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SPECIAL EDITION

DUBAI

APRIL 2010

INSIDE

**Q & A with
SportAccord President**
Hein Verbruggen

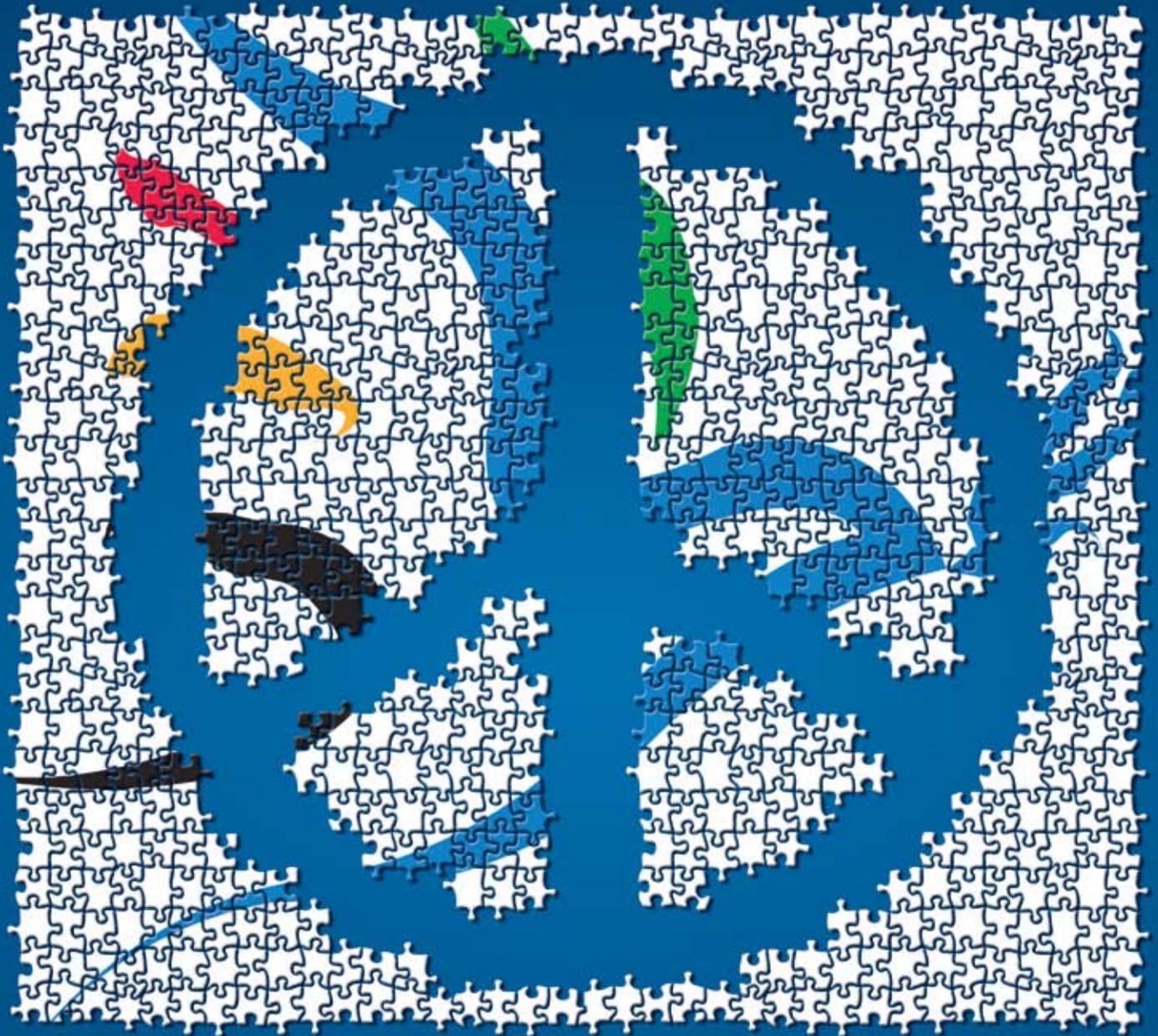
The Presidents Speak
What's Ahead for the
Federations

Bidding for the Games
2018 Cities

World Football Insider
World Cup Bid Power Index



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A Note from the Publisher

Sheila Scott Hula



We are pleased to be here for the eighth edition of SportAccord – and proud that ATR has been on the scene of each and every session, providing unparalleled coverage of this important gathering for our readers.

Like SportAccord, ATR also has shown impressive growth and is now the undisputed leader in news about the Olympics. As *The Guardian* (U. K.) put it in February, "... Around The Rings has long been the most influential internet presence on the Olympics."

Nothing can replace years of on the scene coverage of events -- knowing the players, and who and what is important. That's where ATR excels. Whether it's the IOC, international federations, world media, marketing companies, sponsors or law firms, Around the Rings.com is the first – and last – stop for accurate, in-depth reporting about the Olympic Movement.

A few years back, we began to explore opportunities for expansion and realized no one was doing for football what ATR does for the Olympics. In June 2009, we launched World Football Insider.com, which soon became the "go-to" source for news about the world's most popular sport.

This year, we are also pleased to include a section dedicated to World Football Insider in this magazine. With the decision for 2018 and 2022 coming on the heels of the World Cup, we know you'll find WFI Editor Mark Bisson's compelling review of the nine candidates insightful and helpful.

But before the FIFA board meets in December to choose the host nation or nations, there is the World Cup in South Africa. The action doesn't begin until June 11, but WFI and ATR will be on the scene, filing reports beginning in mid-May. Half a dozen South African freelancers will help Mark Bisson and UK correspondent James Corbett keep our readers up-to-the-second in this historic series. Sign up today for our free bulletins that alert you to important developments in the business of football.

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Interview: SportAccord President Hein Verbruggen



SportAccord President Hein Verbruggen tells *Around the Rings* the umbrella association for international sports federations is fulfilling its mission statement one year on from its rebranding and relocation to Lausanne.

SportAccord now employs 10 staff in Lausanne and Verbruggen says its role in supporting and promoting the interests of its 104 members is more important than ever, in large part due to the repercussions of the economic downturn.

"We have clearly seen that the challenges for IFs are getting bigger, challenges that federations are simply not able to have the financial and human resources to address," Verbruggen told ATR.

Protecting the autonomy of federations against governmental interference and combating the scourge of doping and illegal betting in sport remain central pillars

of the SportAccord mission following its rebranding from the General Association of International Sports Federations (GAISF) in March 2009.

"There is an increasing awareness among federations that through SportAccord they can better address these things together and we can help them," he said, adding that the organization's anti-doping department was working proactively to help federations become compliant with the World Anti-Doping Agency's new code.

Verbruggen is hopeful that a new online video platform for federations known as the 'Sports Hub' will be launched in Dubai, the interna-

tional convention taking place in Dubai this month. It is aimed at offering IFs, particularly smaller federations, the opportunity to widen their global fanbase via the online resource.

"We have invested in that and offer it to all the federations so they can promote their sports. Smaller sports who cannot afford to do that [screen video on their websites] themselves will have a SportAccord Sports Hub offering the possibility to have their fans in all parts of the world able to watch the sports they want to watch," he said.

Another initiative launched by SportAccord in the past year is the organization of multisports events, the first fruits of which are the 2010 Combat Games in Beijing scheduled from Aug. 28 to Sept 4.

The first SportAccord Combat Games, which includes 13 martial arts and combat sports, both Olympic and non-Olympic, will also operate a cultural program that aims to reflect the social and cultural values of these sports. Verbruggen said around 1,200 athletes would participate in the eight days of competition.

He described preparations for the Games as "fantastic". "We will have top Games," he said.

Following his role as chairman of the IOC coordination commission for the Beijing Olympics, he added: "I know first-hand that from an organizational standpoint there will not be many problems at all. It is important to set the standards very high from the beginning."

Crucially, SportAccord has generated around \$2.5 million from the sale of marketing and TV rights for its inaugural Combat Games, revenue which will be reinvested in increasing level of services to IFs, Verbruggen said.

The success of the Combat Games would determine when the next edition is staged.

"If it is a big success, we might do it every two years," he said.

He is keen to push forward with plans for future multisports Games. "Most of our federations do not have Olympic Games. They are looking for top Games and we want to develop that."

Looking ahead, Verbruggen disclosed to ATR that he is close to signing a contract to stage SportAccord's first Mind Games that would be held in autumn 2011. Chess is expected to be among the sports on the program.

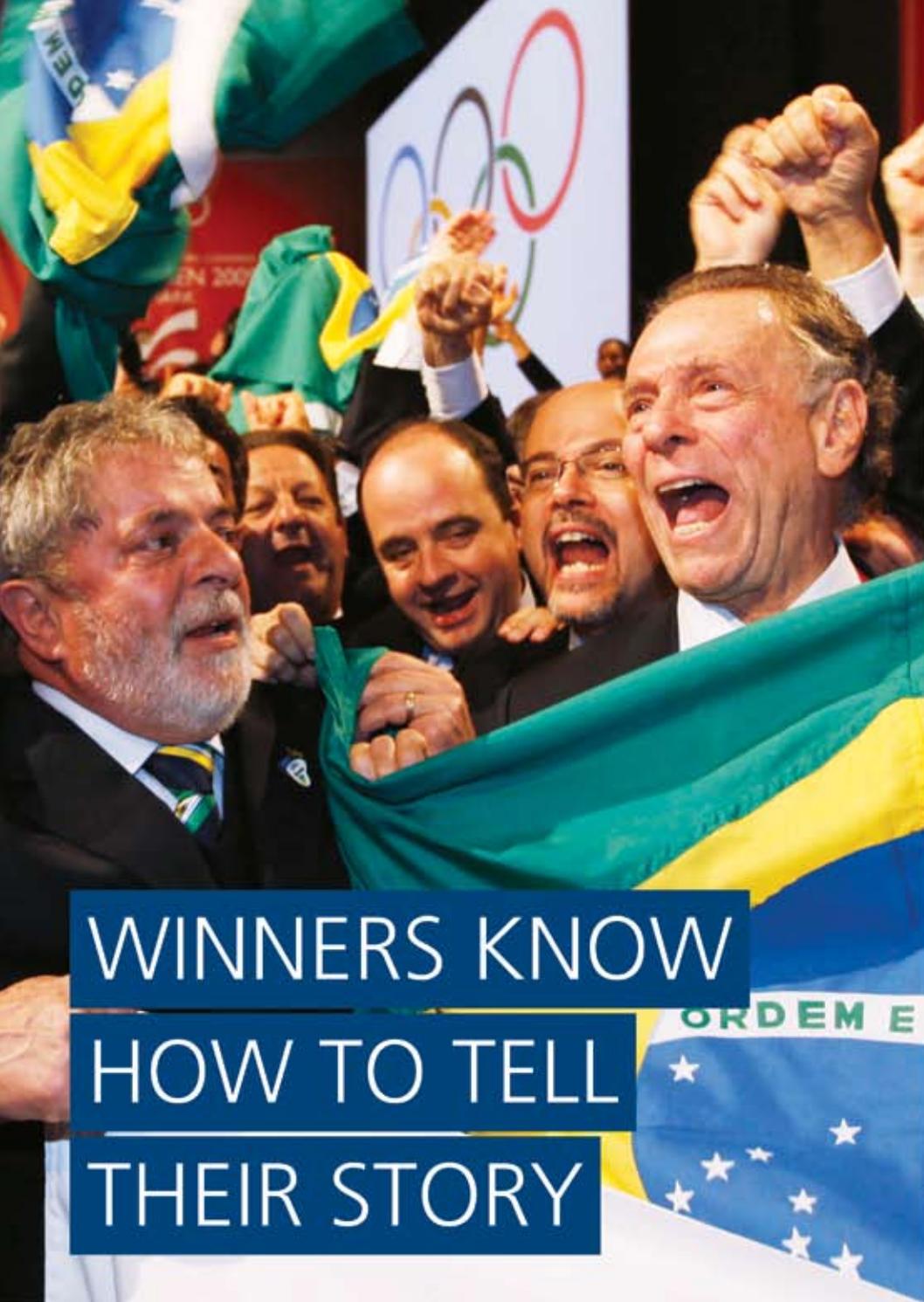
Verbruggen also revealed his ambitions to stage the SportAccord Beach Games "before the end of 2012".

He does not know how many federations would be involved but said there has been "huge interest".

SportAccord's member federations will be updated on the multisports Games strategy at its general assembly taking place on the sidelines of the international sports convention of the same name in Dubai. ■



Written by
Mark Bisson



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2018 Bid Cities

Bidding for the Games: Munich Leads Race for 2018 Olympics

With the campaign for the 2018 Winter Olympics in its early stages, Munich remains ahead of PyeongChang and Anney in the latest rankings by Around the Rings.

The Bavarian bid offers a strong team, good infrastructure and experience in winter sports.

PyeongChang is not far behind, based on the experience of two previous bids that almost succeeded. But unless it steps up its game, the third time will provide more disappointment.

In its favor, the South Korean bid has the distinction of offering to host the Winter Games in a new country, eager to boost winter sports.

Anney is clearly the dark horse in the race, lacking a powerful raison d'être to return the Olympics to the same part of France that hosted the 1992 Games in Albertville.

A panel of technical experts is reviewing the initial files of the three cities. The report from the panel goes to the IOC Executive Board which will determine if any of these bids should be cut. But unless the experts expose a fatal flaw in the applicant files, all three will stay in the race for the last 12 months of the campaign. The IOC will vote for the 2018 host on July 6, 2011, in Durban, South Africa.



Speaking of past Olympics, Munich may have the cachet of offering the IOC the chance to bring the Winter Games for the first time to a city that hosted the Summer Olympics.

The Munich team has been in place for almost a year. Its leadership is dynamic and well-spoken, including CEO Willy Bogner and chair Katarina Witt, who brings glamour and acclaim as an Olympian.

The president of the DOSB -- the German NOC -- is Thomas Bach, an IOC vice president -- and a possible contender for IOC president in 2013. None of the IOC members associated with the other bids wield the influence among IOC colleagues that Bach does.

Germany has the biggest population base of Winter Olympic sports fans of the three as well as the most advanced system of winter sports clubs.

Weak Points:

Opposition appears to be minimal, but the bid could face concerns if naysayers grow in number. Opposition so far seems to center on environmental concerns.

Another Winter Olympics in Europe, right after Sochi, could make the timing wrong for Munich. Garmisch, though 70 years ago, has already hosted the Games.

Distances between Munich and Garmisch-Partenkirchen, as well as to the sliding venue at Koenigssee, mean more venue-to-venue travel time as well as the need for three Olympic Villages.

Munich Fits City and Mountains Model

Strong Points:

Since 1998, hosts for Winter Olympic Games have been good-sized cities that offer amenities such as hotels and transportation hubs, with ski and sliding events held at mountain venues some distance away.

Munich is the only one of the three bids that fits that model. That will provide an advantage when it comes time to house and transport Olympic guests.

In the mountains, the winter sports resort of Garmisch-Partenkirchen (about an hour from Munich) is well-known for hosting elite competitions every year. It was also the site of the 1936 Winter Olympics.



PyeongChang Builds, Will They Come?

Strong Points:

With this third consecutive bid for the Winter Olympics, PyeongChang can show that it is delivering promised improvements made during past bids.

With some venues already built and two world championships (biathlon and snowboard), PyeongChang brings more experience hosting Olympic winter sports than did Sochi when it was chosen in 2007.

PyeongChang provides the IOC with the chance to bring the Winter Games to a new part of the world, helping to grow winter sport.

The great success of South Korea at the Vancouver Olympics shows Korea is a major player in Winter Olympic sport.

While a two-hour journey from Seoul, once in PyeongChang, all venues are minutes apart, the most compact of the three venue plans.

Weak Points:

The bid has yet to find a charismatic figure to lead the PyeongChang bid effectively in the international arena, a weakness faced in the past two bids.

While located in a scenic part of Korea, PyeongChang does not yet offer the range of hospitality amenities expected by Western guests, such shopping, dining or other diversions.

PyeongChang's location near the East Sea could mean weather complications, which have affected past ski events in the mountains. PyeongChang would be the third Winter Olympics in a row held near sea level.

South Korea will need to improve its performances in other winter sports ahead of a possible Olympics. Alpine and Nordic events, as well as hockey, are sports in which Korea has a low-profile.

Low-profile also applies to the two IOC members from South Korea. Neither have the influence or prestige of IOC members from France or Germany. The controversy over IOC member Kun Hee Lee which includes a presidential pardon for embezzlement charges and the IOC lifting its two-year suspension of Lee, is a bell that cannot be un-rung.

In terms of time zones, PyeongChang is the worst of the three bids for TV broadcasters in North America and Europe, the biggest markets for the Winter Olympics.

Anney Debut in Olympic Arena

Strong Points:

The Anney Olympics would be held under the backdrop of one of world's iconic landmarks: Mont Blanc towers over the Haute Savoie region where the Games would be held.

Anney itself, a lakeside city of 52,000, offers a picturesque setting.

Chamonix, the location for alpine events, sits in the shadow of Mont Blanc and carries the distinction as the host of the first Winter Olympics in 1924.

The bid is led by Anney native Edgar Grospron, who in 1992 won the first Olympic moguls competition. Just 41, he is the youngest bid leader among the three and the only Olympic medalist in the group.

Great location for European TV audiences, OK for North America.

Weak Points:

Like Munich, Anney may suffer from trying to stage another Winter Olympics in Europe four years after Sochi, especially with a proven bidder from Asia offering a viable alternative.

Another challenge is the "why" for Anney, when Albertville, 40km away, hosted the 1992 Winter Games.

At 52,000 in Anney and 9,300 for Chamonix, the bid has the smallest population base of the three 2018 contenders.

Good roads link the region, but the biggest transport hub for Anney is 30km away – in Geneva, Switzerland. Along with depending on Switzerland for the airport gateway, hotels would be needed in Geneva, adding the complication of border crossings and the necessity of agreements with the Swiss.

It's the first time for Anney to bid and the team may not have the experience of PyeongChang to understand how the bidding game is played.

Anney is missing the public involvement of the two French IOC members, notably Jean-Claude Killy. Killy, respected as an Olympic great as well as an expert on staging the Winter Olympics (he was Albertville CEO), is occupied as chair of the IOC commission overseeing preparations for the 2014 Winter Olympics in Sochi.

Conference Programme 2010

City Forum

Tuesday 27th April 2010

13:00-13:10 Welcome and Introduction to Session One

Gregg Moss, *Television News Anchor/Reporter*, KUSA-TV/NBC Affiliate, Denver, Colorado

Session One: Facilities

13:10-14:00 Panel Discussion

Moderator: Peter van Gend, *President major Events*, Siemens One, Siemens AG

Jon Coxeter-Smith, *Partner*, head of Global Sports Group, Davis Langdon

Alpaslan Baki Ertekin, *General Director*, Istanbul Sport Events Co

Joel F. Finlay, *Global Lead-major Sport Events*, KPMG LLP

Ronald Froehlich, *President*, International World Games Association (IWGA)

Robert J. Johnson, *MRAIC, AIA, Principal*, National Sport Practice Leader, Cannon Design Architecture Inc.

14:00-14:30 Case Study: London Long-Term London's 2012 Balancing the Needs of the Games with the Long Term Legacy

John Armitt, *Chairman*, Olympic Delivery Authority

14:30-15:00 Coffee Break

15:00-15:10 Welcome Back and Introduction to Session Two

Gregg Moss, *Television News Anchor/Reporter*, KUSA-TV/NBC Affiliate, Denver, Colorado

Session Two: Adding Value

15:10-16:00 Panel Discussion

Moderator: Don Schumacher, *Chairman*, National Association of Sports Commissions

Marisol Casado, *President*, International Triathlon Union, IOC Member

Hans den Oudendam, *Director*, Rotterdam Top Sport Foundation

Guru V.S. Malladi, *Partner-Advisory Services-Infrastructure*, Government, Ernst & Young India PVT Limited

Shane O'Leary, *CEO*, Sydney 2009 World Masters Games Organising Committee (SWMGOC)

16:00-16:30 Case Study: Durban and the FIFA World Cup 2010

Dr Michael Sutcliffe, *City Manager*, Durban Municipality, South Africa

16:30-16:45 Conclusion and Wrap-Up

SportAccord

Wednesday 28th April 2010

10:00-10:15 Opening of conference

Hein Verbruggen, *Chairman*, SportAccord Convention

10:15-11:30 PLENARY PANEL SESSION: The changing geography of sport

Moderator: Michael Barry Lenard, *Senior Managing Director*, Paladin Realty Partners

Dmitry Chernyshenko, *President/CEO*, Sochi 2014 Organizing Committee

Felipe de Faria Góes, *Secretary of Development*, City of Rio de Janeiro

Ma Guoli, *CEO & Managing Director*, Infront Sports & Media (China) Co.,Ltd.

Peter Hutton, *Chief Operating Officer*, Ten Sports (Taj TV Ltd)

Carlos Arthur Nuzman, *CEO & President*, Rio 2016 Organizing Committee for the Olympic Games

Sam Ramsamy, *IOC Member*, South Africa

11:30-12:45 REGIONAL PERSPECTIVE: Sport in the Middle East

Moderator: Rebecca McLaughlin, *TV Presenter*, Dubai One Television

Ahmed Ali Al Hashmi, *Group Senior Vice President Brand Management*, EtiSalat

Adnan Hamad Al Hammadi, *CEO*, Horizon Media and Sport Services

H.E. Saeed H. Al-Tayer, *Chairman & CEO*, Meydan

Dr. Tariq Humaid Al Tayer, *Chairman*, UAE Football League (UFL)

Mohamed Juma Buamaim, *Vice Chairman & CEO*, golf in DUBAI

Dr. Rania Elwani, *Former Olympic Athlete*, IOC member

12:45-14:15 Lunch in the Exhibition Area

14:15-15:00 INTERVIEW OF THE DAY: Rahul Dravid, Indian cricketer

Rebecca McLaughlin, *TV Presenter*, Dubai One Television, talks to the legendary Indian cricket player.

15:00-16:00 ROUND TABLE: Making the sponsorship relationship work long term

Moderator: Michael R. Payne, *International Sports Consultant, Special Advisor to Bernie Ecclestone F1, former IOC Marketing, Broadcast Rights Director 1984 – 2004*

Christophe Berthaud, *General Manager*, Swiss Timing Ltd.

Boutros Boutros, *Divisional Senior Vice President*, Corporate Communications, Emirates Airlines

Erica Kerner, *Global Olympic Games Director & Head of London 2012 Programme*, adidas

Lothar Korn, *Head of Marketing Communications*, Audi AG

Bernard Lapasset, *President*, International Rugby Board

16:30 Sportaccord Networking Drinks Reception

Continued on page 12

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Conference Programme 2010

- Continued -

SportAccord

Thursday 29th April 2010

10:00-10:15 Opening of conference

10:15-11:15 **INTERVIEW OF THE DAY**
in coordination with **Beyond Sport: Ian Thorpe**, Olympic swimming champion

11:15-12:30 **PLENARY PANEL SESSION: Sport's role as a leader in sustainable development**

Moderator: Ann Duffy, *Corporate Sustainability Officer, VANOC, and President, The Ann Duffy Group*

Andrew Altman, *Chief Executive, Olympic Park Legacy Company*

Thierry Borra, *Director, Olympic Games Management, The Coca-Cola Company*

HRH Princess Haya Bint Al Hussein, *President, Dubai Organizing Committee for the 2010 SportAccord Convention, President, International Equestrian Federation, and Member, International Olympic Committee*

Jacqueline Rast, *President, Major Programmes, CH2M HILL*

Jonathan Smith, *CEO, Golf Environment Organization*

12:30-13:30 Lunch in the Exhibition Area

13:30-14:45 **GLOBAL AGENDA: The autonomy of sport**

Moderator: Michael Lenard, *Senior Managing Director, Paladin Realty Partners*

Joseph S. Blatter, *President, FIFA*

Christophe de Kepper, *Chief of Staff, International Olympic Committee*

Nawal El Moutawakel, *former Sports Minister, Morocco, and Chairwoman, Rio 2016 Coordination Commission, IOC*

Pat McQuaid, *President, UCI*

Michel Platini, *President, UEFA*

14:45-15:30 **AN AUDIENCE WITH: HH Sheikh Mohammed Bin**

Rashid AL Maktoum, *Vice President and Prime Minister of the UAE and Ruler of Dubai*

Moderated by: Najla Al Awadhi, *CEO of TV Channels, Dubai Media Incorporated*

15:30-16:00 **CLOSING KEYNOTE ADDRESS: The role of sport as an agent of social changes.**

Kofi Atta Annan, *Former United Nations Secretary-General (1997-2006), Chairman, Kofi Annan Foundation*

16:00-16:30 **Kofi Annan interview and Q&A with Gregg Moss**

16:30-16:50 **London presentation - Lord Digby Jones**

16:50-17:00 **Close of conference**

Hein Verbruggen, *Chairman, SportAccord Convention*

17:00 **Sportaccord Networking Drinks Reception**

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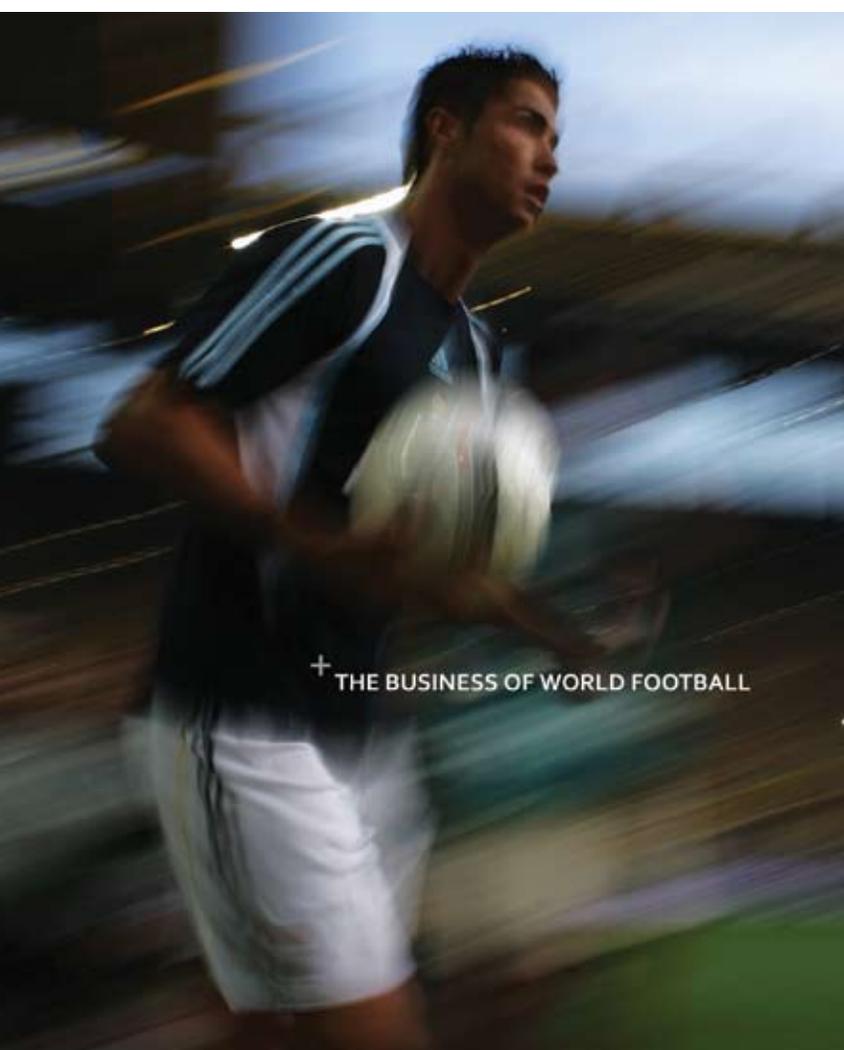
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2018/2022 Race: England Leads, Australia Pushing Hard

WFI Bid Power Index



With just seven months

until the FIFA Executive Committee decision on the hosts of the 2018 and 2022 World Cups, the first edition of the World Football Insider Bid Power Index shows the relative strengths and weaknesses of the nine bids.

England takes the early lead in the first edition of the WFI Bid Power Index. Russia is the nearest European challenger, but Australia is closer still and is the country to watch in the coming months as the race heads to a finish in December. There were 11 bids at the start of 2010, but Mexico dropped plans to bid earlier this year; in March, FIFA kicked out Indonesia

after the country failed to provide the necessary governmental guarantees.

Across 10 categories, England scores 64 out of 100 possible points. Australia follows with 62, with Russia and Qatar tied on 61 and the US on 60.

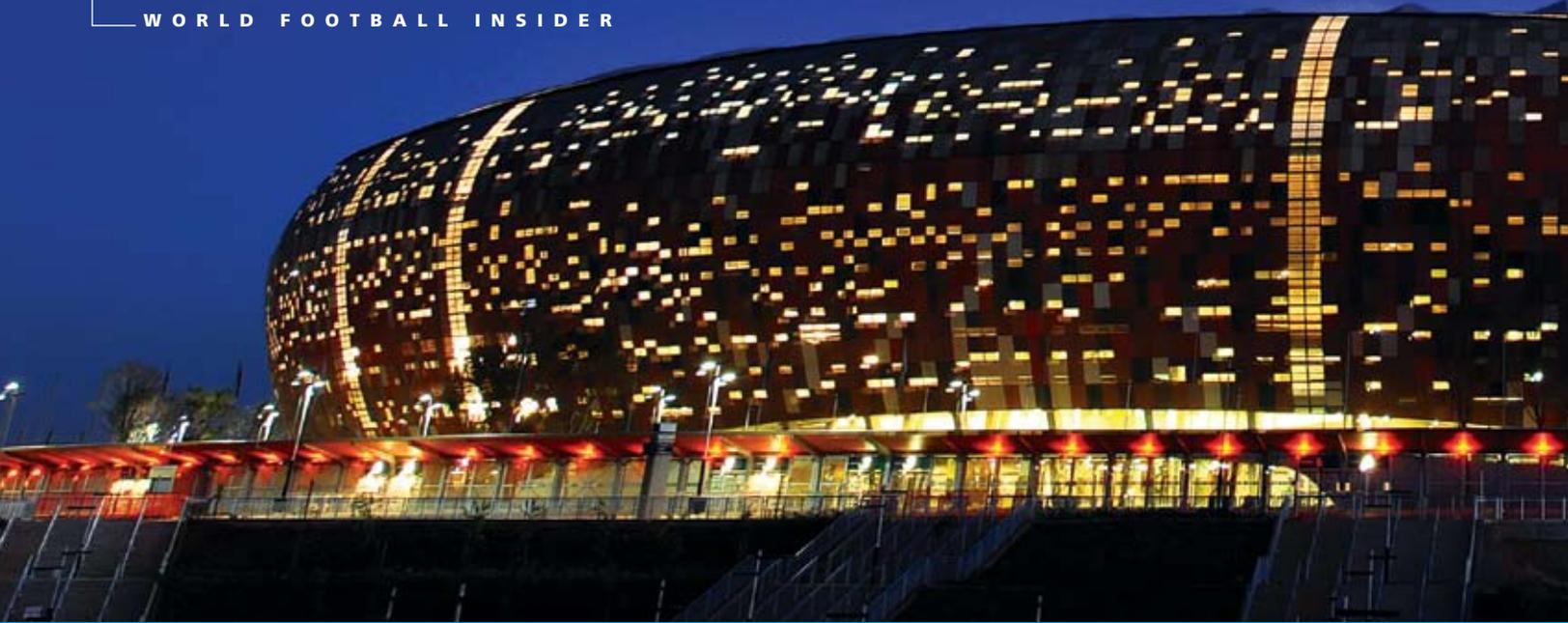
Notching sub-60 scores are joint bids from Holland-Belgium and Spain-Portugal, while Japan and Korea are also off the pace.

Despite the widespread consensus that the World Cup will be awarded to Europe in 2018, FIFA refuses to confirm that a deal is being negotiated that would reduce the field to European bids. In

theory, this means that Australia, Japan and the USA are not ruled out of the running for 2018, though the suspicion is that they stand a better chance of staging the 2022 World Cup; Korea and Qatar are only bidding to host this edition.

The WFI Bid Power Index is the only regularly published review of World Cup bids that is based on expert analysis and first-hand contact with the bid nations, including interviews with bid leaders and information and figures from each of the bid launches. Detailed bid dossiers are due for submission to FIFA by May 14.

Continued on page 16



The rankings are not meant to predict the outcome of the FIFA vote on Dec. 2, 2010, but to show the merits and drawbacks of the bidding nations at regular intervals before the decision.

The 10 categories are: bid operations/ leadership; wow factor and unique selling points; relations with FIFA Executive Committee members; cost and funding resources; government and public support; international PR; venue plans; security; transport and accommodation; and legacy

BID OPERATIONS AND LEADERSHIP

No bidding nation is leading the pack just yet. But some bids are getting in shape to reap the benefits in the coming months; England, Australia, Russia, Qatar and the US are level pegging in the rankings. England's bid was knocked by criticism from FIFA vice president Jack Warner in the autumn but concerns over the bid structure have dissipated—for the time being – with David Triesman remaining in

charge as chairman. Having survived recent calls for him to step down, he will need to show stronger leadership in the weeks ahead. Australia have had their own problems with the departure of key strategist Bonita Mersiades, but Football Federation Australia chairman Frank Lowy and CEO Ben Buckley appear to be steering Australia on a good course. Russia's Vitaly Mutko and CEO Alexey Sorokin have strengthened their bid team with the high-profile signings of Markus Sieglar, new international adviser Viacheslav Koloskov and former national team captain Alexey Smertin.

The US bid led by Sunil Gulati and CEO David Downs have announced big-name recruits to the bid team, which includes former US Secretary of State Henry Kissinger, Major League Soccer Commissioner Don Garber and MLS founding investor Philip Anschutz. Qatar's bid, spearheaded by chairman Sheikh Mohammed bin Hamad bin Khalifa Al Thani and CEO Hassan al-Thawadi, has raised its profile at key events such as the Confederation of African Football congress. The other four bids for 2018 and 2022 have yet to impress.

WOW FACTOR/UNIQUE SELLING POINTS

England and Australia get 8 points as both have the credentials to stage magnificent World Cups. England boasts some of the best stadia in Europe, a passionate fanbase and the capacity to put on a real party; Euro 96 was an important milestone, while the London 2012 Olympics will showcase what is possible. The unique selling points of the bid concept include the prospect of staging games at the iconic Wembley Stadium, Manchester United's famed Old Trafford and maybe the 2012





Olympic Stadium, if Tottenham Hotspur's stadium redevelopment plans fall through. Australia knows how to deliver spectacular, if the Sydney 2000 Olympics and the razzmatazz around its staging of domestic and international sports events is anything to go by. Qatar's ambition to host the first World Cup in the Middle East is an important USP over its rivals but beyond that it lacks the wow factor. The other bids are marked down because they have so far yet to demonstrate compelling reasons for holding the World Cup.

RELATIONS WITH FIFA EXECUTIVES

The Iberian bid achieves the top score thanks to the strong links Spain and Portugal have with members of the FIFA executive, including UEFA president Michel Platini and those from Argentina and Brazil. Spanish Football Federation president Angel Maria Villar sits on the committee and the bid's co-leader Gilberto Madail, his counterpart at the Portuguese FA, was a prominent presence at January's Africa Cup of Nations and CAF congress.

Earlier this year, Russia's Vitaly Mutko welcomed Sepp Blatter to Moscow and, together with the country's leaders Prime Minister Vladimir Putin and President Dmitry Medvedev, he appears to be winning more friends at FIFA's top table. Three FIFA Ex-Co members have come out in support of the US bid – the only country to have such backing.

Qatari Mohamed Bin Hammam, president of the Asian Football Confederation, can wield influence to win support for Qatar 2022. Stinging criticism from FIFA vice president Jack Warner over England's handbag gifts to the wives of Ex-Co members last October hurt its cause but England

2018 have been making positive headlines recently out of pressing the flesh of members such as Nigeria's Amos Adamu and a presentation to the Asian Football Confederation in March.

COST/FUNDING RESOURCES

Russia and Qatar are sinking serious money into their campaigns – the former has a \$40m bid budget and the Gulf nation \$186m to spend. Both also promise significant investment in their stadia and transport infrastructure. England certainly has less need to splash the cash on sprucing up its venues in the candidate host cities but there was a shortfall in government funding for the bid. CEO Andy Anson has nevertheless reached his £15.5 million (\$25 million) funding target after each of the 12 successful applicant host cities committed £250,000. There are signs that this fighting fund might be exceeded in the coming months with sponsorship deals lined up.

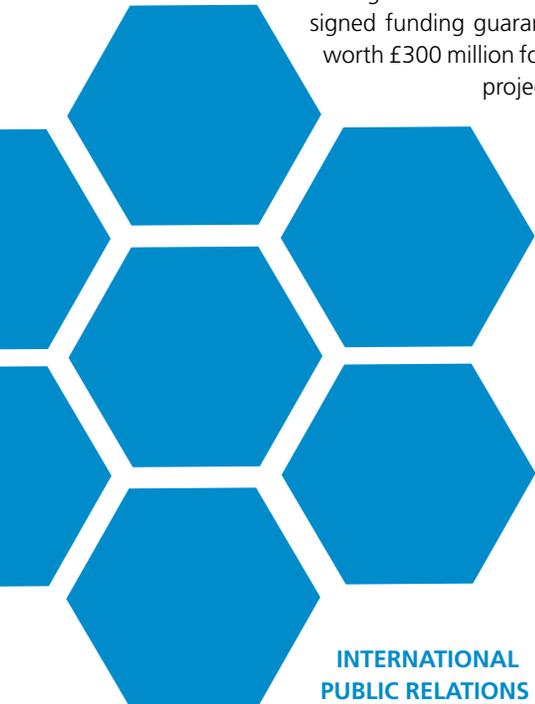
GOVERNMENT AND PUBLIC SUPPORT

Financial guarantees and overwhelming governmental support from the Russian and Australian governments elevates them above

Continued on page 18



the other bids in this category. Blatter was given assurances about the government's backing for the Russian bid during his talks with Medvedev and bid leader Vitaly Mutko earlier this year. Australian PM Kevin Rudd met Blatter in Zurich last July and has consistently demonstrated his administration's commitment; the bid secured \$41 million of government funding. The Holland-Belgium bid has good government support. The British government only offered a £2.5million (\$4 million) loan for the bid campaign, although PM Gordon Brown signed funding guarantees worth £300 million for the project.



INTERNATIONAL PUBLIC RELATIONS

Qatar and England have been the most active on the global stage in recent months, the latter making headlines out of publicising its meetings with FIFA Ex-Co members. Qatar sponsored January's CAF Congress in an exclusive deal, impressed in its dealings with media during the Soccerex Convention in Cape Town and entertaining guests at the Brazil v England international friendly last autumn.

Qatar and Russia spent thousands of dollars on huge exhibition stands at

Soccerex Manchester in March. The bid campaigns of their rivals gathered steam during the Africa Cup of Nations in Angola. Spain-Portugal is marked down as it has only just launched a bid website; its international PR offensive has been very low-key. David Beckham remains a key asset for England 2018 in the months ahead. Holland-Belgium needs to work on raising its profile but is starting to ramp up its international campaign fronted by Dutch footballing legend Ruud Gullit. Japan and Korea also have work to do on this front.

VENUE PLANS

England is the runaway leader in this category thanks to the country's existing modern stadia infrastructure that is unmatched anywhere else in world football. The 12 candidate host cities have made over £300m worth of financial guarantees towards a World Cup in England if the bid succeeds. Of the 17 stadiums in the bid book, eight are Premier League venues. Overall, they provide a mix of iconic venues, expansion projects and new builds. Spain-Portugal, Holland-Belgium and the USA already boast some world-class football stadia but they face more challenges to bring their candidate venues up to scratch to meet FIFA standards. Australia drops points because of uncertainties in funding some stadia and the bid team's impasse in negotiations with rival football codes over the use of their venues.

SECURITY

The threat of terror attacks is a consideration for the staging of all international sports events. Detailed security plans from each of the nations will feature in their bid books to FIFA. Russia loses ground here following the bomb blast that derailed a train running between Moscow and St Petersburg last November killing 26 people. The suicide bomb attacks on the Moscow Metro on March 29, which killed 39 people and injured

more than 70, further emphasise the challenges facing Russia.

TRANSPORT/ACCOMMODATION

The US bid tops the ranking for a transport system that makes getting places easy. The European bids, with the exception of Russia, can count on modern transport infrastructures that would not require significant upgrading as well as plentiful hotels to accommodate World Cup visitors. Transport is a problem for Russia, with congestion in Moscow one issue and distances between cities and venues a major challenge. Under the bid concept, there are five clusters of cities. Bid officials claim it's a compact plan with all candidate host cities being within 2,000 km of Moscow and modern transport links between each. Providing enough quality accommodation in Moscow and in many other cities is also a concern.

LEGACY

Russia and Qatar have the most to gain from staging the 2018 or 2022 World Cup. It would be a first for both countries, and a historic decision for the Middle East. There are also sporting, infrastructure and social legacies for Australia. With the fledgling A-League expanding and attendances growing, FIFA would spur further development in bringing the World Cup to the shores of Australia where football is a mass participation sport. The US bid has yet to demonstrate the legacy benefits of staging a World Cup there. Likewise, this is the weakest aspect of England's World Cup bid. ■

WFI Bid Power Index 2018/2022	World Football Insider 2018/2022 World Cup Bid Power Index - April 2010								
	Eng	Aus	Qat	Rus	USA	Spn-Ptg	Kor	Hol-Bel	Jap
Bid operation/leadership	6	6	6	6	6	4	5	5	4
Wow factor and USPs	8	8	6	5	5	5	4	4	4
Relation w/ FIFA members	6	5	6	7	7	8	6	5	5
Cost/funding resources	6	5	8	8	6	5	5	5	5
Government/public support	6	7	6	7	5	5	6	6	6
International PR	6	6	7	6	6	4	6	5	5
Venue plans	8	5	5	6	7	7	6	7	6
Security	6	6	5	5	6	6	6	6	6
Transport/Accommodation	7	7	5	4	8	7	6	7	6
Legacy	5	7	7	7	4	5	6	6	6
Bid Power Index Totals	64	62	61	61	60	56	56	56	53

Top 10 in 2010

The most popular stories on World Football Insider

- Analysis: Liverpool's Billion Pound Problem
- The Big Interview - Ghost of Leeds Past Inspires Duncan Revie's Soccerex Ambitions
- UEFA Champions League Trophy Tour 2010 visits the USA
- Q&A: with England 2018 World Cup Bid CEO Andy Anson
- Analysis: Korea Must Overcome Shadow Cast by 2002 to Secure Second Finals
- The Big Interview: Danny Jordaan CEO of the 2010 FIFA World Cup
- 10 to Watch in 2010: The Most Influential People in the Global Football Business
- 2018/2022 Race Takes Shape: England Leads, Australia Pushing Hard
- Q&A with Hassan Al Thawadi, CEO of the Qatar bid for the FIFA 2022 World Cup
- Arsenal Manager Reacts Angrily to FIFA Rejection of Goal-line Technology



About World Football Insider

Since its inception in June 2009, World Football Insider has become the leader in coverage of the multi-billion dollar international football industry.

Published by Around the Rings, the pre-eminent source of news about the Olympic Movement, World Football Insider continues the tradition of quality, in-depth reporting for which Around the Rings is acclaimed.

"We saw the need for a reputable publication about the business of international football," says Publisher Sheila Scott Hula about the formation of World Football Insider.

"Because football is an Olympic sport, it was a logical extension of our brand, which is already accepted as the industry leader worldwide," Hula says.

With correspondents on the scene in every major football city, World Football Insider is a primary source of news about preparations for the World Cup in South Africa and the 2014 World Cup in Brazil.

WFI's on-the-scene coverage of World Cup 2010 begins May 15 – one full month before the opening match.

The unprecedented contest among nine different bids for the 2018 and 2022 World Cups is another example of a major story for which World Football Insider is the leader for coverage.

WFI also delivers the inside line on FIFA, its 208 member associations and the business of the six continental confederations, as well as the sponsors of the Beautiful Game.

WFI is required reading for anyone following the global football movement.

Ed Hula - Founder, Managing Editor comment@worldfootballinsider.com

Ed Hula founded World Football Insider in 2009 with the idea of creating a publication to serve the information needs of the leaders and devotees of the sport.

As managing editor he supervises the long-range editorial direction of the publication.

Hula is renowned as editor and founder of Around the Rings, the premier source of news and analysis for the Olympic Movement since 1992. In that time he has covered every Olympic Games and all major IOC meetings, a near-unrivalled continuity.

In addition to his work guiding and writing for Around the Rings, he is regularly quoted by news organizations worldwide such as CNN and the BBC as an expert on the Olympics.

Before forming Around the Rings, Hula was a journalist for 20 years in radio and television.

Mark Bisson - Editor mark@worldfootballinsider.com

Mark Bisson brings more than a decade's experience in sports journalism to his role overseeing the daily editorial content of World Football Insider.

Bisson's football resume includes work for many leading publications. He also has contributed to the website of Major League Soccer's Chicago Fire, and covered

preparations for the 2002 FIFA World Cup in Japan-Korea and UEFA's European Football Championships, Holland-Belgium 2000, Portugal 2004 and Austria-Switzerland 2008.

One of his proudest achievements while working on the magazine was interviewing Brazilian football legend Pele.

Bisson is the author of The Football Fans' Guide, published in the U.K. in 2007. Comprehensively researched, the book includes guides to every English Premiership and Football League club.

Sheila Scott Hula - Publisher sheila@worldfootballinsider.com

Sheila Hula is in her 13th year as publisher of Around the Rings and more recently World Football Insider. She directs the marketing and advertising activities of both publications.

She spent nearly two years developing World Football Insider before overseeing the launch of the website in June 2009.

Before taking over Around the Rings, she was the award-winning executive producer for CNN TravelGuide.

James Corbett - European Correspondent james@worldfootballinsider.com

As European Correspondent, James Corbett is World Football Insider's expert

on the business of the sport across the continent. He has written about football for nearly 10 years in London, including the Observer and FourFourTwo.

Corbett was previously Contributing Editor of the Observer Sport Monthly, when it twice won Sports Magazine of the Year, and London Correspondent of Al Ahram Weekly.

He is author of Everton: The School of Science. A second edition of his history of the England team, England Expects, will be published in time for the 2010 World Cup.

Corbett was educated at the London School of Economics and lives in London with his wife and son.

Anthony Stavrinis - Oceania Editor anthony@worldfootballinsider.com

Based in Sydney, Australia, Anthony Stavrinis covers football news from Oceania and Asia. His two-week series of reports in June from the Confederations Cup in South Africa were the first on-the-scene reports for World Football Insider.

Stavrinis has covered sport and news for 15 years for Australian Associated Press and major newspapers in Australia.

As Oceania and Asia correspondent for Around the Rings since 2004, he has covered the Athens Olympics, 2006 World Cup, IOC Sessions and other Olympic events.





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The View From the Top: Federation Presidents Look Ahead

Some hope to join the Olympics, some want to grow new disciplines within their sports. International federation presidents also say the SportAccord convention is the best place to help advance plans for their sport.

Around the Rings contacted more than a dozen IF presidents to get their ideas on the major issues affecting their sport as well as their long term plans for growth.



Jose Perurene
CANOE

New Olympic Events for Canoe

International Canoe Federation President Jose Perurena says new events are coming for London.

“For the ICF the important issues for London are to ensure the competitions run smoothly and that we have the best athletes in the world from our sport at the Games. We have changed the competition format for both disciplines and added 200m races to canoe sprint. We have to ensure that these changes work and also ensure that we produce a fun and spectacular sports competition”.

What is the long-term strategy for your sport?

Since I became President of the ICF we have launched a long term strategic plan to modernize and improve our sport. We have undergone some extensive rule changes and fundamental philosophical changes. This requires some time for the rest of the stakeholders to catch up and become familiar with. At this stage our objective is to increase media exposure of the sport and make advances in exciting disciplines such as Va’a (outrigger) and Ocean Racing. We have a very strong and respectable place within the Olympic Family and we would like to consolidate that further.



Fernando Aguerre
SURFING

Surfing Seeks Olympic Swells

International Surfing Association President Fernando Aguerre says he believes surfing deserves a place at the Olympics one day.

“The ISA shares the Olympic values and believes surfing is a very unique sport, very democratic, as it requires almost no equipment and is practiced in the largest access-free areas of the world, its oceans. I have led the cause of Olympic Surfing, because I believe in the substantial value surfing will bring to the Games”.

What are the Olympic prospects for your sport?

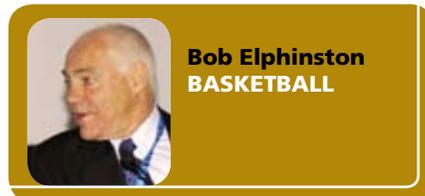
“Instead of talking about prospects, I rather talk about the areas where the ISA must properly execute, as IOC President Jacques Rogge explained to us last year: universality and visibility, credible and precise judging, and man-made waves.

As for universality and visibility; there are surfers in over 100 countries. Surfing is practiced by individuals of diverse ages, ethnic, geographical and socio-economic conditions in both genders. The sport is one that, just like snowboarding, bmx and skateboarding, is part of the soul and daily lifestyles of hundreds of millions of youngsters around the world.”

What are you expecting, planning for SportAccord?

“I always enjoy meeting with the leaders of the Olympic Movement and my colleagues from all Olympic and non Olympic IF’s. The ISA is also preparing to meet one of our newest members, Dubai Surfing Association, who is working on a few events that will be taking place during the week of SportAccord.

“As I still surf every day, I’m also looking forward to spending time in the waters of Dubai with surfing enthusiasts from the Emirates. I love how the enjoyment of the ocean crosses all human boundaries. That’s why I hope to surf until I die.”



Bob Elphinston
BASKETBALL

Basketball Looks to Grow New Discipline

FIBA President Bob Elphinston says basketball aims to develop the 3 on 3 half-court discipline of the sport to be used at the Youth Olympic Games in Singapore.

“The long term strategy for FIBA is to increase our efforts to grow the game globally and cement our place as the second most played team sport in the world today.

“In particular we are striving to increase the commercial appeal of basketball. We will use the Youth Olympic Games to help launch FIBA 33, 3 on 3 basketball half-court, as a global game for the youth.

“We are maximizing our efforts to raise the profile and commercial appeal of our most important events, the FIBA Men’s and Women’s World Championships and the introduction of the FIBA Men’s World Club Championship in 2011.

What are the major issues for basketball at the London Olympics?

“Key issues for FIBA is the successful delivery of the temporary 12,000 seat basketball venue in Olympic Park which will be used for preliminary matches.

“Hopefully a vastly improved ticketing system will give Ibs a better allocation of tickets for all matches including finals and improved systems to better control accredited seating areas and an ability to ensure full venues for all sessions of play. And most importantly that UK Sport, LOCOG, British Basketball and the BOA can work together to create and sustain a major legacy for basketball in the UK post-2012.”

Continued on page 24

WORLD SERIES OF BOXING

The World Series of Boxing will redefine the sport of boxing, creating teams with the world's best boxers who will compete head-to-head in regular competitive bouts. The support of AIBA, the International Boxing Association, ensures an excellent management and the highest possible safety standards. The AIBA-registered boxers competing in the WSB remain eligible to participate in AIBA events.



Los Angeles Chicago Dallas New York Paris Milan Moscow Istanbul Baku Astana Delhi Beijing

Twelve city-based teams will compete in three regional conferences. The best team in each conference, plus the best second-placed team, will go through to the play-offs. The WSB season then concludes with team and individual finals to crown the WSB champions.



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Federation Presidents Look Ahead

continued from page 22



C.K. Wu
BOXING

Boxing Faces Historic Moment in London

AIBA President C.K. Wu says that the 2012 Olympics will mark a historic step for boxing with the addition of a women's event.

"Since the IOC voted to include women's boxing in the program for the 2012 Olympic Games last year, there has been much positive discussion about our sport. AIBA will be using the Women's World Championships in Barbados this year to showcase the talent of women boxers and show that this decision was well justified."

What is the long-term strategy for your sport?

"AIBA's mission is to govern the sport of boxing in all its forms. This ambitious objective covers all levels of the sport from development at grassroots level up to the very best Olympic boxers. One of our most important objectives for the future is to offer the world's best boxers a safe and viable alternative to the professional ranks as we currently know them.

"For this reason, AIBA launched the World Series of Boxing, a professionally run global team boxing competition that will offer the world's best boxers regular competition and a competitive salary. Boxers competing in the World Series of Boxing will also remain eligible to participate in the Olympic Games."

"Our long-term vision is to develop not only boxing talent from the earliest possible age, but also to ensure a continuous stream of world-class coaches and officials. The AIBA Academy will become the hub for the development of our sport."



Molly Rhone
NETBALL

Netball Aids Empowerment for Women

The sport of netball is seeking ways to promote its commercial appeal worldwide, says Molly Rhone, president of the International Federation of Netball Associations.

"Our events are dynamic and exciting and we want to make sure they are great value for all spectators and participants. We look to maximize the potential of our events, the World Netball Championships to be held in Singapore in July 2011 and the World Netball Series to be held in Liverpool in November 2010 and in Manchester in November 2011.

What are the Olympic prospects for your sport?

"Netball is a great sport to play and to watch. Its popularity, particularly for women has rapidly increased, we estimate more than 20 million women and girls play throughout the world. It is fun and appealing in all regions, and to all ages.

"The diverse range of countries such as Japan, Switzerland, Dubai and Sweden who have recently joined the IFNA reflects this.

"We understand that there are specific criteria to be satisfied before a sport is admitted onto the Olympic Program. We will continue to liaise and work with the IOC to realize our ultimate dream of netball being in the Olympics."



Antonio Espinos
KARATE

Karate Stability an Asset

World Karate Federation President Antonio Espinos says more than a decade of stability has meant growth for the federation that will help achieve the goal of joining the Olympics.

"Now that the WKF has reached a fair structural and organizational level, we are increasing our focus in the communication and in the marketing issues. The Olympic goal will be always a priority until its achievement, but what happened in the last IOC processes has proved that this is an objective that does not depend totally on us, but on the IOC vision.

"Consequently the way we have to progress in this issue is through the internal development that will lead to a stronger body, increasing the visibility of our progress and of our achievements before the IOC and the Olympic family.

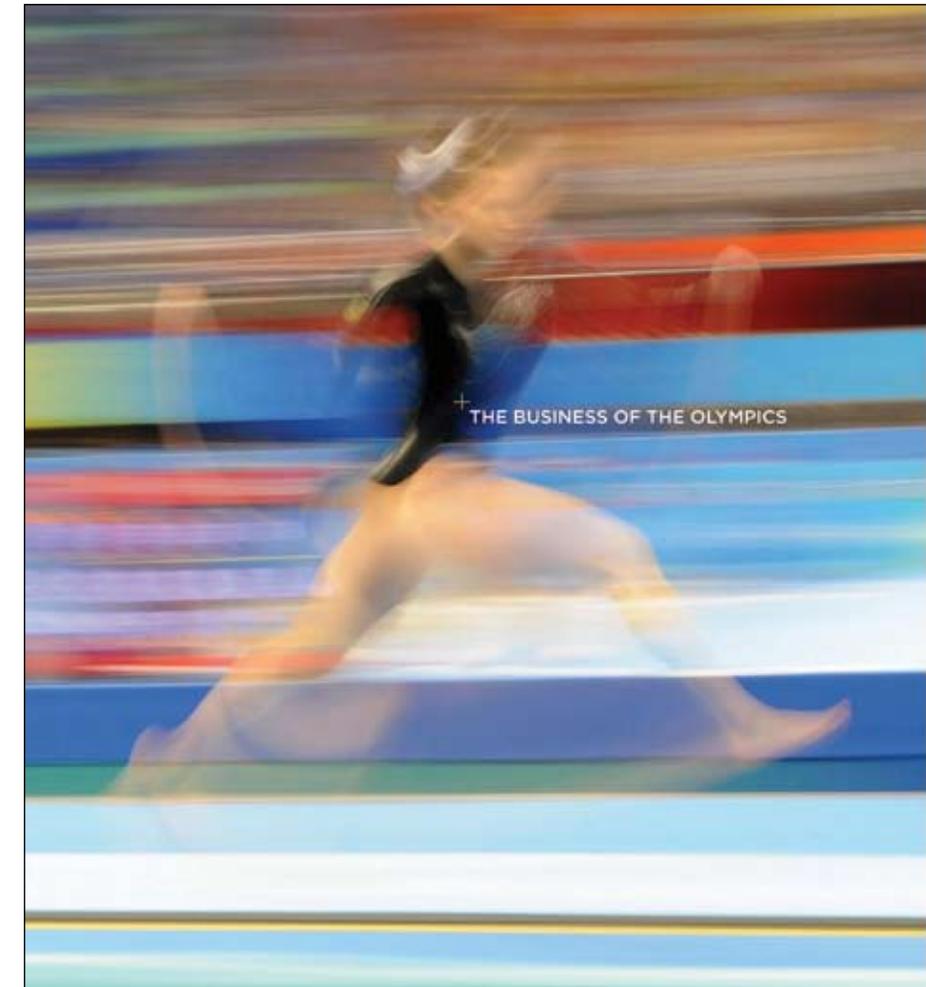
What are you expecting, planning for SportAccord?

"WKF and Karate are deeply involved in SportAccord. The WKF President is a member of SportAccord Council since 2007 and currently is the chairman of the Combat Games Committee.

"These Games will take place this year in Beijing from the 28th of August to the 4th of September and 13 martial art and combat IFs, all SportAccord members, will participate. It will be the biggest ever concentration of martial arts and combat sports world champions and top athletes.

Everything indicates, with less than five months to go, that this first edition of the SportAccord Combat Games is going to be a milestone in the history not only of SportAccord but also of the 13 participating IFs.

Continued on page 26



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Federation Presidents Look Ahead

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Boris Skrynnik
BANDY

Bandy Shoots for New Countries to Take Up Sport

Federation of International Bandy President Boris Skrynnik says that new indoor arenas are needed for the sport to grow outside of its base in Scandinavia and Russia.

"We are trying to involve more members into FIB. It's necessary to built more indoors arenas. World championships should not only be held in Russia, Sweden, Finland, Norway! It can be held in Hungary, Holland, Kazakhstan. All these factors are very important for bandy popularization."

"Our strategy is to help countries-members to get more professional skills in bandy, more skilled personnel using new methodological developments. One of the most important points is to make bandy an Olympic type of sport."

What are the Olympic prospects for your sport?

"In particular, more than 25 countries are playing bandy. Not long ago China became a member of FIB and, we hope, the developing of bandy in this country will be efficient. More than that, bandy is included into a program of Asia winter games. I think such beautiful, spectacular type of sport, hockey with a ball, must be included into program of Olympic Games."

"In 1952 bandy has been included in the program of Games in Oslo as a demonstration sport. Now, together with the IOC, we are doing our best to make bandy participate in 2014 Olympic games in Sochi. We made a special bandy presentation to the head the IOC Jacques Rogge and he has highly appreciated this kind of sport."



Rene Fasel
HOCKEY

Goal for Hockey: NHL at the Sochi Olympics

International Ice Hockey Federation President Rene Fasel says the federation is looking to continue the "big success of the Vancouver ice hockey tournaments".

Fasel says he wants to secure the participation of the NHL players, "but not at all costs".

What is the long-term strategy for your sport?

"We will evaluate impact of Vancouver Tournament. Then we will discuss all areas in a Hockey Summit in August in Toronto. From the summit we will develop recommendations for all areas for our sport."

What are you expecting, planning for SportAccord?

"Sport Accord is the excellent forum to meet all representatives from our winter sport federations. We will hold the General Assembly for the Association of International Olympic Winter Federations and meet as a group with the IOC Executive Board."

"At SportAccord we get an inside view of other areas of the Olympic Family".



Wei Jizhong
VOLLEYBALL

London Olympics Offers Chance for Volleyball to Grow

The 2012 London Olympics present a chance to grow volleyball in the United Kingdom, says FIVB President Wei Jizhong.

"The Games will be an excellent opportunity for the FIVB to grow the sport of volleyball and beach volleyball in a country where the two sports are not traditionally strong. This is the beauty of the Olympic Games, it opens doors and provides the occasion for sports, which may not be traditional in certain countries, to present themselves and be introduced to a new market," says Wei.

What is the long-term strategy for your sport?

"There are two key parts of the FIVB's long-term strategy – development and athletes, particularly at the grass roots level. In the past, the FIVB has tended to focus at the international scene without giving as much attention as it should have at the national federation level."

"Now we aim to grow the sport of volleyball and beach volleyball from the bottom up by supporting the national federations through key development plans. National federations and their athletes are the key to our sport and the future."

"Without athletes we will have no sport so we aim to invest more at the national federation and the continental confederation level. As part of this new development strategy we will also pay more attention to the human aspect of our players, especially the female players, by respecting their needs both on and off the court. This also applies to technical officials where we would like to focus on the formation of our young technical officials, especially female officials."

What are you expecting, planning for SportAccord?

The annual SportAccord meeting is an excellent opportunity for the FIVB to meet fellow sports federations and other members of the sporting world, to learn and discuss similar issues which we face in today's current sporting and economic climate."



FINA World Aquatics Convention 2010

Together We Can Make Aquatics Bigger!

The **FINA World Aquatics Convention**, to be held in Punta del Este (Uruguay) from September 27-29, 2010 is set to become the premier event gathering the most influential people involved in Aquatic sports.

FINA's 202 National Member Federations will meet in Uruguay with many other protagonists of the FINA world to discuss and contribute to the future of aquatic sports.

The 1st FINA World Aquatics Convention will include a comprehensive programme of meetings, conference sessions and networking events accompanying a dynamic exhibition.



The **Conference** includes presentations from respected international lecturers from several areas – Olympic movement, FINA Family, sponsorship, organisers of events, coaches and athletes, media partners – and will be accompanied by **specific workshops**:

- National Federations' development
- New trends in Media
- How to get successful Aquatic events



A **dynamic exhibition** and various social activities will take place during the three days of the Convention to **reinforce Networking** amongst the international Aquatics community. Delegates will have the opportunity to meet exhibitors, build new relationships and discover new aquatic focused **business opportunities**.

Don't miss the 2010 major rendezvous for the entire Aquatic Family!

Visit the website: <http://aquaticsconvention.fina.org>



Punta del Este (URU)

An attractive summer resort, Punta del Este can be reached by plane (domestic and international flights) thanks to the international airport located on the outskirts of the city.

Located in the heart of the city, and only 20 minutes away from the airport, the **Conrad Resort of Punta del Este** will host the participants and the FINA World Aquatics Convention.



Event Management Solutions by



Federation Presidents Look Ahead

continued from page 26



Lamine Diack
ATHLETICS

Athletics Looks to London for Legacy

The London Olympics should deliver a legacy for athletics – especially with Olympian Sebastian Coe at the head of the organizing committee, says IAAF President Lamine Diack.

“With a legendary athlete, Lord Coe, in charge of the Games, we have no doubts that athletics will not be neglected in anyway.

“In terms of issues, there has been plenty of discussions and debates about the future of the main Olympic stadium, but I am 100 percent confident that the promises made in Singapore will be kept and that London will have the Athletics stadium legacy that Great Britain deserves,” says Diack.

What is the long-term strategy for athletics?

“My personal goal, for a number of years, has been to make athletics the number one sport in schools right across the globe. While this is a significant challenge, it is also achievable given the right leadership, drive and resources.

“And aligned to this is the renewed focus to develop and grow new markets and business opportunities for the sport - especially in the relatively untapped territories of North America and the Far East - as well as renewed focus in South America, Asia and Africa.

“We must also work tirelessly with our partners to rid the sport of the menace of drug abuse and zero tolerance is fundamental to our approach in achieving this,” says the IAAF president.

“As the IAAF approaches its centenary in 2012, it has never been better placed to drive forward the global development of athletics, ensuring a golden future characterized by growth, innovation and vibrancy.”



Gian Franco Kasper
SKIING

More Recreational Skiers in Long Term Goals for FIS

Attracting more recreational skiers figures into the long-term goals for the International Ski Federation, says FIS President Gian Franco Kasper.

“Our future is in bringing children to snow, to increase the number of tourists who are recreational skiers. That’s more important than all the competition,” says Kasper.

“The more people who ski, the better for us. The World Cup is fine, you watch, it promotes sport. Competition is important, there is no question. But it is the millions who ski, not the few hundred who compete that are good for us.

What challenges are ahead for skiing in Sochi?

“I am relatively optimistic. We still have a few questions open. The main question is access to the sites for snowboard and freestyle and ski jumping. There will be quite a lot of discussion about this. There is a question of getting permission from landowners or whoever is involved, so these are things that are relatively urgent.”

What are you expecting from SportAccord?

“We have enough meetings to fill the week. But its the exchange of information between the different sports federations and other sports organizations, which in my eyes is the raison d’être for Sport Accord. You can meet everybody without making 50 trips, just one to Dubai.”



Marius Vizer
JUDO

Judo Seeks Olympic Spot for Team Event, Worldwide Development

The president of the International Judo Federation says he hopes to see the addition of a five-member team event with the Rio De Janeiro Olympics.

Marius Vizer says the new event would be “a very attractive and otherwise traditional judo competition, which would also be very important for the media.”

What are the long term strategies for your sport?

“Promote judo within the Judo for all program, thus increasing the number of practitioners and judo fans, giving a greater importance to the most important educational sport, promoting it for people of all ages.

“We must promote judo so that it becomes an important sport not only during the Olympic Games, attract an important and numerous group of marketing partners and continue to harmonize judo understandability for the people, meanwhile protecting the spirit and the tradition of our sport.”

What are you expecting, planning for SportAccord?

“I expect an intensification of the cooperation between international federations and Olympic Solidarity, as well as between international federations and NOCs.

“And within this program, I would propose that all IFs should be represented in the IOC and there should also be a more numerous group of NOC Presidents (selected according to performances obtained in the Olympic Games)”.



Princess Haya bint Al Hussein
EQUESTRIAN

Equestrian Sport Changes for 21st Century

Equestrian sport is changing its organization for today's world says Princess Haya bint Al Hussein, president of the International Equestrian Federation.

"Equestrian sport has a long history, steeped in tradition. We are rightfully proud of that, but we also recognize that we need an organizational structure that meets the demands of the 21st century," says the FEI President.

"We have been through a period of profound change in a short period of time. What we need now is a period of calm to build on the progress we have made. As we continue to modernize our governance structures, we have to respect traditions and the individuals who built our sport under previous structures."

Princess Haya, a native of Jordan who now resides in Dubai, says the hosting of SportAccord is a big step for the Emirates capital.

"SportAccord is always a great opportunity to share ideas and discuss common problems in the world of sport, but this

year's meeting is very special for me. Sheikh Mohammed and I are thrilled that Dubai will host the first SportAccord in the Middle East. My husband has made the promotion of sport an integral part of Dubai's growth strategy — not just for economic diversification, but, more importantly, to protect the health and heritage of the people of this region.

The Bedouin lifestyle was hard, but it was also healthy. In modern Dubai, sport provides the activity that daily life used to provide. Equestrian and sailing sports have a direct link to that past. Other sports from other parts of the world have become more popular as Dubai has become a top venue for international competition.

Hosting SportAccord will help this region find its place in the world of global sport. It will give people from other parts of the world a chance to learn more about Dubai and the UAE, and our culture and heritage. We will all benefit from that exposure."



Chungwon Choue
TAEKWONDO

Taekwondo Develops Action-Packed Event

World Taekwondo Federation president Dr. Chungwon Choue says his sport "has ceaselessly strived to make taekwondo more action-packed and more transparent and fairer, to much success."

Choue points to a smaller competition mat, electronic scoring and instant replay as changes that have made taekwondo a better sport and judged more fairly.

What is the long-term strategy for your sport?

"The World Taekwondo Federation has strived to serve the mankind through taekwondo training, thus helping promote world peace and harmony.

"As part of its efforts, the WTF created the annual World Taekwondo Poomsae Championships in 2006 and the World Para-Taekwondo Championships in 2009. The 2nd World Para-Taekwondo Championships are scheduled to take place in St. Petersburg, Russia on May 11, 2010. The

WTF hopes to put taekwondo on the official program of the Paralympics."

What are you planning for SportAccord?

The WTF has operated a promotional booth at almost all SportAccord conventions, including the upcoming Dubai SportAccord.

Through the annual SportAccord event, the WTF wants to show the global sports community the new image of taekwondo and the WTF.

For the Dubai SportAccord, the WTF, under the theme "Beyond the Future," has prepared various events, including a special electronic sandbag kicking for the visitors.

We will also run a promotional video at the promotional booth decorated with various taekwondo photos. We will distribute promotional leaflets. We hope to attract as many visitors to our booth and have chances to better understand taekwondo and the WTF." ■

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What's Ahead in 2010

May

- PASO General Assembly – Merida, Mexico

June

- FIFA World Cup
- Sport for All, Jyvaskyla, Finland
- IOC Executive Board

July

- Two Years to London

August

- Youth Olympic Games, Singapore

September

- US Olympic Assembly

October

- Commonwealth Games, Delhi, India
- One Year to Guadalajara Pan American Games
- ANOC General Assembly
- Sportel Monaco

November

- OCA General Assembly, Guangzhou, China
- Asian Games, Guangzhou, China
- Peace and Sport, Monaco
- EOC Assembly, Lisbon

December

- 2018/2022 World Cup Decisions, Zurich

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2008 Olympic All-Around Champion





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- Providing psychosocial and educational support
- Combating violence and discrimination inflicted on women and girls in camps
- Facilitating their social reintegration and return to life in society



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or visit Peace and Sport at SportAccord 2010 in Dubai, 26-30 April – Stand B06



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