

A lasting legacy

South Africa may have won the bid to host the 2010 FIFA World Cup, but the event belongs to Africa. It has motivated change for the better and world headlines can herald the positive aspects that the continent has introduced in preparation for the greatest show on earth.

By Kerry Dimmer

Fifa made it quite clear that when South Africa won the hosting bid, it had done so on the understanding that the event would leave a lasting legacy for Africa, and that the entire continent should benefit by using the brand to motivate development.

For those African countries that have taken advantage of this opportunity, infrastructural change should have the biggest impact on its citizens when all is said and done. But essentially it is the economic boost that presents the biggest opportunities.

Consider that the 2006 FIFA World Cup attracted a global audience of 26.3 billion, and with an estimated 450 000 international visitors expected in South Africa for this year's competition, there has never been a bigger chance for Africa to market itself. And, at the end of the day, it's really all about making money to improve the lives of all Africans and not just the citizens of South Africa.

According to FIFA spokesperson, Delia Fischer, it is impossible to quantify how much profit will be made by South Africa: 'The economic impact of the FIFA World Cup goes beyond the mere staging of the event. There are medium- and long-term benefits related to the tourism sector, building of public infrastructure, job creation (short and long term), as well as business opportunities for small and medium companies, especially the service providers during the event.'

Astonishing figures emerged from research undertaken by Grant Thornton: The 2010 FIFA World Cup will contribute US\$7.6 billion to the South African economy, generating

415 000 jobs and contributing US\$2.6 billion in tax income to the government. The study also estimates that the 450 000 tourists will spend around US\$1.2 billion during their stay in South Africa. How then will this translate into benefits for other African countries?

SADC presents vast investment opportunities in key sectors of the infrastructural development, services, tourism, trade and transport industries. With this in mind, the SADC 2010 Investment Promotion Programme was launched last year, aimed at promoting sustainable investment into the region against the backdrop of the Confederation of African Football's (CAF) 2010 Africa Cup of Nations and the 2010 FIFA World Cup.

'We want to ensure that all 15 member states benefit from the international exposure that these two events offer in terms of investment opportunities,' says Judith Nwoko, infrastructure co-ordinator at the SADC Directorate of Infrastructure and Services. 'The programme will run until end 2011 by which time we hope to achieve two major objectives. Firstly, we want to raise awareness of the SADC region as an investment destination geared towards viable business partnerships, and secondly we want the economic benefits to be sustainable.'

'The two events will play a crucial role in making the region known, and not just as a tourism destination. Africa has incredible potential for investors who may have been unaware of its hidden assets. It's Africa's turn and with the eyes of the world pointed in our direction we'll be helping to facilitate

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the promotion of some of the region's highly marketable projects to the larger concentration of visitors in our region at that time.'

Nwako's colleague, SADC director for Trade, Industry, Finance and Investment, Boitumelo Gofhamodimo, is also optimistic: 'In SADC's efforts to sell Africa to the international community with a view to attracting visitors and investors, we've been building on a relationship with sister organisation, Comesa. This translates into 26 member countries – almost half of the continent – that will be campaigning and showcasing African business.'

Gofhamodimo says although the motivation to be in Africa may be the 2010 Fifa World Cup, many visitors will also have interests elsewhere and it is the private sector that will reap the biggest economic benefits. Asked whether African states are doing enough to promote their countries, Gofhamodimo was divided: 'Yes and no. In the case of CAF, not a lot of groundwork was done prior to the event. But there are a couple of months left for our nations to improve their efforts before the main event in South Africa. Much can still be done and I believe that as we continue to engage and work together, we'll be able to ensure that football fans will carry back a message to their own countries that Africa is more than ready to trade and has viable and profitable projects on offer.'

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Namibia has indicated that it expects to feel the benefits before, during and after the games but cannot yet predict the socio-economic impact of the World Cup on the country. It's focused on attracting travellers such as displaced South Africans who do not want to be in their homeland during June and July, as well as the international first-time and regular travellers/spectators who will use the opportunity to visit a few African countries.

'In a best case scenario,' says Maggie Mbako, spokesperson for Namibia Tourism, 'an influx of the targeted tourists, and possibly international media, will further boost the already burgeoned tourism industry which in turn will contribute to the country's growth.'

Zimbabwe and Botswana have also upped their promotional efforts. Each is hoping that investors will be drawn to their mining, tourism and infrastructure development projects with Botswana seemingly most keen to showcase its diamond and educational hubs.

That Zimbabwe has a poor reputation needs no mention and perhaps it's hoping to alleviate some of those negativities on the back of the 2010 Fifa World Cup. The government has registered more than 4 000 houses that will be turned into lodges to complement hotel accommodation. The Tourism and Hospitality Industry secretary, Sylvester Maunganidze, has stated that Zimbabwe is expecting 1 30 000 tourists to visit his country during the event and that 19 cabinet ministers are currently working on preparations geared towards the tournament.

Mozambique is spending millions of dollars on infrastructure projects, hoping to attract practice sessions and the resultant family, press and fans that travel with teams. It's rehabilitating the railway link between Maputo and South Africa and is

spending US\$600 million on its hotels, casinos and leisure activities. Lesotho, on the other hand, has no major activities geared toward the World Cup, but neighbour Swaziland has signed memorandums of agreement with Mozambique and South Africa's provinces Mpumalanga and Limpopo, to collaborate on 2010 activities, mainly focusing on tourism. Zambia may have been unsuccessful in attracting a football team to practice there but used the opportunity to upgrade some of its stadiums.

All the countries so far mentioned, including South Africa and Angola, are using the World Cup to develop the seven transfrontier conservation areas in the region that will increase the tourism potential beyond the historic event.

Malawi, just two hours by air from South Africa, is hoping to host some of the 55 000 Fifa delegates that are expected to attend the event while the Tanzanian government has raised some US\$5.8 billion for marketing its country through various world media channels. Further north, even Ethiopia recognises the potential the event will bring for investment, particularly in its environmental and development projects.

And what about Ghana, whose Black Stars team has been predicted by – sometimes accurate – English psychic Miss Knock, to win the tournament? It intends to host trade and investment roadshows in the city or cities that the team will be based in, while in South Africa. Ghana aims to highlight its oil and gas reserves, the Ghana Chocolate Fair and mining activities as well as driving the concept that Ghana is one of Africa's preferred sports destinations.

In the meantime, Kenya is piggy-backing on not just the World Cup, but also the 'Obama effect' – that of having a US president with links to its country. It, along with many other African states, is increasing its airline capacity by scheduling more flights to cope with the renewed interest in the country.



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Overall, every African country has already had some benefit from the World Cup, no matter how small. Delia Fischer points out that Fifa launched the Win Africa with Africa initiative in 2005, with US\$70 million dedicated to, among other things, building football turf pitches in each of the 53 countries, aiding with the professionalism of the national leagues, the training of African football executives, involvement in sports medicine projects and even training courses for the African media. Another Fifa programme, Football for Hope, is effectively spreading the message that football can be used as a tool for peace, social development and social change.

Commentators are saying there is a shift in the way people now look at Africa, but the real challenge will come when the World Cup is over. Can what Africa does now have sustainable benefits for the future and will it be able to maintain the momentum it is creating, particularly in the tourism industry, beyond 2010?

Certainly South Africans will be smiling. They will be enjoying the upgraded transport facilities – that arguably match any in the world – for some years to come. They now have world-class airports, roads and stadiums that may not have been as quickly forthcoming without the Fifa World Cup carrot.

The South African government's contribution to World Cup related projects is US\$3.8 billion. Its national lottery allocated US\$11 million to the Local Organising Committee for the development of sport and community projects throughout the country. It is not clear how much the private sector has spent (and how much it's still likely to spend), but the figure bandied about is in the region of US\$13.7 billion. This has certainly helped business, particularly the construction industry, to stay afloat during the worldwide economic crisis.

The sheer magnitude of the numbers associated with the 2010 Fifa World Cup, whether financial or statistical, almost borders on the ridiculous, but there is nothing ridiculous about the swelling pride that all Africans share as they unite to play ball with the world. ■

