

Paper presented by the Deputy Minister of Tourism, South Africa, Minister Tokozile Xasa to the

***FIFTH AFRICA ASIA BUSINESS FORUM (AABFV) –
“FORGING BUSINESS LINKAGES FOR SUSTAINABLE
TOURISM DEVELOPMENT IN AFRICA”***

Topic: "How can Africa Make Maximum Benefit out of 2010 and beyond?"

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His Excellency General Yoweri Museveni, President of Uganda.

Ambassador Cheick Sidi Diarra, UN Under Secretary General, Special Advisor on Africa.

SA High Commissioner to Uganda Mr. Chiliza

His Excellency Ms. Seiko Hashimoto, State Secretary for Foreign Affairs, Japan.

Honourable Eng. Gagawela Nelson G. Wambuzi, Minister of State for Trade, Ministry of Tourism, Trade & Industry

All protocol observed.

I bring warm greeting from HE Mr JG Zuma, President of South Africa who has received an overwhelming mandate in the 22 April historic election in South Africa. The soon announced new Cabinet comprises an new Tourism Department whose vision is bolstering sustainable tourism as a engine for job creation and economic prosperity.

Delivering his state of the nation address on 3 June, “working with Africa and the rest of the world we will pursue African advancement and enhanced international cooperation. We will ensure sustainable resource management and use”.

“We have committed ourselves over the years to contribute to building a better Africa and a better world.

The main goal of government for the medium term is to ensure that our foreign relations contribute to the creation of an environment conducive to sustainable economic growth and development.

Equally important, and closer to home, is the strengthening of regional integration with particular emphasis on improving the political and economic integration of SADC, towards the AU goal of a Union Government. We will establish a South African Development Partnership to promote developmental partnerships with other countries on the continent.”

Thank you for invitation to the 5th Africa-Asia Business Forum.

The announcement on 15 May 2004 that the 2010 World Cup would be staged in South Africa was followed by jubilant celebrations throughout the Continent. During the early stages of the bid process, the South African Government threw its full weight behind the preparations with the emphasis being on showcasing the 2010 World Cup as an African event – one that would assist in spreading a sense of confidence and prosperity across the entire Continent.

Indeed a key legacy of the 2010 World Cup will be the fruits of our collective efforts to **build a better Africa and indeed a better world!** – one that sustains beyond current global uncertainties

The 11th of June 2009 marked the 1 year countdown to hosting of the 2010 FIFA World Cup. Our President, Jacob Zuma said, “We the government and the nation at large, have pledged that the World Cup will leave a proud legacy from which our children and our communities will benefit for many years to come.”

South Africa has throughout the last decade and a half, since its birth as a democracy, continued to work with Africa and the rest of the world, to pursue African advancement and enhanced international cooperation.

Hosting an African World Cup inherently provides us another platform of cooperation between South Africa and sister countries in Africa. Africa is a continent with a rich reservoir of resources, but the Continents biggest asset by far, is its warmth, friendliness, humility and humanity of her people. This has been the inspiration for the official slogan of the 2010 FIFA World Cup, “ Ke nako, Celebrate Africa’s Humanity “Ke Nako,” means, “Now is the Time”. Indeed, Africas time has come to harness the 2010 FIFA World Cup, to alter perceptions of Africa and to reposition the continent in a positive light with South Africa as the theatre and Africa as its stage.

South Africas ambitions in hosting the World Cup don’t end with the event itself. In fact, when the whistle is blown at the close of

the final match, it will mean the end of the tournament but the beginning of a lasting legacy. So, in hosting Africa's first World Cup, the government views the 2010 FIFA World Cup as an event that will leave a lasting legacy for the people of South Africa, and through a concerted effort the event will also leave a lasting legacy for the entire continent. That legacy will be one that stretches far and wide. By 2010, South Africa will have built better sports facilities, an improved public transport system and a better roads and telecommunications infrastructure. But working for 2010 is also about building the country in ways that travel beyond infrastructure improvement. It is also about developing football and the youth, promoting a healthy lifestyle through sport and fostering pride in our Country and in our Continent.

A major focus of this infrastructure development is, of course, the building or improvement of match venues and their environments. The hosting of the 2010 FIFA World Cup will leave a legacy of sports and recreation facilities in South Africa in the form of 10 "state-of-the-art" stadia and the development of many other recreational facilities. The FIFA World Cup will leave first class venues for Soccer which will benefit sport and recreational activities as a whole.

As government strives to deliver its guarantees for the FIFA World Cup, it will use this opportunity to accelerate the improvement of

social services in key areas, including immigration and health services, and in particular, programmes to strengthen the provision of emergency medical services, will be fast-tracked.

At present as I present to you, South Africa has hosted two of the Confederation Cup matches in the City of Joburg and in Rustenburg. The Confederations Cup also known as the Festival of Champions, will whet fans appetites ahead of the 2010 FIFA World Cup. It will also determine South Africas organization and state of readiness to host the 2010 FIFA World Cup. The hosting of the Confederations Cup is crucial, as it will provide South Africa with opportunities to fine-tune areas, if necessary.

Eight teams are participating in the Confederations Cup from 14 until 28 June 2009. The teams include:

- USA,
- Egypt,
- South Africa,
- Iraq,
- Brazil,
- Italy,
- Spain, and

- New Zealand.

A total of 16 matches will be played. South Africa will once again emerge at the top as the preferred destination of choice for sports tourism, due to its climate and in view of the fact that South Africa has hosted the following international sporting events:

- Annual Two Oceans Marathon,
- Annual Comrades Marathon,
- 1995 Rugby World Cup,
- 2003, ICC Cricket World Cup,
- 2008 Womens World Cup for Golf,
- 2009 Indian Premier League Cricket

Moving on, how will Africa benefit from the hosting of the 2010 FIFA World Cup in South Africa?

South Africa has, on an ongoing basis provided strategic support to the rest of Africa through its existing trade negotiations, by marketing South Africa as the “gateway” to Africa. South Africa has also provided the ideal environment conducive to

conducting business in Africa alongside pushing the legacy of hosting of the 2010 FIFA World Cup and in spreading its message across Africa, through trade exhibitions and tourism indabas. These platforms have been used to spread the message that the 2010 FIFA World Cup is taking place on African soil for the very first time in history. Other soccer events being hosted in Africa in 2009 and 2010 include; Under-20 Soccer tournament, Under -17 Soccer tournament and the Africa Cup of Nations early in 2010 next year before kickoff of the 2010 FIFA World Cup.

Reflecting on Legacy: In November 2006, the **African Legacy Programme**, a joint responsibility of Government and the Local Organizing Committee, was put in place in response to one of the main inspirations behind South Africa's preparations for 2010 – that being to leave a lasting legacy for the African Continent!

In establishing the African Legacy Programme, South Africa will work with its sister countries in Africa, FIFA, THE African Union and Africa's regional economic communities to make the Continent's first World Cup a truly African one!

The programme aims to support the realization of the African Renaissance objectives. As for the legacy of the 2010 FIFA World

Cup, it will be different from that typically associated with other large sporting events for the following reasons:

- The legacy benefits are not confined to the host country,
- The host country itself has made an undertaking to make the continent-wide legacy one of the core focus areas of preparations for the event,
- The African Union is actively involved in ensuring that the 2010 World Cup legacy agenda is owned continent-wide.

The programme will work closely with 4 key stakeholders, linking in with a number of their existing initiatives. These 4 partners include:

- FIFA,
- Confederation of African Football,
- United Nations and
- African Union.

The South African Government is collaborating with African countries on a number of projects which will contribute toward the African Legacy. These fall within the following categories:

- Peace and nation-building,
- Football support and development,
- Environment and Tourism,

- Culture and Heritage,
- Communication and
- Telecommunication.

In March 2009, the Peace Caravan tour of the Great Lakes Region in East Africa was undertaken to increase public awareness of peace and cooperation in this formerly war torn and strife ridden zones of East Africa, using the enthusiasm for football as a catalyst for lasting positive social change.

The Immediate objectives were:

- i) To convey the idea of an African world cup and to sensitize and mobilize Africa's youth in this region for the world cup event to be held for the first time ever on African soil in South Africa in 2010.
- ii) To foster youth development through football with the aim of leaving a lasting effect on young people far beyond the final whistle at the world cup event.

The project visited rural and disadvantaged urban communities in the various East African partner countries, in the Great Lakes Region. Places visited included the following:

- i. Kimisagara, Kigali, Rwanda
- ii. Butare, Rwanda
- iii. Kamenge, Bujumbura, Burundi
- iv. Mbarara and Kampala, Uganda
- v. Migori and Kisumu; Kenya
- vi. Mwanza, Tanzania

At each station the tour group engaged young girls and boys and interested spectators of all ages.

One of the key 2010 FIFA World Cup legacies will be the 20 Football for Hope Centres to be constructed across Africa. It is believed that these centres will bring hope to the children of Africa.

South Africa works in partnership with SADC, the Africa Travel Association (ATA), to which the Pacific Asia Travel Association (PATA) is a member to share knowledge, experience, expertise, support, skills, to ensure that tourism's high potential in Africa contributes to economic growth. Tourism is considered as a sector with a very high potential that could be catalyst in the achievement of Millennium Development Goals (MDGs).

Africa has a rich cultural heritage, yet it still accounts for hardly 4% of international tourist arrivals and receipts. It is our strong belief that the 2010 FIFA Soccer World Cup could benefit Africa in positive promotion of the destination and management of negative images and perceptions associated with the continent.

The opening and closing ceremonies of the 2010 FIFA World Cup will showcase African culture in its splendor and diversity to promote our African heritage, humanity (Ubuntu).

On environment, South Africa has taken steps towards the development of the National Greening programme which will ensure the consideration of environmentally sustainable measures being considered and/or implemented during hosting of major events. Areas of Waste management, biodiversity conservation and management, water conservation and management, climate change and energy efficiency, sustainable transport and procurement, and sustainable tourism, inclusive of responsible tourism minimum standards which take into consideration the 3 pillars of sustainable development, i.e., environment, socio-cultural and economic focus areas, in order to ensure sustainable practices within the hospitality sector.

According to MATCH, the organization, whose services has been procured for accommodation bookings for 2010, an estimate of 55 000 rooms have been contracted, with approximately 40000 rooms being secured. This is the first FIFA World Cup in which FIFA will make use of non-hotel accommodation, thus developing the Small, Medium, Micro Enterprises (SMME). The Department of Environment in the country has put some financial resources forward to assist with the grading of SMME accommodation.

Building a better Africa and a better world !!!

The Transfrontier Frontier Conservation Areas (TFCA's) programme is aimed at contributing towards the creation of an environment conducive to sustainable economic growth and development in southern Africa (Angola, Botswana, Lesotho, Mozambique, Namibia, South Africa, Swaziland, Zambia) Over the last 5 years, three tourist access facilities have been constructed and opened. They include the Giryondo (links South Africa and Mozambique), Mata Mata and Sendelingsdrift (links South Africa and Namibia). Subsequent to the opening of these facilities, there has been a significant increase in tourists passing through the gates with a total of 65 700 visitors linking to other neighboring states. The construction of Tweerevirien tourist access facility within the Kgalagadi Transfrontier Park (links South Africa and Botswana) is complete and the plan is to have it opened in the second half of 2009.

The TFCA Development Strategy for 2010 aims to position these conservation areas (across our countries)as favorable tourist and investment destinations in Southern Africa.

Specific objectives of the strategy are to:

- Spread across the region the benefits of hosting the 2010 soccer world cup in South Africa;
- Use the FIFA World Cup to place Southern Africa tourism

Opportunities in the global spotlight; and

- Initiate a long-term investment and marketing strategy for TFCAs.

The motivation for initiating the process of consolidating the transfrontier conservation initiatives in the SADC region was based on the realization that it is expensive to embark on marketing and investment promotions for each and every TFCA separately.

The nine (SADC) countries which are party to the TFCA development strategy for 2010 and beyond have been working together to build a pipeline of bankable projects. This included identification of projects, conducting feasibility studies and investment analysis and packaging of the investment opportunities. This work has culminated in a catalogue featuring a portfolio 51 investment opportunities which offers over 5 000 beds. The estimated value of these investment opportunities is R785 million.

The opportunities range from rustic to five star luxury accommodation facilities. They include conference facilities, ski-resorts and a golf estate in Royal Jozini. The bulk of the products are in the mid-range category of accommodation and

opportunities include three and four star lodges, house boats and hotels. The opportunities on offer feature a mix of new facilities and existing ones that need to be refurbished

FIFAs special initiative: Win in Africa with Africa

FIFA is also of the view that the 2010 FIFA World Cup in South Africa will only be a success if the African Continent benefits from it. In believing so, FIFA would like to offer a positive image of Africa, a continent striving for development. Thus, FIFA intends to use football as a developmental tool through the Win in Africa with Africa initiative. Win in Africa with Africa was proposed to the Marrakech Congress and subsequently adopted by the Munich Congress with a budget of USD 70 Million, to finance various initiatives. There are eight such initiatives, several of which have already been implemented. These include:

- Providing every African Country with a new-generation artificial pitch that meets international standards. Twenty five contracts have been signed.
- Developing a support programme for domestic top-flight divisions in order to help African championships make structural improvements.
- Training African Administrators. The first African course for sports administrators took place in Dakar at the end of

November 2006. The programme will continue with South African Universities, in particular by means of a distance-learning programme for English speaking Africa.

- Developing sports medicine.
- Participating in the 50th Anniversary celebrations of the Confederation of African Football.
- Holding the U-17 and U-20 World Cups in Africa in 200.
- Setting up an assistance system for countries bordering South Africa that may host national teams that qualify for 2010 FIFA World Cup final competition.
- Training African television directors and journalists to facilitate their involvement in the 2010 FIFA World Cup.

These initiatives will illustrate FIFAs determination to make football a tool that Africa can use for development and social improvement.

In summary, the hosting of the 2010 FIFA World Cup brings huge benefits for Africa which includes:

- Opportunity to boost international confidence about Africa as a preferred tourist and investment destination;
- Marketing African diversity, culture, tradition, humanity; through media massive media coverage that comes with hosting a World Cup;

- Improved telecommunications in Africa;
- Economic boost for the African economy;
- 20 football for hope centres constructed across Africa;

It is within this context that I conclude my address to you and extend a heartfelt invitation to all in joining South Africa to host a successful 2010 FIFA World Cup.

“Ke Nako, Africas time has come, indeed.”