EVERY TEAM NEEDS

11 FOR 1

AND ‘LA FURIA ROJA’ BURNS BRIGHT.

FACEBOOK.COM/ADIDASFOOTBALL
Dear friends of football,

The complex task of carrying out a comprehensive assessment of the FIFA World Cup™ in South Africa is in full swing and although it is not yet complete, reports of the positive effects in South Africa have been coming in on an almost daily basis. This latest issue of FIFA World also focuses on the tournament’s success, both in terms of the findings of the Technical Study Group on the pitch and the key socio-cultural role of football off it. The FIFA World Cup provided an important platform for social development, as the Football for Hope Festival in Alexandra (Johannesburg) and the “1GOAL: Education for All” campaign amply demonstrated. Both initiatives have gained momentum thanks to the popularity of football and our flagship event.

Now is also the time to carry out a thorough analysis of the FIFA World Cup in sporting terms and introduce any measures or innovations that will benefit the game. Furthermore, in this issue we also go back to South Africa to explore the possibilities offered by the improved infrastructure, the new stadiums and the population’s increased interest in South African football.

We also look back at a highly successful FIFA Women’s U-20 World Cup in Germany that delighted fans worldwide and provided conclusive evidence that women’s football has cemented its place in the international sporting calendar.

I am already looking forward to the FIFA Women’s U-17 World Cup in Trinidad and Tobago, which will help to generate even greater passion for football as well as strengthen the game and its positive effect on society.

For the Game. For the World.

Joseph S. Blatter
HOME WIN
Germany celebrated its second summer fairytale as hosts of the FIFA Women’s U-20 World Cup. This time, however, the German fans were even rewarded with victory for their home country. With record attendances and smooth organisation, the fifth edition of this tournament since its establishment in 2002 was a successful dress rehearsal for next year’s FIFA Women’s World Cup™, which will also be held in Germany (turn to page 44 for a full report).

CUP FILLING UP
Brazilian side Internacional Porto Alegre won the 2010 edition of the Copa Libertadores in August. Internacional beat Mexican club C.D. Guadalajara 5-3 on aggregate in the tournament’s two-legged final to add a second Copa Libertadores title to the one they lifted in 2006. The Brazilian team had already been guaranteed a place in this year’s FIFA Club World Cup spot by reaching the final, since their Mexican rivals were invited participants in the South American competition and would not have been able to represent the continent at the FIFA competition. Internacional, who won the 2006 Club World Cup, will now join European champions Inter Milan, CONCACAF Champions League winners Pachuca of Mexico, surprise Oceania champions Hekari United from Papua New Guinea and United Arab Emirates league champions Al Wahda at the prestigious competition to be staged in the UAE in December. The last two places will be taken up by the winners of the Asian and African Champions Leagues, both of which are due to be completed in November.

FIRST TESTS
Meanwhile, the men’s national teams were back in action in the middle of August. In their first match since lifting the FIFA World Cup in South Africa, Spain only narrowly avoided defeat against Mexico with an injury-time equaliser. Mexico took the lead in the 12th minute with a goal from Manchester United’s Javier Hernández, but despite largely controlling the game, were unable to prevent a late strike from David Silva, who plays for United’s cross-town rivals Manchester City. A young Brazilian side also gave an encouraging performance under new coach Mano Menezes with a 2-0 win over the USA, while Italy and France continued to misfire. The Italians lost 1-0 against Côte d’Ivoire, while France went down 2-1 to Norway.

MOVING ON
Raúl González Blanco, Thierry Henry and Rafael Márquez were among the big names switching clubs in the weeks following the conclusion of the 2010 FIFA World Cup™. Raúl, Real Madrid’s all-time record goalscorer, finally said goodbye to the Spanish giants to join German side FC Schalke 04 after a 16-year stint in which the striker scored 323 goals in 741 official matches, and in which Real won six Spanish league titles, three UEFA Champions Leagues, three Spanish Super Cups, one UEFA Super Cup and two Intercontinental Cups. After luring David Beckham to LA Galaxy in 2007, the USA’s Major League Soccer was once again making a splash in the transfer market with France striker Henry and Mexican international Márquez both moving from FC Barcelona to the New York Red Bulls.
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PRAISING THE PRINCESSES

Ghana fans provide passionate support for the Black Princesses at the FIFA U-20 Women’s World Cup in Germany.
HEAD OVER HEELS

Brazil’s Leah in spectacular action during her side’s 1-1 group-stage draw with Sweden.
Poland players can only stand and admire the acrobatics of Portugal’s Madjer as he flies through the air during their quarter-final meeting at the European qualifiers for next year’s FIFA Beach Soccer World Cup. Eventual runners-up Portugal went on to qualify along with surprise European champions Ukraine, third-placed Russia and fourth-placed Switzerland.
Spain came out on top in this round of 16 tussle with Moldova, but saw their World Cup hopes bite the sand after an 8-4 defeat to Russia in the quarter-finals.
SEASON’S GREETINGS

A young Blackpool fan enjoys his team’s triumphant English Premier League debut while Borussia Dortmund fans are in sync as their own Bundesliga season gets under way.
LETTERS TO FIFA
A selection of comments from the FIFA World and FIFA.com mailbags

MAGNIFICENT HOSTS
I am proud to be African and to know that Africa hosted such a magnificent World Cup. The challenge now is to improve the quality of the game on the African continent and address the ongoing issues of poverty there. Football can be a means for some of our people to bring themselves out of that poverty, but this can only start with good football administration from the grassroots up. A lot of our talented footballers are never discovered simply because of the geographical location they are born into.

FIFA.com user (England)

South Africa was simply brilliant. Their people are unbelievably happy, friendly and helpful! Words cannot adequately describe this awesome place. I am so glad I went, it was by far the greatest six weeks of my life.

Ricky (Canada)

Thank you FIFA, thank you to the LOC, thank you to Africa, but most importantly thank you South Africa... I have never been so proud of my country as I have over the last few months. We staged an extravaganza of epic proportions... we opened our homes and hearts to the world. We showed the world that we are a nation that can do ANYTHING! We have stepped out of the shadows of apartheid and are now a beacon of light and hope to the world.

Moemzie (South Africa)

SPANISH JOY
I have dreamed all my life of seeing Spain become world champions. Now I’m so glad to have woken up and lived this wonderful moment. Finally football won. Viva Spain!

FIFA.com user (Spain)

Now at last I can die in peace! I am very proud of Spain and cried over this victory which cost us so much effort. When I heard the final whistle I still could not believe it. It was wonderful to see everyone wearing the red shirts, to see the hugs, the emotions, the tears of joy and, at long last, the champagne!

Luis (Spain)

DUTCH DISAPPOINTMENT
It all seems so unfair – three finals and three times runners-up! You could argue that we did not play the best football this time, but in ’74 and ’78 we did, and we did not win then either. You cannot imagine the pain in the Netherlands. We want to experience the feeling of that final victory. If it ever were also very valiant opponents. And well done, South Africa, for putting on a magnificent World Cup!

Joe Stratford (Canada)

It was so good to see a team which plays football the way it should be played, with 11 players passing the ball and willing to stick to their principles. Spain deserved to win, and who knows, we may be spoilt with the passing game in 2014 if Germany continue to progress and both Brazil and Argentina re-discover their traditional flair.... See you all in Rio!

FIFA.com user (England)

WORTHY CHAMPIONS
The 2010 FIFA World Cup final was a terrific game! Congratulations to Spain for a well-deserved victory. The Dutch were also very valiant opponents. And well done, South Africa, for putting on a magnificent World Cup!
happens people will go crazy and jump into the canals. But will I ever in my lifetime see the Netherlands lifting that trophy?

_FIFA.com user (Netherlands)_

Spain deserved the win, it is as simple as that. But still, we were so very close. Losing three World Cup finals hurts, but for a small country like the Netherlands it’s an epic accomplishment. One day the Cup will be ours…

_FIFA.com user (Netherlands)_

**MANDELA AT CLOSING CEREMONY**

I am so proud of being a South African, and to witness our nation uniting around an event as big as the FIFA World Cup was absolutely phenomenal. Nelson Mandela is the heart of South Africa and his presence completed the 2010 World Cup experience for all football fans. A special thank you to FIFA and all the visitors.

_FIFA.com user (South Africa)_

He’s our father, our leader, our everything! Thank you, South Africa and Africa. We are all proud.

_FIFA.com user (South Africa)_

**FIELD OF VISION**

See what our Technical Study Group made of the 2010 FIFA World Cup™ on page 29.
MOVE OVER, ZAKUMI…!

Now that Zakumi is enjoying some well-deserved rest, it is time for football fans to meet “Karla Kick” – the feline face of the FIFA Women’s World Cup 2011™.

Just two days after Zakumi headed into mascot retirement following the completion of the 2010 FIFA World Cup™, Karla Kick was lacing up for her first public appearance with less than a year to go until the start of the FIFA Women’s World Cup 2011.

Presented for the first time at the FIFA U-20 Women’s World Cup in Germany (see tournament report starting on page 44), Karla is intended to reflect the slogan of the 2011 competition, “The Beautiful Side of 20Eleven!™”, as a cat whose stated characteristics include curiosity, spontaneity, an adventurous nature, a love of fair play and of course a playful spirit.

“Our mascot fully conveys the attributes of women’s football, namely passion, enjoyment and dynamism,” said Local Organising Committee President Steffi Jones following Karla Kick’s unveiling in Bochum during the opening match of the U-20 tournament. “Thanks to her charisma, I am sure she will become an appealing figure and a strong symbol of the FIFA Women’s World Cup 2011.”

FIFA Marketing Director Thierry Weil described the mascot as a “magnificent representative for the FIFA Women’s World Cup 2011,” adding that “Karla Kick displays all the attributes necessary for such an important tournament role and perfectly captures the joy, grace and athleticism of women’s football. I am convinced that this cat’s elegance and enthusiasm will be a big hit among fans and players alike.”

According to the Frankfurt-based creative agency which designed Karla Kick, she was born in Germany in 1995, on the very same day that the German team played in a FIFA Women’s World Cup final for the first time. She will therefore be 16 years old when the FIFA Women’s World Cup kicks off in Berlin next June.

Karla Kick will be present at the matches in all nine tournament stadiums next year, and will also greet fans in the Host Cities, fan parks and at additional venues where people gather to follow the competition. As well as lending a friendly, furry face to both the U-20 and senior tournaments, Karla’s unveiling also marked another important milestone on the road to the FIFA Women’s World Cup. Already, more than 200,000 tickets have been snapped up for the biggest tournament in women’s football while the event’s sponsorship programme is completely sold out.
FIFA’s medical experts gave the 2010 FIFA World Cup™ a clean bill of health, confirming after the tournament that there had once again been no positive doping tests and a strikingly low injury rate among the participating players.

In total, FIFA carried out 256 out-of-competition doping tests in the run-up to the 2010 FIFA World Cup and a further 256 tests at the stadiums, with two players per team being selected at random for testing after every match. All the tests came back negative.

“The key to this success has been our long-term strategy in conjunction with WADA,” explained FIFA Chief Medical Officer Prof. Jiri Dvorak. “Since introducing our consistent anti-doping programme at the 1994 FIFA World Cup, we have conducted doping tests at all FIFA competitions, collected 7,460 tests and only four (0.05%) have been positive.”

FIFA’s efforts in the fight against doping were praised during the tournament by the head of the World Anti-Doping Agency (WADA), John Fahey.

“There is the utmost cooperation between WADA and FIFA, and you can see a clear indication of that in these figures,” Fahey told a press conference at Johannesburg’s Soccer City stadium. “We recognise that football is the preeminent sport in the world and we are pleased that every team at the FIFA World Cup has supported the anti-doping message ‘say no to doping’ and that this message has been running throughout this event in South Africa.

“Clearly, a massive number of tests are being done, which in itself acts as a deterrent. On top of that, the testing is becoming more skilful and effective as each year goes on. The athletes are realising that in all sports, including football. But no sport can ever say it is fully immune from doping, human nature being what it is, so we will of course have to continue our efforts in all sports,” Fahey added.

When it comes to injuries, Dvorak revealed that the number of player injuries per match had fallen to 1.9, the lowest since the FIFA Medical Assessment and Research Centre (F-MARC) began systematically recording injuries using a standardised reporting system in 1998.

“In 1998, we recorded 2.4 injuries per match, which rose to 2.7 in 2002 before falling to 2.3 four years ago and now we have broken below the barrier of two injuries per game,” Dvorak said.

“This can be attributed to a number of factors, including the improved preparation of the players and the general improvement in the knowledge of each football team’s medical staff. There are also the efforts that F-MARC have undertaken to emphasise the importance of injury prevention, and certainly the referees have helped greatly by dealing even more strictly with foul play, for example the improper use of the elbow. Only 16% of the injuries at the 2010 FIFA World Cup were related to foul play, compared to 37% in 2002 and 40% in 2006.

“Our aim for 2014 is to continue this trend and further reduce the number and severity of injuries.”
The experimental use of two additional assistant referees in an effort to increase the accuracy of refereeing decisions has been expanded to cover a dozen club competitions at regional, national and international level, following approval by football’s rule-making body, the International Football Association Board (IFAB).

Meeting in the Welsh capital, Cardiff, in July, the IFAB gave the go-ahead for extra officials to be deployed at three UEFA club competitions, including this season’s UEFA Champions League, as well as the Asian Football Confederation’s President’s Cup, which takes place later this month. At a national level, the idea will be trialled in this season’s French League Cup and in the Mexican Primera División. In Brazil, the experiment will be conducted in regional competitions across five states.

The experiment involves placing one extra official at each end of the pitch to further help the referee when it comes to goalmouth incidents or goal-line decisions. The final say on such decisions remains, however, solely with the referee. A trial was already conducted during last season’s UEFA Europa League competition, and reviewed by the IFAB at a special meeting in Zurich in May.

The experiment with two additional assistant referees has been expanded.
Following those deliberations, the board said the experiment should be continued up until the 126th IFAB Annual General Meeting in 2012, but not limited to a single confederation.

In order to take part in the experiment, the various confederations, associations and regional federations have to adhere to four basic criteria established by the IFAB. Firstly, the experiment has to be conducted in member associations’ professional leagues and competitions or at confederation level, and be applied only in club competitions. Secondly, the experiment must be completed in time to allow a decision by the IFAB at its 2012 meeting. Thirdly, the additional costs incurred by conducting the experiment must be covered by the relevant league, member association or confederation and, finally, it is mandatory for all of the matches in the applicable competition to be officiated with two additional assistant referees.

The related issue of goal-line technology was not discussed by the IFAB at the July meeting, but will be on the agenda when the body holds its next Annual Business Meeting in October. The IFAB is made up of representatives from FIFA (who cast four votes when it comes to board decisions) and the four UK football associations (England, Scotland, Wales and Northern Ireland, who have one vote each). At least six votes out of the total of eight are required for any change to the Laws of the Game.

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List of competitions for which additional referees have been approved:
Thank you, South Africa, for hosting a FIFA World Cup™ to remember.
NEW BID CYCLES

The 2010 FIFA World Cup™ in South Africa is over and the FIFA U-20 Women’s World Cup in Germany has just finished, but the ball keeps rolling as FIFA is already collecting bids from its member associations to host one of its other World Cups between 2013 and 2015.

Bidding is open for member associations wishing to host the FIFA U-17 and U-20 Women’s World Cups in 2014, the FIFA Women’s World Cup™ in 2015 and the FIFA U-17 and U-20 World Cups in 2013 and 2015. Bid documents received by January 2011 will be considered by FIFA’s Executive Committee at its meeting a few weeks later in March. But what is it that makes for a successful bid?

In order to convince the decision makers to award them the hosting rights to a FIFA competition, bidders must fulfil a number of essential criteria. Government support for the football association and a harmonious relationship between the two parties are among the most important factors, as they inspire confidence and lend credibility to the organisation of the event. Of course infrastructure, such as hotels, stadiums, training venues, hospitals, IT, transport and communication plans, is vital in guaranteeing the smooth running of the event and providing a certain level of comfort and convenience to participants. Private-sector support, cooperation between the various stakeholders in football, the influence of the association and non-sporting support in the country also play an important role. All these factors will be analysed, evaluated and summarised in different reports by the relevant FIFA units and will serve as a basis for the final decision.

A great platform
Hosting a FIFA competition is a great opportunity for a country to showcase itself and is often beneficial in terms of football development, education and infrastructure. New Zealand is a case in point: having organised the FIFA U-17 Women’s World Cup in 2008, the image of women’s football in the country improved significantly, with the sport now considered an important, exciting and vibrant activity for many young women. “There’s a new belief amongst the public and government that the country can compete on the world stage and be a real force in the game,” says Frank van Hattum, President of New Zealand Football. “The government has funded a development programme for the years to come and numbers of female players are clearly up at grassroots level,” he adds. “This is a nice example of how a FIFA event has resulted in a boost for local football in a ‘smaller’ football association,” explains Jim Brown, FIFA Director of Competitions. “And I am sure that the huge success in terms of stadium visitors and media coverage of the recent Women’s U-20 World Cup in Germany will certainly be another incentive for other countries to enter the bidding process for FIFA’s other World Cups.”

To clarify the bidding process and facilitate the task of hosting, FIFA has simplified the application forms and is offering a number of workshops to explain the process and answer questions from the bidders. Jim Brown explained: “We are doing this to simplify the process and not to sacrifice or reduce the required quality.”

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FIFA WORLD | NEWS 19
1GOAL GAINS GROUND

During the 2010 FIFA World Cup™, “1GOAL: Education for All” cemented its status as the biggest cause-related campaign in football’s history by gaining many more supporters and even greater exposure.

Fifteen million people, over 200 football and celebrity ambassadors and 60 football clubs such as Manchester United, Barcelona and Inter Milan have signed up to 1GOAL. During the 2010 FIFA World Cup in South Africa, the 1GOAL campaign attracted one million signatories per week.

The 2010 World Cup was the first time that a sporting tournament had backed a political legacy, which was endorsed by South Africa President Jacob Zuma and FIFA President Joseph S. Blatter. The first-ever major political summit linked to a sporting event was held on the morning of the World Cup final, and was addressed by 1GOAL Ambassador and Bafana Bafana captain Aaron Mokoena. President Jacob Zuma hosted the summit, which was attended by more than 100 delegates including African heads of state from Kenya, Mozambique and Botswana.

1GOAL is calling on poor countries to increase their spending on education to 20% of their national budget and for a roadmap for all African children to be in school by 2014.

The education summit reinvigorated efforts towards achieving the Millennium Development Goals by 2015, noting that the UN Millennium Development Goal Summit would be a key milestone for making commitments. “While this World Cup summit hasn’t solved the education crisis today, it has insisted that the crisis must be solved. Millions of people have shown the yellow card to world leaders, demanding an end to the injustice that locks one in ten of the world’s children out of school. We hope that today will mark the first step on the path to an education for those children,” said 1GOAL President Kailash Satyarthi after the summit. Former German international and 1GOAL Ambassador Franz Beckenbauer added: “I have been involved in football for many years, but this year there is a real chance for the football world to make a positive mark that will last for generations. This summit kicked off a crucial few months in the 1GOAL campaign to put 72 million children into school, and our leaders must not back away from this urgent challenge.”

A whole host of prestigious ambassadors
Countries have also attracted thousands of new supporters by staging an impressive
A variety of events all across the globe. For example, the opening 2010 World Cup match was shown on big screens in all 64 districts of Bangladesh, and almost 1,000 people signed up to 1GOAL at a single stall in a shopping centre in Nairobi.

1GOAL also used many other events to raise awareness of the campaign. During the official FIFA World Cup Kick-Off Celebration Concert, 1GOAL was at the centre of attention around the world. Several 1GOAL films were shown between acts to captivate the viewers, and ambassadors such as former Nigeria international Jay Jay Okocha and South Africa’s Quinton Fortune came on stage to present the campaign.

Ambassadors have also been quick to sign up, with Eusebio, Franz Beckenbauer, Cristiano Ronaldo and Zinedine Zidane all putting pen to paper. This is not the casting of a movie with former winners of the Ballon d’Or, however, they are just some of the biggest names in the world of football who have decided to join the cause as 1GOAL ambassadors. Footballers have even got involved through social networks. Aaron Mokoena, Cristiano Ronaldo and USA goalkeeper Tim Howard all linked their Facebook pages to 1GOAL to show their support for the campaign, and from Cristiano Ronaldo’s profile alone, 1GOAL received 30,000 new sign-ups.

Celebrities from other walks of life have also shown great interest in the campaign. Mick Jagger is on board, as is K’naan, who has decided to wave the campaign’s flag. Other famous names have also been active, such as Colombian pop star Shakira, who visited a school in Soweto to experience school conditions in South Africa.

All of this has not been in vain, as the impact of the campaign is starting to bear fruit. Ghana has promised free text books and education material for all Ghanaian children, whereas Malawi and Zambia have both increased their spending on education to 20% of their national budget. Other countries are also increasing their commitment to education, such as the UK for example, who have pledged to increase their spending to GBP 1 billion, which will pay for 3.3 million children to go to school. In addition, the USA is set to increase its spending on basic education by several hundred million dollars, which would pay for two million children to go to school.

Efforts to promote “Education for All” will continue with a view to making a breakthrough with heads of state and governments on education funding at the United Nations Summit in New York in September.
ADIDAS PAINT AN AFRICAN LEGACY

With the 2010 FIFA World Cup™ now behind us, it could be easy to forget some of the many things which happened both on and off the field during the world’s most prestigious sporting event. Some things, however, are less easy to forget, such as the two African painters commissioned by adidas to paint the story of the World Cup and unravel the tournament from the first ball kicked to the lifting of the trophy.
Africa and painting have long been associated together, having started from a deep tradition of craftsmanship, creative flair and an inherent passion for producing beautiful pieces of art. Until recently, African painting acted as a primary communication tool used by tradesmen and local businesses to communicate their products and services to the community. The style of the paintings known as “Barber Shop” represents the world and environment in which they are created – one of colour, vibrancy and playfulness – and whilst technology is constantly on the continent’s horizons, this long-standing tradition remains a prominent pillar of African culture.

In tribute to this colourful African heritage, FIFA Partner adidas commissioned Paul Junior Kasemwana and Espoir Vyizigiro Kennedy, two aspiring painters from Africa, to paint Barber Shop-style paintings throughout the FIFA World Cup as part of their Live Quest campaign. The idea behind The Live Quest was to produce a painting each day of the tournament depicting a key moment – a vital goal, a moment of celebration or a moment of controversy from the previous day’s games – while at the same time celebrating the African painting tradition.

The two talented painters who embarked on this challenge come from humble backgrounds, having both grown up in small African villages, and are united in their passion for painting having been educated at the same school – the Academy of Fine Arts of Kinshasa in the Democratic Republic of Congo. During the tournament, Paul and Espoir were based at Jo’bulani Central, adidas’ headquarters throughout the tournament, and painted a staggering 65 paintings in total, including 32 player portraits, The Quest painting featuring 32 players from the 32 associations playing in the FIFA World Cup, as well as the iconic Jo’bulani FIFA World Cup Official Final Match Ball.

Each Live Quest painting created by Paul and Espoir was 270cm wide by 210cm high and adorned the walls of the convention centre in which they were created. As each day of the tournament passed, the paintings unravelled the graphic story of the tournament and filled the walls of the centre with colour and vibrancy.

With the addition of each new painting to the wall, a bidding war commenced with all the paintings being auctioned on eBay throughout the tournament and the proceeds being donated to Nelson Mandela’s 46664 Foundation. Happy about the positive response from the public, adidas CEO Herbert Hainer said: “The adidas African paintings are amazing pieces of art that reflect African culture and document the story of the 2010 FIFA World Cup. We hope that the funds raised from the sale of the paintings will support the long-term legacy of the tournament and the work of the Nelson Mandela Foundation.”

Following the close of the tournament, it is now possible to reflect on the work the painters have done and follow the story they have created throughout the tournament, from the hopes and expectations of every nation’s quest for the trophy through to Spain’s narrow victory in the final. The 2010 FIFA World Cup has now taken its place in history and the African paintings will ensure the tournament’s legacy continues long into the future.

46664 and the Nelson Mandela Foundation

Founded by Nelson Mandela and named after his Robben Island Prison Number, 46664 is the campaign vehicle of the charities established by Nelson Mandela, designed to inspire individual and collective action towards a better world for everyone. On 11 November 2009, the United Nations General Assembly passed a resolution inviting the world to celebrate Nelson Mandela International Day on 18 July – a day on which individuals around the globe are encouraged to devote at least 67 minutes of their time to doing something good for other people in honour of Mr Mandela’s own 67-year service to humanity.

PAINTER BIOGRAPHIES

Paul Junior Kasemwana, born in the Democratic Republic of Congo in 1982, is an established and well-respected painter and artist who graduated from the Academy of Fine Arts of Kinshasa before moving to Johannesburg in 2008.

Espoir Vyizigiro Kennedy, born in Burundi in 1976, moved to Durban in 2002, where he found an outlet for his passion for painting hair salon and shop signs, banners and portraits. He owns his own hair salon in the city but his artwork can be seen all over South Africa.
Everlasting Impression
All new Sportage

Kia, Official Partner of the 2014 FIFA World Cup™
A BIG HIT WITH THE FANS

From the Copacabana to the Eiffel Tower, International FIFA Fan Fest™ activities have been given a huge thumbs-up from those people who made the event a huge success – the fans!

This was the key finding from newly released research by international agency Sport+Markt, who interviewed visitors at all of the International Fan Fest cities with the aim of gaining insights into the fans’ experience of the events.

As reported in the August edition of FIFA World, FIFA chose to extend the official Fan Fest programme, rolling out huge public viewing events to World Cup fans in six major cities around the world. Rio de Janeiro, Mexico City, Paris, Berlin, Rome and Sydney were home to these events, welcoming visitors on every day of the FIFA World Cup™.

Over 3.5 million visitors attended the International FIFA Fan Fest across all six cities, with 99% of those in attendance believing that the event should remain a permanent part of the FIFA World Cup™. And the message coming from the fans is clear – “We’ll be back”. 94% of attendees promised to return to the event should it be staged for the 2014 FIFA World Cup™, which is to be held in Brazil.

Brazil’s FIFA Fan Fest™ programme will grow even further in 2014, when events are expected to be staged in at least all of the Brazilian Host Cities. With over 83,000 visitors at times attending this year’s event on the Copacabana beach, it seems that Brazil is fertile ground for future Fan Fests. The special nature of the Brazilian event was reflected with 91% of visitors describing their experience as “unique” and 95% enjoying the “emotional” atmosphere.

The International FIFA Fan Fest was clearly an event to enjoy together with friends and family, with fans attending the event with an average of four other people. Over two-thirds of visitors chose to attend the event with friends, but the International FIFA Fan Fest also appealed to the whole family, with one-fifth (20%) of all spectators going together with relatives, rising to 40% in Brazil.

Whilst the events were predominantly attended by residents of the Fan Fest cities (83%), the iconic locations of the events were able to pull in a wide selection of tourists, particularly in Berlin and Rome where over 10% of attendees were overseas tourists who fitted a visit to the International FIFA Fan Fest into their holiday schedules.

“The results of the research are emphatic in highlighting the success of the first-ever International FIFA Fan Fest,” said FIFA Marketing Director Thierry Weil. “I am delighted to see that our key target group, the fans, thoroughly enjoyed their FIFA World Cup experience all around the world. We are looking forward to exploring the possibilities to continue this event in 2014.”

For further information on the research study, please contact FIFA Marketing Communication & Research (marketingcomm@fifa.org).
HUGE HIT
FIFA.COM REACHES NEW HEIGHTS

Three times more football fans than ever before flocked to FIFA’s multimedia platforms during the 2010 FIFA World Cup South Africa™ to satisfy their seemingly insatiable desire for information on the sport’s showpiece event.

Driven by a South Africa-based editorial team of 23 different nationalities, FIFA.com provided unprecedented and unparalleled coverage of the FIFA World Cup™. This dedication to providing the best possible package for fans saw live coverage of each game through FIFA.com’s outstanding Emirates MatchCast application, with direct access to live player stats, FanChat and voting for the Budweiser Man of the Match.

With a host of digital experiences on offer to football enthusiasts around the globe, FIFA.com managed to triple its user base during the 31 days of the tournament compared to 2006, and cross the threshold of 150 million unique users in a single month. Page views totalled nearly seven billion, exceeding pre-tournament forecasts by 140 per cent. The word even spread as far as Antarctica, where eight unique users were known to have logged on during the month of June.

“We are approaching the first FIFA World Cup in which social media websites will play an important role in connecting everyone who cares about the game of football,” declared FIFA President Joseph S. Blatter prior to the tournament. And how right he was, as the addition of social networking tool Twitter also proved hugely successful. The FIFA President even launched his very own Twitter page, @seppblatter, allowing supporters from across the globe to read his views and opinions, which was very well received. Indeed, FIFA.com Twitter feeds, including @fifacom and @fifacomlive, attracted almost 250,000 followers over the course of the tournament.

Records came crashing down as FIFA.com set several new benchmarks during South Africa 2010. As the deciding games in the group stage came thick and
fast, so too did the number of visitors. On 23 June, a crucial day for the teams in Groups C and D, 16,396,253 unique users were recorded in just 24 hours as Slovenia, England, the USA, Algeria, Ghana, Germany, Serbia and Australia all discovered their fate, triggering a record 410,411,890 page views and smashing the previous highest figure of 286 million set six days earlier. That day, FIFA.com technicians reported one million hits per second at the height of the activity.

FIFA.com’s video offering during the FIFA World Cup, including match highlights, features and interviews, was well received with over 42 million video streams throughout the tournament. The highlights of Portugal’s 7-0 defeat of Korea DPR proved the most-watched video, recording 1,172,592 views, while Germany’s 4-0 defeat of Diego Maradona’s previously unbeaten Argentina in the quarter-finals and the Netherlands’ 2-1 victory over Brazil were also popular, attracting nearly 900,000 views apiece.

It was not just moving images grabbing fans’ attention on FIFA.com, however, with photographs of supporters from around the world, decked out from head to toe in their nation’s colours, also proving to be a big hit. The Fan of the Tournament section attracted over 2.4 million page views for its top five photographs alone, out of which came the competition’s winner, Portuguese superhero DinoSupremo, who won a Hyundai car after topping a poll of FIFA.com users.

Switzerland may not have enjoyed the most successful tournament, losing out to Chile and Spain in Group H in the pursuit of a place in the round of 16, but it did not appear to dampen the enthusiasm of their natives with 36 per cent of the Swiss population having accessed FIFA.com during the tournament. On the back of their unexpected success, New Zealand could claim to have seen 34 per cent of their population do the same, while Australia were not too far behind with 26 per cent.

Perhaps reflecting the success of their team in the 2010 FIFA World Cup, nearly 62 per cent of the internet population of Uruguay accessed FIFA.com during the tournament – approximately 24 per cent of the country’s total population, as did 54 per cent of those internet users living in the host nation.

The USA accounted for more than 20 per cent of the total number of unique users, with Germany, Canada and the United Kingdom attracting the next biggest shares. And it was dedicated followers like these who helped lift FIFA.com’s coverage to another level, providing 1,208,694 comments across all six language channels – English, Spanish, French, German, Portuguese and Arabic – as supporters interacted to discuss the issues of the day.

Furthermore, the FIFA.com Club gained 1,143,843 new members during the tournament – it now has over five million. Over one million FIFA.com Club members played the fantasy football game and almost 1.5 million created a Panini online sticker album. The huge demand from Panini followers saw 395 million virtual stickers unwrapped, with almost 119 million swaps being made, leading to a grand total of over half a million albums completed. Brazil proved to the hotspot for Predictor fanatics, with 17.5 per cent of all Predictor gamers coming from the next FIFA World Cup host nation, whereas fans from the UK were the ones revealed to be the biggest fantasy football enthusiasts.

Those millions of members will have plenty to look forward to – and comment on – over the coming months as FIFA.com prepares to provide exclusive coverage of the FIFA Club World Cup UAE 2010, the FIFA Ballon d’Or award ceremony, as well as next year’s tournaments, including the FIFA U-17 and U-20 World Cups as well as the FIFA Women’s World Cup™. Plans are also being made for the Preliminary Draw in Rio de Janeiro, which will start the race towards Brazil 2014.

Until then, club and international football will continue to be analysed in depth with a wealth of articles and statistics, including the website’s World MatchCentre, which offers live scores for top-flight games in 51 countries across the globe and offers the latest fixtures and results for a further 130. The action never stops – and with 24/7 coverage – neither does FIFA.com, as it seeks to put its users at the heart of the game.
FIFA World caught up with Mustapha Fahmy, who, after 32 years at CAF including 28 as General Secretary, will be joining FIFA in early October as the new Director of Competitions.

What does it mean to you to have been appointed Director of Competitions at FIFA?
It’s a great honour for me to occupy this position of responsibility within football’s governing body, knowing that competitions are FIFA’s main activities. Moreover, it is not easy to succeed Jim Brown, who has done a remarkable job for the last eight years. I have worked in the field of football for 30 years and I intend to bring my experience to FIFA. It’s a great challenge and I can’t wait to start.

Looking back at your 30 years with the Confederation of African Football (CAF), what stands out for you?
Overall, it was a positive experience. I worked alongside two great presidents: the late Ydnekatchew Tessema and Issa Hayatou. In recent years, under the leadership of Issa Hayatou, the face of African football has changed completely and taken on a new, broader dimension. Before, there were very few competitions on the continent and now there are lots of them. Moreover, the Africa Cup of Nations is one of the most-watched competitions in the world today, and I am proud to have contributed to that. I’m really sad to be leaving my old friends with whom I have forged a special relationship, but life is made of challenges and I have decided to take on this one.

What would you say will be the impact of the 2010 FIFA World Cup™ on African football?
I am more than happy with the progress of this World Cup. Many people were doubtful about the proper organisation of the competition but South Africa was quick to prove them wrong. The work was remarkable at all levels and this edition will remain forever engraved in our memories. I worked at Soccer City and I think this brand-new stadium is just amazing and it is now one of the biggest arenas in the world. In Africa, when we talk about football, there will be before and after 2010.

Cairo and Zurich are worlds apart... Are you looking forward to living in Switzerland?
I quite often visit the old continent and I was educated in a French school and I also have French origins (my grandmother is French), so I do not think that living in a European city like Zurich will be a real problem, particularly as my wife speaks fluent German. I have to admit that I’m eager to embark on this new experience.
The FIFA Technical Study Group’s report on the 2010 FIFA World Cup™ gives insights into how the teams played in South Africa, as well as into the formations and tactics that proved successful. The new world champions, Spain, were subjected to even closer analysis.

Anyone who is looking for the “secret” of how to win the World Cup will not find it in the TSG’s report, however. “Spain have a quite unique way of playing,” explained TSG Director Jean-Paul Brigger. “First and foremost, it is about taking up positions that allow them to impose their own game. Their game is all about the speed of execution, but it is also quite risky. At the moment, there is only one team that can play that way for the whole 90 minutes: Spain.” But before we take a closer look at the new world champions, let us first consider the TSG’s general observations and remarks.

The matches in the opening stages of the FIFA World Cup™ in South Africa tended to be tactical battles. The group matches, and particularly the opening games in each group, were extremely cautious affairs as teams played defensively and did not take too many risks when going forward. The exceptions to this rule were Argentina, Germany, Brazil and the Netherlands, who all started the tournament with the necessary self-confidence. Most teams took as few risks as possible and seemed to be intent on making sure that they did not lose their first match as this would put them under pressure for their next two matches. This was one of the reasons why only 101 goals had been scored by the end of the group stage (by way of comparison, there had been 117 by the end of the same stage in Germany in 2006). The TSG also →

Spanish coach Vicente del Bosque and his Dutch counterpart display mixed emotions during the 2010 FIFA World Cup final.
noted that strong defences had a say in the comparative lack of goals.

A quick glance at the statistics also reveals another reason for the teams’ defensive mindset: namely the fact that in 46 matches, the team that opened the scoring also went on to win the match. As there were also six goalless draws and another eight matches in which the team that conceded first came back to equalise, this meant that there were only four matches in which a team came back to win after conceding the first goal. The psychological effect of a lead was undoubtedly why teams wanted to avoid falling behind at all costs, and why they generally played it safe by making sure they were solid at the back. Taking the lead gives teams security and allows them to play their natural game. Denmark (v. Cameroon), Greece (v. Nigeria), the Netherlands (v. Brazil) and Uruguay (v. Ghana, on penalties) were all able to come from behind and win after going 1-0 down. Meanwhile both the USA (v. England and v. Slovenia, the latter from 2-0 down) and Italy (v. Paraguay and v. New Zealand) secured two draws after conceding the first goal.

Compact defences – swift transitions – aggressive attacking play

The TSG was of the opinion that this World Cup was yet another example of a general trend in international football as virtually all teams played with a compact defence and a zonal-marking policy. Some teams defended deep in their own half, whereas others pressed high up the pitch. Teams were also able to switch to man-marking if necessary (see figures 1 and 2).

“In modern football, it is difficult to get in behind the opposition defence as teams are very compact at the back with eight or nine players behind the ball. That is why teams now need outstanding individual players who can make their mark in one-on-one situations down the centre of the pitch but particularly down the wings, where they can drive as far as the opponent’s goal line to create the space that often does not exist down the centre of the pitch,” explained Gérard Houllier, technical consultant to the French national team and a member of the TSG.

The TSG also believed that the ability to switch quickly between defence and attack was a key factor. Counter-attacks were successful if teams could bypass the midfield quickly and play accurate final passes. Teams such as Germany, the Netherlands, Brazil, Ghana and Argentina were all specialists at doing this. These teams passed the ball around quickly, trying to take as few passes as possible to break down the opposition defence. It was also interesting to note that in the second and third phases of the tournament, far more goals were scored on the counter-attack.

Two well-positioned four-man blocks form a compact defence.
which was due to the teams being more attack-minded.

The TSG also explained that the successful teams boasted fast, tricky attackers who were dangerous in front of goal and had a healthy level of aggression. These players worked hard for their team, but it was often the individual quality of such players that influenced matches and paved the way to success. The TSG listed Uruguay’s Forlán and Suárez, Spain’s Villa, Torres and Pedro, and Germany’s Klose and Müller as examples of such players.

Congested penalty areas meant that traditional, high crosses were less successful in South Africa. Creative wing play was a popular way of creating space and goal-scoring opportunities. Teams who used this tactic needed good dribblers who were able to get to the goal line before cutting the ball back for advancing team-mates. Long diagonal passes were another way to pull opposition defences out of position.

A high number of goals (31) were created from balls played in behind the defence from the centre of midfield when defences were in a flat formation.

**Goalkeepers**
The goalkeepers in this year’s World Cup were not very consistent as excellent performances were followed up by inexplicable errors. They not only struggled to boss their penalty area and communicate with their team-mates but also experienced difficulties with shots from long range. The TSG had a number of explanations for this, from the quality of the shots on target, to the goalkeepers’ positional play and possibly also the ball itself, which picked up incredible speed. The latter explanation was indeed confirmed by many goalkeepers, but the TSG found this hard to accept as every team was given the opportunity to train with the new ball in the months leading up to the tournament. Instead, there were many instances of goalkeepers failing to get their body fully behind the ball, and in doing so, they risked seeing the ball gather speed and slip out of their grasp and over the goal line. The TSG praised Spain’s Casillas, Germany’s Neuer, Ghana’s Kingson and Nigeria’s Enyeama for their outstanding performances.

**Different formations**
The TSG also noted that the successful teams were all built around a well-drilled tactical system. All of the best teams had a well-organised defence that still gave the players the freedom to express themselves and use their own strengths while pushing forward.

Teams played with a back four, with the exception of New Zealand, Algeria...
and Chile, who had three-man defences. Ten teams had a starting formation of 4-4-2, but 4-3-3 was used by teams such as Mexico, Japan and Cameroon. Of the four semi-finalists, only Uruguay played in a formation resembling 4-4-2, whereas the Netherlands, Germany and Spain all used a 4-2-3-1 formation even though they all interpreted this system in their own way. Uruguay’s Forlán had a very specific role. Although he was in theory a striker, he was mostly given the freedom to play in an advanced midfield position. If the Netherlands’ Sneijder can be considered as part of the midfield, then the Dutch also operated in a form of 4-3-3.

The TSG was not of the opinion that it was the formation itself that was important, but rather a team’s loyalty to their chosen tactics, as proven by all of the successful teams. However, it should be noted that these teams were still flexible enough to be able to react to incidents during matches. Teams were also able to make adjustments to their systems when they needed to, such as when Uruguay brought on a third striker in their quarter-final against Ghana. Nevertheless, changing formation from one match to another did not help to create a sense of stability.

While analysing the matches, the TSG identified some general trends as well as the factors and characteristics that determined whether a team was successful or not.

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**TRENDS**

**Level playing field**
The teams’ impressive defensive work showed that there are no longer any “minnows” or “weak” teams. Every team is capable of beating each other, as proven by Switzerland’s win against Spain in their opening match, which was to prove the only Swiss’ victory as they exited the tournament at the end of the group stage. Rank outsiders New Zealand (78th in the May 2010 FIFA/Coca-Cola World Ranking) and South Africa (83rd) provided further evidence by finishing ahead of Italy (5th) and France (9th), respectively.

**Emergence of youth**
This World Cup showed that the outstanding youth development work of many associations is beginning to bear fruit at the highest level. Three of the four semi-finalists in 2010 are also regularly among the leading teams in youth competitions at confederation level and at youth World Cups. Furthermore, the average age of the semi-finalists’ players was nearly two years younger in 2010 than in 2006.

**Intelligent defending**
The TSG noted that teams did not only defend as a compact unit, but also showed intelligence by trying to defend close to their own penalty area without conceding fouls. Coaches were acutely aware that most teams now have free-kick specialists within their ranks. A pre-World Cup quote from Germany coach Joachim Löw underlined this perfectly: “In the next few weeks, we will train hard to try and make sure we don’t give away any ‘unnecessary’ fouls around our penalty area. Intelligent tackling will therefore be an important part of our training as we prepare for the World Cup.”

**Creativity and intelligent play**
Teams have to show creativity and intelligence in their play in order to get past or break down compact defences. Dribbles, dummies and tackles have always been the hallmark of good players, but modern football increasingly requires players to show a certain level of intelligence – whether they are defenders or attackers – if they are to read the game quickly, play a ball or intercept a pass at precisely the right moment to catch the opposition defence off guard. Players such as Iniesta, Xavi, Müller and Forlán are all excellent readers of the game as they can evaluate situations and anticipate how play will develop.

**Changing playing systems**
Intelligent and flexible players who have the ability to read the game enable their teams to adapt their playing system and react to situations during the match or a change in the scoreline. In doing so, they stay in control and never lose their composure. Argentina, Brazil, Chile, Germany, Ghana, Spain, Uruguay and the USA all showed impressive flexibility in their play.

**Playing as a unit**
The TSG also noted that successful teams always play as a unit when they are attacking as well as when they are defending. Players in these teams are always looking to support their team-mates. If attackers lose possession, they do not simply stand around waiting for the next pass, but immediately try to regain possession or drop back to help out in defence. Playing in this manner means that players have to have high levels of fitness. Full-backs also have a key role to play as they double up as defenders as well as wingers.

**Swift transitions**
As soon as teams have regained possession, they try to play the ball forward as quickly as they can as they know that their opponents are still on the front foot and could be disorganised and caught off guard at the back. Swift transitions between defence and attack are therefore a key part of modern football. Another TSG observation was the fact that successful teams always try to play...
forwards whenever possible, instead of sideways or even backwards. Spain, Germany, the Netherlands and Brazil did this particularly well, and in doing so, they kept the pressure on their opponents.

Paraguay (white) demonstrated some impressive pressing play during their narrow quarter-final defeat to eventual champions Spain.
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KEY TO SUCCESS

The successful teams at the World Cup generally had many of qualities highlighted by the TSG. They all boasted players with excellent technique and passing skills. They had all prepared well and were in shape for the tournament, and were also able to play at a high level of intensity without showing signs of fatigue or losing possession too easily. These teams were also balanced and had no obvious weaknesses. It was also clear that players with leadership qualities are capable of motivating their team-mates while working hard for the team. It was little surprise, therefore, that the TSG named Spain’s Iker Casillas as the best goalkeeper of the 2010 FIFA World Cup. He grew in strength from game to game and became a rock upon which his team could rely. As the captain of his team, his natural leadership and personality helped Spain capture their first World Cup crown.

As successful teams had intelligent players with the ability to read the game, they were also able to change the way they played during matches in an attempt to surprise their opponents. If their players sustained an injury or became tired, these teams knew that they could fall back on a strong substitutes’ bench packed with players who were the equal of those on the pitch. In other words, successful teams at the World Cup had virtually all of the characteristics that are required in modern football.

Nevertheless, most fans would have noticed that Spain had just that little bit extra. So is there a secret recipe or a specific key to success? In explaining Spain’s triumph, Jean-Paul Brigger said: “The Spanish have extraordinary players who are comfortable on the ball and have incredible technique. They keep the ball as long as possible, safe in the knowledge that if their opponents do not have the ball, there is no danger. Spain’s players keep the ball for a fleeting moment before passing it on to a team-mate. They are always in danger of losing the ball though.

Having said that, only one team can make the game look so simple at the moment: Spain. They are now reaping the benefit of their work at youth level over the years, and the fantastic performances of their youth teams shows that Spain will also be a force to be reckoned with in the years to come.”
EVERYONE IS A WINNER IN ALEXANDRA

It was precisely because of its status as one of the most socially deprived areas in South Africa that the township of Alexandra in Johannesburg was chosen by FIFA as the venue for the Football For Hope Festival.

By Alexander Koch

It was the first time in the history of the FIFA World Cup™ that a football festival had been included as part of the official programme – and in a township to boot. The Football for Hope Festival was opened by South Africa President Jacob Zuma and FIFA President Joseph S. Blatter, and was run along similar lines to the World cup itself. The focus of the festival, organised by FIFA, streetfootballworld, the Local Organising Committee and the City of Johannesburg, was very much on the participating organisations and their representatives rather than goals and glory. “FIFA and streetfootballworld launched the Football for Hope Festival to celebrate the social power of football and to acknowledge the contributions of organisations that have been particularly successful in using football to effect social change,” explained Federico Addiechi, FIFA’s Head of Corporate Social Responsibility.

The football tournament held on a small pitch amidst the corrugated iron shacks of Alexandra was the main event of the two-week programme for the 256 young participants from 32 countries. In a series of workshops the youngsters were provided with valuable information on HIV/AIDS prevention, an insight into
He has also been helped by Abraham Kuol, his coach at the Australian project Football United. More than anything, he has supported him in dealing with his situation as an immigrant and encouraged him to have a positive outlook on the future. Abraham, who is 38, is a role model for a lot of youngsters, having himself had to flee from soldiers as a young boy and walk barefoot for seven months from Sudan to Ethiopia. He lost many friends during the strenuous walk in searing heat and had to bury two of his siblings on the side of the road. He lived in refugee camps for five years.

"The days were very boring, but when we got some balls, we had fun, happiness and prospects. All at once, we felt like a community, because when we were playing with the ball, we were all the same. This sense of community gave me strength and courage, and that’s exactly what I want to communicate to these young people who come to Australia,” explained Abraham. He dedicates almost all of his free time to the Football United project, encouraging children and passing on his experience. In return, he receives a small allowance which comes in handy as he has to support his wife and two children as well as his parents, siblings and another ten relatives in Sudan.

Although the Alexandra locals were not familiar with the backgrounds of the participants, from the beginning they welcomed them with open arms and followed the first international sports event in their township with excitement and pride. About 2,500 spectators attended the festival each day, as well as 400 media representatives.

The 32 mixed teams played a total of 173 12-minute matches on a small pitch, scoring an average of 3.15 goals per match – considerably more than the stars at the World Cup. On top of that, not a single yellow card was shown. Eight-year-old Thabo, who sat in the stands with his two younger sisters, knew why: “There are no referees here. The players raise their hand when there’s a foul and then there’s an automatic free kick. If the other team doesn’t agree, they have to talk it through. If they can’t reach an agreement, helpers come to mediate.”

The final between Kenyan side Mathare Youth Association (MYSA), whose activities include waste disposal and Aids education, and Nigerian organisation Search and Groom, which promotes social integration in deprived neighbourhoods of Lagos, was full of drama right until the last second, and it was only on penalties that a winner emerged. In the end it was the Kenyans who got to hold the trophy aloft and celebrate victory. On stage, they congratulated the founder of the MYSA, Bob Munro, who had cheered his team on throughout the tense match. “When the team take the trophy home next week, each child in the huge Mathare slum will grow a couple of centimetres with pride,” said Munro.

The noise was again deafening at the closing ceremony when the team from the Cambodian organisation Spirit of...
Soccer, which educates children on the danger of landmines, won the fair play prize. All the teams and spectators were delighted for the likeable young team, who got the biggest applause of the tournament. streetfootballworld founder Jürgen Griesbeck was visibly moved: “Just look at how happy everyone is. The youngsters have understood that this is about far more than winning. They have assumed their responsibilities, are serving as role models for others and will be the leaders of tomorrow.”

So what will the Football for Hope Festival leave behind in Alexandra? What will the young participants take back home with them? For many of the participants, this was the first time they had left their country or even their community. The trip to South Africa boosted their self-confidence, increased their self-awareness and understanding of the world around them, and enhanced their status in their families and communities. “The Football for Hope Festival gives these young people and many thousands of children in shanty towns the world over a sense of hope. It produces little heroes who bravely lead the way and serve as role models for countless others,” said Bob Munro of MYSA. Meanwhile, Federico Addiechi emphasised that Alexandra would be left not only with the football turf pitch, but also one of the 20 Football for Hope Centres, providing young people continued access to sport and social programmes.

Then there is also the legacy left by FIFA’s Partners, who are committed to supporting the Football for Hope movement. Sony, for example, left behind more than 4,500 televisions and around 350 laptops, many of them in Alexandra. “The long-term benefits are not always easily quantifiable,” stressed Federico Addiechi. “The confidence boost that the people of Alexandra have been given as the hosts of this extremely successful event is at least as important and valuable. This will motivate them to undertake their own projects and complete them successfully.”

“It is very difficult to demonstrate the long-term effects of an event like this, but at the MYSA we have repeatedly observed, over the last two decades, that the children who take part in things like this get more involved and share their enthusiasm and motivation with their families and communities,” explained Bob Munro. Successful long-term development is only possible if it is led by the people themselves, which is why it is so important to engage and motivate young people to be active. And that is exactly what an event like the Football for Hope Festival achieves.

Sure enough, the Alexandra team have already started to develop their own fair play football league, which will soon be attracting positive attention to the community once more. The FIFA World Cup has moved on, but the Football for Hope Festival leaves behind hope, motivated young people, concrete projects and a small contribution to social progress.
MORE THAN JUST A GAME

The FIFA World Cup™ did not just bring fans flocking to the stadiums or keep them spellbound in front of their TV sets – it also captivated celebrities and famous names from the worlds of sport, politics, business and society, and encouraged them to visit the host nation. The FIFA World Cup is one of the world’s leading sporting events and also has an increasingly important role to play in society, which makes it a unique platform for everyone.

FIFA President Joseph S. Blatter: “I was particularly pleased by the visit of the Secretary-General of the United Nations, Ban Ki-moon. About six years ago, his predecessor, Kofi Annan, called upon sports associations to help the international community reach the Millennium Development Goals. FIFA then set up the Football for Hope movement to use football to promote social development. The United Nations also believe football has a key role to play in social development, and I am delighted that we will be continuing our outstanding partnership.”

Jacob Zuma, South African President: “The FIFA World Cup in South Africa is attracting the world’s attention, so it is the ideal platform to tackle and discuss urgent current issues. That is exactly why we are hosting a summit on education here and now, because we believe that the first FIFA World Cup on African soil should leave a positive legacy, particularly in the area of education. There is nothing more important than education.”
As world football’s governing body, FIFA is fully aware of its immense responsibility to society and fully committed to doing all it can in this respect. Since 2005, FIFA has been working with various partners, including the United Nations, in the Football for Hope movement to support local organisations that work to promote social development in their region through football. This commitment is the basis of sustainable cooperation with global organisations. The FIFA World Cup is therefore a platform that can be used, in particular, to draw attention to football’s importance to health and education. At the World Cup, FIFA President Joseph S. Blatter took the opportunity to talk and exchange ideas with various leaders.

BAN KI-MOON
The Secretary-General of the United Nations was a guest of honour at the opening match of the World Cup. The United Nations is aware of football’s importance, and full of praise for FIFA’s commitment to society.

“With its Football for Hope movement, FIFA has clearly demonstrated a desire to work not only for the development of football but also for development through football. The United Nations shares FIFA’s belief in the power and potential of the World Cup to support development and peace in Africa. I firmly believe that Africa could be seeing its renaissance with the staging of the World Cup in South Africa.”

DAVID CAMERON
The UK Prime Minister, David Cameron, followed the FIFA World Cup in South Africa very closely. He is convinced that sport plays an important role in today’s society, and in a letter to the FIFA President, he wrote:

“I am delighted to see the World Cup being played in Africa and I believe that, through the power of sport, we can elicit genuine social change for the better. The inspiring scenes from South Africa act as a timely reminder of this.”

BILL CLINTON
Former US President Bill Clinton has long been committed to social issues, particularly through his foundation and various other initiatives. In 2009, FIFA joined the Clinton Global Initiative, which brings governments together with private businesses, non-governmental organisations and leaders, placing emphasis on actions rather than words.
QUEEN SOFIA OF SPAIN

Queen Sofia of Spain spent six years in Cape Town during the 1940s and was delighted to retrace her steps during the FIFA World Cup. As part of her stay in South Africa, she attended the final but also visited the Football for Hope Centre in Khayelitsha and spoke to the youngsters there. A ball was placed on the penalty spot and the Queen could not resist putting her own skills to the test.

“Football is an attractive sport,” she said, “and in these centres, it is used as an effective tool for education thanks to the work carried out in the local community.”

KOFI ANNAN

Former UN Secretary-General Kofi Annan said that he is delighted that FIFA has helped the United Nations with their Millennium Development Goals through the Football for Hope movement and by setting up Football for Hope Centres. He also said that he was envious of FIFA’s ability to get the whole world’s attention so easily thanks to the World Cup.

“FIFA manages to get the whole globe’s attention. People follow the game fanatically and I wish I could get the same concentration elsewhere – I would get governments to compete on human rights, on democracy, on the fight against corruption and for everyone to know how their countries are doing in these areas.”

DESMOND TUTU

For Nobel Peace Prize-winner Archbishop Desmond Tutu, the World Cup was a very moving and emotional time, especially as football is so popular with the people who suffered for so long under apartheid. Tutu battled tirelessly for many years against the policy of racial separation, earning international recognition for his efforts.

“This country has come so far. We were once a country with apartheid, but now we are the proud hosts of a FIFA World Cup. The children who died or were wounded during our struggle will now be smiling – wherever they are. This is all the fruit of their work. Their blood was not spilt in vain.”
BUILDING ON 2010

South Africa’s football leaders are confident that the 2010 FIFA World Cup™ will have a lasting impact on the game in their country – both at club and international level.

By Mark Gleeson, Cape Town

The conclusion of the 2010 FIFA World Cup was always going to be a bitter-sweet moment for South Africans, as pride in their successful hosting of the tournament combined with a feeling of sorrow as world football’s biggest party finally left town. For the national administrators of the game, however, these remain exciting times as they seek to maintain the momentum produced by the FIFA World Cup™ and use it to boost domestic interest in both the league and the national side.

Football has long been the most popular game on the African continent, but the diverse ethnic backgrounds of the South African population has meant that, in this African nation at least, the sport has traditionally had to vie for attention with a host of other sports including rugby, cricket and golf. The staging of the 2010 FIFA World Cup has the potential to change that, however. As well as boosting the image of South Africa in general, the event has ensured that the game and the country are now synonymous.

Although the South African national team, Bafana Bafana, narrowly failed to make it past the World Cup group stage, the spirited nature of their performances – most notably in holding Mexico to an opening-day draw before beating former world champions France in their final game – surpassed the expectations of many South African fans and has provided a solid base for the South African Football Association (SAFA) to build upon.

As part of its efforts to nourish the game further, the association has pledged to increase its commitment to developing grassroots football and youth team activities, and has already introduced a programme aimed at identifying talented young players earlier than has been the case in the past.

At the senior level, a new coach has been appointed, with Pitso Mosimane stepping up from his role as assistant to former national team coach Carlos Alberto Parreira, a move which was generally praised by the country’s media for both signalling a new start for the team and preserving some continuity from the reasonable success of the 2010 campaign. Mosimane was quick to establish himself as his own man, setting out a vision for the next four years which he believes will culminate in his team’s qualification for the 2014 FIFA World Cup™ in Brazil.

“The road to 2014 will not be an easy one,” acknowledged SAFA’s chief executive officer Leslie Sedibe. “We are mindful of the challenges ahead, especially after having staged a very successful FIFA World Cup in our country. We are also sending a message to our team that there is no room for complacency when we face any of our opponents in the qualifiers. We must prepare adequately.”

The association already pulled off an impressive marketing coup in persuading...
Ghana, the most successful African side at the 2010 edition, to return to South Africa to play their first post-tournament friendly against Bafana Bafana in August. Capitalising on the popular acclaim that surrounded the Black Stars’ run to the tournament’s quarter-finals, the game drew a crowd of almost 50,000 to Johannesburg’s Soccer City stadium. Fortunately, Mosimane’s men did not disappoint – clinching a 1-0 win over the Ghanaians thanks to a first-half goal from Katlego Mphela.

As attention switched to the qualification campaign for the next Africa Cup of Nations, SAFA President Kirsten Nematandani insisted he was confident about his country’s footballing future. “Some people may think we are silly and getting ahead of ourselves,” he told FIFA World, “but we can dream and push towards that dream. We want to be the leading soccer nation in Africa and eventually the first African nation to play in a FIFA World Cup final.”

Shared dream
The dream of becoming Africa’s top football nation is also shared by the people in charge of South Africa’s Premier Soccer League (PSL), which has already made great strides in recent years towards attaining a truly international standard of professionalism. A healthy television market in the country has helped dramatically and two years ago the satellite pay channel SuperSport bought the rights to the league for some USD 160 million, reportedly the seventh-biggest television deal with any league in the world.

Substantial increases in revenue for the clubs have already helped several teams to bring in coaches with high-level international experience and have also helped the league become more attractive to players, both in terms of retaining local talent for longer and “importing” players from other countries in increasing numbers – with a Latvian international defender, a Japanese striker, increasing contingents of West Africans and the usual batch of exciting Brazilians among the recent arrivals helping to spice up interest in the PSL.

Having already built up a massive following among the country’s majority black population, the league’s administrators are now looking to build on the success of the 2010 FIFA World Cup which saw thousands of rugby and cricket fans from South Africa’s other ethnic communities showing a new interest in the “beautiful game”. This is the market that the PSL now wishes to add to its existing audience. The iconic stadiums left over from the 2010 event, the much-improved infrastructure and the general post-World Cup enthusiasm should all provide extra leverage.

Of course marketing a FIFA World Cup, with all the accompanying global interest, is a very different proposition from drawing in new spectators to the lower-profile South African league. Just as with SAFA, however, the league’s administrators have been working hard to maintain football fever in the country.

Explosive start
To ensure an explosive start to the new season, the league kicked off with a double-header at Cape Town’s Green Point stadium, with newly-promoted local side Vasco Da Gama taking on Orlando Pirates before Ajax Cape Town opened their own campaign against Bloemfontein Celtic. Taking place as this issue of FIFA World went to print, the event was expected by league officials to easily sell out the stadium’s 52,000 capacity.

Soccer City, the venue for both the opening match and the final of the 2010 FIFA World Cup, was also sold out in August when a record league crowd of 87,001 attended the season’s traditional curtain-raiser, the day-long Charity Cup tournament, won this year by Soweto giants Kaizer Chiefs (pictured opposite) and also featuring Orlando Pirates, Mamelodi Sundowns and Durban side AmaZulu.

“We will certainly be building on the momentum of what was a wonderful World Cup with great memories for everyone,” insists Kjetil Siem, the chief executive officer of the league. “Obviously now people will ask, what is it that the PSL is going to do? That will motivate us further as we step up our efforts to bring the fans back into the stadiums. We want to see all the people who were at the World Cup coming back and experiencing more.”

As well as bringing back World Cup fans, the league will also be looking to draw in many hundreds of thousands of football fans from poorer areas who did not get a chance to follow the World Cup action from the stands. The refurbishment of stadiums in places like Botshabelo, Athlone in Cape Town, Mamelodi in Pretoria and across Soweto means that much better equipped medium-sized stadiums are also available to the country’s professional clubs.

And while the league and the national association obviously have their own separate sporting and marketing strategies for the coming years, there are also clear overlaps between the two organisations. For instance, the fact that Bafana Bafana relied heavily on local PSL-based players during the 2010 campaign is seen by league officials as extremely helpful as they now look to carry the success of the World Cup into the domestic league season. “There is no doubt that having so many national team players based in the PSL will give us an even better brand image,” says Siem.

Clearly, the 2010 FIFA World Cup demonstrated a massive appetite for the game in South Africa. Feeding that appetite over the long term may still require some mouth-watering football exploits by both Bafana Bafana and the country’s top clubs, but at least the table has been professionally set and the main ingredients are all now in place.

**“We want to be the leading soccer nation in Africa and eventually the first African nation to play in a FIFA World Cup final.”**

South African Football Association
President Kirsten Nematandani
New standards were set and records were broken, but most of all our appetites were whetted for 2011 as hosts Germany marched to victory at the FIFA U-20 Women’s World Cup 2010 in front of an enthusiastic home crowd.
Despite missing out on the biggest prize at the FIFA U-20 Women’s World Cup 2010, Nigeria’s Falconets and their coach Ndem Egan can still be proud of their achievements. Thanks to their impressive dynamism and much-improved order and discipline in their defensive and attacking play, Nigeria were able to make considerably better use of their potential. Defending champions the USA were to discover this to their cost during their quarter-final defeat by the Falconets on penalties, and in the final Germany also had difficulty gaining the upper hand.

Egan has his own explanation for the progress made by Nigeria’s women footballers: “Some of our players were also at Chile 2008. We have profited from this experience. My team went into the tournament with greater strength and maturity.” This was particularly noticeable of Ebere Orji. Just 17 years old, the forward was one of the outstanding players at the FIFA U-20 Women’s World Cup and after finding the net in the 1-1 draw with Mexico, she also achieved the unusual feat of being on the scoresheet in three different FIFA competitions, the other two being the U-17 Women’s World Cup in New Zealand and the previous U-20 Women’s World Cup in Chile.

“This success is very important for women’s football in Africa. It shows that continuous, hard and focused work pays off in women’s football too,” said Egan. Thanks to their efforts, the Falconets have now laid down a marker.
Debutants Colombia won a place in fans’ hearts at the FIFA U-20 Women’s World Cup 2010 thanks to their attractive brand of football, with their fourth-place finish the biggest success in the history of Colombian women’s football. In the wake of this achievement, coach Ricardo Rozo believes that Colombia are ready to take the lead in South American women’s football.

“Women’s football is now played in all cultures,” said FIFA President Joseph S. Blatter with great pleasure on the eve of the final of the FIFA U-20 Women’s World Cup 2010. And the football being played is good. For the three weeks of the tournament, the crowds rewarded this with great shows of enthusiasm: football chants, rhythmical clapping and Mexican waves accompanied all the matches. With the summer temperatures and good mood, the tournament, which can be viewed as a successful dress rehearsal for the meeting the world.

Before, nobody knew us, but now we have earned respect,” explained Colombia’s U-20 women’s coach Ricardo Rozo after his side’s narrow defeat in the match for third place. Meanwhile, his South Korean counterpart Choi In-Cheul said: “Today was an important day for South Korean women’s football. In the last few years, women’s football has developed and improved significantly. That was clear to see at this tournament – the standard was very high. I am very proud that we finished in third place.”

Nigeria’s coach Ndem Egan told FIFA World: “The Falcons demonstrated the improvement in African women’s football. From now on, Nigeria will be seen as something of a role model for women’s football in Africa.”

Even higher standard

The potential is certainly there, as in addition to technical skills, his team was capable of well-structured attacking play and intelligent and flexible defending.

Rozo put the basis of his team together two years ago. “It’s an outstanding team. The players are technically skilled, they can follow instructions, and they represent their country with passion and joy,” he said.

After triumphing at the 2008 South American U-17 Championship, Colombia then gained valuable experience at the FIFA U-17 Women’s World Cup in New Zealand. “That experience paid off here in Germany. We know each other well and always stick together,” Lady Andrade told FIFA World. The supremely gifted 18-year-old, who stood out on account of her dribbling and energetic play, was already in confident mood in the group stage: “We can challenge for the trophy,” she said, and subsequent events did not prove her wrong.

“Our goal was to reach the final. That would have been a massive achievement. Unfortunately we lost the last two games, but we have shown Colombian women’s football to the world and earned some respect,” said Rozo before the journey home to South America. “Our people are proud of us!”

The Bronze, Silver and Golden Balls for the three best players were claimed by Kim Kulig (Germany), So Yun Ji (Korea Republic) and Alexandra Popp (Germany).
of the world’s elite next year, was the perfect combination of a great atmosphere in the stands and attractive football on the pitch.

Talented young players like Korea Republic’s Ji So Yun and Colombia’s Lady Andrade won the fans’ hearts thanks to their spirited performances and individual skills. The attacking play, quick-fire passes and spectacular dribbling as well as the visible tactical improvement in many teams made the tournament an all-round success for fans and experts alike. “We were very impressed with how fast, flexible and tricky the players were. Overall, the standard of the tournament has improved, in terms of both the physical ability and the psychological maturity of the players,” said April Heinrichs, the former coach of the USA women’s team and a member of the FIFA Technical Study Group (TSG).

Appetites whetted
It was hosts Germany who really left their mark on the competition. With six wins in six matches, coach Maren Meinert’s charges confidently marched to the title, deservedly raising the coveted trophy aloft. No other team combined technical, tactical and physical skills as ably as captain Marina Hegering and her team-mates. As for the outstanding individuals, Alexandra Popp scored at least one goal in each match, finishing the tournament with ten to her name, making her the standout player of the tournament, following in the footsteps of the USA’s Sydney Leroux, who wowed everyone in Chile two years ago.

“It was a lot of fun playing in front of our home crowd, and our dream of winning the final came true. Looking ahead to the Women’s World Cup next year, I hope that a lot of the players manage to make the step up to the senior team. They have a lot more hard work ahead of them. I hope that they can do it,” said Meinert. This FIFA U-20 Women’s World Cup certainly whetted appetites for the big event next year, and the football world now knows the excitement that is in store. The huge smile on Alexandra Popp’s face will soon be matched by those on the faces of thousands more players and fans at Germany 2011.

Two Asian teams travelled to the FIFA U-20 Women’s World Cup 2010 with big ambitions in the form of former world champions Korea DPR and the ever-improving Japanese. However, thanks to their very mature playing style and individual class, it was actually the South Koreans who sprang one of the biggest surprises in Germany.

When he spoke to FIFA World, coach Choi In Cheul was visibly proud to now be challenging the North Koreans, Japanese and Chinese. “The gap has closed. That was clear at this tournament.” Korea Republic’s recipe for success at the FIFA U-20 Women’s World Cup was a short passing game with strong tackling and tactical discipline. Star forward Ji So Yun was particularly convincing. The 19-year-old number 10 was a constant threat, terrorised opposing defences and also shone in front of goal, scoring eight times and winning the adidas Silver Boot as well as the Silver Ball. “I don’t have a real role model at the moment in men’s or in women’s football. I would like to develop my own style so that I myself can be an idol,” she explained in an interview with FIFA World, thus perfectly illustrating South Korean football’s new-found confidence. Among other factors, Choi attributes the sudden improvement to the school system imported from the USA: “The school system has greatly increased the level of interest in women’s football and has led to many more school teams being founded as early as primary school level,” he said.

Nevertheless, the coach sees more potential for improvement: “Korea has yet to fulfil its potential because there are still too few teams. When I get back, I will ensure that more teams are founded, so that Korean football can hold its own in the future.”
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INDIVIDUAL TICKETS

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* Authorized reductions include children and young people under 17 years of age as of the beginning of the tournament (26 June 2011) and not the date of registration or purchase.
LOOKING AHEAD TO THE HIGHLIGHT OF 2011

“Y
ou can feel the excitement everywhere. I am incredibly proud and happy,” beamed Steffi Jones after seeing the FIFA U-20 Women’s World Cup draw to a successful conclusion in Germany. The 37-year-old President of the Local Organising Committee was so thrilled by the attractive football on show and by the wonderful atmosphere in the stadiums that she said: “I just wish that I was 20 again. I would have loved to have played here, and I would now be looking forward to next year’s World Cup.”

Her words were full of pride, but they also underline the continuing success story of women’s football all around the world. The U-20 players who were on view in Germany won the fans’ hearts with their professionalism, dedication, passion and personality.

**Pride**

After the colourful, spectacular and thrilling festival of U-20 women’s football in Chile two years ago, this latest clash of the world’s best U-20 women’s teams showed once again that the women’s game continues to go from strength to strength. It is a fact that is not lost on Jones. “We can be proud of the attendance figures, of the spectators and of our sponsors,” she said. “I would like to thank them all. But we cannot rest on our laurels, we now need to use the popularity of women’s football and make sure that people keep looking forward to next year.”

The main event, the FIFA Women’s World Cup 2011™, is still ahead of us and it promises to be an event of the highest quality in an incredible atmosphere.

**Good sign**

The fact that the FIFA U-20 Women’s World Cup 2010 broke all attendance records for the event showed just how much the fans are already looking forward to seeing whether the reigning world champions, Germany, will be able to defend their title next year. “We were delighted that it wasn’t just the usual football fans who came to the games, but also a high number of children and families,” said Jones. “We succeeded in creating a friendly, fun and family-oriented atmosphere. The way this tournament was received bodes very well for the Women’s World Cup next year.”

Single match tickets for the Women’s World Cup, which will be played between 26 June and 17 July 2011, will go on sale on 15 September 2010. "Women’s football has come so far, but there is still a long way to go. Nevertheless, FIFA President Joseph S. Blatter is delighted with how the game has developed and he also sees a bright future for women’s football. “I have no doubt whatsoever. Germany 2011 will prove that there is a place for women’s football. Not only in the international match calendar, but also on the pitch.”

Steffi Jones is now looking forward to next year’s FIFA Women’s World Cup™.
ECLIPSING THE WORLD CUP FINAL

It takes a lot to drag a football fan away from watching the FIFA World Cup™ final, but the even rarer spectacle of a total eclipse of the sun presented the inhabitants of Easter Island with a viewing dilemma on 11 July, as self-confessed "eclipse freak" Ross Bennie explains.

By Ross Bennie, Easter Island
When the brightest stars in the football firmament came together to contest the final of the 2010 FIFA World Cup™ at Johannesburg’s Soccer City on 11 July, an estimated 700 million viewers were tuning in from all over the planet to follow the match on their television sets. On the South Pacific’s famously remote Easter Island, however, football fans were torn between watching Spain’s eventual victory over the Netherlands or instead casting their eyes skywards to witness the rare occurrence of a total solar eclipse.

Taking place whenever the moon lines up precisely between the earth and the sun, such eclipses create a shadow which traces a narrow track across the world. Provided the skies are clear, anyone standing in this zone at the right time will see a total eclipse, with the sun completely hidden behind the moon, usually for less than five minutes.

Although solar eclipses happen every 18 months or so, they are often visible only from the ocean or on uninhabited land. The eclipse over Easter Island, beginning just as the regular 90 minutes were being completed in Johannesburg, will not be repeated in this part of the world for another 2,400 years – a long wait indeed for any islander who chose to stay indoors and watch the game. The lack of any public viewing events in this isolated spot, more than 3,500 kilometres west of South America, meant a straight choice between one event or the other.

Among the international tour group with whom I was travelling, there was an understandable preference for what was taking place above our heads. The weather was good and the setting magnificent – on a beach complete with palm trees and the carved stone moai statues for which Easter Island is famed. Although a single cloud rolled by half way through the eclipse, all of us “watching geeks” were happy to have seen as much as we did.

The problem came in trying to get the football score after the eclipse was over. Most of the other members of the group were Americans who, in spite of their team’s good performance at the tournament, appeared to have little interest in the final. Even my reference to a “football pitch” confused them, as they thought I was talking about some strange combination of American football and baseball.

It goes without saying that there was no signal on my mobile phone and none of the local police on the beach were equipped with radios. The locals in a nearby car park could not help either since there is no radio reception on the north side of the island. Hope appeared in the form of a guy talking on a satellite phone, but it turned out to be a Russian man, whose team had not qualified for the 2010 FIFA World Cup and whose conversation had nothing to do with finding out the winner of the Spanish-Dutch showdown. It was only five hours later, after returning to the hotel, that I finally learned of Spain’s 1-0 victory.

Serious fans
The next morning afforded a better opportunity to speak to some of the Easter Islanders who had not been tempted away from their TV screens by the celestial manoeuvres of the day before, and discover just how seriously the locals take their football. Although it will probably take more than →
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2,400 years for an Easter Island team to make it to a World Cup final, many of the fans FIFA World spoke to said they had got involved in the 2010 final by attaching themselves to Spain – on the fairly convoluted grounds that their former colonial masters in Chile were supporting the Netherlands, because their former colonial masters were Spain…

Besides keeping a keen eye on the international football scene, the Easter Islanders have a strong passion for the sport themselves, both in the informal kick-abouts that can be seen in the streets and on the beaches all around Hanga Roa, the island’s only town, and also in the local league – it has to be local, given that their nearest neighbours are on Pitcairn Island, over 2,000 kilometres away! The league usually involves around ten teams each season, the majority of them temporary and often made up of seasonal workers.

The only permanent members of the league are Hanga Roa and Moeroa, representing the north and south sides of the town, which has a permanent population of about 4,000. Apparently the local derby between the two teams does not rank alongside the likes of Rangers v. Celtic, or Manchester United v. Manchester City when it comes to sheer intensity. But as one local fan pointed out, it can be compared in at least one way to the meetings of AC and Inter Milan since, just like the Italian giants, Hanga Roa and Moeroa share the island’s one and only regulation football pitch.

The Estadio de Hanga Roa is a better venue that you might think, complete with floodlights and three tiers of bench seats on two sides of the ground. And, once again, the location is breathtaking, set right beside the Pacific Ocean and underneath the watchful eyes of those unusual moai spectators. Last year, the venue staged Easter Island’s first-ever appearance in the Chilean Cup, a match which drew almost the entire population of the island to the touch lines to see top Chilean side Colo hand the local team a 4-0 lesson in football.

Easter Island may strike some football supporters as a strange place to be during the FIFA World Cup, especially when being there meant missing the final match. But if there is one thing that unites ardent football fans as well as eclipse aficionados, it is surely that feeling that you simply have to be at the big events. For true eclipse chasers, the partial eclipses that occur when only part of the sun is covered just do not cut it. Some have witnessed a 99 per cent partial eclipse and have come away unimpressed. It is a little like standing just outside a football stadium and complaining that you cannot see the pitch.

Only those inside Soccer City really experienced the World Cup final on 11 July, and only those of us on Easter Island could really say that we saw the eclipse. Fortunately, there are no eclipses due during the 2014 FIFA World Cup™, so at least in four years’ time we can all concentrate fully on the football.
FROM BUST TO BOOM

Creating a successful professional football league virtually from scratch can be an arduous and painstaking process. With the help of FIFA’s development experts, however, football leaders in Myanmar were able to create just such a set-up in a matter of months.

By Raphael Morgulis

Football has been played in Myanmar for over one hundred years, the first national competition having been held in 1895 and the first division established in 1900. It took until 16 May 2009, however, for the first match between professional clubs to be organised in Myanmar. “This was the culmination of a process that started only a few months earlier on 1 September 2008,” explained Myanmar Football Federation (MFF) General Secretary Tin Aung with pride. During his visit to the Home of FIFA in June this year, he told FIFA World how the MFF had progressed from an amateur league to a professional league that now attracts large crowds.

Until recently, the first division championship attracted small crowds – 2,000 spectators per match on average – and remained relatively anonymous. “For a long time, football in Myanmar was really just a team and a coach, no more,” said Aung. “The clubs were not attached to fans but rather to the civil service, such as the police team, or the finance and customs teams.”

The federation was unanimous in its determination to improve the situation and turned to FIFA for concrete support.
in changing the structure of elite football in the country. Through the Member Association Professionalisation Programme, FIFA provides expertise, advice and support to associations that wish to modernise their structures, organisation, leagues, marketing strategies or other areas.

In September 2008, a FIFA delegation arrived in Yangon to carry out an evaluation of football in Myanmar. In collaboration with the MFF, a road map was adopted containing ten proposals to develop football while putting the main focus on the first division and the clubs.

“What made a difference was FIFA’s commitment to work alongside us, our own determination to effect change, and the support of the government,” said Aung. “And of course the clubs had to get involved, participate and embrace the project. The fact that this transformation was achieved in less than ten months was only possible thanks to teamwork.”

Following the establishment of the new Myanmar National League (MNL), regulations governing the league and the clubs were drawn up, establishing among other things the conditions for participation. “In the past, our football was too centralised and clubs were lacking a local dimension. To get the public more involved, we asked the owners to set up their clubs with real local roots. Looking at the great impact this had on the fans, we are going to keep this model for the moment.”

“Then we arranged for the best local players to be distributed equally among the new clubs, establishing categories of players. In addition, each club was allowed to sign five foreign players. But we are going to reduce that number in the future because first and foremost we want local football to be strengthened.”

On 17 March 2009, the MFF, the league and the clubs reached an agreement on the regulations, organisation and season of the Myanmar National League. The clubs were announced and the signing of the first local professional player – Thiha Sithu, the national team goalkeeper, who signed for Delta United FC – was covered in a press conference.

The media schedule was carefully planned to create a sense of anticipation at national level ahead of the kick-off of the championship, with the media covering a number of events, such as the confirmation of the match calendar and the signing of sponsors.

“We wanted each club to have a truly local dimension so it has a real impact on the fans.”

Tin Aung

The stage was set for the Myanmar National League to make its debut. On 16 May 2009, the very first professional match in the history of Myanmar football was played between Zayar Shwe Myay FC and Yangon United FC in Yangon and attracted 29,000 spectators. “In the past, only the national team could hope to attract crowds of that size,” said Aung. “From the first match, the fans came in their thousands.” Indeed, in the first season of the MNL, stadiums registered an average attendance of 13,000 spectators, and the first champions, Yadanabon FC, received a triumphant reception from their local fans. This change is also reflected in the revenue figures: during the 2008-09 season, ticket sales for matches totalled USD 45,000, but that figure increased more than fivefold in the 2009-10 season, with sales of more than USD 250,000.

The media also played their part, with extensive coverage in the press and live television broadcasting of 13 of the 29 matches played. “Before 2009, there was no live football on television, but all that changed when our league turned professional. There was also delayed coverage of four matches, and we reached an agreement with the broadcaster for the broadcast rights. During the season in 2010, two matches are to be broadcast live each weekend.”

The next challenges facing the MFF are to promote the professional management of clubs, including the creation of a licensing system, to develop the standard of elite football by participating in the AFC Champions League and, once the elite level has been strengthened, to apply the positive dynamic to the youth level. At present, youth football is managed largely by the Department of Education, the schools and the universities. “Our federation has to get involved with young players at grassroots level and organise activities for them,” explained Aung.

on the back of the extraordinary success of the Myanmar National League, there is no doubt that the MFF will accomplish this task.
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### MEMBER ASSOCIATIONS

#### ASIA

The Asian Football Confederation (AFC) has decided to hold its next Congress in Doha, Qatar, on 6 January 2011 – one day before the kick-off of the AFC Asian Cup Qatar 2011. The proposal to hold the Congress immediately before the Asian Cup was put forward by AFC President Mohamed bin Hammam with the aim of involving all 46 AFC member associations in the confederation’s flagship tournament for national teams. “This is a great opportunity for us to invite all our member associations to be part of this great celebration,” said Bin Hammam, following the approval of his proposal at a 30 July AFC Executive Committee meeting. Gathering at the AFC’s Malaysian headquarters, the Executive Committee also ratified a number of recent decisions by various AFC standing committees, including the formation of an AFC Coaches Committee.

#### AFRICA

The South African Football Association (SAFA) has named the deputy of former trainer Carlos Alberto Parreira, Pitso Mosimane, as the new coach of the senior men’s national team (*Bafana Bafana*). Mosimane, who guided Supersport United to two trophies between 2001 and 2006, served as *Bafana Bafana* deputy coach since 2006. After being presented with the new coach’s “comprehensive” four-year plan, SAFA said it expected the national team to qualify for upcoming major competitions under Mosimane’s stewardship, including the Africa Cup of Nations in 2012 and 2013 and the 2014 FIFA World Cup Brazil™.

The Confederation of African Football (CAF) will hold its annual round of committee meetings later this month at the CAF headquarters in Cairo, Egypt. The discussions are due to get under way on 15 September with the meeting of the confederation’s Inter-club Committee, followed by further deliberations on a wide range of topics, including women’s football, futsal, beach soccer, refereeing, medical matters, media and marketing. A two-day gathering of the CAF Executive Committee on 22-23 September will bring the meetings to a close.

#### NORTH & CENTRAL AMERICA AND CARIBBEAN

The Confederation of North, Central America and Caribbean Association Football (CONCACAF) has announced the dates and locations of its qualifying tournament for next year’s FIFA Women’s World Cup™. Formerly known as the CONCACAF Women’s Gold Cup, the Women’s World Cup qualifying tournament will be held in Mexico from 28 October to 8 November with eight teams in contention for a maximum of three qualifying spots for the FIFA Women’s World Cup 2011™. The tournament’s two finalists will automatically progress to next year’s big event in Germany, while the third-placed team will go into a play-off against the fifth-placed team from the European qualifiers. The draw for the tournament also took place in August with Mexico, Canada, Trinidad and Tobago and Guyana all placed in Group A. Defending champions the USA, who have won every edition of the competition which they have participated in, were drawn in Group B alongside Costa Rica, Haiti and Guatemala.

Trinidad and Tobago celebrated their highest finish in an international women’s competition when the *Soca Princesses* took the silver medal at the 2010 edition of the Central American & Caribbean Games. It was the first time that the multi-sports event, which takes place every four years, had featured a women’s football competition and Trinidad and Tobago rose to the occasion – winning three of their five matches in the round robin contest to finish second behind tournament hosts Venezuela.
**SOUTH AMERICA**

Brazil have appointed Mano Menezes as the new head coach of the country’s national team. The 48-year-old succeeds former Brazil captain Dunga, who stepped down as head coach following the team’s 2010 FIFA World Cup™ quarter-final exit against the Netherlands. Menezes never played football professionally but has an outstanding record as a coach. In the last six years, he has worked at only two clubs – Gremio and Corinthians – which is an unusual achievement in a country where the turnover of coaches is phenomenally high. During that time, Menezes helped revive the sporting fortunes of both clubs and is now being expected to achieve similar feats with Brazil, as they aim for a sixth World Cup title, and their first on home soil, as hosts of the 2014 FIFA World Cup. Menezes got his new job off to a winning start, steering the South Americans to a 2-0 away win over the USA in August with a squad that boasted 11 previously uncapped players and just four veterans of the 2010 FIFA World Cup. In naming his new-look squad, Menezes said that the door was still open to the players whom he had omitted, including Kaká, Júlio César, Lúcio and Maicon, but warned that age might catch up with some of them by the time 2014 came around. “Time goes on and the queue keeps moving,” the new coach pointed out.

**OCEANIA**

The Fiji Football Association has launched a new project together with the country’s Sun newspaper, aimed at further promoting football on the island. Every Wednesday, the newspaper will distribute a free eight-page supplement, entitled “Fiji Football News”.

A blessing ceremony has taken place ahead of the next phase of development at the Pago Park headquarters of the Football Federation of American Samoa (FFAS). The impressive facility was opened in 2007, as part of the FIFA Goal programme, but was badly damaged just two years later when a series of earthquakes and tsunamis devastated parts of American Samoa, Samoa and Tonga. The latest phase of the project, which includes an upgrade of the international playing field and extension to the FFAS offices, is expected to be completed by October.

**EUROPE**

European club competition got under way even before the final whistle had sounded at the FIFA World Cup™, with the continent’s smaller clubs taking part in qualifying matches in the hope of playing on a bigger stage and perhaps even reaching the group phase of the UEFA Champions League. Maltese champions FC Birkirkara raised the bar for clubs from the Mediterranean island by becoming the first Maltese club to win three successive matches in the UEFA Champions League qualifying rounds. Birkirkara won both of their first-round matches against Santa Coloma of Andorra before beating Slovakian champions MSK Zilina in the first leg of the second-round tie in Malta. The Slovaks took their revenge in the return leg one week later, knocking Birkirkara out of the competition. Nevertheless, the Maltese side set a new standard, and demonstrated the growing potential of Europe’s “smaller” nations in club competition.
The traditional lull in action following the completion of the 2010 FIFA World Cup™ ensured that there was little change in the August edition of the FIFA/Coca-Cola World Ranking, with world champions Spain heading up an unchanged top 13. Only two international matches took place during the time period used to calculate the latest ups and downs, both of which were friendly games that ended in home victories. Trinidad and Tobago beat Antigua and Barbuda 4-1 in Macoya on 21 July, while Botswana saw off Zimbabwe 2-0 in Gaborone on 4 August.

As a result of the relative inactivity, virtually all of the moves of note – whether up or down the ranking – were due to points won in previous years dropping in value. The USA (18th, down 5) were the biggest victims as their four victories at the CONCACAF Gold Cup 2009 were all devalued. Further down the standings, Ukraine (24th, up 1) and Mexico (25th, down 1) traded places. Colombia (36th) and Bolivia (50th) gained only a few points, but it was enough to see both teams climb three places. The only teams to jump more than three places were El Salvador (86th, up 4), Namibia (115th, up 4) and New Caledonia (154th, up 8).

While there was little movement among the individual teams in the ranking, the latest edition included some notable changes to the way the ranking itself is calculated with three adjustments being made to the confederation weightings, which are based upon the results of the three previous FIFA World Cups™. The addition of the 2010 results (and removal of the 1998 results) brought a boost for teams from South America, Africa and North, Central America and the Caribbean – all of whom will now receive a slightly higher weighting for the matches they play over the next four years. The revised weightings are now: Europe 1.00, South America 1.00 (+0.02), CONCACAF 0.88 (+0.02), Africa 0.86 (+0.01), Asia 0.85, Oceania 0.85.

The next edition of the FIFA/Coca-Cola World Ranking will be published on 15 September and is expected to involve a good deal more movement, since it will include the results of the more than 50 international friendlies which were played on 11 August.

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### What Counts Towards the Ranking?

The results of all matches at “A” international level are taken into account by the World Ranking. These matches include:

- FIFA World Cup™ final competition matches
- FIFA World Cup™ qualifying competition matches
- Continental championship final competition matches
- Continental championship qualifying competition matches
- Friendly matches

Ranking points are calculated on the basis of the following criteria:

- Points for a win, draw or defeat
- Type of competition (multiplication factor)
- Strength of opponents (multiplication factor)
- Strength of confederation in question (multiplication factor)

To ensure that the FIFA/Coca-Cola World Ranking reflects the reality of world football, the results a team has recorded in the previous 12 months are the most important. Results from previous years are also taken into account, but their value decreases on an annual basis until four years after the match was played (100% of ranking points for matches in last 12 months, 50% for matches played 12—24 months previously, 30% for 24—36 months and 20% for 36—48 months) at which point the result no longer has any impact on the ranking.
US WOMEN STAY TOP, DANES BREAK INTO TOP TEN

Just as with the men's version, there was little movement in the latest edition of the FIFA/Coca-Cola Women's World Ranking, which saw the USA continue to lead an almost unchanged top ten. The US women played two matches against fourth-placed Sweden during the three-month period used to calculate the latest standings, drawing the first 1-1 before winning the second 3-0. Second-placed Germany and third-placed Brazil kept their previous positions, with neither side in action during the three months.

The only change in the top ten came at number 10, with Denmark (10th, up 1) dislodging China (14th, down 4), who now occupy their lowest-ever position in the ranking. Australia were also on the up, climbing three places to 11th after a win against Japan and a draw against Korea DPR to achieve their best-ever ranking. Further down the ranking, Guyana (85th) are also worthy of mention, as this is the first time they have ever been ranked. This brings the total number of teams in the women's world ranking to 117.

While some of the top teams may not have been in action, there were no fewer than 75 women's "A" matches played in the three months leading up to the publication of the latest ranking, the majority qualifying matches for next year's main event, the FIFA Women's World Cup Germany 2011™. Currently, only four teams have booked their places (hosts Germany, Australia, Korea DPR and Japan), promising an intriguing second half of the year.

The next FIFA/Coca-Cola Women's World Ranking will be published on 19 November 2010.
FIFA CALENDAR SEPTEMBER-OCTOBER 2010

3-7 September  Fixed dates for international matches
5-25 September  FIFA U-17 Women’s World Cup, Trinidad and Tobago
8-12 October  Fixed dates for international matches
25-29 October  FIFA committee week, Zurich
28-29 October  FIFA Executive Committee, Zurich

FIFA WOMEN’S WORLD RANKING – KEY CRITERIA

- Result of the match
- Home v. away, or neutral ground
- Importance of the match
- Difference between the teams in WWR

The FIFA Women’s World Ranking was first published in July 2003 to rate some 150 FIFA member associations on the basis of several factors including victories, home advantage, the strength of the opposition and the importance of matches. The ranking is published four times a year. According to FIFA’s Big Count survey in 2006, 26 million women and girls around the world currently play football.

ELECTIONS

The following member associations have elected or re-elected presidents since the last issue of FIFA World:

- Bolivia  Carlos Alberto CHÁVEZ (re-elected)
- El Salvador  Carlos MENDEZ FLORES CABEZAS
- France  Fernand DUCHAUSSOY (acting)
- Malaysia  HRH Sultan AHMAD SHAH (re-elected)
- Grenada  Cheney JOSEPH
- Japan  Junji OGURA
- Libya  Salaha Eddin M. EL ARBI (re-elected)
- Malta  Norman DARMANIN DEMAOJ
- Nigeria  AMINO MAIGARI (acting)
- Somalia  Nor MOHAMUD (re-elected)
- Syria  Forouk SEREIH

* team provisionally listed in ranking
** team inactive for more than 18 months and therefore not ranked
When Switzerland and Mexico took to the pitch in Porto Alegre’s Estádio dos Eucaliptos on 2 July 1950, many of the 4,000 fans in the crowd would probably have been unable to believe their eyes. For while the Swiss were clad in their traditional red shirts and white shorts, the Mexicans were wearing blue-and-white striped shirts. Mexico? In blue and white? Yes, it was true … but for one match only.

The regulations for the 1950 FIFA World Cup™ stated that “Each team shall wear the colours of its National Association”. To ensure that teams did just that, they were asked to inform FIFA before the tournament got under way of the colours they would be wearing. The Mexicans complied with FIFA’s request, but in a rather unique way – instead of writing to FIFA to confirm their colours, they sent a small painting. So contrary to popular belief, Mexico have not always played in green shirts, as they did at this year’s FIFA World Cup. As this picture shows, Mexico actually wore red at the 1950 edition, until they met Switzerland in their final match in Group 1, which was a dead rubber as neither team could progress to the next round. As Switzerland also wore red shirts, and as teams did not have reserve kits in 1950, the regulations stated that lots would be drawn to determine which team would play in a change of kit so that the match officials and fans could tell the teams apart. It was Switzerland’s name that was pulled out of the hat, leaving Mexico to play in colours other than their traditional red. But where could they find new shirts at such short notice? As red was also the colour of Sportclub Internacional, the home team at the Estádio dos Eucaliptos, the Mexicans had to wear kit belonging to another local team from Porto Alegre, Esporte Clube Cruzeiro, whose blue-and-white shirts did not clash with Switzerland’s red. In the end, the match is remembered as being the first time that Mexico played in blue and white in the World Cup rather than for the actual match itself, which Switzerland won 2–1.

The inspiration for this Archive article came from Cláudio Dienstmann, a reader in Brazil, who contacted us to point out that the 1978 FIFA World Cup™ was not actually the first time that a team had played in shirts belonging to a local club (see June/July issue of FIFA World, “Eight Decades of Intrigue” article). Many thanks for pointing this out!
Colores de la Selección Nacional Mexicana para la Copa del Mundo 1950.
COMING UP
In the October issue of FIFA World

TIME FOR BRAZIL
ATTENTION TURNS TO 2014

MAHATMA GANDHI – FOOTBALL HERO
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