are often given a chance to shine early on in the Primera Division. The Uruguay supremo is a frequent visitor at the country's footballing headquarters close to the Montevideo airport in order to observe the youth teams' training sessions. The youngsters are the future of the national side, with each of them dreaming of achieving the same level of success as the current senior outfit. Suarez left Nacional for the Netherlands as a 19-year-old, Cavani departed Danubio for Italy when he was 20, while Diego Lugano was 22 when he moved to Brazil from Nacional. That trend is set to continue for the foreseeable future. ⚽



Better luck next time Marcelo Zalayeta (l.) and his Penarol team-mates lost 0-1 to Pablo Melo's (r.) Atletico Cerro side.

Name

Fernando Manuel Costa Santos

Date and place of birth

10 October 1954, Lisbon (Portugal)

Greece national team coach

Since 2010

Honours as coach

Portuguese champion, two-time Portuguese Cup winner, Greek Cup winner

World Cup 2014 Group matches

Colombia (14 June), Japan (19 June), Côte d'Ivoire (24 June)



“As a country, Greece is suffering”

Since taking over from Otto Rehhagel in charge of the Greek national team, Fernando Santos has won no shortage of admirers. With the nation still feeling the effects of the economic crisis, the 59-year-old Portuguese coach believes Brazil 2014 “will do the country a lot of good”.

How would you assess Greek football at present?

Fernando Santos: The level is quite low. Apart from Olympiacos, there are no teams that are able to compete in international competition at the moment. It has all come about as a result of the economic crisis. As a country, Greece is suffering and that’s had an impact on its football. The clubs don’t have any money and development is almost at a standstill.

Are there no positives?

Things are really bad. We need to try to integrate and support more young Greek talent in clubs, schools and in the national teams. That’s my aim too and that’s what the Greek Football Association hired me to do. Of course the focus is on the national side but grassroots work is just as important. The youngest player in the senior team is 17. It’s good that he’s already in the squad so that he can learn from the more experienced players. It’s very important to me to be able to contribute something to the development here.

You are very well respected in Greece and have been voted as Coach of the Year four times. What do people make of having a foreigner in charge of the national side?

You’d have to ask the people of Greece that one.

Do you feel respected? There would surely have been easier tasks than taking over from Otto Rehhagel.

I’m respected as a national coach and we’ve had good results. We’ve only lost five times in 44 matches. People show me a lot of respect because I’ve been successfully working in Greece since 2001, first with AEK Athens, then

Panathinaikos and later at PAOK. My predecessor Otto Rehhagel achieved great things and we’re still reaping the rewards of his work today. And we can’t forget that it was difficult for him to make progress after winning the European Championship in 2004. I’m trying to carry on where he left off four years ago. It’s not easy but it’s fun to take on challenges like that. And we managed to qualify for the World Cup after all.

Is the country hoping to win a second major title?

Winning EURO 2004 was a miracle and of course people would love to experience that again. However, that hasn’t raised the levels of expectation in the country. We’ve reached a third World Cup and that’s fantastic. Qualifying was tough [Greece beat Romania in the play-offs] and the Greek people appreciate that. We all know our participation at the tournament will do the country a lot of good. When I think about the incredible atmosphere in Greek stadiums and at public viewings at a lot of events, I’m sure a positive mood like that can be infectious and help the country out of its crisis. In June we want to give a good account of Greek football and make it out of the group stages for the first time.

Who will win the World Cup?

Brazil.

You seem very confident of that.

Well I could name a couple of the big teams as favourites but Brazil are playing a World Cup on home soil. I have no doubt about their ability to use that to their advantage. Brazil will win it.

You and your wife have lived in Greece for several years now. Will you ever return to Portugal?

Certainly. That said, Greece has a lot to offer and we feel comfortable here, it’s a bit like a home from home. Greece and Portugal have plenty of things in common: the mentality, the food, the culture and the climate. I love both countries. ☺

*Interview by
Alan Schweingruber*

What dreams are made of

A national team's football shirt stands as a symbol for the country's collective identity, representing tradition, character and passion. However, it also needs to live up to the stylistic demands of the fans and players that will wear it.

Sarah Steiner

A football shirt is far more than merely a piece of material. It is a symbol for the team and of the country as a whole, representing a common point of reference, collective spirit and the nation's identity. Football jerseys have a long history, with the colours, crests and emblems inextricably linked to a country's past. What would the French kit be without its cockerel? Would Brazil still be Brazil if they played in purple and would England be the same without their three lions?

The shirts worn when major titles were won live on as a reminder of a country's success, and the official unveiling of a side's World Cup kit is an eagerly-awaited occasion. In monetary terms, the value of a match-worn shirt far outweighs its mere symbolic importance. The jersey worn by Pele in the 1970 World Cup final was sold at Christie's auction house for €175,000 in 2002, while Geoff Hurst's shirt from the 1966 final fetched €80,000.

From practical to fashionable

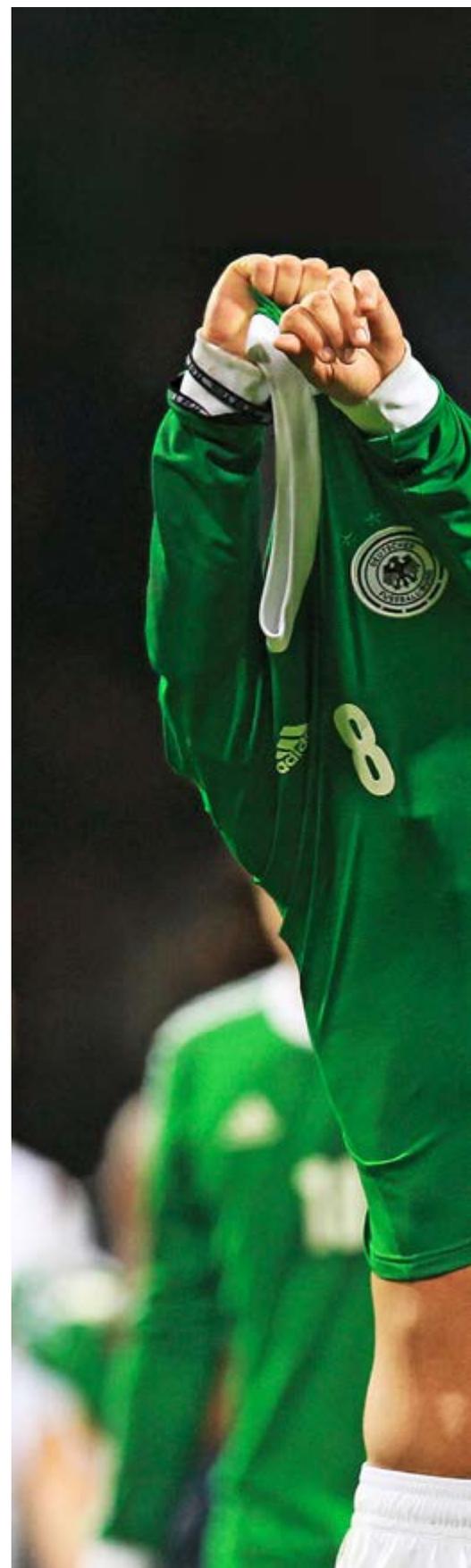
The attire worn by footballers has undergone huge changes over the years. The material used to be little more than an afterthought - cotton was considered perfectly adequate at the time - but science is now the driving force behind a shirt's manufacture, with high-tech fabrics replacing nylon. Today's football shirts are made up of several layers, designed to transport sweat away from players' bodies to leave their skin dry but not cold. Visually, shirts have also changed dramatically too. Last century a plain-coloured shirt with the country's emblem embroidered on it was considered sufficient, but nowadays complex prints, effects and patterns have taken over, turning shirts into a fashion accessory that is not only worn on matchdays.

However, like everything in sport, kits must also adhere to strict guidelines. The section of the FIFA rulebook concerning equipment runs to 92 pages and covers everything from collars right down to the studs, with little left open to interpretation. The following snippet gives a good indication: "Each part of the kit must be made up of individual pieces (for example, sleeves, collar, legs and seams), so that when put together they form a shirt, shorts or socks." Nevertheless, there is still some room for manoeuvre that has allowed shirt styles to change, with the current trend focusing on tight, figure-hugging specimens. The teams' manufacturers produce kits for even get two different models to choose from: a traditional shirt and the TECHfit style that originated in underwear production.

Given the importance of fashion in society, the intricacies involved in creating a shirt that appeals to players, fans and increasing numbers of female spectators is no easy task. Fashion designer Giorgio Armani once said that "elegance is not about catching the eye but about staying in the memory." That is precisely what the creators of football shirts aim to do and designers have given free rein to their imaginations ahead of this year's World Cup.

Trailblazing Brazilians

The best-selling shirt this summer is likely to be the Brazilian one, with millions expected to be sold. The design phase was a time-consuming process. The classic yellow shirt and blue shorts remain as the home kit; the blue away shirt will have waves to represent the ocean, while the tiny circles and diamonds that are also part of the crest stand for national pride. The crest itself keeps its place on the chest, with five stars - one for each World Cup title - placed above it. On its reverse, on the inside of the shirt, the words "Nascido para jogar futebol" (born to play



Out with the old For the 2014 World Cup Germany have ditched their traditional green in favour of sparkling white.



Joern Pollex/Getty Images, Keystone, Imago



football) are stitched, but the most eye-catching innovation is the material it is made from. Alongside all the other scientific legwork that goes into producing a shirt, *A Seleção* are promoting sustainability: their range of shirts are all made out of recycled plastic bottles.

Deep-thinking Germans

The Germans also put plenty of thought into their World Cup outfits, with chief designer Jurgen Rank and his team going to extreme lengths before coming up with the finished article. Interviews were conducted with youths across the country while university professors were also asked for their analysis of the development of German identity. “The summer fairytale in Germany was a new beginning,” said Rank. “It offered a new way of using Germany’s colours to trigger a fresh feeling of self-esteem, albeit without being overly German.” It was against that backdrop that the all-white 2014 shirt was created, aiming to emphasis the country’s passion for the game, self-assurance and quality. “The design symbolises German self-confidence and interprets the German flag in different tones of red, which represent the tireless energy that comes from the team and the new generation of players,” Rank explained. “The lines in the design stand for integration and team-work, as well as the players’ different cultural backgrounds and experiences.” Whether or not the shirts resonate with fans is still to be seen, but there is no doubt they will fly off the shelves in the hope that summer 2014 will provide another fairytale for Germany.

Inventive Cameroonians

Alongside the Brazilian and German creations, Cameroon’s shirts are sure to live up to Armani’s words. It would not be the first time the Central Africans have set tongues wagging with their

outfits. Cameroon wanted to play in sleeveless shirts at the 2002 World Cup, an idea that was banned by FIFA, and two years later they appeared in a tight-fitting one-piece ensemble at the African Cup of Nations, an act that earned the country’s FA a €160,000 Euro fine. In Brazil, Cameroon will take to the field in a dark green number.

The Indomitable Lions shirts are, appropriately enough, adorned with a picture of a lion, as well as the outline of the country’s shape, a star on the crest and the depiction of a football pitch. The overall effect is nothing if not eye-catching. The shirts serve as a tribute to the country’s 1990 World Cup team that was fired into the quarter-finals by the side’s dancing goalscorer Roger Milla. Cameroon are aiming to get at least as far this time, with talismanic forward Samuel Eto’o stating that “Cameroon are the best African team.” One thing is certain: Cameroon will be hard to miss in South America.

The World Cup promises to be a multi-coloured spectacle and irrespective of aesthetics and scientific manufacturing techniques, the shirt worn by the eventual champions will live long in the memory. It will become more than just a few pieces of material for fans around the globe, it will be what dreams are made of. ☺



First Love



Place: Dublin, Ireland
Date: 6 September 2005
Time: 1.47 pm



Early footballing education



Children's football The emphasis is on fun, but the game also teaches kids the odd lesson or two.

Taking part in team sports gives children the chance to gain experience that can prove invaluable later in life. So what role does football play in a child's education and development?

Thomas Renggli

Politicians set great store by good sportsmanship. "Sport teaches fundamental values of social interaction and coexistence, as well as tolerance and respect, camaraderie, fair play, the willingness to help others and the chance to explore one's own limits," says German Chancellor Angela Merkel.

British Prime Minister David Cameron, who recently announced an annual £150 million cash injection for national school sport, agrees with

Merkel's views. "Sport is so important because it encourages children to be active, lead a healthy lifestyle, make friends and, of course, have fun. But quality school sport has benefits that spread right across the curriculum and beyond - it develops confidence and a sense of achievement, it teaches young people how to rise to a challenge, and nurtures the character and skills that will help them get on and succeed in life."

The sentiments of prominent politicians are shared by those involved in football at grassroots level. Former FIFA employee Marco Bernet, current Sporting Director at FC Zurich who helped set up the youth academy at the club, describes sport as an ideal tool with which to determine one's place in society: "Sport enables us to combine education with performance," he says. "Children learn about discipline, order and how to deal with expectations."

Not that a child takes such matters into account when deciding whether or not to join a football club: in most cases, it's all about the fun involved. This, according to Bernet, is decisive: "If you enjoy doing something, time goes much more quickly. In addition, you learn how to deal with setbacks and how to cope with defeats."

In 2009, the German Football Association introduced a set of guidelines related to its

youth football scheme. This encompassed five points: History, objectives, values, personality and behaviour. Matthias Sammer, the then Sporting Director of the German FA who has since taken up the same role at Bayern Munich, received a fair amount of criticism despite the resounding success of the scheme. "It's not about forcing our players into a particular system or making them stand to attention like in the GDR," he explained. "They have plenty of leeway, but it's about orientation and how they should behave."

Nevertheless, the main focus is on the so-called performance principle, even at the age of seven. Experts speak of an "early footballing education." As the popular saying goes, you can't teach an old dog new tricks. 🐕

The weekly debate.

Anything you want to get off your chest? Which topics do you want to discuss? Send your suggestions to: feedback-theweekly@fifa.org.

In my opinion it's essential that children are sufficiently active and should spend as much time as possible outdoors in the fresh air. Furthermore, football is the ideal sport to help promote working in a team. Artistic activities are also very important in a child's development. A child should be allowed to try out a lot of things, but never forced to do anything.

Fabio Lenzlinger, St. Gallen (Switzerland)

Sport can play an important role in your professional life. For example, anyone who is in a position of leadership in a team sport will know that the team needs to pull in the same direction or else it won't work. The leader should also be able to let someone else take the reins occasionally. There are big differences between team sports and individual sports. In the latter you learn how to fight and also how to deal with winning and losing. However, having a team mentality – which is extremely important in management positions – is harder to learn in individual sports.

Carsten Schwank, Dusseldorf (Germany)

I believe it's very important for children to take part in sports as it allows them to experience both winning and losing. In group sports they also learn team spirit and social interaction. In my view those things are vital for the positive development of a child's character.

Gesa Jurgens, St. Gallen (Switzerland)

Football can be hugely significant in any upbringing. Alongside teaching positive traits like team spirit, success and fairness, it also teaches negative things – especially at the top level – such as cheating, spectator unrest and wasting money. In other words, football provides both good and bad examples as a school of life.

Thomas Meier, Basel (Switzerland)

Team sports in general are definitely a good school of life, and football even more so. My son only learned how to take others into consideration and how to cope with defeat when he joined his football club.

Diego Gentiloni, Milan (Italy)

Sport definitely is a kind of school of life. It helps you grow up and prepares you for the challenges and demands you face in life. It is a social outlet and helps you blow off steam too.

Falk Olsson, Goteborg (Sweden)

“Football provides both good and bad examples.”

I don't think football is a good school of life by any means. If you watch a match on television nowadays you see things you wouldn't want to teach your children: nasty tackles, theatrical dives and constant complaining. I hope my four-year-old daughter never wants to play football but decides to try ballet or ice skating instead.

Olga Sedokova, Sumy (Ukraine)



Football's lessons for life

“No sports,” said Winston Churchill with the strict authority of a statesman. I must contradict him in the strongest possible terms. Sport in general and football (as a team sport) in particular provide ideal lessons for life. Where else can you experience and learn in such a practical way qualities like the feeling of belonging, integration, creativity and fairness? Where else can you find out about working towards a target as a team, learning how to win but also how to cope with setbacks?

Then there is football's contribution to general public health. FIFA's “Football for Health” initiative aims to promote the importance of this topic and boost awareness of it. In some countries life expectancy is over 80, but in others it is under 40. We must find ways to narrow this gap and give people in poorer countries the same chance in life. Thanks to its global popularity, football can lead the way in promoting awareness of health issues and in preventative matters, motivating people to greater levels of activity through participation in the game. This in turn contributes to the fight against disease and a better quality of life.

This week I visited Kyrgyzstan, Tajikistan and Kazakhstan and personally witnessed the integrative power of football in the region, especially among children. In Tajikistan we inaugurated the artificial turf pitch in the central stadium in Dushanbe, laying the foundation for the continuation of the development programme there. This will particularly benefit young people and accentuate the significance of football as a provider of lessons for life.

Best wishes, Sepp Blatter

“Sport can play an important role in your professional life.”

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Take the stars home with you



Panini trading cards provide a magical link between fans and footballing icons. By hunting down the final few stickers for their albums, Panini collectors can gain a personal 2014 World Cup victory of their own. Let's get collecting!

Ronald Duker

Every football fan knows that this year's FIFA World Cup takes place from 12 June until 13 July, but the international community of trading card collectors is following another schedule altogether. For them, the World Cup begins with the launch of the latest Panini album at the end of March, and it only ends well after the tournament. After all, a trading card collector's personal campaign can only be considered complete when every last card has been stuck into their album.

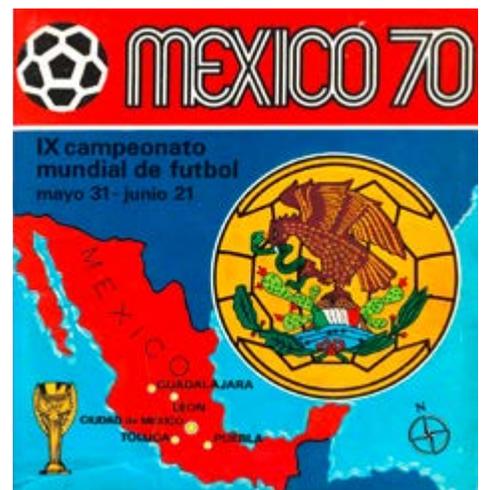
The latest World Cup album is only 80 pages thick but contains spaces for more than 600 stickers. Sachets, each containing five trading cards, are available from newsagents' kiosks for around 60 cents each, but the problem is that there is no way of predicting the contents of

each sachet. There may be a long-awaited card inside, or others the collector found long ago and no longer needs. Purchasing duplicates is inevitable, and a collector will invariably find like-minded people with whom he can swap them. This lottery of buying the trading cards and interacting with other Panini collectors is what makes completing a sticker album so appealing.

Panini stickers have even become the subject of mathematical theory. "Coupon Collector's Problem" is the name of a challenging stochastic problem that determines the average number of trading cards you would need to collect to complete one entire set.

The art of swapping

A series of complicated calculations reveal that a collector would need to purchase 839 trading cards in order to complete one set of



150 images. How many people are likely to achieve this with the new World Cup album? Fortunately, there is a large selection of swapping exchanges to help collectors fill in the gaps.

The idea of trading card albums originated in 1840 and was initially devised to help sell chocolate, when German confectioner Franz Stollwerck printed his chocolate bar wrappers with images that revealed entire stories when pasted into a book. By collecting the pictures, sweet-toothed children learned about the construction of Cologne Cathedral or the battles of the Franco-Prussian War.



World Cup winners since 1970 Brazil 1970, Germany 1974, Argentina 1978, Italy 1982, Argentina 1986, Germany 1990 (previous page), Brazil 1994, France 1998, Brazil 2002, Italy 2006, Spain 2010.
Which team will win in 2014?

It was the Panini brothers from Modena, Italy, who first applied this idea to the world of football. They produced their first album of Serie A players for the 1961/1962 season and created their first World Cup album in 1970. In the 50 years that followed, this small family enterprise grew into a global company that now generates annual sales of more than 600 million euros and employs 900 staff.

Bringing people together

Collectors pursue their hobby with utmost seriousness and great rigour. It is easy to assume that such an obsession would be limited to eccentric loners, but this is not the case – Panini stickers attract all manner of enthusiasts! Accumulating duplicate cards automatically creates social connections, as one collector will always have cards another is looking for. Every small group of children huddled in a playground swapping football stickers knows that this strategy is a much quicker way to complete an album than trying to collect cards alone.

Today, swapping communities have sprung up on the Internet, providing collectors with a huge community in which to share their passion with like-minded people. There is also the opportunity to create a virtual sticker album.

Take the stars home with you

Another more puzzling question is where this love of trading card collecting comes from. Can it be traced back to the iconography of the Middle Ages, thus lending today’s footballing superstars an air of religious adoration? Do the stickers, much like autograph cards, provide a mystical connection between a fan and his idols?

The truth is somewhat different. A trading card album is a museum or picture gallery. Every single player from every single team is photographed against a similar background and provided with the same sparse information: name, birthplace, age, height, weight and club. Nevertheless, collectors know which stickers they would most like to have in their albums: the stars.

Whether Lionel Messi or Asmir Begovic,



Rui Patrício or Philipp Lahm, every player here plays a crucial role in completing an album, no matter what his market value or playing ability. Despite this, 2013 FIFA Ballon d’Or nominees Messi, Ronaldo (the eventual winner, of course) and Ribery are not just global football stars, they are Panini album stars too, despite the fact that they are given just as much space in the album as every other player.

All of this means that collectors can celebrate their own personal 2014 World Cup victory with the stars and all the other players just as soon as they have stuck the final Panini sticker into their albums. ⚽

Stickers past and present

Yvonne Lemmer

When brothers Giuseppe and Benito Panini opened their newspaper kiosk in 1945 in the Italian city of Modena, they could never have imagined their company would one day become the world leader in football stickers and trading cards.

The brothers set up the Panini Group in 1961 and published their first sticker album the same year. It was designed to hold portraits of Italian teams from the 1961/62 season. It is still possible to acquire stickers from the very first collection via internet auction houses, for example. Not long ago nine portraits of contemporary Milan stars changed hands for €110.

Nine years after the inaugural Italy-only album Panini issued their first collectors' album and stickers for a World Cup featuring the stars of the Mexico 70 tournament.

For the 2010 World Cup in South Africa the Panini range was expanded to include an online album alongside the printed variant. More than a million enthusiastic collectors pieced together personal online albums, containing almost 395 million virtual stickers in total.

Panini's virtual sticker collection for 2014 comprises 352 pictures. Their printed cousins will be bought and enthusiastically swapped on school playgrounds or in offices as always, but the virtual stickers must be acquired online by searching the web for hidden download codes.

FIFA.com is the place to go for the 40 images not featuring a player. The stickers can be found on the official website but also via the FIFA app and in social networks. Completing a collection will take some patience, partly because certain images will only be released in the course of the tournament and cannot be acquired before then.

The year 2011 also brought a significant new product with the first collectors' album dedicated to a Women's World Cup. The tournament in Germany featured Panini stickers depicting the world's best women players for the first time. ⚽



From newsstand to collectors' album empire The Panini brothers at their kiosk in Modena.



Undiminished enthusiasm Children went wild for football trading cards as early as 1960.



game on or game over

all in or nothing
adidas.com/worldcup





Football arithmetic

Thomas Renggli

Football terminology can be a minefield at the best of times, with new phrases being coined at regular intervals. One of the latest additions is the ‘false nine’, a player who drops deep into midfield to launch attacks, as opposed to a ‘real’ number 9 who is a traditional out-and-out striker. Catalan coaching mastermind Pep Guardiola may be setting new standards by the week at Bayern Munich, but he had the sense not to tinker with the most important of formulas in the Bavarian capital, namely that a beer tankard should hold exactly a litre. He has, however, been altering football’s established numerics by playing Thomas Muller as a ‘nine-and-a-half’ - a striker disguised as a midfielder.

Christian Streich, Guardiola’s counterpart at SC Freiburg, only has an eighth (17 million Euro) of the budget at Bayern, but that has not stopped him outdoing the Spaniard tactically: “We have an eight-and-a-half and a nine-and-a-half but no traditional number 10.”

It has not always been like this. When football branched off from rugby to become an independent sport at the beginning of the 20th century, tactical chaos ruled, with free-spirited attacking play the dominant style. Coaches would send one goalkeeper, one defender and nine strikers out onto the pitch.

An appreciation of defending only developed over the course of time, with coaches electing three or four players to take over duties at the back. The first tactics to gain widespread acceptance were the ‘WM’ system, with five attackers and five defenders, and the ‘Scottish line’, which defined players’ numbers, from No1 for the goalkeeper to No11 for the left winger.

Schalke came up with the ‘circle’, while in Switzerland Austria’s Karl Rappan invented the ‘bolt’, a forerunner of the ‘Catenaccio’ style of

play. However, it was Hungarian coach Gustav Sebes who instigated the start of the first big tactical revolution. In the 1950s, the team Sebes built around Ferenc Puskas would become one of the most spectacular outfits in the game’s history and it broke new ground with its tactically flexible 2-3-3-2 system. It created countless headaches for the opposition and turned football into a numbers game:

4-2-4; 4-1-3-2; 4-2-1-3; 3-4-3; 4-3-3; 5-3-2; 3-5-2; 5-4-1; 4-5-1; 4-2-3-1; 4-1-4-1; 3-3-4; 3-6-1; 3-3-3-1; 4-6-0; 4-2-2-2; 4-4-2.

This is not a series of winning lottery numbers but rather a list of common formations found in any standard football handbook. The only underlying rule to all of the above is that when the numbers are added together the total must always be ten.

Nevertheless, certain characteristics have outlived the various systems and tactical overhauls: goalkeepers and left wingers are always slightly crazy and when in doubt, blame the referee. ☹️

The weekly column by our staff writers

National team nicknames

1 Seleção - Brazil. Other names for the Brazilian side include *Canarinho* (canaries), *Verdeamarelos* (the green-and-yellows) and *Pentacampeão* (five-time champions).

2 Socceroos - Australia. A journalist first bestowed the national team with this blend of the words ‘soccer’ and ‘kangaroos’.

3 Three Lions - England. The three lions in question appear on the crest of England’s Football Association.

4 Chipolopolos - Zambia. The Copper Bullets seek to hit the target with a nickname reflecting the fact that copper is one of the nation’s main exports.

5 La Furia Roja - Spain. The nickname The Red Fury originated at the 1920 Olympic Games, when the team became surprise silver medallists.

6 Harambee Stars - Kenya. The Swahili word Harambee means “all pull together”.

7 Samurai Blue - Japan. The Japanese players fight and win in their blue shirts in a manner reminiscent of the nation’s traditional warriors.

8 To Piratiko - Greece. This nickname is attributed to a TV commentator at EURO 2004, who said the Greek side would have to move like a pirate ship and ambush the other teams.

9 Les Lions Indomptables - Cameroon. The government decided to give the team the name The Indomitable Lions in 1972 in the hope that they would be as untameable as the king of the animals.

10 La Mannschaft - Germany. Although the DFB’s national side has no official nickname, they are dubbed *La Mannschaft* in Italy.

11 Soca Warriors - Trinidad & Tobago. Soca refers not to football but to a musical blend of soul and calypso typical on the islands.

Which team has the best nicknames? Email your thoughts to: feedback-TheWeekly@fifa.org

Little lion, big impact



How do you generate maximum media exposure for an event without spending millions? The 1966 World Cup opted against expensive newspaper adverts and instead captured public attention with the World Cup Willie mascot.

Yvonne Lemmer

After designing an official logo for the 1966 World Cup, in the early 1960s the English Football Association (FA) set about creating another symbol through which the upcoming tournament could be advertised both cheaply and stylishly.

Yet publicity was not all the FA were after; they were also keen on exploiting this new symbol commercially. To that end Reginald Hoye, an Englishman employed as an illustrator at Walter Tuckwell and Associates Limited, was commissioned to come up with as memorable a design as possible, while the company itself was tasked with awarding licenses to use the tournament's image rights.

Hoye, who also illustrated the world famous children's books by Enid Blyton among others, presented the FA with four different proposals, three of which involved a lion while the fourth was of a young boy. The winning design was based on Hoye's 12-year-old son: a lion with a 60s haircut and a Union Jack t-shirt with 'World Cup' written on it. World Cup Willie was born.

The media's first glimpse of the small, friendly, broad-shouldered lion came in July 1965, when the mascot was presented almost as an afterthought at a press conference at the FA headquarters in the build-up to the 1966 finals.

Despite World Cup Willie's low-key introduction, media and fans were instantly enthralled, just as the competition organisers had planned.

Pictures of the cuddly lion subsequently appeared at regular intervals in the English press, while almost 100 licensees were found to sell souvenirs such as key rings, stickers, postcards, mugs, caps and t-shirts bearing World Cup Willie's image or the official tournament logo.

It was the birth of World Cup merchandising. Hoye, who has since passed away, entered the history books as the creator of the very first World Cup mascot, while Willie heralded the start of publicising an event using mascots, a strategy that still exists to this day. 🐾



John Pratt/Getty Images



The artist's muse Leo Hoye poses with the World Cup Willies designed by his father, Reginald Hoye, in February 1966.

T H E N

Stadium in Quito,
Ecuador



1958

Attempting to score from the halfway line – US Vice President Richard M. Nixon tries a trick shot on 1 May 1958 while on a trip to South America. More than a decade later he was inaugurated as 37th President of the United States.

*Ciudad de Deus favela, Rio de Janeiro,
Brazil*



2011

USA cannot meet hosts Brazil at this summer's World Cup until the knockout stages, but President Barack Obama made sure to catch up with a group of young players during a trip to Rio de Janeiro on 20 March 2011.

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England's women break into the top ten

The USA have topped the women's FIFA world rankings for the past six years, but it appears change is on the way, with Germany just 24 points behind in the latest ranking. Silvia Neid's side recently triumphed at the Algarve

Cup, beating world champions Japan 3-0 in the final on 12 March.

The Cyprus Cup has also had an effect on the top ten. Thanks to a successful campaign which saw them reach the final in Nicosia, also on 12 March, England have climbed three places to eighth. Meanwhile, France's triumph in the competition moved them up to fourth,

their highest placing since the women's world ranking was introduced in 2003.

Some 142 matches were taken into consideration for the latest ranking, with eight nations making a return to the list: Argentina, Bolivia, Chile, Venezuela, Tunisia, Algeria, Egypt and Mali.

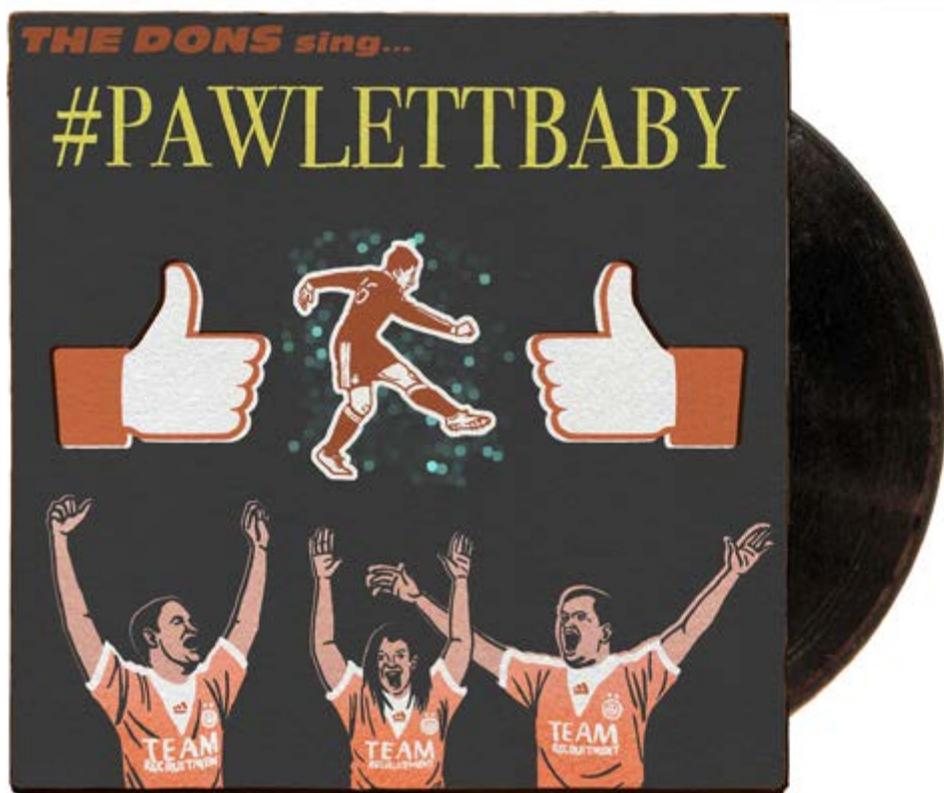
Rank	Team	Change in ranking	Points
1	USA	0	2197
2	Germany	0	2173
3	Japan	0	2076
4	France	1	2051
5	Sweden	1	2016
6	Brazil	-2	2006
7	Canada	0	1971
8	England	3	1956
9	Korea DPR	1	1954
10	Norway	-2	1949
11	Australia	-2	1945
12	Italy	0	1880
13	Denmark	0	1877
14	Netherlands	0	1852
15	Spain	0	1844
16	China PR	2	1843
16	Iceland	3	1843
18	Korea Republic	-1	1833
19	Scotland	1	1818
20	New Zealand	-4	1810
21	Russia	0	1806
22	Switzerland	0	1796
23	Finland	0	1781
24	Ukraine	0	1772
25	Mexico	0	1761
26	Belgium	1	1698
27	Czech Republic	-1	1690
28	Vietnam	0	1664
29	Austria	0	1658
30	Thailand	2	1649
30	Republic of Ireland	3	1649
32	Colombia	-3	1641
33	Poland	-2	1640
34	Nigeria	0	1623
35	Argentina		1620
36	Romania	-1	1613
37	Wales	-1	1597
38	Hungary	-1	1582
39	Chinese Taipei	0	1574
40	Costa Rica	0	1561
41	Chile		1559
42	Belarus	-4	1558
43	Portugal	-2	1549
44	Uzbekistan	-2	1548
45	Myanmar	-3	1544
46	Serbia	-2	1537
47	Slovakia	-2	1521
48	Trinidad and Tobago	-2	1509
49	Cameroon	-2	1467
50	Ghana	-2	1459
51	India	-2	1431
52	South Africa	-2	1430
53	Equatorial Guinea	-2	1429
54	Jordan	-2	1415
55	Iran	-2	1412
56	Haiti	-2	1397
57	Northern Ireland	0	1395
58	Slovenia	0	1393

Rank	Team	Change in ranking	Points
58	Bulgaria	-2	1393
60	Israel	-5	1388
61	Albania	-2	1372
62	Panama	-2	1364
63	Croatia	-2	1361
63	Hong Kong	-2	1361
65	Venezuela		1360
66	Turkey	-3	1358
66	Kazakhstan	-3	1358
68	Côte d'Ivoire	-2	1357
69	Greece	-4	1348
70	Faroe Islands	-3	1338
71	Tunisia		1335
72	Indonesia	-4	1330
73	Uruguay	-5	1329
74	Algeria		1327
75	Estonia	-4	1320
76	Guatemala	-4	1318
77	Morocco	-9	1316
78	Bahrain	-5	1314
79	Philippines	-4	1309
80	Bosnia-Herzegovina	-6	1306
81	Laos	-4	1283
82	Egypt		1273
83	Malaysia	-5	1269
84	Senegal	-5	1252
85	Montenegro	-5	1242
86	Lithuania	-5	1241
87	Bolivia		1235
88	Zimbabwe	-6	1226
89	Mali		1191
90	Latvia	-7	1189
91	Palestine	-7	1182
92	Singapore	-7	1177
93	El Salvador	-7	1175
94	Ethiopia	-6	1163
95	Malta	-8	1160
96	Luxembourg	-7	1155
97	Honduras	-7	1153
98	Kyrgyzstan	-7	1136
99	Congo DR	-7	1132
100	Nicaragua	-7	1111
101	Nepal	-7	1104
101	Armenia	-7	1104
103	Georgia	-7	1100
104	Cyprus	-7	1086
105	FYR Macedonia	-7	1073
106	Namibia	-7	1015
107	Bangladesh	-7	979
108	Sri Lanka	-7	965
109	Lebanon	-7	955
110	Zambia	-5	948
111	Maldives	-8	942
112	Pakistan	-6	937
113	Tanzania	-9	931
114	Afghanistan	-6	899
115	Mozambique	-6	873
116	Kuwait	-6	870
117	Qatar	-6	867
118	Swaziland	-6	838
119	Lesotho	-6	836
120	Belize	-6	827
121	Bhutan	-6	785
122	Botswana	-5	736
	Ecuador **		1484
	Papua New Guinea **		1476
	Peru **		1450
	Paraguay **		1430

Rank	Team	Change in ranking	Points
	Azerbaijan **		1341
	Jamaica **		1339
	Tonga **		1316
	Fiji **		1306
	Guam **		1294
	Guyana **		1256
	Congo **		1238
	Tahiti **		1238
	Dominican Republic **		1226
	Cuba **		1201
	Solomon Islands **		1195
	New Caledonia **		1188
	Benin **		1187
	Moldova **		1177
	Barbados **		1173
	Cook Islands **		1170
	Suriname **		1159
	Vanuatu **		1139
	Angola **		1134
	Bahamas **		1111
	Samoa **		1110
	Puerto Rico **		1108
	American Samoa **		1075
	Guinea **		1063
	St. Lucia **		1061
	Eritrea **		1060
	Gabon **		1031
	Grenada **		1029
	St. Vincent and the Grenadines **		1008
	St. Kitts and Nevis **		974
	Uganda **		965
	Turks and Caicos Islands **		963
	Bermuda **		950
	Guinea-Bissau **		927
	Syria **		927
	Dominica **		906
	US Virgin Islands **		885
	Iraq **		882
	British Virgin Islands **		867
	Cayman Islands **		847
	Malawi **		840
	Curaçao **		831
	Aruba **		803
	Antigua and Barbuda **		757
	Comoros **		534
	United Arab Emirates *		1665
	Sierra Leone *		1132
	Burkina Faso *		1038
	Liberia *		877
	Kenya *		816

** Inactive for more than 18 months and therefore not ranked.
* Provisionally listed due to not having played more than five matches against officially ranked teams.





Don't You Want Me

Hanspeter Kuenzler

The world famous synth-pop band The Human League have the fans of Scottish top-flight club Aberdeen to thank for their biggest hit in almost two decades. The catchy heartbreak hit “Don't you want me” is by no means a recent release though, having first topped the charts in England at Christmas in 1981.

Since then, the song has been played all around the world and even topped the charts in the USA. It has become a regular fixture on jukeboxes and karaoke machines, and most surprisingly of all, is now a fans' favourite in the stands at Aberdeen's Pittodrie stadium. The Dons' supporters have changed the lyrics from “Don't you want me baby” to “Peter Pawlett baby” to convey the midfielder's youth and innocence when he made his debut at the tender age of 18 in February 2009. The club, which won three titles in the '70s and

'80s when Sir Alex Ferguson was at the helm, lifted its first trophy in 19 years on 16 March: the Scottish League Cup. The fans were understandably in buoyant mood, singing “Peter Pawlett baby” at the top of their voices, so loudly in fact that it was picked up by TV microphones at the match and has since become a nationwide phenomenon.

The victorious Dons players have also helped to generate publicity, writing a note in the changing rooms – “Get me to No. 1 – Peter Pawlett baby” – and posting it on Twitter. That certainly had the desired effect, and the song had risen to fourth position in the iTunes download charts by the end of the day. The tune's rapid rise in popularity even prompted a group of fans to launch the Facebook group “Peter Pawlett baby to No. 1”, which has since received 12,000 likes. A local car dealer went one step further by

spray-painting the same slogan onto a mini which was subsequently driven through town by professional golfer Paul Lawrie in an attempt to generate publicity. And by the end of the week the objective had been achieved: “Don't you want me” was at the top of the Scottish charts. The song has also found fame further south, in England, where it currently occupies 19th place in the charts, and promises to go higher. Unsurprisingly, the song's creators were delighted at its rise to the top, sending out a message of thanks to all Dons fans on Facebook. There is, though, an element of irony to it all: Peter Pawlett did not even feature in the League Cup final; he was injured. 🚫



Perikles Monioudis

The shins are a vulnerable part of the body. Any blows they take are not cushioned by fat and muscle; instead, they strike the shin bone itself almost immediately.

For footballers that means two things. Firstly, they must protect their shins if they want to avoid picking up scuffs, scrapes or bruises from every single foul. The element of vulnerability can also be used provocatively by players who shun shin pads and deliberately roll their socks down to the ankle.

But who would do a thing like that? Certainly nobody at international level, where wearing shinpads has now been compulsory for almost 25 years. Instead, let's cast our minds back to players like Hans-Peter Briegel, capped 72 times for Germany between 1979 and 1986, a winner at the 1980 European Championship and a World Cup runner-up in 1982 and 1986. Somewhat incredibly, he achieved all this with his socks rolled down.

So why would someone do a thing like that? Briegel, who was unflatteringly but affectionately dubbed the “Walz von der Pfalz” (“the barrel from the Palatinate”), preferred to relentlessly confront his opponents with sheer brute force. Maradona also chose to play for his country without shinpads as if to tell his opponents: “I'm too fast for you anyway!”

There is one solution that offers a compromise. The above shinpads from the FIFA Collection date from the 1890s and could be worn either under or over socks depending on the wearer's preference. 🌀

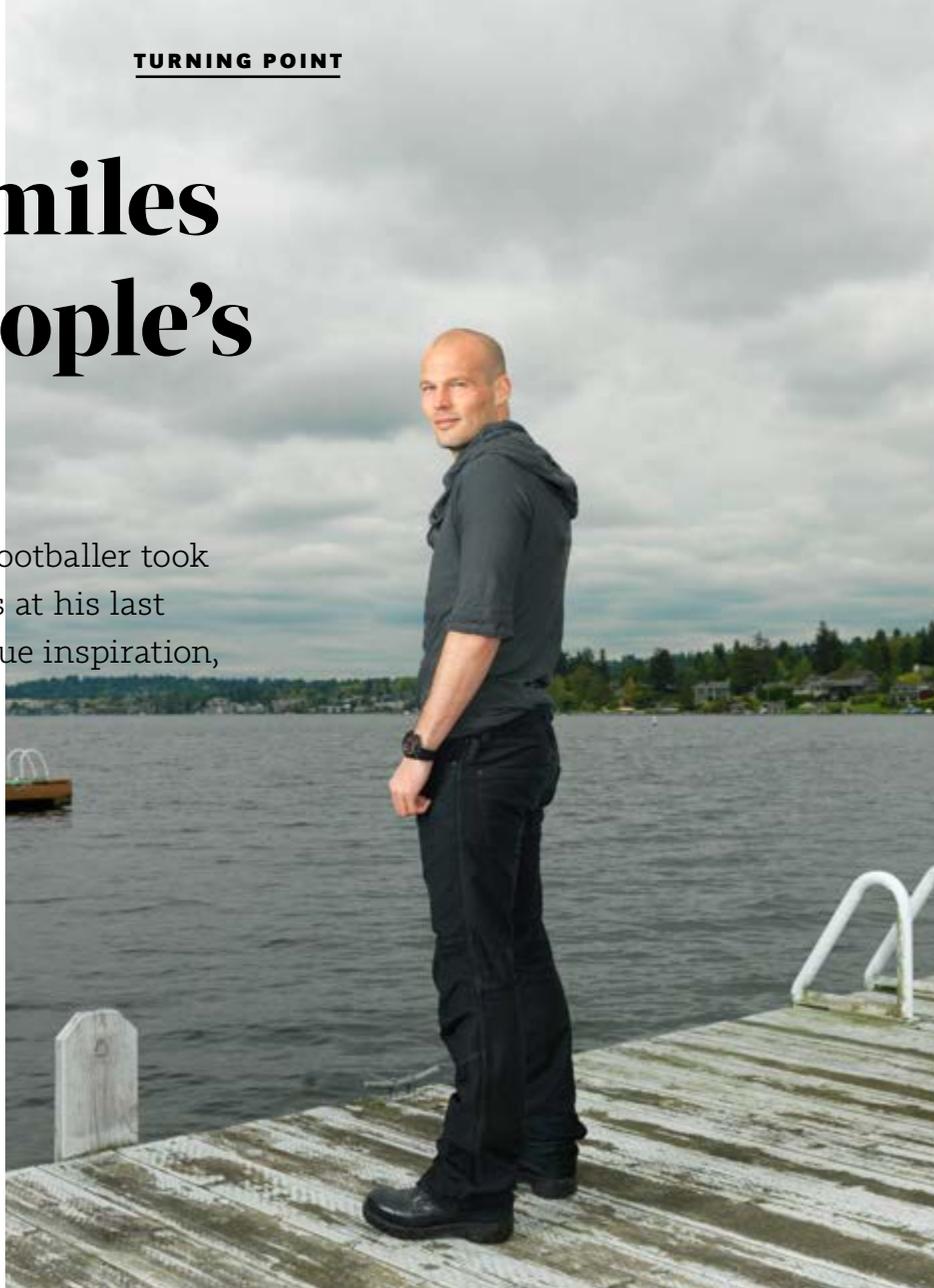
“Putting smiles back on people’s faces”

Freddie Ljungberg’s career as a footballer took him around the world but it was at his last stop in Japan where he found true inspiration, both as a person and in fashion.

For 18 years I was able to live my dream of playing professional football, and I did so on three different continents. I consider myself lucky. I’ve always lived for sports and even as a five-year-old I was playing at Halmstads BK and when I was 14 I made it into their youth team. I skipped a few age categories, even though back then I wasn’t completely focused on football. Sport in general fascinated me and I loved ice hockey and handball. I was pretty successful at handball and when I got invited into the national team I knew the time had come to make a decision. Why did I choose football? The position I played in meant I saw more of the ball and was involved in games more. It’s as simple as that sometimes. I won the league and cup with Halmstad before Arsene Wenger took me to Arsenal in 1998. That was a dream come true.

I stayed in London for nine years and the club will always be a part of me. I won two league titles, three FA Cups and had countless unforgettable experiences. I was part of the “Invincibles” team that went 49 games in a row without defeat. It was an unbelievable run from an unbelievable team. We were like a big family and I gave everything for the side, but that was true over the course of my entire career: I always tried to keep my feet on the ground and do the best I could. That’s what I did later with Seattle, Chicago, Celtic and Shimizu too.

The challenge of playing on a different continent always appealed to me. Some people thought I was crazy to go to America to play football; they said the game wasn’t as developed over there and that nobody was interested in it. But I didn’t hesitate to go there. For me, quality of life and the place I’m living in are very important and in America everything is great. Football is developing really quickly over there, from the quality of the games and



training to the attendance figures. We averaged crowds of 35,000 per match.

When Japan was hit by a tsunami in 2011 I was truly inspired by the way the population went about dealing with the catastrophe. When the Shimizu S-Pulse head coach got in touch with me and told me about his vision to give people hope again through football and to bring a bit of normality back into their lives, I couldn’t wait to go there. ‘Putting smiles back on people’s faces’ was the motto. It wasn’t easy as so many people had lost their lives and that’s not something football can compensate for, but we were determined to make a small contribution. Japan is completely crazy in every aspect of life, but it’s amazing. Tokyo is the place to be for all fashion lovers, myself included. It’s like a dream when you move through the city. ☺

Interview by Sarah Steiner

Name

Karl Fredrik “Freddie” Ljungberg

Date and place of birth

16 April 1977, Vittsjo (Sweden)

Position

Midfield

Clubs played for

**1994–1998 Halmstads BK
1998–2007 Arsenal
2007–2008 West Ham United
2009–2010 Seattle Sounders FC
2010 Chicago Fire SC
2011 Celtic
2011–2012 Shimizu S-Pulse**

National team Sweden

75 games, 14 goals

In Turning Point, personalities reflect on a decisive moment in their lives.



FIFA WORLD CUP™ TROPHY TOUR by Coca-Cola®



EVERYBODY'S TROPHY



Sep. 12-14 Brazil
 Sep. 17 Tahiti
 Sep. 21 Fiji
 Sep. 23 Vanuatu
 Sep. 27-29 Costa Rica
 Sep. 30-Oct. 2 Honduras
 Oct. 3-4 Panama
 Oct. 5-6 Jamaica
 Oct. 7 Cayman Islands
 Oct. 8 Bahamas
 Oct. 9 Bermuda
 Oct. 10 British Virgin Islands
 Oct. 10 Puerto Rico
 Oct. 11-12 Dominican Republic
 Oct. 13 Turks and Caicos Islands
 Oct. 14 Dominica
 Oct. 15 Anguilla
 Oct. 15 St. Vincent & Grenadines
 Oct. 16 US Virgin Islands
 Oct. 17 Antigua and Barbuda
 Oct. 18 Montserrat
 Oct. 19 St. Kitts & Nevis
 Oct. 21 St. Lucia
 Oct. 22 Barbados
 Oct. 25-27 Haiti
 Oct. 28 Grenada
 Oct. 29 Suriname
 Oct. 30 Guyana
 Oct. 31 Trinidad & Tobago
 Nov. 1 Curacao

Nov. 2 Aruba
 Nov. 3-4 Nicaragua
 Nov. 5-6 El Salvador
 Nov. 7 Belize
 Nov. 10 Israel
 Nov. 11 Palestine
 Nov. 12-13 Jordan
 Nov. 14-16 Egypt
 Nov. 17-19 Tunisia
 Nov. 21-22 Algeria
 Nov. 23-24 Morocco
 Nov. 25-26 Ghana
 Nov. 27-28 Kenya
 Nov. 29-30 Tanzania
 Dec. 1-3 South Africa
 Dec. 9-11 Saudi Arabia
 Dec. 12-14 Qatar
 Dec. 15-16 UAE (United Arab Emirates)
 Dec. 17-19 Bangladesh
 Dec. 20 Bhutan
 Dec. 21 Nepal
 Dec. 22-24 India
 Dec. 25-27 Myanmar
 Dec. 28-30 Thailand
 Dec. 31-Jan. 2 Vietnam
 Jan. 3-5 Malaysia
 Jan. 6-8 Indonesia
 Jan. 10-12 Chile
 Jan. 13-15 Argentina
 Jan. 16-17 Uruguay

Jan. 18-19 Paraguay
 Jan. 20-21 Bolivia
 Jan. 22-24 Peru
 Jan. 25-27 Ecuador
 Jan. 28-30 Colombia
 Jan. 31-Feb. 2 Venezuela
 Feb. 3-5 Guatemala
 Feb. 6-11 Mexico
 Feb. 12-14 Canada
 Feb. 16-18 Spain
 Feb. 19-21 Italy
 Feb. 22-24 Croatia
 Feb. 25-27 Turkey
 Feb. 28-Mar. 2 Sweden
 Mar. 3-5 Romania
 Mar. 6-8 Czech Republic
 Mar. 9-11 France
 Mar. 12-13 Wales
 Mar. 14-16 England
 Mar. 17-18 Scotland
 Mar. 19-20 Netherlands
 Mar. 21 Belgium
 Mar. 22-24 Russia
 Mar. 26-28 Poland
 Mar. 29-Apr. 2 Germany
 Apr. 4-6 Korea Republic
 Apr. 7-9 China
 Apr. 10-12 Japan
 Apr. 14-20 USA



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Internet:
www.fifa.com/theweekly

Publisher:
FIFA, FIFA-Strasse 20,
PO box, CH-8044 Zurich
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Fax +41-(0)43-222 7878

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Shirt swaps, Maradona madness, and four world champions in the semis – test your knowledge!



① **This is Brazil's iconic national team shirt. It was worn for the first time at which World Cup?**

L 1950 C 1958
B 1962 H 1970

② **Which of these four pictures shows Maradona?**



③ **All four semi-finalists were former winners of the trophy at which two World Cups?**

L 1966 & 1986 O 1970 & 1990
N 1974 & 1994 R 1978 & 1998



④

Sandor Kocsis and Zoltan Czibor were well-known members of Hungary's Golden Team. The pair once lost 3-2 in a final at the Wankdorf Stadium in Berne despite a goal from Czibor. Who did they play?

T Brazil K Benfica
M Belgium S Beckenbauer

The answer to last week's Quiz Cup was **SHOT** (detailed answers on www.fifa.com/theweekly).

Inspiration and implementation: cus

Please email your answers to feedback-theweekly@fifa.org by **2 April 2014**. Correct submissions for all quizzes received by 11 June 2014 will go into a draw to **win two tickets to the FIFA World Cup Final on 13 July 2014**.

Before sending in your answers, all participants must read and accept the competition terms and conditions and the rules, which can be found at <http://en.fifa.com/aboutfifa/organisation/the-fifa-weekly/rules.pdf>



When was the very first game of football? *Tamara Grab, Bregenz (Austria)*

Answered by Thomas Renggli: The first-ever international is a matter of record. It took place on 30 November 1872 at West of Scotland Cricket Ground in Glasgow and was contested by Scotland and England. The Scots lined up in a 2-2-6 formation and the English 1-1-8, but despite the preponderance of forwards there were no goals. Both associations fielded a club team. Scotland were represented by Glasgow club Queens Park, undefeated since their foundation in 1867, and the England team was formed by FA Cup holders Wanderers of London.

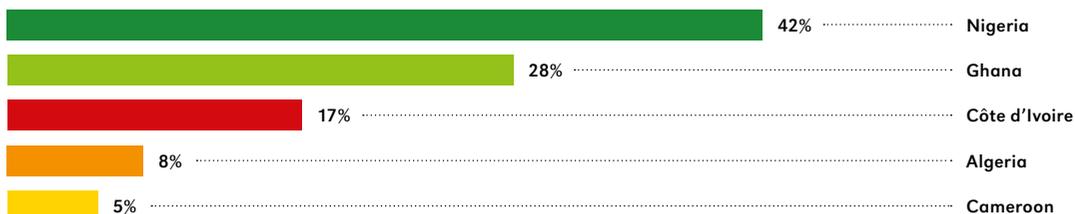


The FA has approved artificial turf. Is it the breakthrough for synthetic surfaces?

As of next season, the English association has approved synthetic turf pitches for all rounds of the FA Cup. English media have described the decision as a pivotal change of attitude towards artificial turf. What do you think? Email us at: feedback-theweekly@ffa.org

LAST WEEK'S POLL RESULTS

Which of the five African teams have the best chance of success at the World Cup?



TURBO TITLE

27



After 28 rounds of matches in the Austrian Bundesliga Red Bull Salzburg are 27 points clear of their nearest rivals. It means the club funded by energy drink tycoon Dietrich Mateschitz has won their domestic championship earlier than any other club in European football. It is the fastest-ever title triumph in Austria since the introduction of three points for a win.

JET SET

4



Portugal's World Player of the Year Cristiano Ronaldo has chartered four private jets for deployment at the World Cup in Brazil. The captain himself will fly with his troops on the official team plane, but his entourage will follow on board his personal fleet.

LONG DEFIANCE

82



In the 26th round of Bundesliga matches Mainz keeper Loris Karius managed to keep free-scoring Bayern Munich at bay for the first 82 minutes, longer than any other goalkeeper this season. However, Bastian Schweinsteiger broke the deadlock and paved the way for Munich's 2-0 win. Pep Guardiola's men last lost in the Bundesliga to Leverkusen on 28 October 2012, 52 matches ago.