World Cup fever

PHENOMENAL

ENGLAND
MENTALLY EQUIPPED

SEPP BLATTER
THE TANGIBLE POWER OF FOOTBALL

GHANA
RESPECTFULLY COMPETITIVE
A stroll through Sao Paulo
The World Cup in Brazil is finally underway. But what does football mean to Brazilians, and how would they cope if A Seleção made a premature exit from this summer’s tournament? Perikles Manioudis’ atmospheric report is the result of his travels with a local photographer around the city hosting the Opening Match of the 2014 World Cup.

France
The French national team may have travelled to Brazil without Franck Ribery and Samir Nasri, but they have their most famous fan in tow: Clement d’Antibes and his cockerel Balthazar. The latter’s crowing is considered a gauge of Les Bleus’ chances of tasting victory or defeat.

Sepp Blatter
In this week’s column, the FIFA President says that the mission of the world governing body is not just to strengthen leading nations: “FIFA has a part to play wherever development work is required.”

A Serb in Brazil
Dejan Petkovic played for seven Brazilian clubs, was appointed an honorary consul of Serbia and inducted into the Brazilian Hall of Fame. Not bad for a player who initially only wanted to stay nine months!

Honduras
The Central American side hope passion and unwavering commitment will bring World Cup success.

World Cup phenomenon
The front cover shows 22-year-old Neymar after his first goal in Brazil’s 3-1 triumph over Croatia in the World Cup Opening Match on 12 June in Sao Paulo. AFP Photo / Fabrice Coffrini
**World Cup 2014: Groups D-H**

**Group D**
- Uruguay
- Costa Rica
- England
- Italy

**Group E**
- Switzerland
- Ecuador
- France
- Honduras

**Group F**
- Argentina
- Bosnia-Herzegovina
- Iran
- Nigeria

**Group G**
- Germany
- Portugal
- Ghana
- USA

**Group H**
- Belgium
- Algeria
- Russia
- Korea Republic

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**37 Netzer knows!**
Columnist Gunter Netzer on the phenomenon of cabin fever at major tournaments.

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**15 Ghana**
Germany, Portugal and the USA have been warned: Kevin-Prince Boateng’s Ghana team are in fine scoring form just in time for the World Cup.
Tomorrow brings us all closer

To new people, new ideas and new states of mind. Here's to reaching all the places we've never been.

Fly Emirates to 6 continents.
Researhing a story is a journalist’s vocation. It is a special experience – and authenticity is paramount. When the telephone rang in The FIFA Weekly’s editorial office at the start of the week and Perikles Monioudis gave us his impressions of Brazil, it immediately became clear that this would be our cover story for the first World Cup issue. Perikles met up with a local photographer in Sao Paulo, and together they visited the places Brazilians frequent in their day-to-day lives. Whether in cafés, on the metro or on local football pitches, the question was always the same: What does football mean to you? The atmosphere has been documented in our seven-page report.

This year, the English are in a less euphoric frame of mind than usual. With many of their “Golden Generation” now gone, the Three Lions are modest about their chances of World Cup glory. Could an unaccustomed outsider role suit England? Coach Roy Hodgson has made provisions for the possibility of another penalty shoot-out by enlisting the help of a sports psychologist. As captain Steven Gerrard explained recently: “He can’t help you do a Cruyff turn or a 40-yard pass better, but he can help you learn what goes off inside your head.” Turn to page 24 to read all about English hopes for a second World Cup triumph.

In his weekly column, the FIFA President outlines the importance of the Congress and expresses his delight that the World Cup is now underway. “We can finally concentrate on this contest between the 32 best teams in the world,” says Sepp Blatter, “with all its technical and tactical diversity and exceptional skill. I wish everyone an exciting World Cup. Long live joga bonito!”

We have also checked in with the World Cup camps of Ghana, France and Honduras. Midfielder Kevin-Prince Boateng told us that there is only one favourite in difficult Group G: Portugal. Now the Berlin-born Ghanaian has his sights set on knocking Germany out of the race for the title. – Alan Schweingruber
A Seleção’s 3-1 win over Croatia in the Opening Match allayed fears of failure among Brazilian fans. The FIFA Weekly took a stroll through Sao Paulo to gauge the national mood.
Luca kicks the ball against the concrete wall. He catches it and throws it back onto the pitch. "Yeah, the World Cup's brilliant," says the boy in goal. He surveys the short, concrete pitch as his fellow players indulge in a display of flicks and tricks before finally accepting it might be time for a shot at goal. They laugh and immediately scramble to win the ball back. Party pieces are the order of the day here. Who keeps score in a Brazilian kick-about?

As evening draws in, the temperature falls to 20 degrees Celsius in Sao Paulo, a sprawling city of 12 million inhabitants. Alongside the pitch, trucks thunder past. Luca lays the ball off to Oscar who passes it straight away - to the Brazil 2014 player who shouts loudest. The noise of the traffic provides a raucous backdrop. “Brazil will get to the Final,” says Luca, “but Germany and Argentina are strong too.”

Get to the Final? Is that all? What about the sixth world crown, the Hexa? “To the Final,” repeats Luca undeterred. His friend Guilhermo thinks along the same lines. “It would be great if we can win the Cup. But we'll have to wait and see.”

The lads certainly can’t be accused of arrogance. In common with many a football fan in Brazil they maintain a refreshing distance to A Seleção, although that is not to say they are anything but passionate fans. Being a football fan and a Brazilian go hand-in-hand. When Brazil play, the streets are empty throughout the land. People gather in front of TV screens and get involved with the game as if more depended on it than just the result, as if the action on the pitch is actually an intensely private matter. A triumph sparks mass celebration, a well-honed skill now after five previous World Cup wins. But defeat is experienced on a personal level in Brazil, not as a failure by the players on the pitch but rather as a feeling of individual inadequacy, as if a spectator could do anything to prevent a game being lost. The sense of identification is complete. And the fear of losing is greater than the hope of winning the title, arguably a self-imposed mechanism to guard against over-optimism.

Playing in style A game isn’t a game without at least one overhead kick

A telenovela playing in a café
Sixty-four years have passed since Brazil last set out to win the greatest prize in world football on home turf, only to lose out to a late Uruguay winner at the Maracana in Rio. The trauma known in the country’s history as the Maracanazo, which cast a funereal shadow over Brazil for months on end, could finally be expunged for ever.
We met Pele for a definitive statement on the matter. The greatest player ever turned up smartly dressed and right on time for our meeting in a bar on the Brigadeiro-Luis-Antonio avenue. Given all the stresses and strains of the past weeks and months, the great man was remarkably cheerful and his smile infectious. As usual, he listened intently to the person he was talking to, and was politely diplomatic on the question of whether Brazil will win the World Cup: “We respect all the teams that have qualified.” After a brief pause he added: “I think we’ll get to the Final.” And then beat Argentina at the Maracana? “No, Uruguay ought to be our opponents in the Final. We have a few things to put right.”

Writing more than 2,000 years ago, the Greek philosopher Aristotle decreed that drama has two main components: the imitation of reality and the catharsis or satisfaction thus experienced, by watching other people loving, laughing, arguing or dying in your place. Football provides both in spades. It assumes an all-encompassing significance. But why is that so strong in Brazil? Perhaps for the same reason why Brazilians are mad about telenovelas, a close cousin of soap opera.

Triumph sparks a mass celebration. But defeat is taken personally in Brazil, like a collective feeling of individual inadequacy.

On Aspicuelta Street, a television is on in a café, showing not football but the telenovela episode from the previous night, repeated for those few people who did not have time to watch it. The screen flickers but that does not appear to bother anybody. Clara looks her fiancé.
The World Cup had not even begun, yet celebration was in the air. Champions Pele and Cafu were the guests of honour as FIFA Director of Communications & Public Affairs Walter de Gregorio unveiled FIFA’s latest media product, The FIFA Weekly, to the world press at an event in Sao Paulo.

“In an age where media companies are rethinking their print media strategies, FIFA is bucking the trend by publishing The FIFA Weekly to set a new standard in print media,” De Gregorio said in Portuguese. He highlighted the journalistic and photographic quality of the magazine and how it is published weekly in four languages. During the World Cup, The FIFA Weekly is also available in Portuguese from the publication’s tablet app. The magazine is also available to read online in e-paper form. All versions of The FIFA Weekly are free of charge.

Pele and Cafu have already been interviewed for the magazine, which focuses primarily on reportage journalism and provides a major interview in each issue as well as a “Turning Point” in which figures from the world of football describe a moment that changed their lives for ever.

The FIFA Weekly also invites its readers to participate in a debate each week. Inspired by FIFA President Blatter’s weekly column, readers discuss current issues in world football, from goal-line technology to the fight against racism.

As the sun went down, Sao Paolo’s seemingly endless skyline revealed itself to the assembled guests. The sparkling lights provided an appropriate backdrop for the event’s guests of honour and the perfect location for a magazine with football at its very heart.

Football at your fingertips

The week in world football

FIFA now publishes a football magazine — and what a magazine it is! A 40-page publication containing the latest football news is now available each week in English, German, French and Spanish. The magazine is published in print form, on Android and Apple tablet apps as well as in e-paper form online. The FIFA Weekly brings you reports, interviews, news from leagues around the world and the best stories from the footballing world, from countries as far-flung as Malawi, Senegal, Samoa, Côte d’Ivoire, England, Germany, Spain, the USA and Australia. Readers can also test their knowledge of the beautiful game for a chance to win exciting prizes in the FIFA Quiz Cup.

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cée Cadu in his pixelated eyes; she smiles the smile of someone who has nothing to lose. Cadu asks: “Now, as you’re leaving me, tell me: Did you stay with me out of love or pity?” “You need my love and not my pity,” answers Clara, “I feel sorry for anyone who can’t start again from the beginning.”

Starting again from the beginning is a very attractive concept to Brazilians: the next chapter in life and the next football match are bound to come. The telenovela “Em Familia” (“In the Family”) has achieved the status of box office hit, like nearly all telenovelas and especially those broadcast by Globo TV. It’s hard to argue with viewing figures of up to 70 per cent.

Due to the fact Cadu had to undergo surgery on his - surprise, surprise! - heart, Clara felt unable to go through with the decisive step at that moment. The nation, split over the question of the right and wrong thing to do, waits with bated breath. Only one thing is certain: everything will be all right in the end.

Metro chronically overstretched
That only applies to a limited extent to the traffic situation in the metropolis of Sao Paulo. Things will not get better very quickly. The centre of the biggest city in Brazil incorporates five or six very large districts where a vast majority of the productive business is done. It is ringed by those parts of the city, many of them heavily rundown or ad hoc, that house a vast majority of the Paulistas, as the people here are called. The roads radiate from the centre as do the metro lines: there are only five of them including the privately-operated yellow line. They are all cleaned and maintained but are chronically overstretched, and strikes frequently bring the metro to a standstill. A green ticker lights up ahead: ‘Ben vindo do Metro de Sao Paulo.’

A younger woman in a business suit sits in the brightly-lit compartment right next to the automatic sliding door. She tells us she spends three hours a day travelling to work, and another three hours back home. She’s not the only one. The two tradesmen further forward say they take more or less the same time. Dissatisfaction at the poor transportation situation has spilled over into local demonstrations and campaigns. The municipal authorities reacted by providing metro helpers to assist in managing the flood of passengers. The so-called CET recently took advantage of the situation by giving everybody who donated blood a day off. That prompted the metro helpers to protest against their working conditions by taking the day off themselves and leaving the passengers to their own devices. On the plus side, the blood donor centres were overrun.

The law forbids permanent advertising hoardings on the street, so it is boom time for the casual workers.

The ‘Copa’ boosts business
‘More metro lines’ is the rallying cry, and yet the solution is closer to hand. Should more, smaller hubs be established around the centre, the traffic in and out of the centre itself would decline dramatically. However, it is not easy to get to grips with a rapidly growing city using retrospective regional development planning. The alternative is collapse.

That happened once on the Street of 25 March where the Paulistas acquire all they need for a Seleção-centred public festival: horns, ear-splitting vuvuzelas with bellows, flags in all sizes, caps, hats, covers for rear-view mirrors in cars, shirts, wigs and garlands. The passageways between the street stalls are choc-a-bloc. Armando sits behind his stall, busy with what appears to be his bookkeeping. “The Copa
permanent advertising hoardings on the street so it is boom time for these casual workers. From a distance the tools of their trade resemble a pair of wings, but their meagre pickings will hardly enable them to rise and escape their miserable situation.

‘Baroque Angels’ is the name given to the home-grown stars on display in the extensive Brazilian football museum at the Estadio Municipal in the well-to-do district of Pacaembu. The life stories of Ronaldinho, Rivellino, Roberto Carlos, Rivaldo and Ronaldo, not to mention Pele and Garrincha are all there in the darkened exhibition hall on the first floor. They transcend the present because they are for eternity, just like baroque angels. Appearing fleetingly in flashes of white on metre-long, transparent screens in part suspended from the ceiling, the stars really do seem angelic. They are blessed with the gift of making people happy across generations.

has boosted our business,” he says. His wife nods. His son stands around with a giant yellow and green hat. People stock up on fan merchandise. They buy quickly as if they were at a closing down sale, and they know just what they want. Everybody appears to have brought their own shopping list. Armando is wearing a giant hat too, as if grateful to have secured one of his very own. The scale of the celebrations in Brazil if the hosts end up winning the competition does not bear thinking about. Anything other than an Auriverde triumph is simply unthinkable.

Angels and artists
People are dotted here and there along the wide Rue Dona Maria Pera, holding out cardboard arrows as big as the width of their arms. They are advertising dubious boarding houses and rundown cafés. The law forbids placing
Where else in the world?
Artists, intellectuals and sports commentators have their say on screens dotted around the museum, each describing their top ten Brazilian goals. They all reflect the admiration Brazilians have for their football geniuses and the respect of the nation for true talent regardless of where it comes from and the misery it has escaped. And true talent need have no fear of comparison: another area of museum puts the best Brazilian players on a par with the greatest contemporary poets, architects and musicians and traces the depth of their influence in a social context over the decades. Where else in the world could that happen?

So, what happens if A Seleção fail to win the World Cup on their own turf? The walls in the Sao Cristovao restaurant in the district of Vila Madalena are covered with photos of footballers, drawings and scarves from all over the country. As he walks by, the waiter taps out a samba rhythm on his tray of empty glasses. There is a small photo on the wall behind the bar. It depicts a fan at the stadium holding up a large placard expressing his support for his team: “Even if I die of a heart attack because of you: I love you.” Football in Brazil: The ultimate soap opera!  

Brazil’s group matches:
Croatia (12 June), Mexico (17 June), Cameroon (23 June)
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Ghana
Statement of intent

Sven Goldmann is a leading football correspondent at Tages­spiegel newspaper in Berlin.

When Jurgen Klinsmann decided not to travel to Sao Paulo with the rest of his USA squad, preferring rather to scout group stage opponents Ghana first-hand in their final warm-up match against South Korea, he was surely not expecting to witness such a show of strength. The USA coach was impressed as the Africans romped to a 4-0 victory made all the more surprising given the manner of the 1-0 defeat they had suffered previously against the Netherlands.

“It will be a very different game against the Americans,” Ghana coach Kwesi Appiah said afterwards. “I’m sure we’ll face very different kinds of players than we did today.” Former Ghanaian international Abedi Pele will have been a proud onlooker as his sons, Jordan and Andre Ayew, exerted their influence on the game. The former, recently loaned from Olympique Marseille to Sochaux, grabbed a hat-trick while his brother, who still plays in Marseille, set up one of his goals. Incidentally, Jordan had started the game on the bench but was brought on after just five minutes following an injury to Abdul Majeed Waris. Asamoah Gyan rounded up the scoring.

Ghana’s performance will also have given Germany boss Joachim Low plenty of food for thought. The two sides meet in their respective second matches and, according to Kevin-Prince Boateng, both will be vying for the runners-up spot in Group G. The Ghanaian midfielder believes that Portugal are favourites to top the standings, commenting: “If Cristiano Ronaldo is fit, they will be difficult to beat,” meaning that “only one Boateng will reach the next round.” His brother Jerome, who plays for Bayern Munich, is in the Germany squad.

Kevin-Prince, a Berlin native who currently laces his boots for Schalke, was repeatedly overlooked for Germany’s senior side by Low in previous years and therefore accepted the offer to play for Ghana, his father’s homeland. Four years ago in South Africa he was a pillar of strength for the side that reached the quarter-finals, where they were unfortunate to be knocked out by Uruguay. Boateng subsequently retired from international duty citing the strain of international football, but has since returned. In Brazil he will pull the strings in midfield alongside Sulley Muntari, his former AC Milan teammate, after both players came through training camps in the Netherlands and Florida unscathed.

The same could not be said for everyone, however. Centre-back Jerry Akaminko of Turkish top-flight outfit Eskisehirspor injured his ankle in the friendly defeat by the Netherlands and was forced to withdraw from the squad. Ghana travelled without him to Florida International University, where goalkeeper Adam Larsen Kwarasey suffered a thigh strain that kept him from training. He didn’t play the match against South Korea as a precaution and was replaced by Fatau Dauda, who had a trouble-free evening.

Ghana’s group matches
USA (16 June), Germany (21 June), Portugal (26 June)
Honduras eye first ever World Cup win

Nicola Berger is a sports journalist living in Zurich.

Last Saturday, Honduras and England played out a 0-0 draw in Miami. It was both teams' final friendly before heading to Brazil and although the scoreline suggests a rather turgid affair, the clash at the Sun Life Stadium was in fact a hard-fought, absorbing contest. Honduras defended heroically and frustrated their opponents with a number of meaty challenges. “I think we’re a bit relieved that we’ve come out of there with no injuries,” said Liverpool star Steven Gerrard after the game. “I thought there were some horrific tackles for a friendly.”

While Gerrard's annoyance is understandable, a glance at their most recent results shows why Honduras may have adopted a more physical approach against the Three Lions. The team were under pressure following defeats to Turkey (2-0) and Israel (4-2), and some fans had started to voice their disapproval. What Colombian coach Luis Fernando Suarez’s side lack in technical ability and tactical nous, they make up with passion and uncompromising effort. Having been drawn in a group that also includes France, Ecuador and Switzerland, however, it remains to be seen whether those qualities alone will be enough for Los Catrachos to reach the knockout stages in South America.

Wilson Palacios, for one, is in confident mood. The 29-year-old defensive midfielder, who currently plays for Stoke City in the English Premier League, is the best-known and most gifted player in the Honduras squad. Indeed, Tottenham Hotspur paid €15 million for his services in 2009. “In Honduras, people eat, live and dream of football,” he said. “When we play in the World Cup, and also in the qualification games, Honduras stops.”

There aren’t many nations worldwide where a break from everyday life is more welcome than in Honduras. It is the second poorest country in Central America, where communities and neighbourhoods are terrorised by drug cartels and Honduras also has the highest murder rate in the world, something Palacios knows only too well. His 16-year-old brother Edwin, a former youth international, was murdered by kidnappers in 2009.

Palacios has admitted he considered retirement following his brother’s death, but he’s now more determined than ever to inspire his home country. “When we beat Mexico 2-1 in September, it was like a carnival,” he told the Guardian recently. “We want to give the people a reason to celebrate again.”

At their only two previous World Cup appearances in 1982 and 2010, Los Catrachos have failed to register a win. In South Africa, they finished bottom of their group without having scored a single goal. The people of Honduras are hoping to see a change of fortunes in Brazil this summer. Å

Honduras’ group matches
France (15 June), Ecuador (20 June), Switzerland (25 June.)

Honduras defended heroically and frustrated their opponents.

In full flight
Wilson Palacios, seen here evading a challenge from England captain Steven Gerrard (right) wants to reach the knockout stages with Honduras.
France

Cocorico

Sarah Steiner is an editor at The FIFA Weekly

Heading into the forthcoming World Cup in Brazil, the hopes of the French national team were resting on the shoulders of Franck Ribery. It was revealed last week, however, that the winger would be unable to help his team-mates at the tournament because of injury. Les Bleus have been deprived of their best attacking player, and this after coach Didier Deschamps opted to leave Manchester City star Samir Nasri out of his final 23-man squad. The question was raised of who would score France’s goals, but in their final warm-up game the team gave an emphatic answer, embarrassing Jamaica with an 8-0 victory in Lille. The unity of the group has become the mantra, and as captain and goalkeeper Hugo Lloris puts it, “The team is the star. Nobody comes before it.”

Expectations in France are high, as ever, and from Paris to Marseille fans are dreaming of nothing less than winning the tournament.

Among them is Clement Tomaszewski, better known as ‘Clement d’Antibes’. He is the French team’s most recognisable supporter, having attended over 200 games, the first of them way back on 16 June 1982 at the World Cup in Spain. Following France’s victory in the 1998 World Cup, Clement’s fame spread beyond his country’s borders. Since that triumph on home soil, he now brings his pet – a cockerel named Balthazar – to each match. Named after his friend Balthazar Comandato, with whom Clement saw Les Bleus back in 1982 and who died shortly afterwards, the bird has become the French team’s mascot, as well as its oracle. If the cock crows on the morning of a game, it is a good omen; if he stays silent, victory is less certain.

Whether travelling by car, train or aeroplane, Balthazar has been present in the flesh at every one of France’s matches except three: the group games of the 2002 World Cup. Clement could have taken his companion to Japan and South Korea, but would not have been permitted to bring him back to France because of the rampant spread of a bird flu virus at the time. Sadly, the replacement mascot, arranged by a market in Seoul, was a poor understudy to say the least. To Clement’s chagrin, the animal’s severed vocal chords rendered him silent throughout and France, as defending champions, were sent on their way back home after the group stages having failed to score a single goal.

There will be no such issues this time around, though, as Balthazar takes back his role as mascot for each match in Brazil, and his owner is convinced France can go all the way – their return home is scheduled for after the end of the tournament. This year’s final takes place on 13 July, the day before Bastille Day, France’s national holiday. Should Deschamps’ men reach the final, Clement, the players and the rest of the country will be hoping that Balthazar sings until his heart is content.

If the cock crows, it’s a good omen.
Appeal In his speech to the Congress, FIFA President Sepp Blatter called upon the delegates to remember their social responsibility.

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

**Safeguarding the ethics and integrity of football was one of the primary concerns at this week's 64th FIFA Congress.**

Perikles Monioudis, Sao Paulo

It was a cloudy day in Sao Paolo for the 64th FIFA Congress, with rain threatening to douse the city on the eve of the Opening Match of the 2014 World Cup. But the Brazilian sun was shining at the Transamerica Expo Center as delegates from all of FIFA's 209 member associations gathered and all eyes settled on the glittering World Cup Trophy.

In his address to the delegates, FIFA President Blatter underlined football's power as a catalyst for social change, saying: “We must become one of today's pioneers of hope,” and highlighted the sport's key role in the fight against racism and every form of discrimination as well as in promoting health and wellbeing. He also stressed the importance of upholding the principles of fair play, solidarity and integrity both on and off the football pitch.

**No term limits**

Michael J. Garcia, Chairman of the investigatory chamber of the Ethics Committee, provided an update on the activities of his committee, including the investigation into the bidding process for the 2018 and 2022 World Cups. Executive Committee member Dr Theo Zwanziger gave an overview of the key achievements of the FIFA governance reform process. Regarding the remaining items, the Congress also voted against the introduction of age or term limits for officials on the grounds that such limits would be discriminatory.

Regarding FIFA's finances, the Congress approved the 2015-2018 budget (with projected revenues of $5 billion and investments of $4.9 billion), in which FIFA is set to invest $900 million in football development, an increase of $100 million over the current cycle.

Today, FIFA invests more than $500,000 every day into developing football in its 209 member associations.

**Fight against match manipulation**

The Congress was given a detailed update on FIFA's Integrity Initiative, which has launched a range of measures such as prevention, risk management, information gathering, investigations and sanctions, and assists FIFA in its efforts to safeguard the integrity of football.

FIFA has also extended the scope of Early Warning System GmbH, which will now monitor top-flight matches outside Europe in addition to FIFA competitions.

Concerning the development of women's football, the Congress approved ten key development principles. Development funds for women's football will also double in the next budgetary cycle.

The weekly debate.

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On FIFA.com, The FIFA Weekly asked: What do you think of the squads selected by the participating nations?

South Korea have a good squad and they used to have a great coach in Guus Hiddink! I really hope the Netherlands can spring a surprise against Spain and win their group. I believe the Dutch can do it!

*RVP_97, New Zealand*

Portugal have a wonderful squad. I'm happy that Rafa has made the final cut too. I love my team!

*Tosama, Portugal*

Nasri is the best midfielder in the world at the moment. Didier Deschamps has shown a lack of experience by leaving him out of his final World Cup squad. I'm sure he'll come to realise that during the tournament.

*jeanrhony, USA*

I was shocked when I saw that Tevez had been left out of the Argentina squad. As for the Ivory Coast, I thought that Eboue had done enough to deserve a place at the finals. If I were the Spain coach, I'd have taken Arbeloa. Even if he hasn't had the best of seasons, he's a player who's won absolutely everything with Spain and deserved one last hurrah at the World Cup!

*Ioscharca, France*

I'm satisfied with the Algeria squad. I hope that Mahrez is able to establish himself quickly. As far as Belfodil is concerned, I agree with the decision not to select him. He's not the player he used to be! I know that Vahid has put together a special training programme for those players who aren't entirely match fit in an attempt to get them into shape. I hope that our Fennecs progress far in Brazil! Viva Algeria!

*raf_dz21, Algeria*

I'm hoping to see both a wonderful World Cup and new chapters written in the history of football. All 32 teams will give it their all and may the best team win. In the name of sport, we should all praise the winning nation and join in their celebrations. Their players will have achieved an unbelievable feat during the short space of time they spend in Brazil.

*TheoKoula, Canada*

I don't know why Maxwell is apparently better than Luiz Felipe or Adriano Correia. And a player of Kaka's quality would certainly have done the team the world of good too. I'm also disappointed that Lucas Moura's not involved, but at least we've still got Neymar, Hulk and the others.

*Elvinho7, Brazil*

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*Elvinho7, Brazil*

"Come on Germany! This is your time to shine."
First Love
First Love
Andrew Biraj / REUTERS

Place: Dhaka, Bangladesh
Date: 29 May 2014
Time: 4.58 p.m.
OFFICIAL PARTNER

EVERY GASp
EVERY SCREAM
EVERY ROAR
EVERY DIVE
EVERY BALL
EVERY PASS
EVERY CHANCE
EVERY STRIKE
EVERY BEAUTIFUL DETAIL
SHALL BE SEEN
SHALL BE HEARD
SHALL BE FELT

Feel the Beauty
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On the World Cup buses

Thomas Renggli

When Jose Mourinho parks the bus, fans can expect to see a mixture of catenaccio and backs-to-the-wall defending. And if the Chelsea coach parks two buses, even a 1-0 win can look like a high-scoring affair.

At the World Cup in Brazil, buses – real ones escorted by security forces – are now beginning to ferry the respective squads around. And all 32 countries have issued a firm statement of intent to their rivals, with each vehicle parading an official slogan through the streets of the host nation.

However, some marketing strategists have opted for a more unconventional choice. For example, the Ivorian team bus has been battling its way through the World Cup traffic with the slogan “Elephants charging towards Brazil!” emblazoned on its side. Drogba and Co might even count themselves lucky to have passed through customs so easily upon their arrival in Brazil, given that wild animals are subjected to such strict import laws in the South American nation. The Cameroonian team – “A lion remains a lion” – also successfully circumvented administrative difficulties when they touched down at the airport, despite Brazilian customs regulations clearly stating: “Animals which are transported to Brazil without the properly completed international documentation are to be placed into quarantine. All costs incurred as a result shall be borne by the owner of the animal!”

The masterminds behind the Costa Rican motto have made full use of the large surface area spanning the side of the bus, producing a text that looks more like the beginning of a sermon than a World Cup slogan: “My passion is football, my strength is my people, my pride is Costa Rica”.

“Here travels a nation, not just a team!” adorns the Colombian team bus, though space within the vehicle could prove to be an issue for the South American nation, with recent surveys suggesting its population now stands at 46,413,791.

Nigerians are hoping a feeling of togetherness can inspire the team to success: “Only together we can win”. And while the 1996 Olympic gold medallists might not have chosen the most original slogan, it certainly takes the spirit of the game into account. Football is a team sport, after all.

The Swiss contingent are brimming with confidence: “Final stop: 07-13-14 Maracana”. However, the bus could prove to be a safe bet for fans if public transport comes to a standstill on the day of the Final, with the Swiss team unlikely to be involved by the time 13 July comes round.

The Australians have already revealed their secret weapon to the public: “Socceroos: Hopping our way into history!” And while there is nothing wrong with turning to alternative methods of transport, hopping the whole way could cause problems for the men from down under. With 157,716 kilometres separating Cuiaba and the Final showdown in Rio de Janeiro, the Socceroos might well pick up some injuries along the way.

Source: FIFA
(FIFA World Cup, Milestones & Superlatives, Statistical Kit, 12/05/2014)
English hopes and dreams

Young, energetic, inspired.
A new-look England are hoping to erase memories of past failures in Brazil this summer.
Stephen Hawking, meanwhile, has explained the secret to shootout success.
What lies in store in Brazil?

Key players Wayne Rooney and Steven Gerrard take a break from training at the end of May.

Ante is that we’ll be playing three matches in Brazil. Of course, we’d like to play seven, but for the time being we’ve just got the three games,” said coach Roy Hodgson. Bookmakers in England appear to have already thrown in the towel. The odds of Hodgson’s men lifting the trophy come 13 July are at an all-time high, thus demonstrating the low level of belief in the current batch of England players. Odds currently vary between 28 and 66-1, compared to 6-1 four years ago and 8-1 in 2006.

Psychologist to settle nerves

This lack of conviction is largely down to changes in personnel, with many of the so-called “Golden Generation” no longer involved or passed their peak. Eliminated on penalties by Portugal in 2006, and humbled by Germany in 2010, that particular generation may have been golden, but it certainly failed to deliver.

The source of so many of England’s woes over the years has been penalty shootouts. The Three Lions have been involved in seven World Cup or European Championship spotkick showdowns since 1990, amassing a total of six defeats and just one victory. When the British team succumbed to South Korea on penalties at the 2012 Olympic Games, the BBC commentator remarked with a mixture of confusion, resignation and self-deprecation: “Some things just don’t change.”

Coach Roy Hodgson has now taken matters into his own hands, bringing psychologist Steve Peters into the national setup. Peters, whose experiences include inspiring British cyclists Chris Hoy and Victoria Pendleton to Olympic gold medals and helping snooker legend Ronnie O’Sullivan through some particularly dark times, is now aiming to address the English players’ fear of failure. Team captain Steven Gerrard, who knows the psychologist from their time together at Liverpool, put the appointment into context: “Peters can’t help you hit a 40-metre pass with greater accuracy or suddenly help you to run faster, but he can explain the things that are playing on your mind.”

Blondes score more penalties

Sven-Goran Eriksson, one of Hodgson’s unsuccessful predecessors, admitted after penalty defeats by Portugal at the 2004 European Championship and the 2006 World Cup: “Penalty shootouts are a mental challenge – not a technical one. So many thoughts flash through your head as you make that long walk from the centre circle to the penalty spot.”

England’s World Cup record since 1966

<table>
<thead>
<tr>
<th>Year</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>Winners (Final victory over Germany)</td>
</tr>
<tr>
<td>1970</td>
<td>Knocked out in the quarter-final (by Germany)</td>
</tr>
<tr>
<td>1974</td>
<td>Did not qualify</td>
</tr>
<tr>
<td>1978</td>
<td>Did not qualify</td>
</tr>
<tr>
<td>1982</td>
<td>Knocked out in the second group stage</td>
</tr>
<tr>
<td>1986</td>
<td>Knocked out in the quarter-final (by Argentina)</td>
</tr>
<tr>
<td>1990</td>
<td>Knocked out in the semi-final (by Germany)</td>
</tr>
<tr>
<td>1994</td>
<td>Did not qualify</td>
</tr>
<tr>
<td>1998</td>
<td>Knocked out in the Round of 16 (by Argentina)</td>
</tr>
<tr>
<td>2002</td>
<td>Knocked out in the quarter-final (by Brazil)</td>
</tr>
<tr>
<td>2006</td>
<td>Knocked out in the quarter-final (by Portugal)</td>
</tr>
<tr>
<td>2010</td>
<td>Knocked out in the Round of 16 (by Germany)</td>
</tr>
<tr>
<td>2014</td>
<td>Group with Italy (14 June), Uruguay (19 June) and Costa Rica (24 June)</td>
</tr>
</tbody>
</table>
Renowned physicist Stephen Hawking has provided the Three Lions with food for thought. Sponsored by a bookmaker, the 72-year-old scientist has analysed every World Cup tournament since 1966 and come up with some useful tips for Hodgson’s designated penalty-takers: take more than three steps in the run-up, shoot to the top right or top left – and choose a fair-haired taker. Blonde penalty-takers score 84% of the time, bald players in 71% of cases and those with dark hair just 69% of the time. Whether the hair is dyed or natural in colour is apparently of little relevance. Three more interesting statistics have also come to light: the England team enjoys greater success when wearing red shirts, lining up in a 4-3-3 formation and when a European referee is in charge. However, even Hawking was unable to offer any kind of solution to the country’s notorious goalkeeping problem.

Experience and firepower in attack
Roy Hodgson is unlikely to let such advice affect his tournament tactics. Instead, the experienced coach is hopeful that a fresh-faced generation of young players unburdened by past failures and psychological scars can inject new life into England’s World Cup hopes. The new-look Liverpool side provide the core of the team, including captain Steven Gerrard, 19-year-old prodigy Raheem Sterling and Daniel Sturridge, who formed the Premier League’s most dangerous strike partnership alongside Luis Suarez last season and finished the campaign on 21 goals. City rivals Everton brought 20-year-old Ross Barkley through the ranks, a player blessed with youthful exuberance and technical ability, while Southampton have contributed two key talents in the form of Adam Lallana and Luke Shaw.

It has been the experienced strikers who have grabbed the goals in recent times though, with Wayne Rooney, 28, and Rickie Lambert, 32, both netting in the 2-2 draw with Ecuador. Rooney is particularly important, combining the technical qualities and physical presence that might take this team to a new level. And with the Amazonian showdown with Italy in Manaus fast approaching, the English have been taking encouragement from their opponent’s recent results: the Azzurri were held to a 1-1 draw with Luxembourg in their final warm-up match.

Striking similarities to 1966
The English may have little faith then, but they can take heart from the striking similarities emerging between 1966 and 2014, with events of 48 years ago miraculously repeating themselves in recent times. Real Madrid won the European Cup while city rivals Atletico lifted the Spanish league title in 1966; Fulham were relegated from the top tier of English football and the winners of the FA Cup (Everton in 1966, Arsenal in 2014) both came back from two goals down to win. Finally, and most crucially of course, Austria beat its competitors to win the Eurovision Song Contest. The stage seems set for an English victory at the Maracana then, but that is as far as the historical comparisons stretch unfortunately, despite Conchita Wurst’s recent success. Goalline technology will be used for the first time in Brazil, and unlike 1966, no Swiss officials will be refereeing in South America this summer. ☺

England’s group matches
Italy (14/6), Uruguay (19/6), Costa Rica (24/6)
Technically gifted
Ross Barkley (20)

Goal threat
Daniel Sturridge (24)

Wanted
Luke Shaw (18)

Rising star
Raheem Sterling (19)
get ready for the battle

#allin or nothing
Make a choice at adidas.com/allin
“Nine months turned into 17 years”

In Serbia he is known as ‘Rambo’ while in Brazil his nickname is ‘Pet’.
Dejan Petkovic is one of the 2014 World Cup hosts’ greatest foreign imports and now a part of their cultural heritage.

It was the summer of 1997 and my career hadn’t developed in the way I’d envisaged. I was under contract at Real Madrid, but the club didn’t see me as part of their plans. In a pre-season tournament in Mallorca I played in a second-string team that came up against Brazilian outfit Clube Vitoria. I had to play in the game under the terms of my contract, but it actually became an event that gave my career – and my whole life, in fact – a push in a new direction. I scored twice and assisted another, and made a lasting impression on the Vitoria directors. They made me an offer, and I must admit that I knew next to nothing about the club. Somebody told me that Vitoria had just been crowned champions, and I thought, “Wow – champions of Brazil!” It was only later that I found out they had won the Campeonato Baiano – the Bahia state championship.

I talked the offer over with a friend. He said to me, “Look, the best Brazilian players end up playing in Europe. So if you make a success of things there, sooner or later you’ll end up at another big European club.” That argument made sense to me, and although I didn’t really want to move to Brazil, I accepted the offer, thinking to myself that in nine months I’d be back in Europe.

While I was negotiating with Vitoria it just happened that a delegation from Borussia Dortmund had also contacted Real Madrid to enquire about me, and suddenly there was an offer on the table to join the Bundesliga. I declined it though as I was already speaking to Vitoria. The gesture impressed the Brazilian club’s management even more than what I’d done on the pitch, and things would eventually work out well.

Those nine months that I’d originally planned to stay for have since become 17 years. I played for seven clubs in Brazil, among them the traditional powerhouses in Rio de Janeiro – Fluminense, Flamengo and Vasco da Gama –, became Serbian honorary consul to the country and also received another very special distinction: I became only the fifth non-Brazilian and third European after Eusebio and Franz Beckenbauer to be inducted into Brazilian football’s Hall of Fame. I’m also a freeman of Rio de Janeiro and Petropolis and there’s even a pop song dedicated to me after my successes with Flamengo: “É o Pet.” All of my experiences go to show just what football means in Brazil and I’m extremely proud to be a part of this nation’s culture.

Adapted by Thomas Renggli
The 1950 World Cup came to a thrilling conclusion at the old Maracana, when hosts Brazil lost the title to Uruguay in the closing minutes of the final match to send the country into shock.
The Maracana awaits its destiny after extensive renovations. A Seleção are keen to end 64 years of pain by reaching the 2014 World Cup final and lifting the Trophy for the sixth time in Brazil's illustrious history.
Name
Sunday Oliseh
Date and place of birth
14 September 1974, Abavo (Nigeria)
Clubs
RFC Liege, Reggiana, Cologne, Ajax, Juventus, Borussia Dortmund, Bochum (on loan), Genk
Nigerian national team
62 appearances, 4 goals
Nigeria's Sunday Oliseh ensured football fans the world over will forever remember his name by scoring a sensational goal at the 1998 World Cup. In this interview he explains why African teams will struggle in Brazil and outlines who he believes are favourites to lift the title.

What are you expecting from the five African sides at the World Cup: Nigeria, Ghana, Cameroon, Algeria and Côte d’Ivoire?

On the whole I’m expecting them to do better than they did in 2010, when South Africa, Nigeria, Algeria and Cameroon all got knocked out in the group stages and Ghana made it into the quarter-finals. I think Nigeria, Côte d’Ivoire and Ghana are stronger sides than Cameroon and Algeria.

Are Ghana at an advantage thanks to that experience of reaching the quarter-finals?

No, I don’t think so. They may even be at a disadvantage because of the increased pressure and expectations as a result of that achievement and they have lost the element of surprise they had back then. On top of that, the average age of the team is higher than it was four years ago and that could be a disadvantage in the Brazilian climate.

No European team has ever managed to win a World Cup in South America. Do you think African teams might be able to benefit from the climate in Brazil?

In theory yes, because African players are more used to playing in tropical conditions. However, most of them now play in Europe anyway and that makes a big difference. I remember when I was a player, home games with the national team required a huge adjustment for the internationals based in Europe – kind of like when you play away games. The European winter is long and hard... as you well know! [laughs].

Do you think the Brazilian climate will influence the style of play at the tournament?

Yes, definitely. I think teams will put a lot of emphasis on staying compact. If you do that then you’re harder to break down and you conserve energy. Teams will make an effort to get as many men behind the ball as possible. That will mean that launching swift counter-attacks will be all the more important.

Having won the Africa Cup of Nations three times and Olympic gold in 1996, Nigeria are one of Africa’s most successful sides. What is their secret?

A little bit of everything. For example, the size of the country plays its part – Nigeria has a population of 170 million people. On top of that, the game is hugely popular there; it’s the national sport and almost like a religion. Our players also have fantastic technical ability and athleticism. Nigerians are very fast, especially over short distances. We’re a nation of 100m sprinters, not marathon runners.

Yet Nigeria have never made it beyond the Round of 16 at a World Cup...

That’s due to off-field factors. Nigerian football lacks structure but I don’t want to say anything more about that.

Are the expectation levels too high?

Not anymore, though it used to be different. In the past fans expected us to win the title – nothing less would do.

Your long-range goal against Spain at the 1998 World Cup has lived long in the memory...

[Laughs] That goal is being replayed everywhere at the moment. It’s being shown on TV, posted all over the internet and fans are discussing it on Twitter and Facebook. Sometimes I get involved in the debates.

Nigeria went on to get knocked out in the Round of 16 at that tournament. Do you regret not going any further?

One of the privileges of growing older is having the ability to see things with a greater sense of perspective. Having said that, I still think even today that we were the more talented group of players with better individuals, but we were beaten by a team that was much stronger tactically. In football you don’t achieve success with individuals; you need to play as a team and have a mutual understanding of the playing style.

How can African teams better exploit their potential?

Let me put this diplomatically: good parents raise good children.

So the quality of coaching needs to improve?

We need better structures.

Why did you move to Belgium as a 15-year-old?

The move to Europe was my big chance. After a scout from Belgium discovered me, I went on a ten-day trial with RFC Liege and was offered a contract. In the beginning, it was very difficult for me in Europe. I lived with a host family and had to get used to a completely new way of life. Everything was different from Nigeria, but I was absolutely determined to make it.

Do you think African players tend to move abroad too early?

No. It’s their only chance. The earlier they arrive in Europe the better. I always say that you have to strike while the iron’s hot.

You still live in Belgium and as a player you also had spells in Italy, Holland and Germany. What are the biggest differences between African and European football?

A lot of African players are more talented and are hungrier for success than their European counterparts but they lack tactical awareness and discipline. An African team is made up of 11 individuals whereas a European side consists of 11 players who put the team’s needs first and are willing to play a specific role to do that.

Who will lift the World Cup on 13 July?

[Laughs] I’m not going to give a definite answer to that as I don’t want to create problems with anybody. I will say this though; one of five teams will do it: Spain, Brazil, Argentina, Germany or Nigeria. I admit that’s not a very adventurous prediction though.

Sunday Oliseh was speaking to Thomas Renggli

THE INTERVIEW
The FIFA World Cup™ is where all of us want to be.
Yet over 200 have been winners with FIFA.

As an organisation with 209 member associations, our responsibilities do not end with the FIFA World Cup™, but extend to safeguarding the Laws of the Game, developing football around the world and bringing hope to those less privileged.

Our Football for Hope Centres are one example of how we use the global power of football to build a better future.

www.FIFA.com/aboutfifa
Is there still such a thing as World Cup cabin fever?

Yes, it still exists at long tournaments, but I think the risk of serious cabin fever is minimal these days. A player can certainly become frustrated if he spends several weeks under the same roof with the same team-mates, but it’s unlikely to change the mood within the camp. Footballers have many options at their disposal nowadays; there is plenty to keep them amused in large hotels, and they can easily withdraw to spend time alone if necessary. During the 1974 World Cup, we stayed in German sports academies, which wasn’t particularly luxurious. I remember a ping-pong table and lots of books, and obviously we often played cards.

That said, I think these are minor details in the grand scheme of things. To ensure everything works well and the atmosphere within a team remains harmonious, the players have to adopt the right attitude. Personal needs must take a back seat to those of the team. A team’s stars need to step out of the limelight and take a more subordinate role. If egos come to the fore, a negative dynamic can quickly develop and the team will not operate as a coherent unit. The same usually applies when dealing with players’ individual quirks. For example, if a superstitious ritual has a disruptive effect on the team, then it is completely unjustifiable.

The sense of duality is also evident in football—which features prominently on the case pictured above—in the constant ebb and flow of the transitions from defence to attack and vice versa.

This case, which is part of the FIFA Collection, is home to the pencils that allow young football fans to draw and colour in the logo of their favourite club, whether it be Barcelona, Basel or Bayern Munich. A double-ended black and white pencil would give Newcastle United fans the chance to do the same, and it would do just as well for Real Madrid supporters, who would only need the white end.

In strictly technical terms white is not actually a colour, although in heraldry it is used as a substitute for silver. Whenever you see Real Madrid playing you should do so imagining them in a gleaming, bright silver kit. The only thing that could surpass that is gold, which would require teams to take to the pitch decked out all in yellow. Fortunately, the pencil case has room for plenty of different colours.
Five stars, three shirts and a Texan. Test your knowledge!

1 Which two gentlemen share the same “name”? Hint: the “name” in question also appears on a football shirt – and we’re not looking for a surname.

L Far left and second from right
P Far left and far right
M Second from left and far right
T Second from left and second from right

2 What is this pair’s connection to the World Cup?

A They sing the Official 2014 FIFA World Cup Song
E They created the 2014 FIFA World Cup logo
O They have both won the FIFA World Cup
R They presented the 2014 FIFA World Cup Final Draw

3 This well-known constellation is perfect for this summer’s World Cup, but the question is: which World Cup teams show this constellation on their flag?

S Australia and Brazil
Y Chile and Cameroon
L Nigeria and Chile
D Australia only

4 Most teams are bringing two different shirts plus a goalkeeping shirt to this summer’s World Cup in Brazil, but which team is bringing three shirts for its entire squad in the three colours of its national flag?

The answer to last week’s Quiz Cup was WOOD

Send your answer by 18 June 2014 to feedback-theweekly@fifa.org.

Correct solutions to all quizzes published from 13 June 2014 onwards will go into a draw in January 2015 for two tickets to the FIFA Ballon d’Or on 12 January 2015.

Before sending in answers, all participants must read and accept the competition terms and conditions and the rules, which can be found at:
Do the top scorers tend to wear the same number?
*Sara Dennler, Düsseldorf*

Reviewing all the goals scored at the World Cup since 1954, players wearing the numbers 9, 10 and 11 have hit the target most often. All-time leading scorer Ronaldo scored his 15 goals wearing the number 9. Miroslav Klose, the man looking to overtake him, has the squad number 11 this summer. However, you can’t say there’s one particular lucky number. Roberto Baggio scored his nine goals at the finals wearing three different numbers (10, 15 and 18). And Argentina’s Osvaldo Ardiles occupies a place of his own on the roll of honour: the midfielder scored in 1982 wearing the number 1.

Three former world champions and a dark horse: Group D is arguably the toughest at this World Cup with its line-up of Italy, England, Uruguay and Costa Rica. Who will occupy the top two places? Email your answers to: feedback-theweekly@fifa.org

### Last Week’s poll results

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil win</td>
<td>78%</td>
</tr>
<tr>
<td>Draw</td>
<td>14%</td>
</tr>
<tr>
<td>Croatia win</td>
<td>8%</td>
</tr>
</tbody>
</table>

How will the Opening Match end?

The 30 cm tall “Victoire aux Ailes d’Or” weighs in at 4 kg and was the first-ever World Cup trophy. The golden statuette was presented to Uruguay captain Jose Nasazzi by FIFA President Jules Rimet following La Celeste’s victory in the 1930 World Cup Final.

Referees at the 2006 World Cup in Germany handed out 307 yellow cards, a new record average of 4.8 per match. On top of that, the match officials pulled out a red card on 28 occasions. The average number of yellow cards per game fell significantly at the 2010 finals in South Africa to 3.8 per match.

Pele was 17 years and 249 days old when he played in the 1958 World Cup Final in Sweden. He remains the youngest player ever to appear in the Final. A Seleção defeated the hosts 5-2 and became world champions for the first time. Pele scored twice and shot to instant stardom.