



# 10

61<sup>st</sup> FIFA Congress

## Activity Report 2010

Zurich, 31 May and 1 June 2011

**FIFA**<sup>®</sup>

*For the Game. For the World.*

A large, light gray background image showing silhouettes of people celebrating. They are holding up flags and blowing trumpets. The scene is festive and energetic. In the top right corner, the number '10' is displayed in a large, light gray font, with a second '0' below it, suggesting a 10th anniversary or decade.

10  
10

61<sup>st</sup> FIFA Congress

# Activity Report 2010

Zurich, 31 May and 1 June 2011

**FIFA**<sup>®</sup>

*For the Game. For the World.*

# Contents



## The FIFA year in review

Foreword by the FIFA President	6
The FIFA year in review	8
Member associations	20



## Build a better future

Corporate social responsibility	80
The movement is growing	82
Football for Hope Festival 2010	84
20 Centres for 2010	86
Emergency aid	88



## Develop the game

Introduction	24
FAP and <i>Goal</i>	26
Special projects	30
Courses and technical support	34
PERFORMANCE	44
Sports medicine	46
Quality	48



## Marketing and communications

Marketing	92
Communications	99
Television	102
Legal matters	110
FIFA.com	112



## Touch the world

Competitions	54
World rankings	74
FIFA Ballon d'Or	76



## Facts and figures

Awards	116
Executive Committee	118
Committee meetings	120
Results	124
Calendar	138
Obituaries	140



**FIFA**



# THE FIFA YEAR IN REVIEW





“By working with our 208 member associations over the last four years, we have written impressive new chapters in football’s incredible success story.”

## Dear members of the international football family,

2010 was not just a thrilling and historic year of football, it was also a year that signalled the end of a four-year period that was extremely successful for FIFA and one that reached its high point with the 2010 FIFA World Cup™ in South Africa. It was a tournament that proved many doubters wrong as the first World Cup on African soil was a magnificent, unique and successful event.

By working tirelessly with our 208 member associations over the last four years, we have been able to write impressive new chapters in football’s incredible success story. Football’s popularity has continued to increase, as has our income from the sale of rights to our competitions, which means that we now have even more means at our disposal for tailor-made development programmes, competitions and humanitarian work.

In this report, you can read about how FIFA is constantly developing the game in line with our members’ individual needs and requirements. We also look back on the success of the FIFA World Cup™, the U-17 Women’s World Cup, the U-20 Women’s World Cup and the Club World Cup, and we cast an eye over the awarding of the 2018 and 2022 World Cup hosting rights. Chapter IV features some stunning images of a quite unique festival, which was a perfect example of how FIFA uses football to help people in need and to contribute towards social advancement.

Thanks to our conservative financial policies, we are now largely financially independent and therefore in the best possible position to be able to meet the many challenges that will come our way as we strive to protect, promote and develop our game.

For the Game. For the World.

Joseph S. Blatter

FIFA President







Golden confetti rains down on world champions Spain in Soccer City on 11 July 2010.

2010 was a year that not only saw the keenly anticipated first FIFA World Cup™ on African soil, but also a year that brought an extremely successful four-year financial period to a close. This financial success was channelled above all into football development activities in the 208 FIFA member associations. FIFA's total investment in this area is now 57 times greater than in the period from 1995 to 1998. The FIFA competitions have also grown in number and quality, as has FIFA's commitment to social responsibility, through which FIFA leverages football's increased role in society and its positive, unifying power.



Yeo Min Ji (PRK) celebrates her quarter-final goal against Nigeria.



Footballing legacy: a new pitch in Ethiopia.



A regional FIFA beach soccer seminar in the Bahamas.



A Ghanaian fan at the World Cup.



Wir sind Helden at the Women's World Cup draw.



FIFA Grassroots football seminar in Swaziland.



Hurrah for colourful fans!



Fireworks after the World Cup final in Soccer City.



Romero Britto painting during the Football for Hope Festival.



Opening of the third Football for Hope Centre in Katutura, Namibia.



The Chilean girls celebrate their victory at the Youth Olympic Games.



World Cup mascot Zakumi is all smiles.



## The 2010 footballing year

## Winners abound

Newly crowned world champions Spain were not the only ones to emerge from 2010 as winners. **Hosts South Africa**, who organised the World Cup impeccably and extended an incredibly warm welcome to fans from all over the world, can also rightly feel like winners. The hosts also made a good impression on the pitch and thrilled the fans when they beat 2006 runners-up France in their last group match, leading to a shock early exit for *les Bleus*. Slovakia, the USA, Uruguay and New Zealand also received a heroes' welcome on their return home. Rank outsiders New Zealand did not lose a single match and even finished ahead of reigning world champions Italy in their group.

A glance at FIFA's other competitions shows how strongly football is developing all over the world and how the gap between national teams has narrowed. At the **FIFA U-20 Women's World Cup** in Germany, cases in point were debutantes Colombia, who finished in fourth place, and the strong Nigerian side that became the first African women's team to reach a World Cup final, in which they held their own against world champions Germany before finally succumbing shortly before the final whistle.

At the **FIFA U-17 Women's World Cup** in Trinidad and Tobago, meanwhile, the Asian teams stole the show, occupying three of the four top spots. Seven of the teams were newcomers to the tournament, and in the end Korea Republic claimed their first World Cup title following a penalty shoot-out victory against Japan.

The 12 teams that took part in the inaugural **Youth Olympic Football Tournaments** in Singapore could all feel like winners, since the focus, in keeping with the Olympic ideals, was on excellence, friendship and mutual respect. But, of course, there were also winners on the field, with Chile and Bolivia taking home gold in the girls' and boys' U-15 tournaments respectively.

Read more from page 54 onwards

Read more on page 60

Read more on page 62

Read more on page 66

Read more on page 64

Read more on pages 72 and 76

A champion was also crowned at the **FIFA Club World Cup** in Abu Dhabi, where Congolese side TP Mazembe surprised the football world with an unbelievable semi-final victory over Brazilian outfit SC Internacional, before finally succumbing to Inter Milan in the final.

The end of the year saw celebrations break out in Russia and Qatar after they were awarded the right to host the **2018 and 2022 FIFA World Cups™** respectively by the FIFA Executive Committee, beating off stiff competition in the process. The new year began with smiling faces all round at the **FIFA Ballon d'Or 2010 gala**, which honoured the best men's and women's player and best coaches in the men's and women's game. Players Marta and Messi and coaches Silvia Neid and José Mourinho took the last trophies of what was an incredible footballing year.

## Looking ahead

## Karla Kick

The FIFA Women's World Cup™ in Germany will without doubt be one of the sporting highlights of the 2011 footballing year. But, of course, the football world is also eagerly awaiting the men's FIFA U-17 World Cup in Mexico and the FIFA U-20 World Cup in Colombia. After all, these tournaments feature great emerging talents who are competing to earn a place on their senior national team and be considered for the senior FIFA World Cup™ in Brazil in three years. As usual, the curtain will be brought down on the 2011 footballing year by the FIFA Club World Cup, which returns to Japan after its two-year sojourn to the Middle East.



Joyful Spaniards with the World Cup Trophy.



South Africa's Pienaar celebrates a goal against France.



Nigeria defeat Colombia in the U-20 Women's World Cup semi-final.



Mulota Kabangu of TP Mazembe at the FIFA Club World Cup.



The FIFA Ballon d'Or for the world's best player of the year.



Steffi Jones and mascot Karla Kick rehearse ahead of the draw.

## Develop the game

## A success story

When it was founded in 1904, one of FIFA's main objectives was to develop football worldwide. This objective continues to guide FIFA's work today. The **60<sup>th</sup> FIFA Congress in Johannesburg** was the occasion for the celebration of a very successful chapter in the history of football development. The *Goal* Programme, launched in 1998, has provided a solid framework for football development since its establishment, and in 2010 it provided a record USD 222 million in investment.

With the original objective of providing each member association with the basic infrastructure for the organisation and development of national football having largely been achieved, in 2010 FIFA extended its support to further larger-scale projects in the associations. FIFA also aimed to specifically address the particular needs of individual regions, thus providing even more efficient assistance, through **special regional projects**. The ***Win in Africa with Africa*** initiative, which has now almost been completed, also had a regional focus, and was tailored to the particular needs of the continent. Through this initiative, FIFA was able to ensure that the entire continent would reap the long-term benefits of the World Cup in South Africa. Similar projects are under way in Oceania and the CONCACAF region until the end of 2011, and in South America and Europe until 2012.

As well as helping with infrastructure projects, FIFA also attaches great importance to **supporting its member associations financially**. Thanks to the financial success of the 2007-2010 cycle, each association received an extraordinary FAP payment of USD 550,000 in the reporting year, in addition to the regular annual allocation of USD 250,000.

Education and training courses for all those who work for the good of the game continue to be at the heart of FIFA's development work. More than **400 courses and seminars** on women's and youth football, beach soccer, futsal and – for the first time – youth development were organised in 2010. The FIFA Grassroots Programme, and the programmes for health promotion and football medicine education and training were also successful, and are firmly established within FIFA's development portfolio.

Read more on page 30

Read more on page 26

Looking ahead  
Youth development

The events of last year showed once again that the associations that take an early interest in sustainably developing youth football produce successful teams. FIFA therefore wishes to encourage and support as many associations as possible to further develop football training for children and young people.

The FIFA Task Force Football 2014, which was established at the end of 2010, is also geared towards the future. The task force, which is made up of representatives of the Technical and Development Committee, the Football Committee and the Referees Committee, will analyse football from different perspectives, take stock of the current state of affairs and develop specific proposals to increase the attractiveness of the game while taking account of medical findings.



FIFA President Joseph S. Blatter at the FIFA Congress.



A FIFA Grassroots festival in Swaziland.



A FIFA Grassroots football course in Kuwait.



FIFA supports its members' youth development with Grassroots football seminars such as this one in Kuwait.



## Protect the game

## Successful measures

The fact that no major case of match-fixing was uncovered in 2010 does not mean that the risk of football being misused for economic or political motives has been reduced, but rather that the measures adopted in this regard are successful and that the systems in place to protect the game are having the desired effect. After a two-year test phase, **the FIFA transfer matching system** became mandatory for all member associations in October 2010 and was incorporated into the FIFA regulations. Two hundred and seven associations and 4,000 clubs now use the system, which is intended to guarantee transparency in the transfer market, prevent fake transfers designed to launder money and avoid disputes between the transfer parties.

The system not only protects the game, but also very deliberately targets the players, in particular minors, who in the past were all too often signed by the big clubs as talented youngsters and drawn to Europe in the hope of forging an international career abroad. However, only a few managed to achieve financial independence, while the majority of players were left to fend for themselves without the necessary financial security and adequate medical care. With this in mind, all first registrations and **international transfers of minors** must be processed in the transfer matching system and examined and approved by the relevant sub-committee.

Integrity is one of the key basic features of football, and should be protected by whatever means necessary. Together with its subsidiary **Early Warning System GmbH (EWS)**, FIFA therefore continues to take an active role in combating the risk of match-fixing by monitoring organised and legal betting markets and attempting to uncover and prevent illegal bets.

## Looking ahead

## Remaining consistent

The various instruments, systems and measures in place to protect the integrity and transparency of the game must be maintained and further expanded with a view to continuing to protect our increasingly popular sport from negative influences.

## Football gives hope

## Social legacy for Africa

From the outset, social commitment and the creation of a positive social legacy for Africa were important elements of the first FIFA World Cup™ on the African continent. It therefore comes as no surprise that FIFA put as much effort and care into its **social responsibility** activities in connection with the World Cup as into organising the tournament itself. Indeed, some events were actually incorporated into the official World Cup programme.

The **Football for Hope movement** was once again at the heart of FIFA's commitment to social responsibility, and in the course of the year under review it supported 55 programmes, hosted an exciting festival in Johannesburg during the World Cup and inaugurated a further three Football for Hope Centres. In conjunction with the World Cup in South Africa, FIFA also supported two global campaigns to promote education and combat malaria. The recognition and appreciation the Football for Hope movement enjoys internationally was reflected by the movement winning two awards and receiving a repeat invitation to the Clinton Global Initiative Annual Meeting.

Among FIFA's other important legacy initiatives was the establishment of the **2010 FIFA World Cup Legacy Trust**, to which it has contributed USD 100 million, and which supports charitable projects with a focus on football promotion, education, health and humanitarian work in South Africa.

Read more from  
page 80 onwards



Fighting fake transfers and money laundering.



Combating match-fixing and irregular betting patterns.



Supporting social development. The FIFA World Cup Legacy Trust supports social projects in townships such as Alexandra (Johannesburg).





## Build a better future

# Football for Hope Festival 2010

Thirty-two teams of eight girls and eight boys from member organisations of the **Football for Hope movement** came together in the township of Alexandra in Johannesburg for a unique festival of football, education and culture organised by FIFA. The participants were selected on the basis of their commitment to social causes in their home countries rather than their football skills. As an official event of the FIFA World Cup™ programme, the festival drew not only fans but also media representatives from all over the world, who reported daily from Alexandra.

Read more on page 80

## 20 Centres for 2010

FIFA also helps disadvantaged communities in Africa to bring about positive social change through the Official Campaign of the FIFA World Cup, **20 Centres for 2010**. After the first community centre in a township of Cape Town had been successfully operating for a year, further centres were inaugurated in Kenya, Namibia and Mali in the year under review. The focus of the centre in Kenya is on linking sport and the environment and in Namibia it is on integrating people with intellectual disabilities, while in Mali activities are aimed at empowering young women and HIV/AIDS education.

Read more on page 86

## Looking ahead Continuing care

Although the preparations for the **2014 FIFA World Cup Brazil™** are now under way, FIFA's work in Africa continues unabated to ensure that the remaining 16 centres are completed. In some places construction on the centres has already begun, while in others initial discussions are ongoing with the local authorities. The aim is to bring this social legacy project to completion with the necessary care.

## FIFA finances\*

# Financially independent

Thanks to the very successful conclusion of contracts with TV and marketing partners, FIFA secured higher revenue in the four-year cycle that has just ended than in previous years. The conservative and prudent financial policy meant that financial reserves could be continually built up. In 2010, a **surplus of USD 202 million** was achieved, allowing reserves to be increased to USD 1,280 million, which means that the World Cup risks are partially covered and the financial risk has decreased significantly.

A glance at the expenses side shows that FIFA invested more in football development than ever before. Thanks to the **favourable financial situation**, it was possible to make an extraordinary payment of USD 550,000 to each of the 208 member associations through the Financial Assistance Programme (FAP). The confederations also received an additional USD 5 million each, bringing the total extraordinary FAP payments in 2010 to USD 144 million.

## Looking ahead Greater investment

Given the healthy state of FIFA's finances, an even larger proportion of revenue is to be invested directly into football in the upcoming four-year cycle, which will result in a slightly smaller annual surplus. FIFA is optimistic about income, given that by the end of the year under review many long-term contracts with existing and new partners had already been concluded, which highlights the continuing demand to be associated with world football's governing body and its competitions.

\* The exact figures and a detailed breakdown of FIFA's business in 2010 can be found in the FIFA Financial Report.



The Football for Hope Festival took place in front of enthralled spectators and journalists in the Johannesburg township of Alexandra.



The Home of FIFA in Zurich has room for 330 employees. The impressive structure is illuminated in bright colour after nightfall.

## Member associations

# Professionalisation and development

The member associations, the confederations and FIFA work for the good of football. Together, they form the football family, which controls all aspects of the game: international, regional and national competitions, Laws of the Game, management and governance, technical development and the game's social and economic impact.

**Their work in their respective** jurisdictions as well as their cooperation at all levels are essential to ensure harmonious leadership in football.

On 1 October 2010, FIFA officially launched the transfer matching system (TMS). From that date, all associations and clubs across the world wishing to conclude an international transfer were required to register it on TMS. By making the member associations and the clubs responsible for registering transfers, TMS provides more transparency and cooperation in the world of football. Few organisations in the world can boast of having a system in place that enables information originating from 207 countries and more than 4,000 clubs to be exchanged, demonstrating that football is an extraordinary area of activity that constantly aspires to modernity.

## Professionalisation

Efficiency, governance and transparency were also three of the objectives of the Member Association Professionalisation Programme, which has undergone significant development after three years of existence. It is no longer merely a programme providing ad hoc assistance to associations but rather a process of accompanying associations wishing to subject football in their country to in-depth reform. This programme was created to address all of the associations' needs by establishing synergies with existing FIFA development programmes. The engagement with the associations is therefore conducted over the long term, with the aim of realising and optimising the associations' potential both on and off the pitch.

For this reason, the programme was renamed PERFORMANCE: the Football Management Programme of FIFA. It has been allocated a budget of USD 38 million over the 2011-2014 cycle, which covers

Efficiency, governance and transparency are three of the objectives of the Member Association Professionalisation Programme.

evaluation and assistance activities, the provision of any material resources and the creation of an extranet platform for member associations. While the development of football is primarily conducted by the member associations, the confederations also have an important role to play.

## Additional support

In recognition of this essential function, FIFA has decided to provide additional support for each confederation's development programmes, thus replacing the earlier *Win in...* programmes. From 2011, each confederation will thus be granted USD 2.5 million per year through an investment fund for the development of football in their territory.

The cooperation between FIFA and the confederations benefits the member associations, as illustrated by the organisation of two 2010 FIFA World Cup™ technical analysis conferences for the national

team coach and technical director of each member association in Asia and Africa. In particular, several members of the coaching staff of the Spanish team that won the World Cup came to share their knowledge at these events.

## Social commitment

FIFA and its member associations have also collaborated to harness the power of football and its social impact to build a better future. The construction of Football for Hope Centres is carried out in collaboration with the member associations, as is the implementation of the "11 for Health" programme in Africa. Through the member associations and football, these social programmes can reach a wider audience, bring hope to the most disadvantaged and increase awareness of simple but essential sanitary habits.

### At a glance

**38** million (USD) has been set aside for the PERFORMANCE programme for 2011-2014.

**2.5** million (USD) will be given to each confederation to promote football.

**207** countries and 4,000 clubs are linked up via FIFA's online transfer matching system.





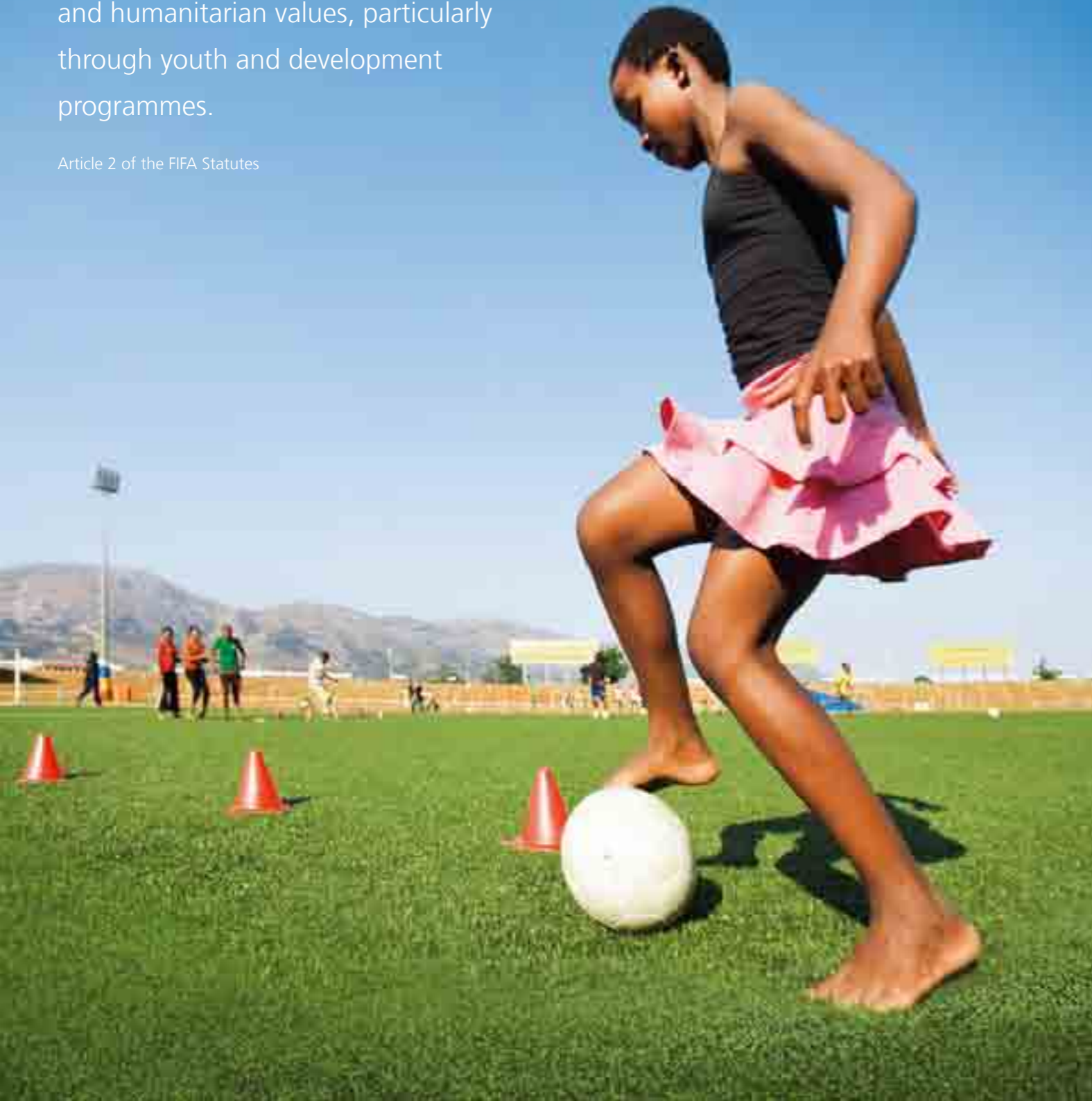


**DEVELOP  
THE GAME**



The objectives of FIFA are to improve the game of football constantly and promote it globally in the light of its unifying, educational, cultural and humanitarian values, particularly through youth and development programmes.

Article 2 of the FIFA Statutes



## Introduction

# Development support reaches record levels

FIFA provided unprecedented levels of football development support to member associations in 2010. Thanks to an extremely successful four-year financial period, it was able to further increase the range of measures offered and adapt them to meet the specific requirements of the associations.

**The FIFA World Cup™** captures the imagination of people all over the world, and the contest to be crowned world champion is the ultimate goal for players, coaches, administrators and everyone else involved in football clubs, leagues and associations. Everyone wants to be a part of the greatest sporting event in the world, and so whether big or small, every country pours its energies into getting a step closer to that dream by developing the game. In 2010, FIFA provided them with unprecedented levels of support to do just this.

The focus of the 60<sup>th</sup> FIFA Congress in Johannesburg was not only on the 2010 FIFA World Cup in South Africa – FIFA was also celebrating more than ten years of success with the strategy launched in 1998 that marked a new departure for FIFA's football development activities. The resources allocated to these activities have increased steadily year on year, and in 2010 reached a record USD 222.1 million.

Through its Financial Assistance Programme (FAP), FIFA gives its member associations and the confederations the opportunity to invest in key areas of football, with a proportion of the resources provided to be used specifically for women's football.

The *Goal* Programme, meanwhile, helps the associations to carry out major infrastructure projects. In addition, special projects such as the *Win in...* initiatives provide individual regions with comprehensive support.

For more than 30 years now, courses have been at the heart of FIFA's development work, providing thousands of coaches, referees and other members of the football family with important knowledge and giving them the opportunity to exchange ideas with experts and colleagues from all over the world.

Over the years, FIFA's development work has been refined and specialised. The focus is increasingly on providing support to the associations in special areas such as coaching and refereeing, women's and youth football, beach soccer and futsal. The cornerstones of FIFA's work in this area are courses, seminars and conferences, in addition to material assistance.

Thanks to the new PERFORMANCE programme, for the past two years, FIFA has also been providing support in the areas of management, administration, marketing and IT.

Financial Assistance Programme (FAP)

# Facilitating football development

The Financial Assistance Programme is the ideal response to the needs of the associations in terms of technical development, strengthening administration, and improving infrastructure, for example, and, as such, is one of the cornerstones of international football.

**FIFA provides support** to its member associations and the confederations for projects and programmes with the following aims:

- promotion of the game of football together with its fundamental principles and social, educational and cultural values around the world
- equity in the standard and infrastructure of football worldwide
- development of a modern, efficient, transparent and fully functional football administration
- further development of the member associations and the confederations from a technical and administrative perspective
- sustainable development of the member associations and encouragement of solidarity between them
- enabling member associations to fulfil their membership obligations and participate in FIFA competitions

FIFA attaches great importance to ensuring that most FIFA development programmes are adapted entirely to the specific local needs of the associations. As an organisation that operates worldwide, FIFA has to cater to local conditions and offer made-to-measure solutions. The FAP allows FIFA to do exactly this, as it provides the member associations with funding for their own projects. Each association receives USD 250,000 per year, and the confederations USD 2.5 million per year.

Of course, these funds cannot just be spent as the recipients choose. There are strict conditions to be observed, such as the obligation on each association to employ a technical director, to allocate at least 15% of its annual funding to women's football, and to undergo an independent audit. Once those obligations have been met, the associations can freely use the FAP funding for any of the following purposes:

**Sports needs**

- Promotion of youth and grassroots football
- Men's competitions and championships (e.g. national and international competitions)
- Promotion of women's football
- Technical development (e.g. educational programmes)
- Refereeing
- Sports medicine (e.g. prevention)
- Futsal/beach soccer

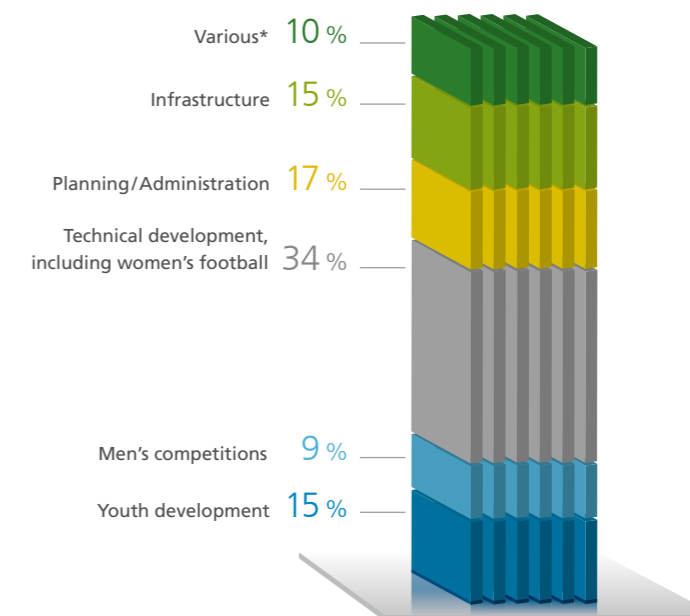
**Organisational needs**

- Planning and administration
- Event organisation (e.g. hosting international competitions)
- Marketing and communications
- Infrastructure (e.g. training facilities)
- Other (e.g. club football, preparing FIFA accounts, audit fees)

Extraordinary FAP payment to each association (USD 550,000) and confederation (USD 5 million)

Average allocation of funds 2010

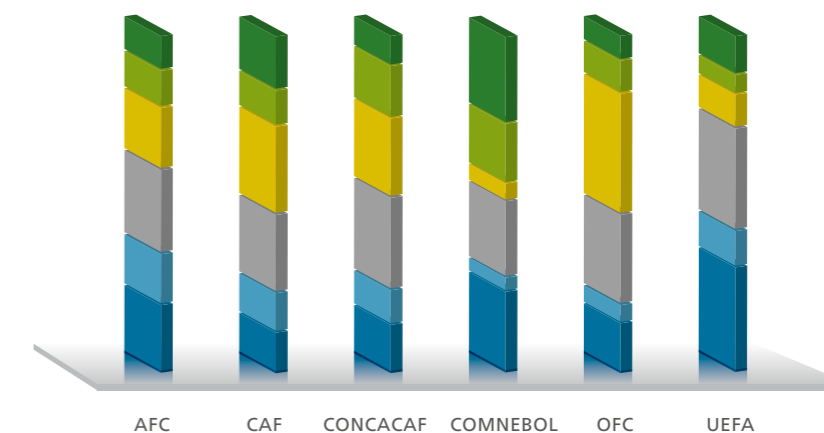
Through the Financial Assistance Programme (FAP), FIFA invests USD 67 million annually in the further development and promotion of the member associations and confederations. Each year, the use of FAP funds is audited by independent bodies. In 2010, FAP funding was used as follows:



\* Event management, marketing, communications

Use of funds by confederations

- Various
- Infrastructure
- Planning/Administration
- Technical development, including women's football
- Men's competitions
- Youth development





## Goal Programme

# More than 500 projects funded

The success of the *Goal* Programme continued unabated for FIFA and the member associations in 2010, with 504 projects funded to date. The *Goal* Bureau approved another 83 projects last year, most of which involved a new area of focus. Numerous other projects were also carried out worldwide.

The *Goal Programme* is one of the most important development initiatives in the world of football. There is no other development funding programme on a similar scale, either in terms of investment volume or the number of projects and associations supported. At its two meetings in March and October 2010, the *Goal* Bureau approved a further 84 projects, steering the programme in a new direction in accordance with the wishes of FIFA President Joseph S. Blatter.

The focus is increasingly on extending and modernising first and second *Goal* projects. Some association headquarters and technical centres built as part of the *Goal* Programme are now more than ten years old, and heavy use and increased demand mean that they are now in need of renovation or expansion.

The *Goal* Football projects also went from strength to strength in 2010, with nine such projects approved in Asia, Europe and Oceania. These projects provide associations with financial and professional assistance to establish national football schools, optimise their technical centres and develop young players, especially for the national youth teams.

Having supported more than 500 projects over 12 years, FIFA decided to take stock of the situation, conducting a large-scale survey among its member associations aimed at identifying the successes and limitations of the individual projects with a view to further improving the programme. The results of the survey and the overall conclusions will be presented to the *Goal* Bureau in 2011.

### Goal 1998-2010

504 projects

201.6 million USD

95 football turf pitches

120 association headquarters  
(construction, renovation or modernisation)

238 technical centres  
(construction, renovation or modernisation)

### Goal 2010

33.6 million USD

83 new projects

9 *Goal* Football projects

# Goal





## Special projects

# Regional development

Solidarity is the principle underpinning the FIFA Financial Assistance Programme and Goal Programme: all FIFA member associations are equally entitled to receive support. The associations also benefit from special projects designed in cooperation with the confederations to meet the needs of the individual regions.

The special projects were closely linked to the awarding of the 2010 FIFA World Cup™ to South Africa. It was FIFA's intention that the impact of the first World Cup in Africa should go beyond the economic and sporting benefits enjoyed by all World Cup hosts. In order to ensure that the whole continent would benefit from the event, world football's governing body launched *Win in Africa with Africa*, a broad-based initiative aimed at supporting the development of African football during South Africa's preparations for the World Cup.

As the preliminary competition for the 2014 FIFA World Cup Brazil™ approaches, the *Win in Africa with Africa* initiative is now winding down. Almost all programme elements – including artificial turf pitches, a player registration and competition management system, special courses, the medical programme and media training – have been completed and are being put to use daily all over Africa.

In view of the success of *Win in Africa with Africa*, FIFA decided to launch similar initiatives for other confederations. The initiatives for Oceania and the CONCACAF region, which were approved in 2007 and started in 2009, will be concluded in 2011, while in South America, Europe and India, the initiatives approved in 2009 and launched in 2010 will run until 2012.

Each of the initiatives encompasses different projects developed in collaboration with the relevant confederations, but they all have the same aim: the sustainable development of football.

The individual initiatives will be replaced by an assistance fund in the next budget cycle (2011-2014), from which each confederation will receive USD 2.5 million a year for its development programmes.



↑ A Grassroots festival in Swaziland.  
 ← Grassroots football instructors receive training in Swaziland.

The initiatives in South America and Europe will run until 2012 |  
 The initiatives in Oceania and CONCACAF will be concluded in 2011  
 | Each of the initiatives encompasses different projects



## Win in Africa with Africa: Overview

### Win in Africa with Africa

**Budget: USD 70 million**



#### Artificial turf pitches

**Budget: USD 39.7 million**

- 54 pitches across Africa
- Four regional seminars on maintenance
- Use of 15 pitches in the 2010 FIFA World Cup™ qualifiers

#### Support for clubs and competitions

**Budget: USD 15.5 million**

- 150 coaching, refereeing, management and marketing courses in 53 countries
- Equipment to the value of USD 3.46 million for 52 countries (training equipment, balls, boots)
- Player registration and competition management system for all African member associations ready for operation in almost all associations as of early 2011

#### Training for African football administrators

**Budget: USD 3.8 million**

- Courses for African football administrators on subjects including management, law, marketing and finance
- Partnership between FIFA, the International Centre for Sports Studies (CIES) and four African universities (Dakar, Port Elizabeth, Pretoria, Cairo)

#### Medical programme

**Budget: USD 4 million**

- Studies in South Africa, Zimbabwe, Malawi and Mauritius
- The “11 for Health” prevention programme for children

#### CAF 50<sup>th</sup> anniversary

- Special edition of five DVDs on African football, containing 7,000 documents and 2,000 photos
- Story of African football *Africa and the football world*

#### Nelson Mandela tribute match in South Africa

- Benefit match in Cape Town on 18 July 2007

#### Support for the FIFA U-17 and U-20 World Cups and youth football

**Budget: USD 5 million**

- Five artificial turf pitches (Egypt, Nigeria, CAF training centre)
- Support for youth football in Africa (tournaments, grassroots festivals, equipment)

#### Media capacity-building

**Budget: USD 1.2 million**

- FIFA Broadcast Academy with the African Union of Broadcasters for 41 sub-Saharan countries, courses for TV and radio stations
- Media courses for more than 300 African journalists in four languages (English, French, Portuguese, Arabic) in cooperation with the French news agency Agence France-Presse and the European Union

### Win in CONCACAF with CONCACAF

**Budget: USD 10 million**



#### Assistance programme for national leagues

**Budget: USD 4.3 million for 13 selected associations**

- Courses (for coaches, administrators, referees), sports equipment, IT systems, advice, technical and financial support

#### Youth development programme

**Budget: USD 3.1 million for nine selected associations**

- Courses, equipment, technical and financial support for youth competitions

#### Support to the University of the West Indies

**Budget: USD 400,000**

- Support for the development of a programme with CIES

### Win in Oceania with Oceania

**Budget: USD 8 million**



#### Wide-ranging support

The resources were distributed to the 11 Oceanian associations for the following activities:

1. Development and professionalisation of national leagues
2. Futsal promotion
3. Communications, media and marketing
4. Medicine
5. Professionalisation of administration
6. Special projects (support to New Zealand for its preparation for the 2010 FIFA World Cup South Africa™)

### Win in CONMEBOL with CONMEBOL

**Budget: USD 7 million**



#### Artificial turf pitches

Artificial turf pitches in each of the confederation's member associations.

### Win in Europe with Europe

**Budget: USD 5 million**



#### Support for infrastructure projects

Renovation and modernisation of stadiums in six countries (Albania, FYR Macedonia, Malta, Montenegro, Northern Ireland, Slovakia)

### Win in India with India

**Budget: USD 8 million**



#### Artificial turf pitches

8 artificial turf pitches and other infrastructure in India

## FIFA courses

## Regional development

FIFA was also actively engaged in education and training activities, running more than 400 courses and seminars for its member associations in 2010. For the first time, youth development courses were held in North and Central America and the Caribbean.

**As part of** the *Win in Africa with Africa* initiative, which reached its climax in 2010, 159 courses were organised over four years. In the reporting year, the FIFA Education & Technical Development Department organised another 38 courses, which meant that each association benefited from three coaching, refereeing and club management courses. But FIFA's work in Africa is far from over. On the contrary, the continent will continue to receive support from FIFA, particularly in the form of courses and seminars on football promotion and training for all stakeholders in football.

2010 also saw the launch of the first courses organised as part of the *Win in CONCACAF with CONCACAF* initiative, with which FIFA has broken new ground. For the first time ever, world football's governing body offered courses on youth development. The second focal point of the CONCACAF courses – the development of national leagues – was familiar ground, however. FIFA organised 11 of these regional courses in total last year.

FIFA was also involved to a great extent in the organisation of two conferences in Asia and Africa, at which the technical directors and national coaches of the respective confederations analysed the trends in play and the performances of their teams at the 2010

FIFA World Cup™ and drafted plans for the long-term technical development of football in their countries based on the results. Seminars were also organised for the technical directors of the CONCACAF associations.

Once again, FUTURO III courses (for instructors) were an important element of FIFA's education activities in 2010, with 31 courses in total, half of which were regional courses for several associations. The objective of FUTURO III is to train participants as instructors who can then pass on the technical and administrative knowledge they have acquired to the people in their countries and regions.

To avoid any overlap between the programmes run by FIFA and the confederations and to create synergies in the area of technical development, most FIFA courses are planned jointly with the confederations at regular coordination meetings.

FIFA's aim is for its courses to have the greatest possible impact, and with this in mind, the courses are systematically evaluated and subsequently the participants and steps taken are closely monitored. This ensures that FIFA courses can be better integrated into the associations' long-term plans. Each association will now receive a maximum of three courses, thus guaranteeing a consistent focus on key areas.



↑ Attentive participants at a seminar in Swaziland.  
 ← *Win in CONCACAF with CONCACAF* coaching course in Honduras.

38 Education & Technical Development courses |  
 31 FUTURO III courses | Over 400 courses in 2010





## Technical support

# Grassroots football

The FIFA Grassroots Programme, which was launched just over two years ago, has now become a key component of FIFA's development portfolio. The member associations have responded enthusiastically to the programme, launching many new projects during the reporting year, and the Grassroots Programme has now firmly established itself worldwide.

**The associations appear** to have fully grasped FIFA's message: grassroots football is absolutely pivotal to the long-term development of national football. Grassroots football is not only the basis for the development of national team football, but is also of major social importance. One of the associations' main aims should be to encourage children to play football and transmit to them the pleasure and positive values to be gained from the sport. Promoting grassroots football and ensuring the long-term involvement of participants in the sport is therefore a top priority, particularly for associations in which football is still in its infancy. The appointment of a national technical director, a requirement recently introduced into the FAP Regulations, is therefore an important step in this regard.

In 2010, many member associations applied to participate in the Grassroots Programme and receive support in this area. A large number of projects were launched, particularly in Asia, where most associations now run grassroots programmes with FIFA's assistance. The associations in Africa and the CONCACAF region are also active in this area. The regional seminars organised by FIFA in Turkmenistan, Malaysia and Jordan

for the Asian region, in Tunisia for Africa and in Trinidad and Tobago for CONCACAF provided valuable start-up assistance. In addition to training for regional and local instructors who are to form part of a worldwide network together with the FIFA instructors, these seminars provide the associations with beneficial background knowledge and information on how to receive support from FIFA to carry out their own projects.

Helping the associations to help themselves is one of the objectives of the programme, and the Central Asian associations have embraced this principle, showing initiative by starting their own projects after the seminar. After all, the seminars and training of instructors only fulfil their purpose if the associations apply their learning to launch their own projects. FIFA provides additional support in the form of important equipment such as balls, teaching aids and mini-goals for tournaments, festivals, championships and all types of training sessions, in which boys and girls aged between six and 12 can play football.

FIFA provided almost USD 2 million worth of equipment in 2010, a quarter of which was allocated to grassroots projects run independently by the member associations.



A Grassroots festival in Swaziland.

Many member associations applied to participate in the programme |  
FIFA provided almost USD 2 million worth of equipment



## Technical support

# Refereeing

The first phase of the Refereeing Assistance Programme (RAP), launched by FIFA in 2008, was envisaged to last three years. Since then, there has been a steady increase in the activities of the programme, which supports both elite refereeing at major competitions and domestic refereeing in each member association.

The RAP comprises activities at member association and confederation level, including a wide range of courses and seminars offering training to local and regional referees and technical and fitness instructors. There has been a steady increase each year since the programme was launched, with 2010 seeing more than 220 courses, seminars and other activities in the field of refereeing.

FUTURO III seminars for national refereeing instructors were introduced in the past year, augmenting existing seminars on the technical and physical aspects of refereeing. Eighteen seminars of this kind were organised across five confederations in 2010.

While the focus was on establishing a network of refereeing instructors in 2008 and a network of fitness instructors in 2009, the main priority in 2010 was on the organisation of refereeing within the member associations. The response thus far has been positive and the associations have shown a willingness and a commitment to set up new refereeing structures in accordance with FIFA's regulations. FIFA will continue these activities in the years ahead.

Overall, the RAP teams have witnessed a significant improvement in referees' fitness and a higher standard of refereeing in regional, national and international competitions.

During the new FIFA budget cycle 2011-2014, member associations will be given a new opportunity to obtain teaching materials that will benefit their referees and instructors and which can be used together with the development programmes already in place.

The aims of the RAP are to help member associations to establish regulations for the organisation of refereeing, to ensure consistent interpretation and application of the Laws of the Game, to develop and enhance the performance of referees at all levels – and thus improve the standard of refereeing at international level – to encourage a greater number of activities within the associations, and finally to further increase the level of training for refereeing instructors and the panel of experts who monitor referees.



More than 220 courses | Member associations  
can obtain teaching materials | Higher standard in competitions



FIFA also strives to achieve a high international standard of refereeing and organises courses and seminars such as the above event in Panama as well as this special event for futsal referees in El Salvador (right).





↑ Refereeing courses are also held for women, e.g. in Port of Spain, Trinidad and Tobago. General fitness and speed are essential.  
 ↘ Referees work on their speed.

FIFA organised 26 courses in five different confederations in 2010 |  
 At least half of the participants must be women

## Technical support

# Women's football

The football world's interest in the women's game grew in 2010, with increased enthusiasm both for FIFA competitions and locally organised tournaments, all aimed at boosting the development of women's football in each country. The promotion of women's football is bearing fruit and FIFA's development activities will therefore continue on the same path in 2011, which looks set to be a pivotal year for women's football.

**It is now three years** since FIFA updated its women's football development programmes, and they are now well established within the Education & Technical Development Department. Member associations that are interested in women's football and wish to invest in this area know that they can count on FIFA's support.

This support is often provided in the form of one-week consultancy missions. Following a request for assistance, a FIFA expert visits the association and carries out an evaluation of the conditions and organisation of women's football in the country. After the mission, recommendations are drawn up in consultation with the association, including activities to be put in place, long-term strategy and planning, organisational changes, necessary resources and, if applicable, additional requests for support from FIFA. In 2010, FIFA was particularly active in this field in Asia and Africa.

The year under review saw FIFA organise 26 courses for coaches in five different confederations. FIFA requested that at least half of the participants in these courses be women, in order to develop the knowledge and skills of female coaches in each country. Increasingly, FIFA schedules these courses in conjunction with a particular competition, whether organised directly by FIFA (such as in Trinidad and Tobago ahead of the FIFA U-17 Women's World Cup and in Germany for the U-20 Women's World Cup) or at local level.

A number of women's football seminars were also organised, most of them Com-Unity courses focused on promoting women's football and improving the organisation of the women's game in the country and association, but also regional seminars aimed at developing exchanges between the participating countries.

Overall, it was a successful year for women's football, with activities having taken place almost all over the world. This level of activity underlines the growing interest worldwide in the women's game. In 2011, FIFA will actively follow up the 2010 consultancy missions by working more closely with the member associations actively involved in women's football. In terms of development, the highlight will without doubt be the symposium in Frankfurt to coincide with the FIFA Women's World Cup Germany 2011™, which will be attended by representatives of all 208 FIFA member associations.



## Technical support

## Futsal

Futsal is being discovered by more and more associations, not just because it is a spectacular sport, but because it is ideally suited to certain countries. Once again in 2010, FIFA provided its member associations with support to develop this attractive alternative to football.

**Futsal was extremely popular** with the associations in 2010. In response to the many requests for support, FIFA organised more than 40 coaching and refereeing courses – considerably more than the year before. In comparison with 2009, twice as many combined courses (14) were held, covering both technical aspects and refereeing. Three of these courses focused entirely on women's futsal and were open only to women.

Continuity was again to the fore in the futsal promotion activities carried out in 2010. Support was therefore provided to associations that are strongly committed to this dynamic sport and are keen to develop it sustainably. One association to have benefited from this support was Kuwait, which held a second coaching and refereeing course for women's futsal following on from the 2009 course, and received material support for its men's league.

The selection of projects that will receive support is based on the associations' interest in futsal, in particular the organisation of competitions and other local events or participation in external competitions. Once these criteria have been met, FIFA also provides equipment for specific futsal projects. In 2010, more than 30 associations received futsal balls and teaching materials (Laws of the Game, coaching manuals) to the value of USD 380,000.

The new official FIFA manual for futsal coaches, which as of 2011 will be distributed to the relevant associations at all FIFA futsal courses and in connection with specific projects, will offer valuable assistance. In 2011, FIFA will also issue guidelines for association futsal administrators and run seminars for futsal instructors with a view to strengthening the associations' know-how. The inclusion of futsal in the FUTURO III course catalogue will also improve the education of futsal instructors.

## Technical support

## Beach soccer

Beach soccer continued to gain ground all over the world in 2010. As new regions discovered this attractive and dynamic sport, twice as many courses and seminars were held as the year before.

**FIFA supports its member associations** in promoting and developing beach soccer, which has huge potential in some parts of the world, and since 2008 has organised regional seminars, which for many of the participating associations act as something of a catalyst for the promotion of this young sport. This was certainly the case with the four seminars held in Saudi Arabia, Cameroon, Sri Lanka and the Bahamas in 2010.

FIFA's work involved more or less all six confederations, with a total of 40 courses and seminars being organised – more than twice as many as in 2009. These activities had a particularly strong impact in the Middle East and the Caribbean. FIFA's first beach soccer course for women was held in Iran. In the Caribbean, meanwhile, FIFA delivered additional material for the local initiatives (such as new tournaments and leagues) launched by the associations following the regional seminar.

There was also a very high demand for material support in other parts of the world, and in total FIFA provided around USD 400,000 worth of equipment to the member associations for their projects in 2010. Thirty-five associations received equipment such as goals, markings, balls, teaching materials and the Laws of the Game. In each case this material support was provided to tie in with a specific educational initiative or competition.

FIFA's commitment to beach soccer has really started to pay off. Last year saw the sport take root in new areas and improve considerably from a technical point of view, and the level of understanding and know-how in the associations grow. FIFA has taken account of these changes and is now concentrating on associations that are fully committed to developing this sport. In cooperation with partner Beach Soccer Worldwide, FIFA is providing these associations with the experts and technical equipment necessary to achieve their goals.

## Futsal



← A futsal pilot course in Guatemala.  
→ A beach soccer course in the Bahamas (left) and pictures from the FIFA Beach Soccer World Cup Dubai 2009.

## Beach soccer





## PERFORMANCE: The Football Management Programme of FIFA

In 2010, 58 different countries took part in the PERFORMANCE programme

New guidelines, new name: FIFA has revised its programme providing services and expert advice to member associations.

PER

FORM

ANCE

**The desire to respond** to the specific needs of 208 member associations also implies a certain ability to evolve and adapt. For FIFA, this means learning from experiences on the ground and adapting its programmes to the development of football and the latest management methods. The evaluation of the first implementation phase of the professionalisation programme led FIFA to introduce a number of changes and to adopt a global approach to the development of an association, not only from an administrative point of view, but also from a technical one. In particular, the emphasis was placed on the development of leagues and clubs, which are the strategic objectives for football at national level.

All this led to the Member Association Professionalisation Programme becoming PERFORMANCE: The Football Management Programme of FIFA. This new name is intended to reflect both the programme's mission but also the objectives set by FIFA and the members within its framework, namely the performance level of associations in management, processes, management and creation of revenue, and in general terms, the skills that an association must acquire to manage and develop football.

Following the allocation of a major budget for the 2011-2014 cycle by the FIFA Finance Committee, the development of new programme guidelines demonstrates FIFA's will to clarify the programme procedure to its members, in particular in relation to the criteria for the selection of participants.

In 2010 the programme continued with its mission, which is expressed as follows in the new guidelines: to improve the quality of modern-day football and its management through the delivery of effective tailor-made and ongoing solutions and services to our member associations.

This is embodied in the organisation of numerous strategic seminars for members of the association executive committees, organisational analyses of associations and specific seminars for general secretaries. These activities form the basis of the programme and provide a starting point for determining – in cooperation with FIFA – the strategy and the specific needs of associations. The associations taking part in the programme are mainly those who wish to enter into a process that will last several years.

The main areas of the programme in 2010 were marketing, information technology and finance. The information technology aspects of the programme enable stock to be taken of the current situation and recommendations to be made to the associations involved before moving on to a more advanced stage of implementation (purchase of materials, software, installation of modern computer systems). Given the great interest in these issues, there is likely to be significant development in this area in the future. The FIFA experts have also created an event management tool for member associations that was showcased for the first time in Tanzania.

## Medical legacy for Africa

# Play and live healthy

While education in football medicine remains an important aim, using the game to improve public health is increasingly taking centre stage, both in Africa and elsewhere.

Nearly 300 African and international health care professionals gathered at the 3<sup>rd</sup> International Football Medicine Conference with the objective not only of defining an “African approach” to football medicine but also of exploring how football could help to improve the health of African communities. In view of the lack of sufficient adequate facilities in Africa for implementing the current best practice in the treatment of injuries and diseases, it became clear that by far the best approach is prevention in the first place. Community health programmes including “11 for Health” which use football as a platform to fight against the “Big Three” of HIV/AIDS, malaria and tuberculosis were presented.

### 2010 FIFA World Cup South Africa™

For the first time at a FIFA World Cup™, daily medical reports on injuries and illnesses were collected from all teams from the day of arrival. The observed injury rates demonstrated the success of FIFA's preventive efforts: the overall injury rate of 1.9 injuries per match was the lowest observed at a men's World Cup since 1998.



300 people took part in the International Football Medicine Conference in Sun City.

Furthermore, the majority of injuries were of minor severity, with those not causing any time loss accounting for 31%, and those leading to a loss of only 1-3 days representing almost half of the injuries (46%). This means that both the frequency and the severity of the injuries were considerably lower than previously.

Foul play as a cause of injury was reduced by more than half, while injuries occurring without contact with another player increased. There are several possible explanations for this observation, including a higher appreciation of fair play by players, stricter implementation of the Laws of the Game and changes in playing style.

Doping control was implemented in accordance with the FIFA Anti-Doping Regulations. All 32 teams had to submit whereabouts for the two months prior to the World Cup, meaning that whenever the team were together, they permanently had to expect to undergo no-advance-notice tests. In competition, two players per team were randomly selected for doping control after each match. All 512 urine samples collected were negative, confirming the success of FIFA's anti-doping strategy. Since 1994, 7,460 doping tests have been performed during the final rounds of FIFA competitions, with only four samples testing positive (0.05%).

### “11 for Health”

At all matches of the 2010 FIFA World Cup™, “11 for Health” was promoted on giant screens and LED boards. The programme aims to educate children on

the prevention of the most important diseases in a football environment. Its effect was proven in F-MARC's scientific studies in South Africa, Zimbabwe and Mauritius. More than 1,000 children aged 10 to 15 years underwent eleven football sessions combined with health lessons, and were compared with children who only played football during the same period. All children completed a questionnaire prior to and after the programme, showing a significant increase in health knowledge in the “11 for Health” group. Equally importantly, children enjoyed the programme and over 90% of the children would recommend it to a friend. The knowledge gained was retained beyond the end of the programme. Based on these results, the programme will be implemented nationwide in all secondary schools in Mauritius in 2011, reaching around 20,000 children. Further projects are being prepared in several other African countries, particularly those where Football for Hope Centres are being built or have already been established. This contribution to the most vital aspect of development and growth, the health of the population, is the most important legacy for Africa.

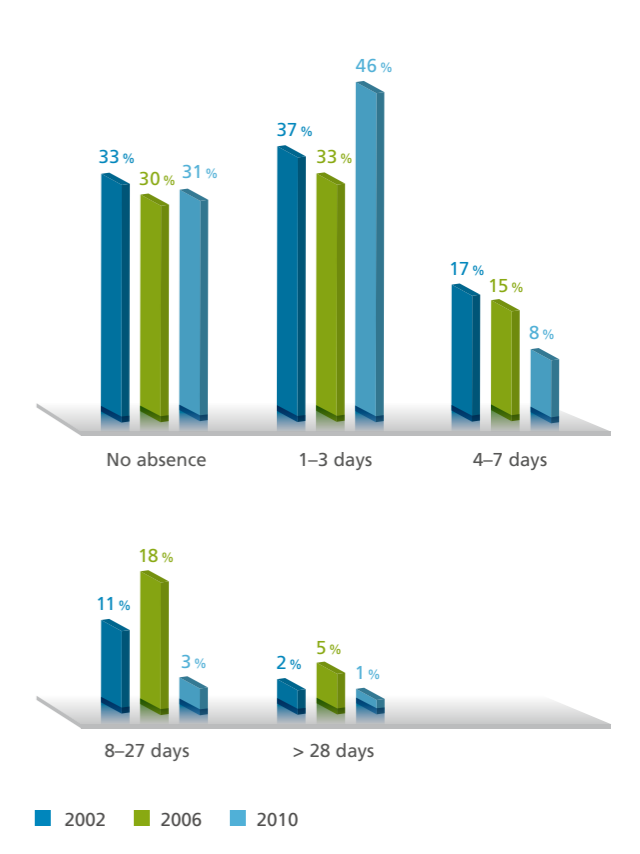
### Football Emergency Medicine Manual

FIFA's Medical Centre of Excellence and the Emergency Department at the University of the Witwatersrand in Johannesburg summarised their experiences from the preparation of the World Cup in the form of a Football Emergency Medicine Manual. For the first time, an overview of the medical preparations from an emergency perspective has been published, serving as a basis for organisers of football events at different levels of play to ensure spectator and player safety. It is a further part of the FIFA medical legacy for Africa.

Injury incidence at FIFA World Cups™



Injury severity at FIFA World Cups™ from 2002 to 2010







The sphericity and quality of the ball are no longer measured by hand, but fully automatically.

The official FIFA World Cup™ ball, Jabulani (and the Jo'bulani ball used in the final) were successfully tested and awarded the FIFA APPROVED mark.



Only balls that pass all the FIFA quality tests in the laboratory receive one of the two FIFA quality marks: FIFA INSPECTED or the even higher standard FIFA APPROVED.

## FIFA Quality Concept for Footballs

# Quality from A to Z

The standards for FIFA-certified balls are continually being raised. In addition to the quality of the product itself, FIFA is increasingly focusing on the production process as part of its social responsibility, thus ensuring that minimum social standards are complied with.

**Even the slightest flaw** in the ball will influence the way it flies through the air and rolls along the ground. A football must respond in the same way every time it is struck, otherwise it is unfair on the players and frustrating for the fans.

As FIFA strives to continually improve the quality of the tests and the balls, since 1 January 2011 a fully automatic machine has been used for measuring the circumference of footballs, as well as their sphericity, which is so vital for the quality of the play. If the ball is not completely round, it does not roll correctly, dribbling becomes more difficult and its trajectory does not remain constant.

The new machine measures radius rather than diameter, thus preventing defects in sphericity caused by concavities and convexities situated opposite one another from "cancelling each other out". While the balls were previously measured at 16 different points using the manual measurement, that number has now risen to 45,000. As a result, practically the whole ball is measured and the result is provided on a detailed computer printout.

Guaranteeing minimum social standards in the production process of footballs that bear the FIFA quality marks is a key part of our social responsibility. Up to now, checks were only carried out to ensure that licensees (producers) did not use child labour. Now, all licensees must comply with the comprehensive code of conduct of the World Federation of the Sporting Goods Industry (WFSGI). In addition to the issue of child labour, this code also lays down internationally recognised guidelines for hours of work, health and safety, forced labour and environmental protection. The WFSGI will only issue a confirmation once they have checked that all is in order, and licensees must now provide FIFA with a copy of this confirmation every year and no longer just every four years. This ensures that only companies that meet international minimum standards can become FIFA licensees. If a licensee no longer meets the stipulated requirements, FIFA can immediately withdraw the company's licence.

These further developments make it clear that FIFA is highly committed to ensuring that the FIFA Quality Concept for Footballs lives up to its name, as reflected by the motto "Quality for your Game".

Fully automatic measuring at 45,000 points on the ball |

For more information: [www.footballs.fifa.com](http://www.footballs.fifa.com)

FIFA Quality Concept for Football Turf

# Best playing conditions in any weather

In many regions, football can only be played regularly on football turf pitches due to the weather conditions. The new FIFA Quality Concept ensures purchasers are better informed and provides a guarantee of quality.

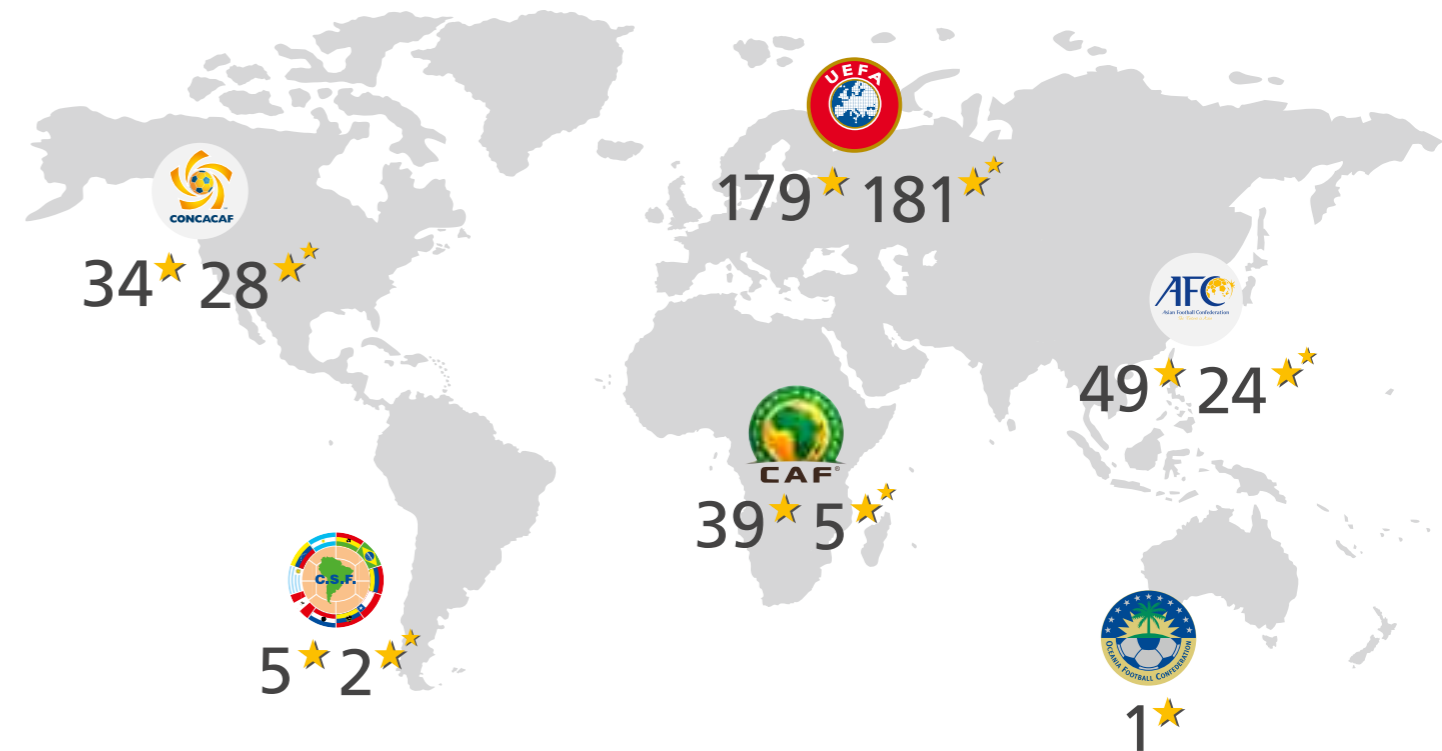
The FIFA Quality Concept for Football Turf has been assuring the quality of football turf pitches worldwide since 2001. A FIFA-certified football turf pitch – the best alternative to natural grass – combines quality with a wide range of advantages. Thanks to first-rate football turf pitches, millions of players across the globe can play their favourite sport all year round, without having to accept any reduction in quality.

2010 was once again a successful year for the Quality Concept for Football Turf. The number of licensed manufacturers rose from 25 to 30, while the number of FIFA RECOMMENDED pitches increased from 100 to around 500. An important part of the Quality Concept is the FIFA Preferred Producer initiative, which was launched as a further guarantee of quality for purchasers of football turf pitches. Preferred Producers ([www.fifa.com/fpp](http://www.fifa.com/fpp)) are obliged to ensure that FIFA's requirements in terms of quality, performance and safety standards for football turf are met worldwide and to continually develop their products.

This development and the general benefits of a FIFA-certified pitch have been publicised at various sports and football conferences across the world. In addition to an information brochure on the construction of a football turf pitch, a newsletter has also been launched, the first of which reported on the football turf situation in the Netherlands and provided insight into the Quality Concept testing process. At the FIFA World Cup™ in South Africa, the football turf magazine *Turf Roots* focused on the legacy of football turf installations in Africa. Furthermore, information on the concept was distributed at World Cup stadiums.

In 2010, the further development in terms of quality and improvement of football turf pitches worldwide remained the concept's top priority. In 2011, the football turf website ([www.fifa.com/footballturf](http://www.fifa.com/footballturf)) will be further improved and football turf seminars will be held worldwide.

Football turf pitches (as at 14 January 2011)



Number of licensed manufacturers rose from 25 to 30 |  
 Number of FIFA RECOMMENDED pitches increased from 100 to around 500 | For more information: [www.fifa.com/footballturf](http://www.fifa.com/footballturf)



The FIFA Preferred Producer quality seal guarantees expert project management, covering everything from the planning to the completion of an artificial turf pitch, by an experienced and quality-oriented manufacturer.





TOUCH  
THE WORLD







1 South African fans with mascot Zakumi before the opening ceremony. 2 South African Siphwe Tshabalala scored the tournament's first goal against Mexico. 3 World Cup tickets were in great demand. 4 Vuvuzelas were everywhere at the World Cup in South Africa. 5 The World Cup got under way with a thrilling Kick-Off Concert in Soweto.

## 2010 FIFA World Cup South Africa™

# Victory for Africa

The first FIFA World Cup™ on African soil was a resounding success for football, the people and the entire continent of Africa. The South Africans more than lived up to the trust that had been placed in them with their smooth organisation of the competition and their warm hospitality. Not only world champions Spain but also the hosts can be proud of their efforts and count themselves as the winners of this World Cup.

**The live concert** in Soweto on the eve of the opening match of the World Cup kicked off the competition in thrilling fashion and laid bare the joy and excitement with which South African people were celebrating this World Cup and welcoming visitors from all over the world. The official opening ceremony on 11 June 2010 was a celebration of African art and artists, who put on a perfectly choreographed and multifaceted performance that charmed all who saw it. Shortly after, when the South African team took the lead against Mexico through a wonderful goal, the foundation was laid for a phenomenal FIFA World Cup.

Never before has there been so much scepticism in the run-up to a World Cup, but the chaotic organisation predicted and outbreaks of violence feared did not materialise. Overall, the organisation of the tournament was a success – excepting initial problems with transport and ticket sales – and fans came to the matches in droves. No fewer than 3,178,856 fans flocked to the 64 World Cup matches, a number surpassed only by the 1994 and 2006 FIFA World Cups™.

Even the early exit of the home team failed to dampen the South Africans' spirits. For a time, international media attention focused on the home fans' much-loved vuvuzela horns. These divided opinion, for while some TV viewers were unaccustomed to the unrelenting noise and found it irritating, others valued the instrument as a part of African culture. The vuvuzelas increasingly came to symbolise the World Cup and its unique atmosphere, an atmosphere conjured up by a country that had only ended the apartheid regime and re-established democratic structures 16 years before.

On the day of the final, it was not only the players on the pitch who drew tears and joy from those watching, but the appearance of Nelson Mandela, whose dream it had been to experience the World Cup in his homeland. Accompanied by his wife, he was driven across the pitch in a buggy and every spectator in the stadium stood up to honour this outstanding man with rightful applause. Above all, the FIFA World Cup in South Africa will be remembered very fondly for its social impact on the country and its people.

“My heartfelt thanks go to the people of South Africa, who were exemplary hosts and who played a huge part in the success of the FIFA World Cup in South Africa.”

Joseph S. Blatter, FIFA President



## 2010 FIFA World Cup South Africa™

## Spain triumph

The young, technically brilliant and very balanced Spanish team deservedly won the FIFA World Cup™ in South Africa, thus making Spain the eighth country overall to hold the title of FIFA world champions.

**In sporting terms**, the tournament served up plenty of excitement and surprises, even if goals were in short supply. The total of 145 goals, an average of 2.27 goals per game, is the second-lowest in World Cup history after Italy 1990. However, as is so often the case, the statistics only give half the picture. In the group stage, goals were indeed few and far between as teams wanted to avoid defeat at all costs and therefore played cautiously. In the 16 matches that took place during the knockout stages, the teams displayed much greater attacking intent and treated spectators to no fewer than 44 goals – a significant increase on the 29 goals scored during the latter stages of the tournament four years ago in Germany.

The tournament served up plenty of talking points and some major surprises from the outset. Powerhouses of European football such as France and Italy were eliminated in the first round, as were the highly rated African teams from Cameroon, Côte d'Ivoire and Nigeria. Reigning European champions Spain also found the going tough in the early stages, falling to a surprise defeat against Switzerland, and even technically adept outfits like Germany and Brazil failed to fully convince in their group matches.

Grabbing the headlines instead of these teams were New Zealand (undefeated with three draws), Slovakia and the USA, who qualified for the round of 16 ahead of England thanks to a late goal by Landon Donovan in their final group match against Algeria.

The South American teams were showing little sign of weakness. The Argentinians, with their attacking prowess, Uruguay, led by Diego Forlán, Chile, Paraguay and Brazil all reached the last 16. The only one of the six participating African teams to reach this stage was Ghana.

The dream came to an end for Africa in the quarter-final when Asamoah Gyan struck the crossbar with a penalty kick in the last minute of extra time against Uruguay and Ghana lost the ensuing penalty shoot-out. The Uruguayans' outstanding run ended in a 3-2 semi-final defeat to the Netherlands, a match which featured two stunning long-range goals by Giovanni van Bronckhorst and Forlán. Germany, who had run out convincing winners against England and Argentina in the rounds before, also lost out in the semi-final, going down to Spain in a fiercely contested tactical battle.

The final was also a fiercely fought encounter, with the number of cautions awarded in the match provoking considerable discussion. Ultimately, it was no coincidence that such a keenly contested match was decided by a stroke of genius. Andrés Iniesta, whose formidable technique has seen him emerge as one of the best players for his club and his national team over the past two to three years, secured the world crown for Spain by scoring a late goal.

The Spanish players are showered with confetti after their final victory over the Netherlands.

“Young players are on the way up, with young teams like Ghana, Germany and Spain performing impressively at this World Cup.”

Jérôme Valcke, FIFA Secretary General







2010 FIFA World Cup South Africa™

## Facts, figures and awards



adidas  
Golden Ball

Diego Forlán

Diego Forlán was voted best player of the 2010 FIFA World Cup™. The Uruguayan striker came out on top in the poll of accredited journalists ahead of the Netherlands' Wesley Sneijder and Spain's David Villa. The 31-year-old was a key part of his team's huge success at the World Cup finals in South Africa.



adidas  
Golden Boot

Thomas Müller

Young German player Thomas Müller topped the goalscoring charts and clinched the adidas Golden Boot. With five goals and three assists, he finished ahead of Spain's David Villa and the Netherlands' Wesley Sneijder, both of whom also scored five goals but only managed one assist.



adidas  
Golden Glove

Iker Casillas

Following his team's opening defeat to Switzerland, Casillas withstood the pressure and the initial criticism and impressed with a series of brilliant performances. With only two goals conceded, the goalkeeper was a major factor in his team finally making a long-awaited appearance in the final.



Hyundai  
Best Young Player Award

Thomas Müller

Germany's Thomas Müller was chosen as the best young player by FIFA's Technical Study Group (TSG) after the World Cup final between the Netherlands and Spain and received the Hyundai Best Young Player Award.



FIFA Fair Play Award

Spain

The Organising Committee of the FIFA World Cup™ awards the FIFA Fair Play Prize for good conduct by players, officials and fans.



Final tournament ranking

World champions:

# Spain

Runners-up:

## Netherlands

Third place:

## Germany

Fourth place:

## Uruguay

**3,180,000** fans filled the stadiums during the World Cup, the third-highest total in the tournament's history.

**669** passes were made by Spain's Xavi, 104 ahead of his closest rival, Germany's Bastian Schweinsteiger.

**145** goals were scored at the World Cup.

**39** years and 330 days: England's goalkeeper David James was the oldest player in the tournament.

**22** players were used by Germany – the most of any competing team.

**18** years and 120 days: Denmark's Christian Eriksen was the youngest player.

**14** yellow and red cards were shown in the World Cup final – more than double the previous record of six cards shown in the 1986 World Cup final between Argentina and Germany.





## FIFA U-20 Women's World Cup Germany

# Victorious hosts

The FIFA U-20 Women's World Cup began just two days after the final of the 2010 FIFA World Cup™ in South Africa, and it was a tournament that attracted huge numbers of fans from all over the world as Germany claimed the title on home soil.

**The opening ceremony** in Bochum got the competition off to a spectacular start, and the 32 games that followed, which were attended by nearly 400,000 fans, were full of excitement and a brand of football that was a clear improvement on previous editions, not only in terms of the players' technique, tactical know-how and level of fitness, but also in the quality of their play. The development work undertaken in the confederations is certainly bearing fruit.

Four teams – Colombia, Costa Rica, Ghana and Sweden – made their debut in the tournament. In the end, the Colombians finished in fourth place thanks to their technical style of play, while a fast and organised Korea Republic side proudly claimed the third spot on the podium. Nigeria were another strong outfit, and they became the first African women's team to reach a World Cup final, only to lose to a very efficient and determined German side.

Several players caught the eye during the tournament, but the revelation was German striker Alexandra Popp, a defender for her club, who was voted player of the tournament by the media and won the adidas Golden Boot with ten goals to her name. The Golden Glove for the best goalkeeper was won by the USA's Bianca Henninger.

Fans were treated to an average of 3.09 goals per game, slightly below the average from previous editions. Germany 2010 was, however, a much fairer tournament as there was less than half the number of yellow and red cards shown in Russia in 2006. Overall, the event in Germany was a fine example of the evolution and high standard of the women's game.



- Svenja Huth scores the tournament's first goal against Costa Rica.
- ← Germany's Alexandra Popp was voted best player of the tournament.

32 matches | 400,000 fans | 3.09 goals per match on average |  
Alexandra Popp: player of the tournament





## FIFA U-17 Women's World Cup Trinidad and Tobago 2010

# Asian delight

The second edition of FIFA's *youngest women's tournament* was another resounding success. The FIFA U-17 Women's World Cup gave fans three weeks of thrilling, exciting football, with the Asian teams rising to the top and doing battle amongst themselves for the title.

**Seventy-six teams entered the race to claim one of the 16 slots** in the event and on 5 September 2010, when the second FIFA U-17 Women's World Cup got under way in Trinidad and Tobago, the southernmost islands in the Caribbean, there were seven debutants among the qualifiers. The home team, the *Soca Princesses*, thrilled the fans and created an extraordinary atmosphere in the stadiums even though they narrowly missed out on a place in the second round. The matches got even better as of the quarter-final stage, however, as the games were very even and close right until the final whistle. Three teams that finished the group stage as runners-up reached the final four.

Ultimately, however, it was the young girls from Korea Republic who prevailed, claiming their country's first-ever World Cup title. The final was an incredible end-to-end affair, but the team built around Golden Ball and Golden Boot winner Yeo Min Ji finally overcame Japan 5-4 on penalties after the two teams were locked together at 3-3 after 90 hard-fought minutes followed by extra time. Korea DPR also made it to the semi-finals, but Spain's 1-0 victory in the match for third place prevented Asia from claiming a clean sweep of the medals.

There was an average of almost four goals per game, fewer yellow and red cards were shown than in New Zealand in 2008, and once again the Fair Play Award was claimed by Germany.

The young players excelled on the world stage, and it is to be hoped that they continue to be nurtured correctly back home, and that they are given the time and space they need to continue their development. After all, as the FIFA U-17 Women's World Cup Trinidad and Tobago 2010 showed, countries that invest in football will reap their rewards.



7 debutantes |

Yeo Min Ji: player of the tournament

| Fair Play Award won by Germany

- Trinidad and Tobago: Korea Republic's Yeo Min Ji celebrates her goal against Mexico.
- ➔ Joyful, one and all! (from left to right): Kim Su Gyong from Korea DPR celebrates her equaliser against Nigeria; Kim Areum and Lee Geum Min from Korea Republic after their final victory over Japan; Yeo Min Ji from Korea Republic enjoys her quarter-final goal against Nigeria and, once again, the world champions from Korea Republic.







27 goals | More than three goals per game on average | 25,000 fans  
 | TP Mazembe made it to the final | Inter Milan champions for the fourth time

## FIFA Club World Cup UAE

# Inter's triumph, Mazembe's coup

The FIFA Club World Cup 2010 presented by TOYOTA saw an African team break the European/South American stranglehold by reaching the final for the first time. It was a historic achievement, even though the title was ultimately claimed by Europe for the fourth consecutive year.

**All of the teams played care-free**, attacking, attractive and fair football, and with 27 goals in total – at an average of more than three per game – they certainly entertained the crowds, who flocked to the matches at an average of over 25,000 per game.

The previous five editions of the FIFA Club World Cup had all culminated in a final between the winners of the UEFA Champions League and the CONMEBOL *Copa Libertadores*, but CAF representatives TP Mazembe had other ideas, and after disappointing with two straight defeats in 2009, Lamine N'Diaye's team began rather better in 2010 by defeating Mexican side CF Pachuca in the quarter-finals with an impressive performance that repaid their fantastic fans for their support.

With the Club World Cup following hot on the heels of the successful 2010 FIFA World Cup South Africa™, the football world sat back and waited to see if Mazembe, a team of mostly Congolese stars, would be able to write yet another chapter in the success story of African football.

The semi-final saw them come up against against Brazilian outfit SC Internacional and their midfield star Andres D'Alessandro, the winner of the Silver Ball at the FIFA U-20 World Cup in 2001, and Mazembe proved once again just how unpredictable football can be by inflicting a painful 2-0 defeat on the Brazilian favourites with two wonderful goals.

The Africans' march came to an end in the final against Inter Milan, who started the match in blistering fashion by racing into a 2-0 lead in the first 20 minutes before wrapping the game up with a third shortly before the final whistle. It was a thrilling and fitting end to the tournament's highly successful two-year stay in the United Arab Emirates.

The Club World Cup will now return to Japan for the fifth time in 2011, where the players will do battle to decide whether there will be a new name on the list of club world champions come 18 December.

↪ Mbenza Bedi and Dioko Kaluyituka from TP Mazembe Englebert (Congo DR) celebrate their victory over favourites SC Internacional (Brazil).  
 → Inter Milan won the world club crown in Abu Dhabi.







## Youth Olympic Football Tournaments

# It is the taking part that counts!

The inaugural Youth Olympic Football Tournaments took place in Singapore in August, and they were fully in line with the Olympic spirit of “The most important thing is not to win but to take part”. The tournaments were still about the youngsters doing their best, but they were also based on friendship and mutual respect.

**Qualifiers were not used** to determine the participating teams as each of the six confederations was asked to nominate a boys' and a girls' U-15 team to take part in the first-ever Youth Olympic Football Tournaments. In doing so, the confederations specifically chose nations that do not regularly take part in international competitions.

The tournaments were not just about the teams' performances, however, as the focus was also on using the Youth Olympic Games as a way to bring youngsters together even though they were from different cultures and spoke different languages. This was certainly helped by the fact that the players all stayed together in the Olympic Village and did not have to travel around from venue to venue. The local youngsters in Singapore were also made part of the event thanks to a nationwide cultural and educational programme.

The action on the pitch still saw the players battle for every ball and celebrate every goal, and, of course, shed the odd tear. There was an incredible atmosphere in the Jalan Besar Stadium, and, once again, of all the sports in the Youth Olympics, it was football that attracted the biggest crowds. The inaugural games were a journey into the unknown for everyone involved, which is why the coaches focused on their team's

strengths rather than on their opponent's. As a result, many of the games were thrilling matches that ebbed and flowed.

In the girls' tournament, Trinidad and Tobago defeated Papua New Guinea in the play-off for fifth place, and Turkey finished third by overcoming Iran. The final saw Chile clinch the gold medal thanks to a victory on penalties over Equatorial Guinea.

The boys' event, meanwhile, saw Vanuatu beat Zimbabwe to finish fifth, Singapore claim the bronze medal – much to the delight of the home fans – with victory over Montenegro, and Bolivia coast to a comfortable 5-0 victory over Haiti in the final despite having a player sent off as early as the 22<sup>nd</sup> minute, which ensured that South America claimed the gold medal in both tournaments.

All participants received a diploma at the end of the inaugural Youth Olympic Games, which were an event that would no doubt have filled Pierre de Coubertin with pride. The next edition will take place in Nanjing, China PR in 2014.



The two Youth Olympic Football Tournaments in Singapore:

1 Bolivia overcame Haiti. 2 Turkish fans support their girls in the semi-final against Chile. 3 Jean Bonhomme of Haiti celebrates with his team-mates after his team's victory over Vanuatu. 4 Singapore's players rejoice in front of their home crowd after scoring a header in their match against Montenegro.

Incredible atmosphere in the Jalan Besar Stadium |  
Chilean girls win gold medal | Gold for Bolivian boys





## FIFA Women's World Cup Germany 2011™

# Official Draw

This colourful and entertaining event whetted appetites for the global showdown in summer 2011, and the many exciting head-to-heads served up by the draw led to a veritable scramble for tickets.

**More than 600 spectators** and some 200 media representatives watched excitedly as the draw to decide the groups for the FIFA Women's World Cup Germany 2011 took place in Frankfurt's Congress Centre on 29 November 2010.

So glittering and smooth-running was the show that the audience inside the hall and in front of their television screens could not have suspected the amount of preparation that had gone into the event. The organisers had worked frantically and shown great flexibility to react to logistical challenges as the sudden onset of winter across Europe led to traffic chaos, shutting down airports and making it impossible for many guests to arrive. Ex-Germany international Günter Netzer stood in for Oliver Kahn and conducted the draw alongside top model and women's football ambassador Adriana Karembeu. Tatjana Haenni, FIFA's Head of Women's Competitions, presided over the draw alongside LOC President Steffi Jones, while German rockers Wir sind Helden provided the musical backdrop.

The draw gave the 16 participating teams and the fans plenty to get excited about during the group stages of the tournament, which will take place from 26 June to 17 July 2011. Canada, France and Nigeria lie in wait for world champions and hosts Germany in Group A. This group will kick off proceedings with the match between Germany and Canada in Berlin on 26 June 2011. In what is seen as the strongest group, the USA will face Korea DPR, World Cup debutants Colombia and Sweden.

The draw has also set up thrilling encounters in Groups B and D. Group B promises to be particularly tight, with Japan, New Zealand, Mexico and England lining up against one another, while Brazil, Australia, Norway and Equatorial Guinea will do battle in Group D.

The flagship tournament in women's football is sure to provide women's football of superlative quality this summer. The four groups appear evenly balanced and none of the title favourites can expect an easy ride. The clash of cultures and mentalities promises a footballing extravaganza for fans as the teams pit their different tactics and techniques against one another.

The FIFA Women's World Cup 2011 groups at a glance:

GROUP A	GROUP B	GROUP C	GROUP D
1 Germany	1 Japan	1 USA	1 Brazil
2 Canada	2 New Zealand	2 Korea DPR	2 Australia
3 Nigeria	3 Mexico	3 Colombia	3 Norway
4 France	4 England	4 Sweden	4 Equatorial Guinea

"We've been looking forward to staging a wonderful World Cup for two years now. We want this World Cup to go down in history."

Steffi Jones, President of the Local Organising Committee



"The only aim I set my players is to win their next match. But I also tell them that they are the best team and that the best team has to finish ahead of the others."

Pia Sundhage, coach of the US women's team



"Our main objective is to defend our title."

Silvia Neid, coach of the Germany women's team



German pop group Wir sind Helden at the Official Draw for the FIFA Women's World Cup 2011™.



FIFA Interactive World Cup 2010  
 Grand Final: Nenad Stojkovic  
 (USA, left) takes on Ayhan Altundag  
 (Germany, right).

## FIFA Interactive World Cup 2010

# More entrants than ever before

On Saturday, 1 May 2010, the USA's Nenad Stojkovic won the FIFA Interactive World Cup Grand Final to claim the FIFA Interactive World Player 2010 title.

**The final at Barcelona's Port Olimpic** was the climax to a thrilling sixth edition of the world's biggest interactive football tournament. More than 775,000 players entered the ten live qualifying events and the online qualifiers that ran between October 2009 and March 2010, helping to set a new record for the number of entrants. Players from all over the world did battle on the virtual pitches of EA SPORTS™ FIFA10 on the PlayStation®3 console to determine the 32 finalists in Barcelona.

11,000 fans followed the action closely and watched in awe as the finalists showed off their technical skills and tactical mastery, and there were a number of real-life and virtual activities throughout the day to keep them entertained as well, including a mini beach soccer tournament led by Ramiro Amarelle, player of the tournament at the FIFA Beach Soccer World Cup 2008, and his Spanish compatriots Nicolás Caporale and Roberto Mato. The Gaming Lounge and the Entertainment Lounge were also packed to capacity all day long, with fans seizing the opportunity to get to know EA SPORTS's latest gaming releases and the newest PlayStation products.

In the final itself, Stojkovic overcame German rival Ayhan Altundag 2-1 in a hugely entertaining match. With the game locked at 1-1 at half time, it was Stojkovic who scored the deciding goal in the 75<sup>th</sup> minute to settle a tactical battle. The victor walked away not only with the FIFA Interactive World Player crown but also with prize money of USD 20,000.

"I can say this is probably the happiest day of my entire life. This is amazing. It is worth being here but please do invite me as the winner next year as the qualifiers are too difficult!" said a beaming Stojkovic when summing up his feelings.

The champion received his official award eight months later at the FIFA Ballon d'Or gala in Zurich, where he also had the unique opportunity to rub shoulders with the best players in the "real world".

More than 775,000 players | 11,000 fans | 32 finalists travelled  
 to Barcelona | Nenad Stojkovic from USA won final 2-1



Host Announcement for the 2018 and 2022 FIFA World Cups™

# New horizons beckon

Following lengthy analysis and discussions, the FIFA Executive Committee decided on 2 December to award the 2018 and 2022 FIFA World Cups to Russia and Qatar, respectively. Some 70 TV stations reported live from the Host Announcement ceremony in Zurich's Exhibition Centre, which was attended by around 1,000 media representatives from all around the world.

**The decisions** by the Executive Committee reflected FIFA's desire to give new countries and parts of the world the chance to use the FIFA World Cup™ as a means of driving football development in their region as well as to realise social changes, revamp the country's image or overcome prejudices.

This desire was shared by the delegations of Russia and Qatar, despite the fact that these countries could hardly be any more different in terms of geography. With a surface area of 17 million km<sup>2</sup>, Russia is 1,400 times bigger than Qatar, and with 143 million inhabitants, its population is 85 times greater than the small emirate in the Middle East.

"I have to say thanks to the Executive Committee of FIFA because for 2018 and 2022 we go to new lands, because the FIFA World Cup has never been in Eastern Europe or the Middle East," said FIFA President Joseph S. Blatter.

"Importantly for us, the FIFA World Cup will enable us to sweep away outdated prejudices," Sheikh Mohammed bin Hamad Al-Thani told reporters after the announcement. "We will deliver with a lot of passion and make sure that this is a milestone in the history of the Middle East. I'm so proud that the Middle East was recognised by FIFA. We are so privileged to have a tournament like this coming to our region for the first time."

Russian Prime Minister Vladimir Putin flew to Zurich immediately after the announcement to join in the celebrations, and spoke to journalists about the huge impact he hopes the tournament will have on his country.

"We can organise a great World Cup and we want people to discover Russia," said Putin.

The FIFA administration has already held meetings with both delegations in order to use the preparation time to good effect and, by working closely together from the outset, pave the way for a smooth and successful FIFA World Cup.

"I have to thank the Executive Committee of FIFA, because the FIFA World Cup has never been in Eastern Europe or the Middle East."

FIFA President Joseph S. Blatter.

22 competitions, 19 countries  
All World Cup hosts at a glance



## FIFA/Coca-Cola World Rankings

# Spain and the USA on top again

Spain's triumph in the 2010 FIFA World Cup South Africa™ ensured that they once again finished the year at the top of the FIFA/Coca-Cola World Ranking and also retained their "Team of the Year" title. There was no change in the women's world ranking either, with the USA still leading the way slightly ahead of Germany.

**Even in 2010**, the year preceding the FIFA Women's World Cup Germany 2011™, the effect of the women's flagship tournament was already being felt with a record 512 matches being played, more than half of which were qualifiers for the big event in Germany. While the women's game had never seen so many international matches played in one year, there was a slight decrease in the men's game with 808 matches played in the year of the FIFA World Cup™, 511 of which were friendlies in preparation for the finals in South Africa. More than a quarter of all the men's matches were intercontinental clashes, which underlined that football truly is a global game. Nevertheless, the overall total of 1,320 international matches provided the perfect basis for meaningful world rankings in both the men's and women's game.

## No changes at the top

As in 2008 and 2009, there was only a brief change at the top of the men's world ranking in 2010. Brazil dethroned Spain for three months between April and June but saw the crown snatched back by the newly crowned world champions after the World Cup.

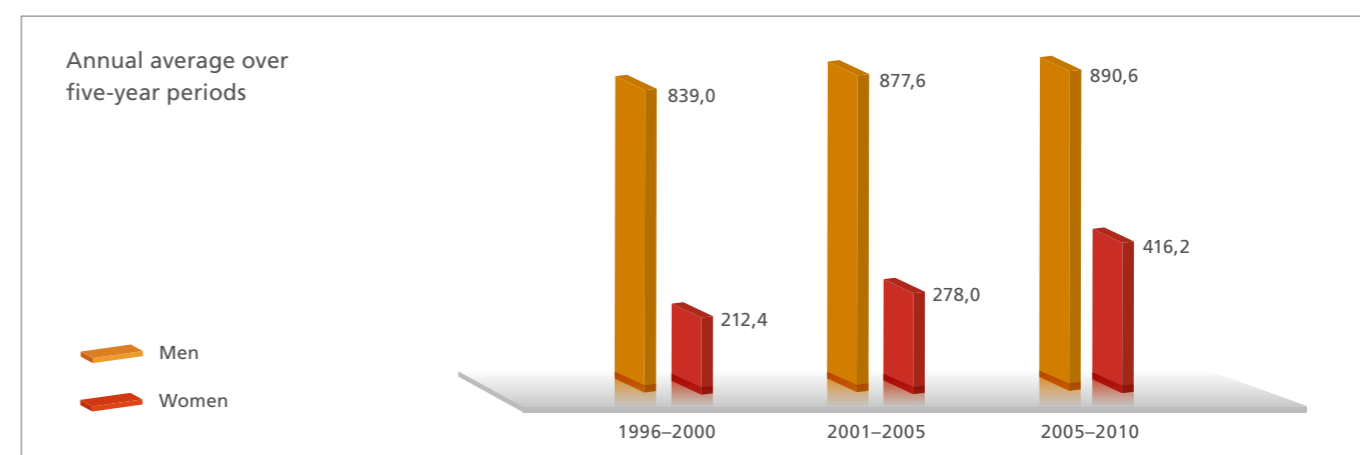
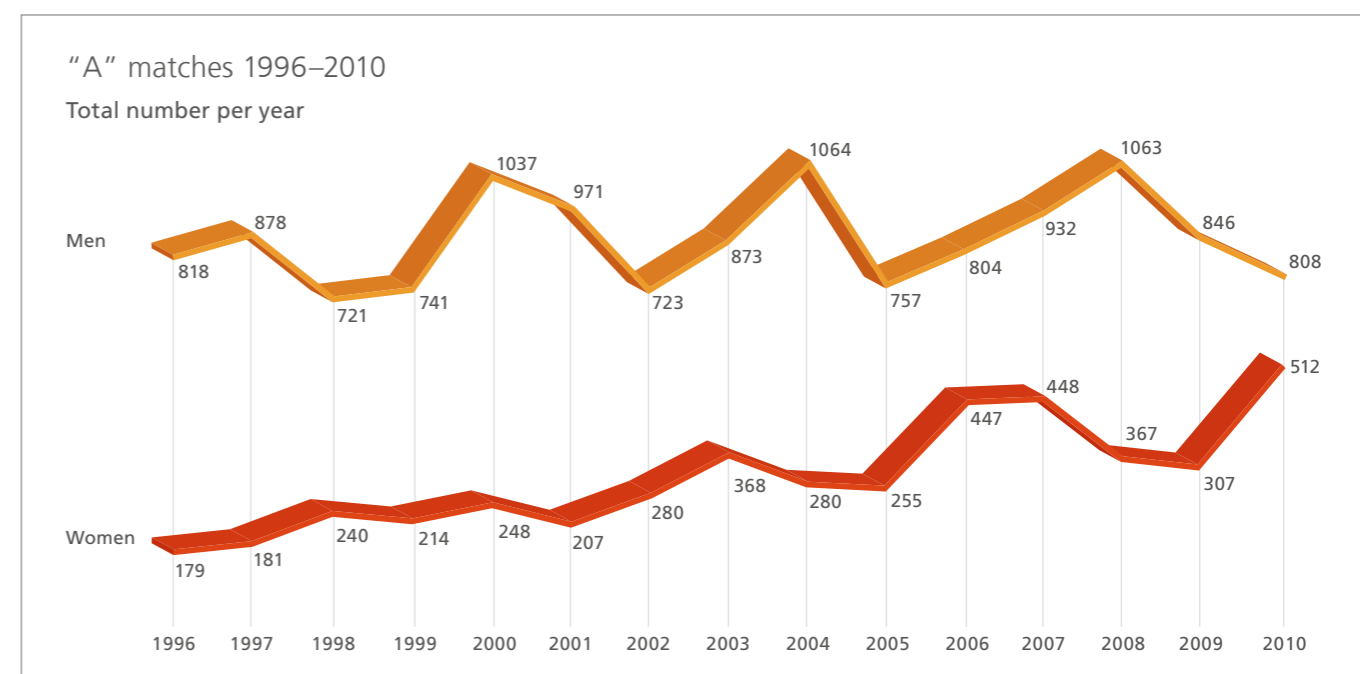
In the women's ranking, the end of the year saw the USA once again out in front. The Americans have not relinquished their lead since claiming it back in March 2008, and they also had an impressive 2010, winning 15 matches, drawing two and losing just a solitary game. The USA's lone defeat, to Mexico in the qualifiers for the Women's World Cup, meant that they had to negotiate a two-legged play-off against Italy, but they ultimately lived up to their billing as favourites to claim two 1-0 victories and a place at this year's finals in Germany.

The most valuable matches in terms of the men's world ranking were Switzerland's 1-0 victory over eventual world champions Spain in South Africa, and the Netherlands' 2-1 win over Brazil in the quarter-finals. In women's football, the USA's 4-0 triumph in a friendly against Germany generated the most points.

## Basis for pot allocation

The world rankings always have a key role to play in helping to determine the pots for draws ahead of FIFA tournaments. The men's world ranking, for example, was used to determine which teams were in which pots for the draws for the preliminary competition and the final competition of the 2010 FIFA World Cup South Africa™. International sports media and FIFA's member associations also use the rankings as the most objective possible guide to the current standing and performance of teams. Furthermore, the rankings can, to a certain extent, be used to track the development of a team over a period of time.

512 women's international matches | 808 men's international matches | US women have topped ranking since March 2008 | Brazil dethroned Spain for three months between April and June





# FIFA BALLON D'OR 2010



The FIFA/FIFPro World XI 2010.



Presidential Award for Desmond Tutu.



Marta and Messi: best players of the year.

Mourinho:  
best men's coach.

At the end of the evening, all the award winners gathered on stage.



Silvia Neid: best women's coach.

Altintop: best goal.



FIFA Fair Play Award for the Haiti U-17 women's team.

## FIFA Ballon d'Or gala 2010

# Best players honoured

Lionel Messi, for the second time, Marta, for the fifth time, and José Mourinho and Silvia Neid were the biggest winners at the FIFA Ballon d'Or gala jointly organised by FIFA and *France Football*, which celebrated its première in Zurich on 10 January 2011.

**After the gala**, the audience were unanimous in their praise of a wonderful evening which brought together the crème de la crème of world football in Zurich's Kongresshaus to honour the game's leading lights in 2010. Many former football stars and famous faces appeared, thus adding extra pomp and ceremony to this evening of celebration.

An action-packed highlights video gave the audience the opportunity to relive the most memorable moments of FIFA's competitions in 2010. Then, one after the other, the seven individual awards were presented and a genuine "dream team" took to the stage when a line-up of the best players of 2010, as voted for by more than 50,000 professional players around the world, collected their FIFA/FIFPro World XI awards (see photo).

English virtuoso Jamie Cullum provided the musical highlight with a wonderful performance on the grand piano, while South African archbishop Desmond Tutu stole the hearts of the audience with an exceptionally warm, funny and moving acceptance speech addressed to FIFA President Joseph S. Blatter, who had presented him moments before with the FIFA Presidential Award for Tutu's outstanding commitment to young people worldwide and for his support of the staging of the FIFA World Cup™ in South Africa.

The Puskás Award for the best goal of the year (decided via a poll on FIFA.com) went to Hamit Altintop (Turkey) and the FIFA Fair Play Award to the Haiti U-17 women's national team, who managed to reach the final round of CONCACAF qualification for the FIFA U-17 Women's World Cup 2010 despite losing its head coach to the devastating earthquake which hit the country in January 2010.

The FIFA World Coach of the Year awards for men's and women's football, which were being presented for the first time, went to the Portugal's José Mourinho, coach of Real Madrid, and Silvia Neid, coach of the Germany women's national team. It was almost a matter of course that Marta was named FIFA Women's World Player of the Year. The Brazilian took the award for the fifth year running, ahead of the Germans Fatmire Bajramaj and Birgit Prinz.

The eagerly anticipated highlight of the evening was the announcement that Messi had pipped his Barcelona club mates Xavi and Andrés Iniesta to win the first FIFA Ballon d'Or, thus rounding off an inaugural gala which will be remembered for its excitement and entertainment.

"It was wonderful to be nominated alongside my two team-mates. The fact that I won the trophy makes the evening all the more special."

Lionel Messi





**FOOTBALL FOR HOPE**

**BUILD A  
BETTER FUTURE**





55 programmes | USD 1.75 million in support |  
 Awards from Peace and Sport and Global Sports Forum Barcelona  
 | 70 member associations in Fair Play Days

Residents of Alexandra gave enthusiastic backing to the young players from more than 20 countries at the Football for Hope Festival.

Corporate social responsibility

# Football for Hope

The Football for Hope Festival 2010 in the township of Alexandra, South Africa, which featured 350 participants from all over the world, and the opening of another three Football for Hope Centres in Kenya, Namibia and Mali were the highlights of a very successful year for FIFA in terms of its social responsibility.

Once again, the Football for Hope movement and the 55 programmes it supported in 2010 were the focal point of FIFA's social responsibility activities. As part of its activities in connection with the World Cup in South Africa, FIFA also backed two important global campaigns that aim to tackle education and health issues: 1GOAL: Education for All and United Against Malaria.

FIFA's activities in the field of social responsibility are gaining increasing recognition, and the Football for Hope movement received awards from both the Peace and Sport organisation and the Global Sports Forum Barcelona. FIFA's cooperation with the Inter-American Development Bank, which was launched in 2010 and contributed USD 1.75 million to programmes run by organisations in the Football for Hope movement in South and Central America, has also met with approval. The repeat invitation to attend the Clinton Global Initiative Annual Meeting in September was another clear indication of the increasing recognition of FIFA's social responsibility work worldwide.

## Football's core values

As in previous years, FIFA sent out a clear message through its "My Game is Fair Play" and "Say No to Racism" campaigns that discrimination and a lack of respect will not be tolerated either on or off the pitch.

From 3-7 September 2010, around 70 member associations took part in the annual FIFA Fair Play Days and raised awareness among players, coaches, referees, officials and spectators of topics such as equality, fairness and solidarity through activities held before the matches. In Europe, the Fair Play Days coincided with qualifying matches for EURO 2012 and were combined with the UEFA Respect campaign.

The World Cup quarter-finals in South Africa on 2-3 July were dedicated to the fight against discrimination. Immediately before the matches, the captains read out a declaration pledging their team's commitment to fair play, equality and solidarity, and called on spectators to support them in this cause.





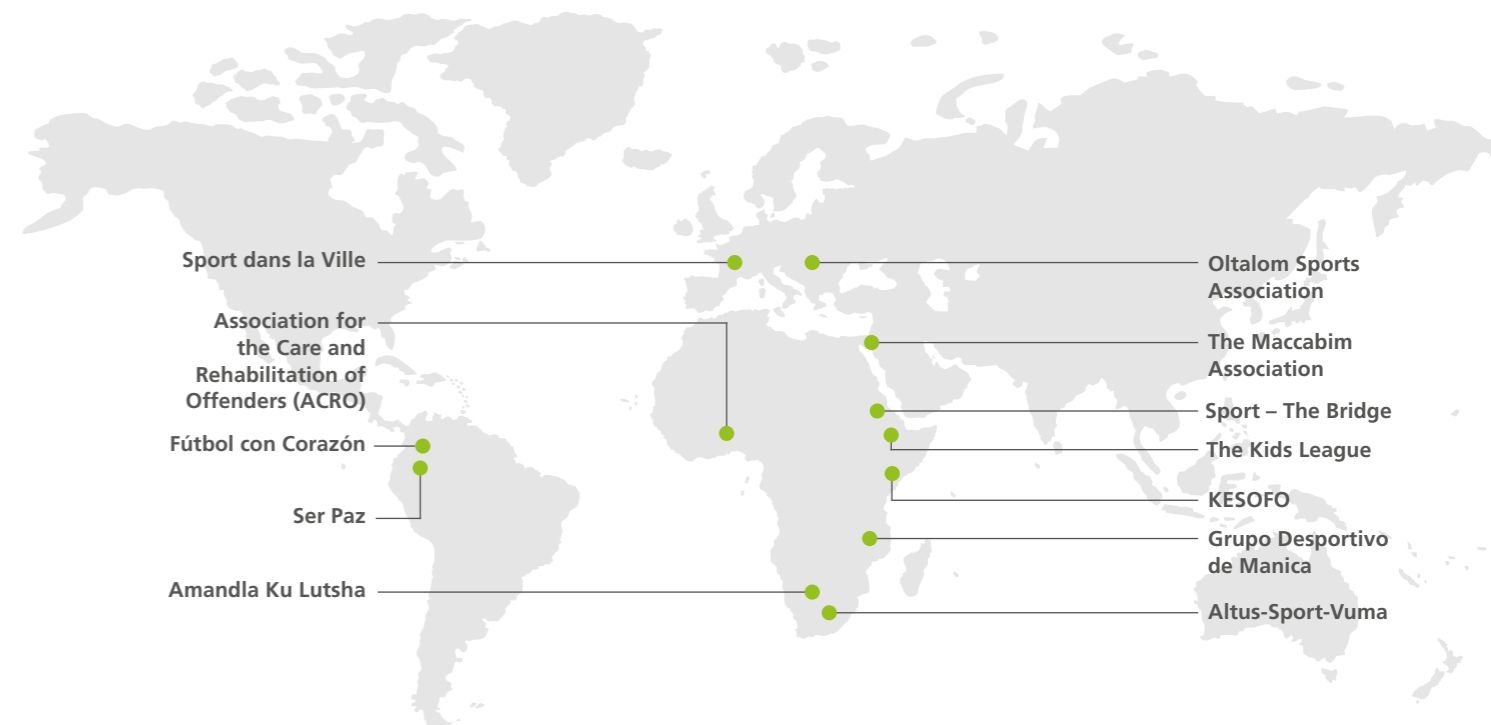
The movement is growing

# 55 new programmes

The Football for Hope movement supports programmes all over the world that use football to bring about social change. As well as funding, the support includes the provision of equipment, advice and training as well as joint events and seminars.

In 2010, Football for Hope provided financial assistance to 55 programmes and 12 new local organisations joined the movement. FIFA's Partners were also very active in this area and helped to organise courses, provide equipment and strengthen the development of the organisations and their members. Through the Siyakhona project in cooperation with Sony, for example, video cameras, laptops and cameras were sent to more than 40 local organisations and media courses were organised for talented youngsters. As part of this project, a collection of more than 8,000 photos and many short films were produced. Together with adidas, seminars on training methods, leadership work and organisation management were run in Argentina, Bosnia-Herzegovina, Germany, Ghana, India, Israel and the USA in which more than 160 young people took part.

## New organisations in the Football for Hope movement



Children in Katutura, Namibia, benefit from the third Football for Hope Centre.



New organisations in the Football for Hope movement	Country	Region
Altus-Sport-Vuma	South Africa	Africa
Amandla Ku Lutsha	South Africa	Africa
Sport – The Bridge	Ethiopia	Africa
Association for the Care and Rehabilitation of Offenders (ACRO)	Ghana	Africa
Grupo Desportivo de Manica	Mozambique	Africa
KESOFO	Kenya	Africa
The Kids League	Uganda	Africa
The Maccabim Association – Education and Soccer in the Community	Israel	Asia/Middle East
Oltalom Sports Association	Hungary	Europe
Sport dans la Ville	France	Europe
Fútbol con Corazón	Colombia	Latin America and the Caribbean
Ser Paz	Ecuador	Latin America and the Caribbean





“The Football for Hope Festival is an important development. It shows that football is more than just football – it goes beyond the game. It is an honour to host the festival in a community like Alexandra.”

Jacob Zuma, President of South Africa

## Football for Hope Festival 2010

# Celebrating social change through football

During the 2010 FIFA World Cup™ in South Africa, 32 teams of young people from disadvantaged communities across the globe came to Johannesburg for a festival of education, culture and football organised by FIFA, streetfootballworld, the 2010 FIFA World Cup Organising Committee South Africa and the City of Johannesburg.

### Organising a world-class event

The Football for Hope Festival 2010 was an official event of the 2010 FIFA World Cup South Africa™ and fully integrated into the operations of the competition. The participants, coordinators, staff, volunteers, performers and spectators were all part of something unique – an event that brought the idea of development through football onto the biggest sporting stage in the world.

The participating boys and girls were all from organisations that are part of the Football for Hope movement and which use football as a tool to tackle social issues. They ranged from homelessness in the UK and landmines in Cambodia to HIV/AIDS in South Africa and the integration of refugees in Australia.

These young people were chosen because of their commitment to the social work they do in their own communities. During the festival they took part in a two-week programme of workshops, joint activities and cultural experiences – culminating in a football tournament. The five-a-side tournament with mixed teams was played in front of thousands of spectators in a specially-constructed stadium in one of South Africa’s most economically disadvantaged communities, the Alexandra township.

### A tale of three trophies

There were three trophies on offer at the festival, each with its own story. The tournament winner’s trophy was designed and produced by the same company as the actual FIFA World Cup Trophy. The Alexandra Cup was designed and produced by a local South African artist, and the Fair Play Award was a replica of the one given by FIFA to the team with the best fair play record during the FIFA World Cup™.

It was a hugely emotional day in Alexandra as the Football for Hope Festival came to a close. After Mathare Youth Sports Association of Kenya and Espérance of Rwanda had been crowned the Festival Trophy and Alexandra Cup winners respectively, those in the stadium rose to their feet to celebrate Cambodia’s Spirit of Soccer being awarded the Fair Play Award. The participants then surprised the crowd by performing their own special “thank you” on hundreds of drums.



← President Joseph S. Blatter and South Africa’s President Jacob Zuma opened the Football for Hope Festival in Alexandra, Johannesburg.  
→ Before each match, the players discuss and agree on the rules.



20 Football for Hope Centres |  
Support for more than 70,000 girls and boys

## 20 Centres for 2010

# The Official Campaign of the 2010 FIFA World Cup South Africa™

The **20 Centres for 2010 campaign** aims to bring about social change by building 20 Football for Hope Centres in African communities. In 2010, as part of the project to implement these Football for Hope Centres, FIFA provided financial resources for staffing, development and construction and also to support local organisations.

The campaign is particularly important given that many of these communities still face huge social problems. The organisations involved in the Football for Hope movement run successful local projects and know the problems and needs of their communities. The exact location of the Football for Hope Centres is chosen accordingly, and the programmes on offer at the centres are tailored to the area's specific needs and include HIV/AIDS education, literacy, equality, environmental protection and the integration of people with disabilities.

Following the opening of the first Football for Hope Centre in Khayelitsha, South Africa in December 2009, three more centres in Kenya, Namibia and Mali were opened in 2010. The focus of the centre in Namibia, run by Special Olympics Namibia, is on improving the living conditions of people with intellectual disabilities.

The programmes in Kenya, meanwhile, range from training courses for young people combining sport and the environment to litter collection and neighbourhood clean-up activities. In Mali, the activities on offer include HIV/AIDS prevention, extra tuition and sports activities, which help young women to achieve their personal aims.

All of the Football for Hope Centres are open to the whole community and also offer activities that extend beyond the centre's key focal area. The operators of the centres work together with the local community with the aim of progressively turning the centre into a self-supporting hub and model for social development in the region.

Further centres in Lesotho, Rwanda, Ghana and four South African communities are currently being developed and constructed and will be completed in 2011. All 20 centres are due to be open by 2012, supporting more than 70,000 girls and boys in their personal development.

Young people in Katutura are delighted with the football turf pitch and fresh drinking water.





## Emergency aid

## Rebuilding damaged and destroyed facilities

In comparison to the herculean task of rebuilding an entire region, restoring football infrastructure and pitches to their former glory may seem rather less important, but for people affected by disasters, football and the football family's help can provide vital rays of light. In 2010, FIFA again provided important emergency aid and support to member associations to rebuild damaged and destroyed facilities.



### Countries supported in 2010

Haiti	(USD 3 million)
Chile	(USD 1.2 million)
Pakistan	(USD 2 million)
Poland	(USD 200,000)

"We handed out the FIFA balls we still had to people in the camps. It's incredible, but amid all the ruins young people want to play. Football is an integral part of our society, and that's why it's important that we get our football activities up and running – to bring a little serenity and joy."

Yves Jean-Bart, President of the Haitian Football Association

"The reaction of the football family in general and FIFA in particular has provided us with hugely valuable psychological support, quite apart from material resources. After all, hope is the key to helping the people of Pakistan get back to normality."

Makhdoom Syed Faisal Saleh Hayat, President of the Pakistan Football Federation

"I'm here to offer my personal, heartfelt thanks to the FIFA President and the entire football fraternity for their tremendous solidarity and generosity. It was our wish to get back to normality as soon as possible.

Football is an integral part of this country's culture, after all, so we think it's important to people that we bounce back quickly."

Harold Mayne-Nicolls, President of the Chilean Football Association





# MARKETING AND COMMUNICATIONS

**2010**  
FIFA WORLD CUP  
**SOUTH AFRICA™**



## Marketing

## 2010 FIFA World Cup™

The commercial success of the 2010 FIFA World Cup™ will go down in history. FIFA and its Commercial Affiliates broke new ground by activating 37 customised marketing programmes.

**With 97% of all purchasable tickets sold**, the event had the third-highest aggregate attendance in FIFA World Cup™ history. This edition was also the first time that LED advertising boards had been used at a FIFA World Cup™, offering remarkable brand visibility to the FIFA Commercial Affiliates.

### Sponsorship packages sold out

Thanks to the overwhelming interest in the sponsorship packages for the 2010 FIFA World Cup, all sponsorship packages were sold. The ground-breaking social campaigns of the FIFA Partners – adidas, Coca-Cola, Emirates, Hyundai-Kia, Sony and Visa – also ensured that the 2010 FIFA World Cup left a lasting legacy on the African continent.

In a year of historic “firsts”, there were new additions to the second-tier FIFA World Cup Sponsors. Anheuser-Busch InBev, Castrol, Continental and McDonald’s were joined by MTN, Mahindra Satyam, Marfrig and Yingli Solar in supporting the event.

The National Supporter category was vibrant with a diverse portfolio of South African companies. BP South Africa, FNB, Neo Africa, Telkom SA, PRASA and Shanduka-Aggreko added their prowess in the South African market, engaging their target audience through the biggest sporting event in the country’s history.

The 2010 FIFA World Cup hospitality programme presented the FIFA Commercial Affiliates with a unique opportunity to further interact with their stakeholders. Some 50,000 guests of FIFA’s Commercial Affiliates were offered food, beverages and entertainment at approximately 850 official hospitality or reception functions during the four-week festival of football.

### Hublot and Louis Vuitton brought more style to the beautiful game

Luxury watchmaker Hublot became the “Official FIFA Timekeeper” and “Official Watch” for the 2010 and 2014 FIFA World Cups™. The Swiss brand generated global brand exposure by being visible on the referee’s boards displayed to indicate substitutions or additional time during the 2010 FIFA World Cup. An exclusive limited edition series of watches was also dedicated to the winning team, Spain.

The FIFA World Cup Trophy itself was delivered to the 2010 FIFA World Cup final in a new travel case hand-crafted by designers Louis Vuitton. The alliance between FIFA and Louis Vuitton drew praise from FIFA President, Joseph S. Blatter. “The FIFA World Cup Trophy is our most precious asset. It’s the most coveted trophy, not only in the world of football but beyond. It succeeds in uniting fans all around the world in a healthy competition for the final prize. A trophy as precious as the FIFA World Cup Trophy deserves a travel case of the same elegance and prestige. From now on, the trophy will not only travel in safety, but it will also travel in style.”



“The FIFA World Cup Trophy is... the most coveted trophy, not only in the world of football but beyond.”

Joseph S. Blatter

### FIFA World Cup Trophy Tour by Coca-Cola

In the months before being lifted aloft by winning Spain captain Iker Casillas, the FIFA World Cup Trophy had visited 84 countries and travelled an incredible 134,017 kilometres (83,274 miles) as part of the FIFA World Cup Trophy Tour by Coca-Cola, a unique way of engaging football fans in anticipation of the 2010 FIFA World Cup.

The association with FIFA provided Coca-Cola with a series of valuable assets, including the opportunity to bring the FIFA World Cup Trophy to countries around the world. There were Coca-Cola promotions in all the countries en route, informing and entertaining different

regions of the world. Lucky fans had the chance to participate in interactive displays and a once-in-a-lifetime opportunity to view the authentic FIFA World Cup Trophy. An astonishing 303,916 fans also had their picture taken with the trophy! Qualitative research studies in FIFA World Cup Trophy Tour countries showed that upwards of 79% of consumers reported an increase in excitement for the FIFA World Cup, with most markets showing an increase in overall sales of Coca-Cola products compared with the same period the year before.

## Marketing

## The International FIFA Fan Fest™

By expanding the FIFA Fan Fest programme beyond the borders of the host nation, FIFA broadened its offering to football fans all over the world. The first-ever International FIFA Fan Fest concept was rolled out with six international cities playing host to FIFA's official public viewing event. Rio de Janeiro, Mexico City, Rome, Paris, Berlin and Sydney provided both local residents and tourists with the ideal locations to watch all 64 matches, whilst experiencing the South African flavour of the event and enjoying a true World Cup experience.

FIFA Partners Coca-Cola, Emirates, Hyundai-Kia and Sony played a vital role in supporting the International FIFA Fan Fest, while Coca-Cola was the Presenting Sponsor of the South African FIFA Fan Fest in conjunction with Sponsors MTN and Neo Africa. In terms of the concept's success, the numbers speak for themselves – 6.15 million fans attended the 16 venues, more than 5,200 accredited media reported from the FIFA Fan Fest sites and 94% of fans stated that they would return to the event in 2014.

## Marketing

## Marketing and corporate social responsibility (CSR) programmes

By working closely with FIFA and the Local Organising Committee, FIFA's Commercial Affiliates played a key role in ensuring that the World Cup left a sustainable and positive social legacy.

### 2010 FIFA World Cup™ Ticket Fund

One of the aims of FIFA and the local organisers was to give as many South Africans as possible the opportunity to watch the matches. The 2010 FIFA World Cup Ticket Fund was an official CSR initiative which saw 120,000 tickets being awarded to South African residents by FIFA and the FIFA Partners. This initiative made the event more accessible to those who would ordinarily not have had the means to purchase tickets. FIFA Partners adidas, Coca-Cola, Hyundai-Kia, Sony and Visa implemented programmes focusing on health, education and the environment. South African residents were rewarded with a match ticket for participating in, or contributing to, these social and human development activities. Special mention must be made of the 27,000 workers involved in the construction of the 2010 FIFA World Cup™ stadiums, who were also given the chance to experience the passion and excitement of the biggest sports event in South Africa's history.

### Yingli Solar and 20 Centres for 2010

Having become FIFA's first Chinese sponsor and the first renewable energy company to sponsor the FIFA World Cup, Yingli Solar supported 20 Centres for 2010, the Official Campaign of the 2010 FIFA World Cup. The company provided solar installations that will be used to power the pitch lights and electrical equipment in the centres. The benefits of Yingli Solar's involvement will leave a true social and environmental legacy for the Football for Hope Centres.

### Sony's Siyakhona Global Photography Award

As a part of the Football for Hope Festival, Sony presented the Siyakhona Global Photography Award. "Siyakhona" means "we can do it" in isiZulu and the award celebrated young people from disadvantaged communities around the world who used photography to tell the story of their lives. Many of the photographs were displayed at the Football for Hope Festival and showed the different ways football is being played or used as a tool for social development in the community.

### adidas Exchange Programme

adidas is synonymous with youth football. The sports manufacturer was present at the Football for Hope Festival, providing equipment and interacting with the participants through commercial displays and entertaining activities such as the football speed gun activation. The first adidas Exchange Programme was launched in Ghana in October 2010, offering football coaching courses to non-governmental organisations and supporting their respective societal aims.

Ticket Fund: 120,000 tickets awarded to South African residents





From left to right:  
The official poster of the FIFA Women's World Cup Germany 2011™.  
Steffi Jones and mascot Karla Kick rehearse ahead of the FIFA Women's World Cup draw.  
Brazilians are already looking forward to the 2014 FIFA World Cup™.



### FIFA Women's World Cup 2011™

Following the memorable FIFA events of 2010, the spotlight has now shifted to the FIFA Women's World Cup™ from 26 June to 17 July 2011. FIFA and its Commercial Affiliates have been working hand-in-hand with hosts Germany to deliver an event of the highest standard.

#### Official poster launched and Final Draw conducted

At November's Final Draw in Frankfurt, FIFA and the Local Organising Committee unveiled the official poster, a vibrant image of a female football player made up of thousands of small footballs. Together with the official emblem "Arena Deutschland" and the official slogan "THE BEAUTIFUL SIDE OF 20ELEVEN™", it completes the visual identity of the 2011 FIFA Women's World Cup. In the presence of the excited official mascot Karla Kick, adidas also unveiled the SPEEDCELL, the official match ball of the FIFA Women's World Cup Germany 2011™.

#### Sponsorship and ticket sales

In a testament to the growing profile of women's football and the strength of the FIFA Women's World Cup, the sponsorship programme for the FIFA Women's

World Cup 2011 was sold out almost one and a half years before kick-off, with six leading German companies signing up as the National Supporters for the event.

Ticket sales have also been impressive, with over 400,000 tickets sold shortly after the Official Draw and the opening match setting a new European attendance record for women's football. Over 50,000 tickets have already been sold for the clash between hosts Germany and Canada at Berlin's Olympiastadion on 26 June 2011.

FIFA Women's World Cup 2011™ :  
400,000 tickets sold after the Official Draw

### 2014 FIFA World Cup™

A carnival atmosphere and exciting football in world-class stadiums await fans at the 2014 FIFA World Cup Brazil™. FIFA and its Commercial Affiliates are gearing up to further connect with fans as the FIFA World Cup returns to the biggest nation in South America.

#### Marfrig, Oi and Itaú

Leading Brazilian companies have quickly realised the value of the first FIFA World Cup to be held in Brazil since 1950. Food-processing company Marfrig signed up as a sponsor of both the 2010 and 2014 FIFA World Cups™. Brazil's largest telecommunications company, Oi, was also confirmed as a FIFA World Cup Sponsor for 2014. With its expertise in data communication and mobile telephony, Oi is set to play a major role in the delivery of the 2014 FIFA World Cup Brazil. Both companies join Anheuser-Busch InBev, Continental, Castrol and McDonald's in the second tier of FIFA's Commercial Affiliates.

The National Supporter category also presents exciting sponsorship benefits. In 2010, banking group Itaú became the first National Supporter for the 2014 FIFA World Cup Brazil.

#### An inspiring Official Emblem for the 2014 FIFA World Cup

As the sun set on the 2010 FIFA World Cup™, the focus turned to the 2014 FIFA World Cup Brazil, with the event's Official Emblem launch on 8 July 2010 in Johannesburg. The inspiration for the Official Emblem's design comes from the iconic photograph of three

victorious hands raising the world's most famous trophy together. As well as depicting the uplifting humanitarian notion of hands interlinking, the portrayal of the hands is symbolic of the yellow and green hands of Brazil warmly welcoming the world to Brazilian shores.

The vivid representation of the trophy in the emblem is extremely fitting, given Brazil's outstanding achievements in having won the FIFA World Cup™ on five separate occasions, more than any other nation.

#### Hyundai-Kia drives on as FIFA Partner for eight more years

Hyundai Motor Company, in conjunction with Kia Motors Corporation, extended their partnership with FIFA for eight more years. Hyundai-Kia will receive sponsorship rights to all FIFA competitions, including the 2018 and 2022 FIFA World Cups™, as well as exclusive marketing opportunities, unrivalled global media exposure and affiliation with FIFA's special events and development initiatives.

"We are extremely happy to extend the partnership with Hyundai-Kia as one of the top FIFA Partners who will provide active support for a further two editions of the FIFA World Cup in 2018 and 2022. Our partnership demonstrates a shared philosophy and passion for the game of football," said FIFA President Joseph S. Blatter.

Marketing

# FIFA marketing research

The FIFA marketing research programme continues to provide invaluable insights into the experiences and perceptions of fans interacting with FIFA events and associated activities. One key aim is to evaluate current initiatives and use the information gained to develop more innovative marketing programmes – enhancing the fan experience and delivering more value to the FIFA Commercial Affiliates, host nations and other stakeholders. FIFA commissioned international research agency Sport+Markt to conduct on-site fan research at the 2010 FIFA World Cup™ and the International FIFA Fan Fest™. The results of this research are useful to both FIFA and its Commercial Affiliates, who gained insights into the success of their on-site campaigns. Here are just a few of the key findings:

96

Per cent of South African fans attending the matches had a more positive impression of their country after successfully hosting the 2010 FIFA World Cup.

83

Per cent of foreign fans at the 2010 FIFA World Cup planned to return to South Africa.

99

Per cent of fans surveyed said the International FIFA Fan Fest should become a permanent part of future FIFA World Cups™.

88

Per cent of South African fans interviewed had a more favourable impression of the 2010 FIFA World Cup sponsors' brands after the tournament than beforehand.

Communications

# Content Management Services

For more than ten years now, the Content Management Services Department has been tasked with managing the increasing flow of information in international football and processing the mountains of data and documents to ensure that they are easily accessible and usable by FIFA.

The department's thorough and meticulous work was particularly appreciated in the lead-up to and during the 2010 FIFA World Cup South Africa™, when it served as a reliable source of information for a variety of FIFA communication channels, and produced a range of reports itself. During the tournament, Content Management Services issued the daily "Stats of the Day", featuring a mix of current and historical facts and figures. The primary target audience for this publication, full of detailed and sometimes surprising information, was the media, but fans were also able to download it daily on FIFA.com.

Despite the fast pace of technological development and electronic data processing, great importance is still attached to FIFA's physical archives. The collection comprises well in excess of 5,000 books and thousands of documents unavailable digitally, and members of the department provide support and guidance to the dozens of researchers who visit the small but but impressive Documentation Centre at the Home of FIFA every year.



Information source for a variety of FIFA communication channels | Publication of numerous reports | "Stats of the Day"



## Communications

## Media

In 2010, the attention of the world's media was focused on the first FIFA World Cup™ on African soil. Close to 15,000 media representatives were accredited and many more were on site to cover the South African World Cup.

**The general feedback from the journalists** on the host's staging of the event was very good, including positive remarks on the standard of the media organisation and the media infrastructure and facilities.

In fact, the press facilities at the 2010 FIFA World Cup South Africa™ were voted the International Sports Press Association's (AIPS) Best Press Facility of the Year in an online poll which attracted the votes of journalists from 93 nations.

FIFA President Joseph S. Blatter and South African President Jacob Zuma pulled the curtain down on the first African FIFA World Cup with a press conference in December in Johannesburg's emblematic Soccer City during which the launch of the 2010 FIFA World Cup™ Legacy Trust that will benefit the "Rainbow Nation" and ensure a sustainable legacy after the World Cup was announced.

Throughout the rest of the year, hundreds of journalists covered the remaining competitions and events organised by FIFA in 2010, including the FIFA U-20 Women's World Cup in Germany and the FIFA

U-17 Women's World Cup in Trinidad and Tobago, as well as the draw for the FIFA Women's World Cup 2011™ held in Frankfurt. The international media got a taste of the growing excitement around the FIFA Women's World Cup 2011 in Germany and women's football in general.

The focus turned to Zurich for the two final events in the calendar: the Host Announcement for the 2018 and 2022 FIFA World Cups™ and the FIFA Ballon d'Or 2010 gala. More than one thousand media representatives were present when Russia and Qatar were for the first time announced as hosts of FIFA's flagship competition.

Meanwhile, the premiere of the FIFA Ballon d'Or gala (following the merger of the FIFA World Player of the Year with *France Football's* Ballon d'Or signed in July 2010) was a huge success. The best coaches and players in the world delighted local fans and the international media by taking part in various activities during the day, including a mixed zone for interviews, a press conference and red carpet activities. The gala itself was shown live on TV in over 100 territories and the numerous media articles on the event were a brilliant way to close a very special year.




---

### The FIFA Media Channel

---

An online tool for all accredited media created in 2005, reached 18,000 media representatives, and has now become a well-recognised platform that serves as the main portal of information for all journalists who cover any FIFA competition or event.

---



↑ The media area in Soccer City.  
→ This view of Durban Stadium shows the media work behind the scenes.





In Spain, more than 88% of the population aged 14 or older watched the World Cup on TV.

Television

# A new dimension

In 2010, FIFA TV provided countless hours of thrilling content for fans of the FIFA World Cup™ and forged innovative partnerships with African broadcasters, collecting world firsts, industry awards and new audience records along the way.

While FIFA TV's activities in 2010 clearly centred around global transmission of the FIFA World Cup, it was also responsible for managing and broadcasting other memorable TV events, including the FIFA U-20 Women's World Cup Germany 2010 and the Host Announcement for the 2018 and 2022 FIFA World Cups™.

### Sale and distribution

The operation to sell and distribute TV rights to the 2010 FIFA World Cup™ was a great success, enabling FIFA to strengthen its ties with broadcasters worldwide and seal direct licensing agreements with an unprecedented number of TV stations.

This culminated in a huge increase in the spread of live broadcasts, with the 2010 FIFA World Cup appearing on screens in 207 territories stretching all the way from the Arctic Circle to Antarctica. New audience records were set in many international TV markets. In the United States, the 2010 FIFA World Cup final became the most-watched football match of

all time, with more than 24 million people tuning into the live coverage by broadcaster ABC and Spanish-language channel Univision. Indeed, Univision was able to increase its viewing figure by 49 per cent against 2006.

In Germany, public broadcaster ARD posted record audience figures for an international match involving the Germany team. A whopping 31.1 million watched *Die Mannschaft's* semi-final against Spain, breaking the previous record of 29.66 million set during the team's defeat to Italy at the same stage of the 2006 edition. Meanwhile, another German public broadcaster, ZDF, recorded a staggering audience share of 89.2% during Germany's 4-0 quarter-final victory over Argentina, which equated to an average audience of 25.95 million.

According to an independent survey conducted in Spain, the home of the eventual world champions, more than 88% of the population aged 14 or older followed the action on television, whether at home, in bars or at public viewing events.



Up to 32 cameras broadcast images from the World Cup, which were then edited in the International Broadcast Centre and transmitted around the world.



## FIFA host broadcasting

### FIFA's experience

FIFA harnessed its experiences from 2006 and 2002 to further develop its host broadcasting operations in 2010 and introduced a number of key innovations into the bargain. By providing more content, new services and exciting camera angles, it was able to ensure that its Media Rights Holders received the ultimate in image quality. FIFA, the Local Organising Committee and all other stakeholders worked together to deliver the perfect infrastructure and all the other components necessary for the TV production.

### Full HD coverage

All 64 matches of the 2010 FIFA World Cup™ and all background material gathered on-site by the specially commissioned FIFA news crews were aired in HD. This fully digital technology brought a range of innovative and enhanced functions and viewing experiences, and also dramatically increased the picture quality on mobile phones. Digital technology was also used to archive and play back the picture material.

### Cameras and images

It is of paramount importance to FIFA that its Media Rights Holders receive maximum support. No fewer than 29 cameras were deployed at each match, and this figure rose to 32 for some key matches. At least 2,200 hours of live transmission were delivered on 16 different channels, and this coverage was supplemented with footage of the two previous World Cups.

The extended stadium feed delivered 90 minutes of live match action plus 60 minutes of "colour material" from the stadium. Pictures of the countdown

to kick-off, highlights of the first and second halves and 30 minutes of post-match coverage gave broadcasters more content than ever before and allowed even greater flexibility in terms of programme scheduling.

### More than 40 news crews

The news crews gathered footage outside the stadiums and fed it through to the broadcasters within an extremely tight timeframe. As well as being staff and resource-intensive, this called for considerable logistical and technical expertise.

The number of film crews deployed increased from 14 in 2006 to 32 in 2010, each of which accompanied a team. These crews were joined by a further ten teams gathering background material.

### Mobile content

Special channels with made-to-measure graphics were set up to provide a range of additional content for small-sized screens, boosting the quantity and quality of the mobile telephony services available.

### TV Audience Award

In recognition of the immense popularity of the TV broadcast of the 2010 FIFA World Cup, FIFA received the 2010 European Sport TV Audience Award at the annual international sports convention for television and new media in Monaco.



➤ Colombian pop star Shakira on stage in front of thousands of fans in the Orlando Stadium, Soweto.  
 ← South African trumpeter Hugh Masekala at the World Cup Kick-Off Concert.







Zakumi attends the international FIFA Fan Fest™ at the Piazza di Siena in Rome.

**TV commercials**

The range of advertising services and products for Media Rights Holders was also extended. An additional 122 adverts were delivered for the 2010 FIFA World Cup™ alone, and on top of this, FIFA created the 2010 FIFA World Cup opening and closing sequences and began preparations for the sale of FIFA’s media rights for the 2011-2014 period.

**Kick-Off Concert**

A host of international stars, leading African artists, football legends and guests of honour served up an evening of wonderful entertainment at the huge FIFA World Cup™ Kick-Off Celebration Concert on 10 June. At the same time, they were supporting the global “1GOAL: Education for All” initiative and 20 Centres for 2010, the Official Campaign of the 2010 FIFA World Cup. The concert was a joint initiative by FIFA and its TV partners aimed at publicising the World Cup and attracting new fans to football through music. The concert, organised by FIFA TV and the production company Control Room, was one of the most-watched music events in television history.

FIFA TV also coordinated FIFA’s sponsoring activities for the second World Cup concert, another Control Room production, featuring a line-up of classical music stars such as Andrea Bocelli and the Johannesburg Festival Orchestra in aid of the “Together Against Malaria” initiative.

**Partnership with the AUB**

In 2004, FIFA and the Union of African Broadcasters (AUB) began discussions about promoting best practice in football broadcasting on TV and radio in sub-Saharan countries beyond the 2010 FIFA World Cup. The two organisations agreed on a strategic partnership focusing on direct cooperation with broadcasters in Africa, and they turned their vision into a reality in 2010.

FIFA and the AUB worked together on several projects over a four-year period and took advantage of the first FIFA World Cup on African soil to mobilise the TV and radio broadcasting community. The most ambitious project was undoubtedly the “FIFA Broadcast

Legacy Weeks”, organised by the FIFA-AUB Broadcast Academy, which saw broadcasting organisations and their staff given behind-the-scenes insights into professional football broadcasting in order to enhance the quality of their football reporting, increase the commercial value of their product and create a basis for sustainable revenue.

The AUB and FIFA also set up a special channel for Africa covering all 64 FIFA World Cup matches in English and French as well as selected matches in Portuguese. Some of the most talented African commentators were also invited by FIFA to participate in a specially developed training programme led by Canal France International aimed at preparing them to report live on the matches. The reports were produced by the African Broadcasting Centre in Johannesburg (a special department of the International Broadcasting Centre). The live reports were accompanied by Africa-specific highlights shows produced by up-and-coming talents on both sides of the camera.

The cooperation between the AUB and FIFA is a prime example of how sports rights holders and broadcasters on the African continent can work together to deliver higher-quality content while also achieving development goals.

FIFA and the AUB were awarded bronze in the Sports Innovation Award category for this concept at the 4<sup>th</sup> International Sports Event Management (ISEM) conference.

**The third dimension**

The 2010 FIFA World Cup was the biggest-ever live sports production in 3D. FIFA produced a live international feed in stereoscopic 3D HDTV, which beamed 25 matches around the world and was used by FIFA’s Media Rights Holders in various applications and formatted for both TV and cinema screens.

Despite a very tight preparation schedule of only five months, the standard of production for the first few matches exceeded all expectations. The technology and the production quality were almost faultless – not least thanks to Sony’s high-quality technical infrastructure.

The 3D production concept was based around a dedicated 3D coverage with eight cameras, supplemented with additional feeds from the 2D cameras, which were converted into 3D to be used as “cutaways” and slo-mos.

Pioneering broadcasters in Spain, France, Australia, the Middle East, Korea Republic, Japan, the United States and Canada offered the matches on “in-home” 3D viewing channels. By the end of the competition, over 600 cinemas in more than 30 countries had shown live 3D matches.

FIFA and its three partner companies were awarded the prestigious Judges’ Prize for their 3D production at the annual International Broadcasting Convention (IBC).

The IBC praised the parties, saying that they “had certainly cooperated in the finest IBC spirit, and the resulting coverage had added hugely to our knowledge on what works in stereoscopic 3D television. Because it was a true partnership of equals, four IBC Judges’ Prizes were presented: to FIFA, to HBS its broadcast partner, to sports specialist channel ESPN, and to Sony which provided much of the technological muscle.”

**The official World Cup film**

In 2010, FIFA produced its 15<sup>th</sup> official World Cup film, which was available in 3D for the first time. The film, distributed by Sony Pictures Entertainment, features footage and interviews that tell the story of the tournament in a completely new way as well as the best shots of the match action, which appear all the more thrilling in 3D.





**Documentaries**

In addition to the official film, FIFA also commissioned a series of documentaries which capture the World Cup from an entirely new perspective.

*The Media Circus*

*The Media Circus* deals primarily with TV production and the broadcasters who bring it to the world. It reveals how things work, the organisation behind the event and the magic of the occasion. The press, photographers, internet and mobile telephony are covered as the story becomes ever more fast-paced and entertaining.

*Our South Africa – 2010 Hopes and Dreams*

Based on interviews and portraits of different South Africans, this tale reveals a more intimate side to the FIFA World Cup and its meaning. From the legacy of apartheid to poverty and HIV, *Our South Africa* touches on key issues and gives another look at what the football festival has brought to the country.

*Match 64*

*Match 64 – the Final of the 2010 FIFA World Cup™* is aimed at a wide audience and views the football not only on the pitch but from a much wider perspective. It takes the viewer through the last day of the World Cup through the eyes of those who made it happen.

On top of this, montages and complete recordings of past World Cup matches and other projects such as the mascot TV series for the 2010 FIFA World Cup were produced and distributed worldwide. FIFA Films also provided various FIFA departments with audiovisual services, edited material and short films.

**Other events**

In addition to the World Cup, FIFA TV was also heavily involved in the TV production of many other FIFA events in 2010, including the FIFA U-20 Women’s World Cup Germany, the FIFA U-17 Women’s World Cup Trinidad and Tobago and the Host Announcement for the 2018 and 2022 FIFA World Cups™.

The next major milestone will be the FIFA Women’s World Cup Germany 2011™, which is expected to break all TV viewing records in women’s sport.



➤ Footage was taken all across the country for the film *Our South Africa*.  
 ← Photographers follow the action pitch-side at the World Cup in South Africa.

**FIFA Host Broadcasting Production**

Full HD coverage | 2,200 hours of live transmission | Up to 32 cameras per match | More than 40 news crews | Mobile content | 2010 European Sport TV Audience Award | TV commercials | Kick-Off Concert

Partnership with the AUB | 3D | Documentaries  
*The Media Circus* | *Our South Africa – 2010 Hopes and Dreams* | *Match 64*

## Legal matters

# Disputes and transfers

A solid Rights Protection Programme, the increase in transfer disputes before the FIFA decision-making bodies, the protection of the integrity of the game and the creation of a clear contractual framework for future FIFA events were the main items on the agenda for the Legal Affairs Division over the past 12 months.

**In the course of the four-year** preparation period for the tournament in South Africa, FIFA's Rights Protection Programme strategy first of all focused on disseminating the best possible information inside and outside the host country and attempting to explain the background to the programme and the need for the marketing restrictions imposed, all in close cooperation with local customs and police authorities. The need for the Rights Protection Programme and FIFA's continuous intervention, as well as the ever increasing attractiveness of the FIFA World Cup™ for ambush marketers, i.e. companies that attempt to associate themselves with the event through unauthorised advertising campaigns, can be effectively illustrated by the number of more than simply marginal legal infringements in connection with the 2010 FIFA World Cup South Africa™: Before the World Cup had event started, around 4,000 cases of ambush marketing had been reported to FIFA. FIFA's rights protection team dealt with around 700 individual cases in South Africa and almost 200 in 56 other countries.

## Disputes and transfers

During 2010, a new record number of 3,599 proceedings were brought before the various decision-making bodies,

i.e. the Dispute Resolution Chamber (DRC), the DRC judge, the Players' Status Committee (PSC) and the Single Judge of the PSC. The percentage of decisions being overruled by the Court of Arbitration for Sport on appeal continues to be at a very low level, thus reinforcing the credibility of the system.

After a two-year preparation period the FIFA transfer matching system (TMS) was integrated into the FIFA Regulations on the Status and Transfer of Players from 1 October 2010. Since that date, 207 associations and just over 4,000 clubs have activated and used the system. Over 5,000 transfers were successfully processed in TMS during the final registration period before the use of TMS was introduced into the relevant FIFA regulations. These include all the top 50 transfers by value. The total value of the transfers recorded amounts to close to USD 1.7 billion.

## Protection and monitoring

The protection of minors is a priority for FIFA and will be the focus of future compliance activities. Of almost 1,500 applications for the first registration or international transfer of a minor player since 4 October 2009, 82% have been fully processed and decided upon to date.

The monitoring, detection and prevention of irregular betting remains another priority at FIFA and particularly its subsidiary Early Warning System GmbH (EWS). In 2010, EWS kept watch over the 2010 FIFA World Cup™ (with specific measures going beyond the monitoring and analysis standards in place since 2007) as well as all the other FIFA competitions in order to safeguard the integrity and transparency of our sport.

## New contractual framework

The contractual framework for staging FIFA World Cups™ underwent an in-depth review, leading to better protection of FIFA's rights, a clearer definition of the areas of competence of the parties involved, completion dates and responsibility for bearing costs, as well as early support for governments in the respective bidding countries.

In the space of just a few months, a total of almost 700,000 pages of contracts had to be checked for completeness, content, soundness and enforceability in the countries bidding for the 2018 or 2022 World Cup.

## Sharing the benefits

400 affiliated clubs from 55 member associations are to obtain a share of the benefits from the successful staging of the 2010 FIFA World Cup South Africa.

Based on the decision of the FIFA Executive Committee of 14 March 2008, FIFA recognises and compensates clubs for releasing players to take part in the finals of the FIFA World Cup and therefore contributing to the success of the event. USD 40 million was set aside for the 2010 FIFA World Cup (and USD 70 million for 2014) for distribution via the member associations to compensate the clubs for the costs they incur for the players during the event or their investment in the training of young players.

The "total per player" is calculated by multiplying USD 1,600 by the number of days a player was present.

A total of 400 clubs representing 55 FIFA member associations from every corner of the globe are set to obtain a share of the benefits from their contribution to the successful staging of the 2010 FIFA World Cup South Africa.

The top five clubs to receive a share of the benefits of the 2010 FIFA World Cup are:

1. Barcelona with a total payment of USD 866,267
2. Bayern Munich (USD 778,667)
3. Chelsea (USD 762,667)
4. Liverpool (USD 695,600)
5. Real Madrid (USD 678,133)

### At a glance

**40 million USD** was set aside to compensate the clubs for releasing players for the 2010 FIFA World Cup.

**4,000 cases** of ambush marketing were reported before the World Cup.

**1,500 applications** were made for the first registration or international transfer of a minor player.

**400 clubs** are to obtain a share of the benefits from the 2010 FIFA World Cup.

**3,599 proceedings** were brought before the FIFA decision-making bodies.

**5,000 transfers** with a total value of almost USD 1.7 billion were processed.

**700,000 pages** of contracts were checked for content and completeness for the 2018/2022 World Cups.



FIFA.com

## Record numbers contribute to an outstanding year

A FIFA World Cup™ year always promised to be a pivotal one for FIFA.com, and with page impressions reaching the 10 billion mark in December, 2010 not only met but comfortably surpassed expectations.

### Bringing the FIFA World Cup to the world

FIFA.com provided a fitting platform for the 2010 FIFA World Cup South Africa, matching a successful tournament on the field with wide-reaching, innovative coverage off it. Over 150 million unique users visited the site during the 31 days of the tournament, three times as many as the 2006 FIFA World Cup in Germany.

The number of page views during the tournament was similarly remarkable, with almost seven billion during the month, exceeding pre-tournament forecasts by 140 per cent. The word even spread as far as Antarctica, where eight unique users were known to have logged on during the month of June!

The USA accounted for almost 20 per cent of the total number of unique users, with Germany, Canada and the United Kingdom attracting the next biggest shares. On 23 June, when England and the USA played simultaneously, FIFA.com technicians reported a throughput of one million hits per second.

Site consumption was also impressive throughout the competition, with football fans spending considerable amounts of time on the site. Brazilian users, for example, averaged 27 minutes on the site per visit, proving that FIFA.com's content not only attracted fans but also kept them engaged.

### A uniting force

"We are approaching the first FIFA World Cup in which social media websites will play an important role in connecting everyone who cares about the game of football," declared FIFA President Joseph S. Blatter prior to the tournament.

The FIFA President launched his own Twitter page, @seppblatter, allowing supporters from across the globe to follow his activities. FIFA.com's Twitter feeds, including @fifacom and @fifacomlive, attracted over 500,000 followers over the course of the year.

Social media was only a fraction of FIFA.com's output, however, with the FIFA.com Club gaining an unprecedented 1,143,843 new members during the tournament – significantly contributing to the total number of members exceeding the 5.5 million mark by August.

In addition, almost 1.5 million of these members created a Panini Online Sticker album, with 395 million virtual stickers unwrapped during its time on the site, and 120 million swapped during FIFA World Cup month. Club Members also made the most of the site's Fantasy Football game, with over one million people taking part.

Extensive visitor interaction was also evident within the site's "Add your comment" section, with over 1.2 million comments left on content across all six language channels.

### Multimedia output adds new dimension

Visitors to the site made the most of FIFA.com's commitment to delivering high-quality convergence coverage, with video and image content proving popular among users.

Content included match highlights, features and interviews, leading to 42 million video streams during the tournament. Highlights of Portugal's 7-0 defeat of Korea DPR proved to be most popular, attracting 1,172,592 views alone.

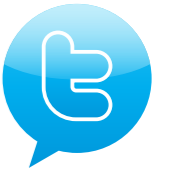
Photo coverage was also very well received, with the Fan of the Tournament section, a gallery celebrating the competition's most exuberant fans, attracting over 2.4 million page views for its top five images.

### The social side of the beautiful game

"For the Game. For the World" is FIFA's mission statement, and the use of football in the pursuit of various social and development goals has been covered extensively on FIFA.com.

From eye witness reports from the unforgettable Football for Hope Festival in South Africa to coverage of the FIFA President's trips to nations such as Greenland, Ecuador and Papua New Guinea, the site has highlighted the often unseen work that goes into developing football and using the game's immense appeal for a wider good.

FIFA.com has also published exclusive interviews with the illustrious likes of Ban Ki Moon, Kofi Annan, Angela Merkel and Jacob Zuma on football's unique power to further worthy social causes throughout the world. The action never stops – and with 24/7 coverage – neither does FIFA.com.



Follow Me

...@seppblatter

...@fifacom

...@fifacomlive



Germany's Miroslav Klose delights in goalscoring success at the World Cup.



# FACTS AND FIGURES



## Awards

# FIFA Order of Merit

Eight people received the FIFA Order of Merit at the 60<sup>th</sup> FIFA Congress in Johannesburg.

## Junji Ogura – Japan

Junji Ogura is highly respected all around the world for his profound professionalism, his sense of fairness, his deep passion as well as his tireless commitment and outstanding service to the beautiful game. He has been the Senior Vice-President of the Japan Football Association since 1998 and a member of the FIFA Executive Committee since 2002 as well as an Executive Committee member of the Asian Football Confederation since 1994.



## Thabo Mvuyelwa Mbeki – South Africa

In his former role as President of South Africa, Thabo Mbeki pledged tremendous support for the hosting of FIFA's flagship competition on the African continent for the first time. He believed the World Cup provided an opportunity to celebrate victory in the international struggle against apartheid, to advance the global offensive against racism and to inspire South Africans to enter the Second Decade of Democracy with optimism and Africans worldwide to spur on the African Renaissance.



## Holger Obermann – Germany

It was during his time as a television reporter that former Germany goalkeeper Holger Obermann realised the importance of sports development aid and how much his commitment to this cause meant to him personally. Since then, Obermann has made it his life's work to help others. For many years, he has worked tirelessly and passionately to provide football development aid in crisis regions, and he has already received the Order of Merit of the Federal Republic of Germany.



## Dr Molefi Oliphant – South Africa

In his former role as President of the South African Football Association, Dr Molefi Oliphant was a major driving force behind bringing the FIFA World Cup™ to the African continent. He played a vital role in rebuilding South African football when SAFA was readmitted to the FIFA family in 1992. He has always underlined the sporting and socio-economic importance of the World Cup in a country that was isolated for so many years.



## Lisle Austin – Barbados

Lisle Austin has done so much to shape the beautiful game in his home country of Barbados, as well as in the entire CONCACAF region. The current Senior Vice-President of CONCACAF, Austin has a pioneering spirit and in 1978 he was a founding member of the Caribbean Football Union. He has also been a member of the FIFA Referees Committee since 2001 and is highly respected and revered in the world of football.

## Alcides Edgardo Ghiggia – Uruguay

Alcides Ghiggia lit up his football-mad country by scoring the goal that gave Uruguay a 2-1 victory over Brazil in the deciding match of the 1950 FIFA World Cup™ in the Maracanã Stadium, thus ensuring that *La Celeste* took home the FIFA World Cup Trophy, one of the most emotional and thrilling moments in the history of the game.

## Steve Sumner – New Zealand

Steve Sumner has an enormous passion for football and has served the beautiful game as a professional player and coach. He holds the New Zealand record both for the number of appearances, having gained 105 caps between 1976 and 1988, and for the most goals in one match, having scored six goals against Fiji in 1981. Sumner also became the first Oceania Football Confederation goalscorer in FIFA World Cup™ history in New Zealand's match against Scotland at the 1982 FIFA World Cup™.

## Johan Cruyff – Netherlands

As a player, Johan Cruyff was one of the most talented playmakers in the world and he is remembered as the figurehead of the Netherlands' brand of total football, leading his country to the final at the 1974 FIFA World Cup™. Even after his career had ended, he continued to serve our sport with great distinction. He now helps disabled children and youngsters to get involved in the game and plays an important role in training athletes for their future careers as sports managers through his Institute for Sports Studies.

2010

# Executive Committee



**Joseph S. Blatter**  
President



**Julio H. Grondona**  
Vice-President



**Issa Hayatou**  
Vice-President



**Chung Mong Joon**  
Vice-President



**Jack A. Warner**  
Vice-President



**Ángel María Villar Llona**  
Vice-President



**Michel Platini**  
Vice-President



**Reynald Temarii**  
Vice-President



**Geoff Thompson**  
Vice-President



**Michel D'Hooghe**  
Member



**Ricardo Terra Teixeira**  
Member



**Mohamed bin Hammam**  
Member



**Senes Erzik**  
Member



**Chuck Blazer**  
Member



**Worawi Makudi**  
Member



**Nicolás Leoz**  
Member



**Junji Ogura**  
Member



**Amos Adamu**  
Member



**Marios Lefkaritis**  
Member



**Jacques Anouma**  
Member



**Franz Beckenbauer**  
Member



**Rafael Salguero**  
Member



**Hany Abo Rida**  
Member



**Vitaliy Mutko**  
Member



**Jérôme Valcke**  
Secretary General



## Committee meetings

2010

2010	Place	Committee	2010	Place	Committee
21 January	Zurich	Referees Committee	8 July	Johannesburg	Organising Committee for the FIFA World Cup™
4 February	Zurich	Finance Committee			
5 February	Zurich	Referees Committee	31 August	Zurich	Disciplinary Committee
8 February	Zurich	Football Committee	9 September	Zurich	Legal Committee
	Zurich	Technical and Development Committee	18 October	Zurich	Football Committee
9 February	Zurich	Associations Committee		Zurich	Technical and Development Committee
10 February	Zurich	Players' Status Committee	20 October	Zurich	Ethics Committee
11 February	Zurich	Organising Committee for the FIFA U-20 and U-17 Women's World Cups	22 October	Zurich	Medical Committee
			25 October	Zurich	Committee for Women's Football and the FIFA Women's World Cup™
17 February	Zurich	Legal Committee			
22 February	Sun City	Medical Committee		Zurich	Referees Committee
15 March	Zurich	Organising Committee for the FIFA U-17 World Cup		Zurich	Committee for Fair Play and Social Responsibility
	Zurich	Organising Committee for the FIFA U-20 World Cup	26 October	Zurich	Referees Committee
	Zurich	Internal Audit Committee		Zurich	Goal Bureau
	Zurich	Ethics Committee		Zurich	Futsal and Beach Soccer Committee
	Zurich	Goal Bureau		Zurich	Players' Status Committee
16 March	Zurich	Organising Committee for the FIFA Club World Cup	27 October	Zurich	Associations Committee
				Zurich	Organising Committee for the FIFA Club World Cup
17 March	Zurich	Finance Committee	28 October	Zurich	Finance Committee
18-19 March	Zurich	Executive Committee		Zurich	Executive Committee
12 April	Zurich	Stadium and Security Committee	29 October	Zurich	Executive Committee
5 June	Johannesburg	Organising Committee for the Olympic Football Tournaments	9 November	Zurich	Disciplinary Committee
	Johannesburg	Organising Committee for the FIFA World Cup™	15/17 November	Zurich	Ethics Committee
	Johannesburg	Internal Audit Committee	30 November	Zurich	Finance Committee
6 June	Johannesburg	Finance Committee	1-2 December	Zurich	Executive Committee
6-7 June	Johannesburg	Executive Committee	7 December	Abu Dhabi	Organising Committee for the FIFA Club World Cup
			16 December	Abu Dhabi	Committee for Club Football

## Committee meetings

2011

2011	Place	Committee	2011	Place	Committee
19 January	Zurich	Disciplinary Committee	26 May	Zurich	Futsal and Beach Soccer Committee
31 January	Zurich	Organising Committee for the FIFA U-17 World Cup		Zurich	Internal Audit Committee
	Zurich	Organising Committee for the FIFA U-20 World Cup		Zurich	Organising Committee for the FIFA Club World Cup
				Zurich	Media Committee
1 February	Zurich	Organising Committee for the FIFA U-20 and U-17 Women's World Cups	27 May	Zurich	Finance Committee
	Zurich	Referees Committee		Zurich	Marketing and Television Advisory Board
2 February	Zurich	Appeal Committee	30 May	Zurich	Executive Committee
	Zurich	Football Committee	16 June	Mexico City	Organising Committee for the FIFA U-17 World Cup
	Zurich	Technical and Development Committee	25 June	Frankfurt	Committee for Women's Football and the FIFA Women's World Cup™
3 February	Zurich	Appeal Committee			
11 February	Zurich	Legal Committee	9 July	Mexico City	Organising Committee for the FIFA U-17 World Cup
16 February	Zurich	Ethics Committee	16 July	Frankfurt	Committee for Women's Football and the FIFA Women's World Cup™
28 February	Zurich	Players' Status Committee			
	Zurich	Goal Bureau	27 July	Bogotá	Organising Committee for the FIFA U-20 World Cup
1 March	Zurich	Committee for Women's Football and the FIFA Women's World Cup™			
	Zurich	Internal Audit Committee	29 July	Rio de Janeiro	Organising Committee for the FIFA World Cup™
	Zurich	Marketing and Television Advisory Board			
	Zurich	Associations Committee	19 August	Bogotá	Organising Committee for the FIFA U-20 World Cup
2 March	Zurich	Finance Committee			
	Zurich	Executive Committee	31 August	Ravenna, Italy	Beach Soccer Sub-Committee
3 March	Zurich	Executive Committee	7 September	Zurich	Committee for Club Football
25 March	Zurich	Medical Committee	9 September	Ravenna, Italy	Beach Soccer Sub-Committee

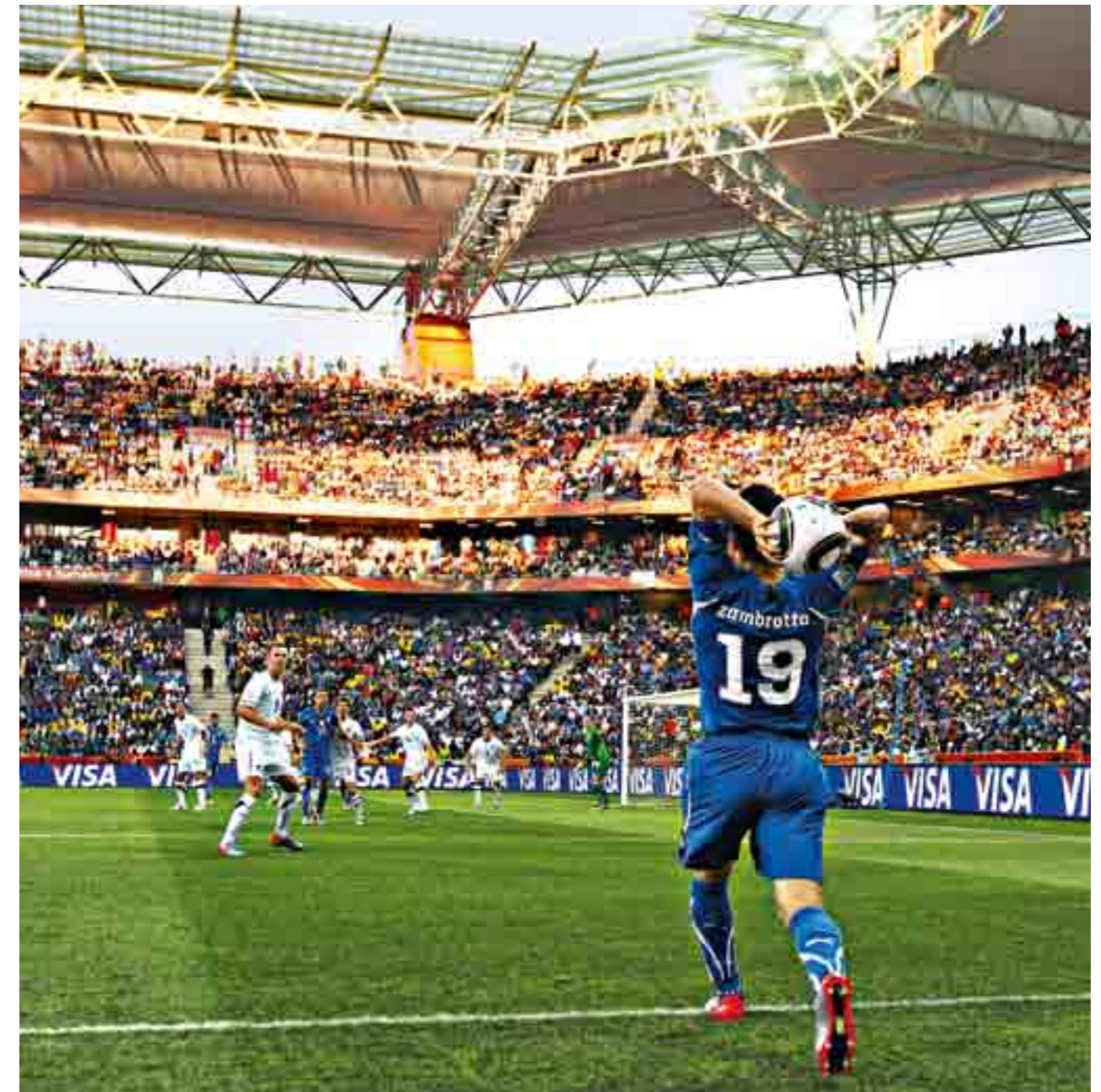
Committee meetings

2011

2011	Place	Committee
14 October	Zurich	Medical Committee
	Zurich	Goal Bureau
	Zurich	Organising Committee for the FIFA Club World Cup
17 October	Zurich	Organising Committee for the FIFA U-20 and U-17 Women's World Cups
	Zurich	Organising Committee for the Olympic Football Tournaments
	Zurich	Players' Status Committee
	Zurich	Stadium and Security Committee
18 October	Zurich	Committee for Fair Play and Social Responsibility
	Zurich	Referees Committee
	Zurich	Football Committee
	Zurich	Technical and Development Committee
	Zurich	Marketing and Television Advisory Board
	Zurich	Ethics Committee

2011	Place	Committee
19 October	Zurich	Referees Committee
	Zurich	Strategic Committee
	Zurich	Associations Committee
20 October	Zurich	Finance Committee
	Zurich	Futsal and Beach Soccer Committee
	Zurich	Executive Committee
21 October	Zurich	Executive Committee
7 December	Tokyo	Organising Committee for the FIFA Club World Cup
13 December	Tokyo	Marketing and Television Advisory Board
15 December	Tokyo	Finance Committee
	Tokyo	Executive Committee
16 December	Tokyo	Organising Committee for the FIFA Club World Cup
	Tokyo	Executive Committee

2010 FIFA World Cup South Africa™:  
Italy v. New Zealand (Group F) on 20 June 2010





## Results



## 2010 FIFA World Cup South Africa™

GROUP A South Africa, Mexico, Uruguay, France				
DATE	CITY	MATCH	REFEREE	RESULT
11.06.	Johannesburg	South Africa v. Mexico	Ravshan Irmatov (UZB)	1-1 (0-0)
11.06.	Cape Town	Uruguay v. France	Yuichi Nishimura (JPN)	0-0
16.06.	Tshwane/Pretoria	South Africa v. Uruguay	Massimo Busacca (SUI)	0-3 (0-1)
17.06.	Polokwane	France v. Mexico	Khalil Al Ghamdi (KSA)	0-2 (0-0)
22.06.	Rustenburg	Mexico v. Uruguay	Viktor Kassai (HUN)	0-1 (0-1)
22.06.	Mangaung/Bloem.	France v. South Africa	Oscar Ruiz (COL)	1-2 (0-2)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Uruguay	3	2	1	0	4-0	4	7
2	Mexico	3	1	1	1	3-2	1	4
3	South Africa	3	1	1	1	3-5	-2	4
4	France	3	0	1	2	1-4	-3	1

GROUP B Argentina, Nigeria, Korea Republic, Greece				
DATE	CITY	MATCH	REFEREE	RESULT
12.06.	Johannesburg	Argentina v. Nigeria	Wolfgang Stark (GER)	1-0 (1-0)
12.06.	Port Elizabeth	Korea Republic v. Greece	Michael Hester (NZL)	2-0 (1-0)
17.06.	Mangaung/Bloem.	Greece v. Nigeria	Oscar Ruiz (COL)	2-1 (1-1)
17.06.	Johannesburg	Argentina v. Korea Republic	Frank De Bleeckere (BEL)	4-1 (2-1)
22.06.	Durban	Nigeria v. Korea Republic	Olegario Benquerena (POR)	2-2 (1-1)
22.06.	Polokwane	Greece v. Argentina	Ravshan Irmatov (UZB)	0-2 (0-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Argentina	3	3	0	0	7-1	6	9
2	Korea Republic	3	1	1	1	5-6	-1	4
3	Greece	3	1	0	2	2-5	-3	3
4	Nigeria	3	0	1	2	3-5	-2	1

GROUP C England, USA, Algeria, Slovenia				
DATE	CITY	MATCH	REFEREE	RESULT
12.06.	Rustenburg	England v. USA	Carlos Simon (BRA)	1-1 (1-1)
13.06.	Polokwane	Algeria v. Slovenia	Carlos Batres (GUA)	0-1 (0-0)
18.06.	Johannesburg	Slovenia v. USA	Koman Coulibaly (MLI)	2-2 (2-0)
18.06.	Cape Town	England v. Algeria	Ravshan Irmatov (UZB)	0-0
23.06.	Port Elizabeth	Slovenia v. England	Wolfgang Stark (GER)	0-1 (0-1)
23.06.	Tshwane/Pretoria	USA v. Algeria	Frank De Bleeckere (BEL)	1-0 (0-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	USA	3	1	2	0	4-3	1	5
2	England	3	1	2	0	2-1	1	5
3	Slovenia	3	1	1	1	3-3	0	4
4	Algeria	3	0	1	2	0-2	-2	1

GROUP D Germany, Australia, Serbia, Ghana				
DATE	CITY	MATCH	REFEREE	RESULT
13.06.	Durban	Germany v. Australia	Marco Rodriguez (MEX)	4-0 (2-0)
13.06.	Tshwane/Pretoria	Serbia v. Ghana	Hector Baldassi (ARG)	0-1 (0-0)
18.06.	Port Elizabeth	Germany v. Serbia	Alberto Undiano (ESP)	0-1 (0-1)
19.06.	Rustenburg	Ghana v. Australia	Roberto Rosetti (ITA)	1-1 (1-1)
23.06.	Johannesburg	Ghana v. Germany	Carlos Simon (BRA)	0-1 (0-0)
23.06.	Nelspruit	Australia v. Serbia	Jorge Larrionda (URU)	2-1 (0-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Germany	3	2	0	1	5-1	4	6
2	Ghana	3	1	1	1	2-2	0	4
3	Australia	3	1	1	1	3-6	-3	4
4	Serbia	3	1	0	2	2-3	-1	3

MP = Played W = Wins D = Draws L = Losses F-A = Goals for-Goals against GD = Goal difference

## Results



## 2010 FIFA World Cup South Africa™

**GROUP E** Netherlands, Denmark, Japan, Cameroon

DATE	CITY	MATCH	REFEREE	RESULT
14.06.	Johannesburg	Netherlands v. Denmark	Stephane Lannoy (FRA)	2-0 (0-0)
14.06.	Mangaung/Bloem.	Japan v. Cameroon	Olegario Benquerenca (POR)	1-0 (1-0)
19.06.	Durban	Netherlands v. Japan	Hector Baldassi (ARG)	1-0 (0-0)
19.06.	Tshwane/Pretoria	Cameroon v. Denmark	Jorge Larrionda (URU)	1-2 (1-1)
24.06.	Rustenburg	Denmark v. Japan	Jerome Damon (RSA)	1-3 (0-2)
24.06.	Cape Town	Cameroon v. Netherlands	Pablo Pozo (CHI)	1-2 (0-1)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Netherlands	3	3	0	0	5-1	4	9
2	Japan	3	2	0	1	4-2	2	6
3	Denmark	3	1	0	2	3-6	-3	3
4	Cameroon	3	0	0	3	2-5	-3	0

**GROUP F** Italy, Paraguay, New Zealand, Slovakia

DATE	CITY	MATCH	REFEREE	RESULT
14.06.	Cape Town	Italy v. Paraguay	Benito Archundia (MEX)	1-1 (0-1)
15.06.	Rustenburg	New Zealand v. Slovakia	Jerome Damon (RSA)	1-1 (0-0)
20.06.	Mangaung/Bloem.	Slovakia v. Paraguay	Eddy Maillet (SEY)	0-2 (0-1)
20.06.	Nelspruit	Italy v. New Zealand	Carlos Batres (GUA)	1-1 (1-1)
24.06.	Johannesburg	Slovakia v. Italy	Howard Webb (ENG)	3-2 (1-0)
24.06.	Polokwane	Paraguay v. New Zealand	Yuichi Nishimura (JPN)	0-0

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Paraguay	3	1	2	0	3-1	2	5
2	Slovakia	3	1	1	1	4-5	-1	4
3	New Zealand	3	0	3	0	2-2	0	3
4	Italy	3	0	2	1	4-5	-1	2

MP = Played W = Wins D = Draws L = Losses F-A = Goals for-Goals against GD = Goal difference

**GROUP G** Côte d'Ivoire, Portugal, Brazil, Korea DPR

DATE	CITY	MATCH	REFEREE	RESULT
15.06.	Port Elizabeth	Côte d'Ivoire v. Portugal	Jorge Larrionda (URU)	0-0
15.06.	Johannesburg	Brazil v. Korea DPR	Viktor Kassai (HUN)	2-1 (0-0)
20.06.	Johannesburg	Brazil v. Côte d'Ivoire	Stephane Lannoy (FRA)	3-1 (1-0)
21.06.	Cape Town	Portugal v. Korea DPR	Pablo Pozo (CHI)	7-0 (1-0)
25.06.	Durban	Portugal v. Brazil	Benito Archundia (MEX)	0-0
25.06.	Nelspruit	Korea DPR v. Côte d'Ivoire	Alberto Undiano (ESP)	0-3 (0-2)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Brazil	3	2	1	0	5-2	3	7
2	Portugal	3	1	2	0	7-0	7	5
3	Côte d'Ivoire	3	1	1	1	4-3	1	4
4	Korea DPR	3	0	0	3	1-12	-11	0

**GROUP H** Honduras, Chile, Spain, Switzerland

DATE	CITY	MATCH	REFEREE	RESULT
16.06.	Nelspruit	Honduras v. Chile	Eddy Maillet (SEY)	0-1 (0-1)
16.06.	Durban	Spain v. Switzerland	Howard Webb (ENG)	0-1 (0-0)
21.06.	Port Elizabeth	Chile v. Switzerland	Khalil Al Ghamdi (KSA)	1-0 (0-0)
21.06.	Johannesburg	Spain v. Honduras	Yuichi Nishimura (JPN)	2-0 (1-0)
25.06.	Tshwane/Pretoria	Chile v. Spain	Marco Rodriguez (MEX)	1-2 (0-2)
25.06.	Mangaung/Bloem.	Switzerland v. Honduras	Hector Baldassi (ARG)	0-0

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Spain	3	2	0	1	4-2	2	6
2	Chile	3	2	0	1	3-2	1	6
3	Switzerland	3	1	1	1	1-1	0	4
4	Honduras	3	0	1	2	0-3	-3	1



## Results



## 2010 FIFA World Cup South Africa™

## ROUND OF 16

DATE	CITY	MATCH	REFEREE	RESULT
26.06.	Port Elizabeth	Uruguay v. Korea Republic	Wolfgang Stark (GER)	2-1 (1-0)
26.06.	Rustenburg	USA v. Ghana	Viktor Kassai (HUN)	1-2 AET (1-1, 0-1)
27.06.	Mangaung/Bloem.	Germany v. England	Jorge Larrionda (URU)	4-1 (2-1)
27.06.	Johannesburg	Argentina v. Mexico	Roberto Rosetti (ITA)	3-1 (2-0)
28.06.	Durban	Netherlands v. Slovakia	Alberto Undiano (ESP)	2-1 (1-0)
28.06.	Johannesburg	Brazil v. Chile	Howard Webb (ENG)	3-0 (2-0)
29.06.	Tshwane/Pretoria	Paraguay v. Japan	Frank De Bleckere (BEL)	0-0 AET PSO 5-3
29.06.	Cape Town	Spain v. Portugal	Hector Baldassi (ARG)	1-0 (0-0)

## QUARTER-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
02.07.	Port Elizabeth	Netherlands v. Brazil	Yuichi Nishimura (JPN)	2-1 (0-1)
02.07.	Johannesburg	Uruguay v. Ghana	Olegario Benquerenca (POR)	1-1 AET (1-1, 0-1) PSO 4-2
03.07.	Cape Town	Argentina v. Germany	Ravshan Irmatov (UZB)	0-4 (0-1)
03.07.	Johannesburg	Paraguay v. Spain	Carlos Batres (GUA)	0-1 (0-0)

## SEMI-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
06.07.	Cape Town	Uruguay v. Netherlands	Ravshan Irmatov (UZB)	2-3 (1-1)
07.07.	Durban	Germany v. Spain	Viktor Kassai (HUN)	0-1 (0-0)

## MATCH FOR THIRD PLACE

DATE	CITY	MATCH	REFEREE	RESULT
10.07.	Port Elizabeth	Uruguay v. Germany	Benito Archundia (MEX)	2-3 (1-1)

## FINAL

DATE	CITY	MATCH	REFEREE	RESULT
11.07.	Johannesburg	Netherlands v. Spain	Howard Webb (ENG)	0-1 AET

AET = after extra time PSO = on penalties

## Results

## FIFA Club World Cup UAE 2010



## PLAY-OFF FOR QUARTER-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
08.12.	Abu Dhabi	Al Wahda v. Hekari United	Daniel Bennett (RSA)	3-0 (2-0)

## QUARTER-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
10.12.	Abu Dhabi	TP Mazembe v. Pachuca	Yuichi Nishimura (JPN)	1-0 (1-0)
11.12.	Abu Dhabi	Al Wahda v. Seongnam Ilhwa	Victor Carrillo (PER)	1-4 (1-2)

## SEMI-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
14.12.	Abu Dhabi	TP Mazembe v. SC Internacional	Bjorn Kuipers (NED)	2-0 (0-0)
15.12.	Abu Dhabi	Seongnam Ilhwa v. Internazionale	Roberto Moreno (PAN)	0-3 (0-2)

## MATCH FOR FIFTH PLACE

DATE	CITY	MATCH	REFEREE	RESULT
15.12.	Abu Dhabi	Pachuca v. Al Wahda	Daniel Bennett (RSA)	2-2 (0-1) PSO 4-2

## MATCH FOR THIRD PLACE

DATE	CITY	MATCH	REFEREE	RESULT
18.12.	Abu Dhabi	SC Internacional v. Seongnam Ilhwa	Michael Hester (NZL)	4-2 (2-0)

## FINAL

DATE	CITY	MATCH	REFEREE	RESULT
18.12.	Abu Dhabi	TP Mazembe v. Internazionale	Yuichi Nishimura (JPN)	0-3 (0-2)

AET = after extra time PSO = on penalties

## Results



# FIFA U-20 Women's World Cup Germany 2010

**GROUP A** Germany, Costa Rica, Colombia, France

DATE	CITY	MATCH	REFEREE	RESULT
13.07.	Bochum	Germany v. Costa Rica	Eun Ah Hong (KOR)	4-2 (2-1)
13.07.	Bochum	Colombia v. France	Etsuko Fukano (JPN)	1-1 (0-1)
16.07.	Bochum	Germany v. Colombia	Carol Chenard (CAN)	3-1 (1-0)
16.07.	Bochum	Costa Rica v. France	Dagmar Damkova (CZE)	0-2 (0-0)
20.07.	Augsburg	France v. Germany	Alexandra Ihringova (ENG)	1-4 (0-2)
20.07.	Dresden	Costa Rica v. Colombia	Cristina Dorcioman (ROU)	0-3 (0-2)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Germany	3	3	0	0	11-4	7	9
2	Colombia	3	1	1	1	5-4	1	4
3	France	3	1	1	1	4-5	-1	4
4	Costa Rica	3	0	0	3	2-9	-7	0

**GROUP B** Brazil, Korea DPR, Sweden, New Zealand

DATE	CITY	MATCH	REFEREE	RESULT
13.07.	Bielefeld	Brazil v. Korea DPR	Alexandra Ihringova (ENG)	0-1 (0-0)
13.07.	Bielefeld	Sweden v. New Zealand	Carol Chenard (CAN)	2-1 (0-1)
16.07.	Bielefeld	Brazil v. Sweden	Eun Ah Hong (KOR)	1-1 (0-1)
16.07.	Bielefeld	Korea DPR v. New Zealand	Mercy Tagoe (GHA)	2-1 (1-0)
20.07.	Dresden	New Zealand v. Brazil	Dagmar Damkova (CZE)	1-4 (0-1)
20.07.	Augsburg	Korea DPR v. Sweden	Carol Chenard (CAN)	2-3 (1-1)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Sweden	3	2	1	0	6-4	2	7
2	Korea DPR	3	2	0	1	5-4	1	6
3	Brazil	3	1	1	1	5-3	2	4
4	New Zealand	3	0	0	3	3-8	-5	0

**GROUP C** England, Nigeria, Mexico, Japan

DATE	CITY	MATCH	REFEREE	RESULT
14.07.	Augsburg	England v. Nigeria	Jenny Palmqvist (SWE)	1-1 (1-0)
14.07.	Augsburg	Mexico v. Japan	Bibiana Steinhaus (GER)	3-3 (3-1)
17.07.	Augsburg	England v. Mexico	Silvia Reyes (PER)	0-1 (0-0)
17.07.	Augsburg	Nigeria v. Japan	Cristina Dorcioman (ROU)	2-1 (2-0)
21.07.	Bielefeld	Japan v. England	Mercy Tagoe (GHA)	3-1 (1-0)
21.07.	Bochum	Nigeria v. Mexico	Christina Pedersen (NOR)	1-1 (1-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Mexico	3	1	2	0	5-4	1	5
2	Nigeria	3	1	2	0	4-3	1	5
3	Japan	3	1	1	1	7-6	1	4
4	England	3	0	1	2	2-5	-3	1

**GROUP D** USA, Ghana, Switzerland, Korea Republic

DATE	CITY	MATCH	REFEREE	RESULT
14.07.	Dresden	USA v. Ghana	Dagmar Damkova (CZE)	1-1 (0-1)
14.07.	Dresden	Switzerland v. Korea Republic	Silvia Reyes (PER)	0-4 (0-2)
17.07.	Dresden	USA v. Switzerland	Etsuko Fukano (JPN)	5-0 (3-0)
17.07.	Dresden	Ghana v. Korea Republic	Christina Pedersen (NOR)	2-4 (1-1)
21.07.	Bielefeld	Korea Republic v. USA	Bibiana Steinhaus (GER)	0-1 (0-1)
21.07.	Bochum	Ghana v. Switzerland	Florence Guillemin (FRA)	2-0 (2-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	USA	3	2	1	0	7-1	6	7
2	Korea Republic	3	2	0	1	8-3	5	6
3	Ghana	3	1	1	1	5-5	0	4
4	Switzerland	3	0	0	3	0-11	-11	0



## Results



# FIFA U-20 Women's World Cup Germany 2010

## QUARTER-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
24.07.	Bochum	Germany v. Korea DPR	Silvia Reyes (PER)	2-0 (1-0)
24.07.	Bielefeld	Sweden v. Colombia	Eun Ah Hong (KOR)	0-2 (0-2)
25.07.	Dresden	Mexico v. Korea Republic	Dagmar Damkova (CZE)	1-3 (0-2)
25.07.	Augsburg	USA v. Nigeria	Alexandra Ihringova (ENG)	1-1 AET (1-1, 1-0) PSO 2-4

## SEMI-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
29.07.	Bochum	Germany v. Korea Republic	Silvia Reyes (PER)	5-1 (2-0)
29.07.	Bielefeld	Colombia v. Nigeria	Christina Pedersen (NOR)	0-1 (0-1)

## MATCH FOR THIRD PLACE

DATE	CITY	MATCH	REFEREE	RESULT
01.08.	Bielefeld	Korea Republic v. Colombia	Bibiana Steinhaus (GER)	1-0 (0-0)

## FINAL

DATE	CITY	MATCH	REFEREE	RESULT
01.08.	Bielefeld	Germany v. Nigeria	Carol Chenard (CAN)	2-0 (1-0)

AET = after extra time PSO = on penalties

## Results

# FIFA U-17 Women's World Cup Trinidad & Tobago 2010



## GROUP A Trinidad & Tobago, Chile, Nigeria, Korea DPR

DATE	CITY	MATCH	REFEREE	RESULT
05.09.	Port of Spain	Trinidad & Tobago v. Chile	Gyoengyi Gaal (HUN)	2-1 (1-0)
05.09.	Port of Spain	Nigeria v. Korea DPR	Kirsi Heikkinen (FIN)	3-2 (1-1)
08.09.	Marabella	Trinidad & Tobago v. Nigeria	Tanja Schett (AUT)	1-2 (1-1)
08.09.	Marabella	Korea DPR v. Chile	Finau Vulivuli (FIJ)	3-0 (1-0)
12.09.	Couva	Korea DPR v. Trinidad & Tobago	Thalia Mitsi (GRE)	1-0 (1-0)
12.09.	Arima	Chile v. Nigeria	Michelle Pye (CAN)	0-5 (0-2)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Nigeria	3	3	0	0	10-3	7	9
2	Korea DPR	3	2	0	1	6-3	3	6
3	Trinidad & Tobago	3	1	0	2	3-4	-1	3
4	Chile	3	0	0	3	1-10	-9	0

## GROUP B Germany, Mexico, South Africa, Korea Republic

DATE	CITY	MATCH	REFEREE	RESULT
05.09.	Scarborough	Germany v. Mexico	Sachiko Yamagishi (JPN)	9-0 (5-0)
05.09.	Scarborough	South Africa v. Korea Rep.	Tanja Schett (AUT)	1-3 (0-1)
08.09.	Scarborough	Germany v. South Africa	Michelle Pye (CAN)	10-1 (9-1)
08.09.	Scarborough	Korea Republic v. Mexico	Estela Alvarez (ARG)	4-1 (2-1)
12.09.	Arima	Korea Republic v. Germany	Shane De Silva (TRI)	0-3 (0-0)
12.09.	Couva	Mexico v. South Africa	Esther Staubli (SUI)	4-0 (1-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Germany	3	3	0	0	22-1	21	9
2	Korea Republic	3	2	0	1	7-5	2	6
3	Mexico	3	1	0	2	5-13	-8	3
4	South Africa	3	0	0	3	2-17	-15	0

MP = Played W = Wins D = Draws L = Losses F-A = Goals for-Goals against GD = Goal difference



## Results

# FIFA U-17 Women's World Cup Trinidad & Tobago 2010

## GROUP C New Zealand, Venezuela, Spain, Japan

DATE	CITY	MATCH	REFEREE	RESULT
06.09.	Couva	New Zealand v. Venezuela	Thalia Mitsi (GRE)	1-2 (1-1)
06.09.	Couva	Spain v. Japan	Quetzalli Alvarado (MEX)	4-1 (3-0)
09.09.	Couva	New Zealand v. Spain	Sung Mi Cha (KOR)	1-3 (1-1)
09.09.	Couva	Japan v. Venezuela	Quetzalli Alvarado (MEX)	6-0 (3-0)
13.09.	Scarborough	Japan v. New Zealand	Kirsi Heikkinen (FIN)	6-0 (1-0)
13.09.	Marabella	Venezuela v. Spain	Therese Sagno (GUI)	1-2 (0-1)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Spain	3	3	0	0	9-3	6	9
2	Japan	3	2	0	1	13-4	9	6
3	Venezuela	3	1	0	2	3-9	-6	3
4	New Zealand	3	0	0	3	2-11	-9	0

## GROUP D Republic of Ireland, Brazil, Canada, Ghana

DATE	CITY	MATCH	REFEREE	RESULT
06.09.	Arima	Republic of Ireland v. Brazil	Jia Wang (CHN)	1-2 (0-1)
06.09.	Arima	Canada v. Ghana	Sung Mi Cha (KOR)	1-0 (0-0)
09.09.	Arima	Republic of Ireland v. Canada	Sachiko Yamagishi (JPN)	1-0 (0-0)
09.09.	Arima	Ghana v. Brazil	Esther Staubli (SUI)	1-0 (1-0)
13.09.	Scarborough	Ghana v. Republic of Ireland	Estela Alvarez (ARG)	0-3 (0-2)
13.09.	Marabella	Brazil v. Canada	Gyoengyi Gaal (HUN)	2-0 (1-0)

## RANKING

	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Republic of Ireland	3	2	0	1	5-2	3	6
2	Brazil	3	2	0	1	4-2	2	6
3	Canada	3	1	0	2	1-3	-2	3
4	Ghana	3	1	0	2	1-4	-3	3

## QUARTER-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
16.09.	Marabella	Nigeria v. Korea Republic	Thalia Mitsi (GRE)	5-6 AET (4-4, 3-2)
16.09.	Marabella	Germany v. Korea DPR	Quetzalli Alvarado (MEX)	0-1 (0-1)
17.09.	Couva	Spain v. Brazil	Sachiko Yamagishi (JPN)	2-1 (1-0)
17.09.	Arima	Republic of Ireland v. Japan	Michelle Pye (CAN)	1-2 (0-1)

## SEMI-FINALS

DATE	CITY	MATCH	REFEREE	RESULT
21.09.	Couva	Korea Republic v. Spain	Michelle Pye (CAN)	2-1 (2-1)
21.09.	Couva	Korea DPR v. Japan	Gyoengyi Gaal (HUN)	1-2 (0-0)

## MATCH FOR THIRD PLACE

DATE	CITY	MATCH	REFEREE	RESULT
25.09.	Port of Spain	Spain v. Korea DPR	Quetzalli Alvarado (MEX)	1-0 (0-0)

## FINAL

DATE	CITY	MATCH	REFEREE	RESULT
25.09.	Port of Spain	Korea Republic v. Japan	Kirsi Heikkinen (FIN)	3-3 AET (3-3, 2-2) PSO 5-4



## Results

# Youth Olympic Football Tournament Singapore 2010 – Girls



GROUP A Turkey, Iran, Papua New Guinea								
DATE	CITY	MATCH	RESULT					
12.08.	Singapore	Turkey v. Iran	4-2 (1-2)					
15.08.	Singapore	Iran v. Papua New Guinea	1-0 (0-0)					
18.08.	Singapore	Papua New Guinea v. Turkey	0-4 (0-1)					
RANKING								
	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Turkey	2	2	0	0	8-2	6	6
2	Iran	2	1	0	1	3-4	-1	3
3	Papua New Guinea	2	0	0	2	0-5	-5	0
SEMI-FINALS								
DATE	CITY	MATCH	RESULT					
21.08.	Singapore	Turkey v. Chile	2-3 (2-2)					
21.08.	Singapore	Equatorial Guinea v. Iran	4-1 (2-0)					
MATCH FOR FIFTH PLACE								
DATE	CITY	MATCH	RESULT					
23.08.	Singapore	Papua New G. v. Trinidad & Tobago	0-0 PSO 2-4					
MATCH FOR THIRD PLACE								
DATE	CITY	MATCH	RESULT					
24.08.	Singapore	Turkey v. Iran	3-0 (1-0)					
FINAL								
DATE	CITY	MATCH	RESULT					
24.08.	Singapore	Chile v. Equatorial Guinea	1-1 (1-0) PSO 5-3					

MP = Played W = Wins D = Draws L = Losses F-A = Goals for-Goals against GD = Goal difference AET = after extra time PSO = on penalties

## Results

# Youth Olympic Football Tournament Singapore 2010 – Boys



GROUP C Vanuatu, Bolivia, Haiti								
DATE	CITY	MATCH	RESULT					
13.08.	Singapore	Vanuatu v. Bolivia	0-2 (0-1)					
16.08.	Singapore	Bolivia v. Haiti	9-0 (3-0)					
19.08.	Singapore	Haiti v. Vanuatu	2-1 (0-0)					
RANKING								
	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Bolivia	2	2	0	0	11-0	11	6
2	Haiti	2	1	0	1	2-10	-8	3
3	Vanuatu	2	0	0	2	1-4	-3	0
SEMI-FINALS								
DATE	CITY	MATCH	RESULT					
22.08.	Singapore	Bolivia v. Montenegro	3-1 (1-1)					
22.08.	Singapore	Singapore v. Haiti	0-2 (0-1)					
MATCH FOR FIFTH PLACE								
DATE	CITY	MATCH	RESULT					
23.08.	Singapore	Vanuatu v. Zimbabwe	2-0 (1-0)					
MATCH FOR THIRD PLACE								
DATE	CITY	MATCH	RESULT					
25.08.	Singapore	Montenegro v. Singapore	1-4 (1-1)					
FINAL								
DATE	CITY	MATCH	RESULT					
25.08.	Singapore	Bolivia v. Haiti	5-0 (2-0)					
GROUP D Singapore, Zimbabwe, Montenegro								
DATE	CITY	MATCH	RESULT					
13.08.	Singapore	Singapore v. Zimbabwe	3-1 (3-0)					
16.08.	Singapore	Zimbabwe v. Montenegro	1-2 (0-1)					
19.08.	Singapore	Montenegro v. Singapore	2-3 (2-2)					
RANKING								
	TEAM	MP	W	D	L	F-A	GD	POINTS
1	Singapore	2	2	0	0	6-3	3	6
2	Montenegro	2	1	0	1	4-4	0	3
3	Zimbabwe	2	0	0	2	2-5	-3	0

MP = Played W = Wins D = Draws L = Losses F-A = Goals for-Goals against GD = Goal difference AET = after extra time PSO = on penalties

## Calendar

2010

DATE	PLACE	EVENT
5-7 March	Zurich	124 <sup>th</sup> Annual General Meeting of the International Football Association Board
22 April	Dresden	Official Draw for the FIFA U-20 Women's World Cup Germany 2010
8 May	Trinidad and Tobago	Official Draw for the FIFA U-17 Women's World Cup Trinidad and Tobago 2010
12-13 May	Zurich	72 <sup>nd</sup> Blue Stars/FIFA Youth Cup
9-10 June	Johannesburg	60 <sup>th</sup> FIFA Congress
11 June – 11 July	South Africa	2010 FIFA World Cup South Africa™
13 July – 1 August	Germany	FIFA U-20 Women's World Cup Germany 2010
11 August		Fixed date for friendly matches
12-25 August	Singapore	Youth Olympic Football Tournaments Singapore 2010
3-7 September		Fixed dates for official competition matches
5-25 September	Trinidad and Tobago	FIFA U-17 Women's World Cup Trinidad and Tobago 2010
8-12 October		Fixed dates for official competition matches
17 November		Fixed date for friendly matches
29 November	Frankfurt	Official Draw for the FIFA Women's World Cup Germany 2011™
2 December	Zurich	Announcement of hosts of the 2018 and 2022 FIFA World Cups™
8-18 December	Abu Dhabi, UAE	FIFA Club World Cup 2010

## Calendar

2011

DATE	PLACE	EVENT
10 January	Zurich	FIFA Ballon d'Or
5 March	Newport, Wales	125 <sup>th</sup> Annual General Meeting of the International Football Association Board
27 April	Cartagena, Colombia	Official Draw for the FIFA U-20 World Cup Colombia 2011
17 May	Mexico City	Official Draw for the FIFA U-17 World Cup Mexico 2011
31 May – 1 June	Zurich	61 <sup>st</sup> FIFA Congress
1-2 June	Zurich	73 <sup>rd</sup> Blue Stars/FIFA Youth Cup 2011
3-7 June		Fixed date for official competition matches
18 June – 10 July	Mexico	FIFA U-17 World Cup Mexico 2011
26 June – 17 July	Germany	FIFA Women's World Cup Germany 2011™
29 July – 20 August	Colombia	FIFA U-20 World Cup Colombia 2011
30 July	Rio de Janeiro	Preliminary Draw for the 2014 FIFA World Cup Brazil™
10 August		Fixed date for international matches
1-11 September	Ravenna, Italy	FIFA Beach Soccer World Cup Ravenna/Italy 2011
2-6 September		Fixed date for official competition matches
7-11 October		Fixed date for official competition matches
11-15 November		Fixed date for official competition matches
8-18 December	Japan	FIFA Club World Cup Japan 2011



## Obituaries

# Gone, but not forgotten

In the year covered by this report, the world football family again lost many people who helped to shape our game as coaches, players, referees and officials.

The **sporting world** said goodbye to one of its leading figures in 2010 with the passing of Juan Antonio Samaranch, a man who presided over the International Olympic Committee for 21 years. He was a passionate football fan, and it was thanks to him that the fledging sport of women's football was admitted into the Olympic movement in 1996.

We also mourned the loss of Enzo Bearzot, a coach who believed in playing beautiful football during his many years in charge of the Italian national team. He was also a humanist who always believed that football was above all a game. As banal an observation as that may appear to be, it also underlined the positive values of sport – and for that we owe Enzo Bearzot a debt of gratitude.

With the passing of former Argentina striker Francisco Varallo at the age of 100, the football family also lost the last survivor of the very first FIFA World Cup™ final in 1930. He will always be remembered for his dignity in representing football, whether he was reminiscing about his goal against Mexico in the World Cup or recalling Argentina's painful defeat in the final at the hands of Uruguay.

In 2010 we also said farewell to André Louis Grandjean-Fellrath, another life-long servant of our game who did so much as General Secretary of the Local Organising Committee to ensure that the 1954 FIFA World Cup™ in Switzerland was such a success.

**The football family is mourning these and many other recently departed friends.**



Juan Antonio Samaranch,  
Francisco Varallo,  
Enzo Bearzot (left to right)

## In memoriam

**Bartholomew Opoku**  
Ghana  
Player

**Lech Kaczynski**  
Poland  
Former President of Poland

**Juan Antonio Samaranch**  
Spain  
Former President of the IOC

**Jörg Berger**  
Germany  
Coach

**Mohamed Mzali**  
Tunisia  
Member of the IOC

**Stjepan Bobek**  
Croatia  
Former player (Yugoslavia)

**Tchangai Massamasso**  
Togo  
Player

**Andrei Timoshenko**  
Russia  
Former player

**Fernando Riera**  
Chile  
Former national team coach

**Sylvia Kelaletswe**  
Botswana  
FIFA referee

**Agustín Domínguez**  
Spain  
Former General Secretary of the RFEF

**Eddie Bailly**  
England  
Former player

**Imre Sátori**  
Hungary  
Former player

**José Ramos Delgado**  
Argentina  
Former player

**René Hauss**  
France  
Former player

**Enzo Bearzot**  
Italy  
Former national team coach

**Avi Cohen**  
Israel  
Former player

**Coenraadt Moulijn**  
Netherlands  
Former player

**Dario Borgogno**  
Italy  
Former General Secretary of the FIGC

**Nat Lofthouse**  
England  
Former player

**Ernesto Ledesma**  
Uruguay  
Former player

**Helmut Beyer**  
Germany  
Former President of Borussia Mönchengladbach

**Luis Molowny**  
Spain  
Former player

**Oleksandr Kovalenko**  
Ukraine  
FIFA referee

**Antonio Moyano Reina**  
Costa Rica  
Former national team coach

**Abdellah Blinda**  
Morocco  
Former national team coach

**Francisco Varallo**  
Argentina  
Former player

**José Torres**  
Portugal  
Former national team coach

**Bobby Smith**  
England  
Former player

**Jim Farry**  
Scotland  
Former director of the SFA

**Carlos Mercedes Vásquez**  
Guatemala  
Player

**Dean Richards**  
England  
Former player and coach

**Abdi Salaan Mohamed Ali**  
Somalia  
Player

**Maurice Guigue**  
France  
Former referee

**André Louis Grandjean-Fellrath**  
Switzerland  
General Secretary of the 1954 FIFA World Cup™ Organising Committee



**FIFA Activity Report 2010**  
Official publication of the  
Fédération Internationale de Football Association

**Publisher**  
Fédération Internationale de Football Association

**President**                      **Secretary General**  
Joseph S. Blatter              Jérôme Valcke

FIFA-Strasse 20, P.O. Box, 8044 Zurich, Switzerland  
Tel.: +41-(0)43-222 7777, Fax: +41-(0)43-222 7878,  
www.FIFA.com

**Editing, translations and production on**  
FIFA Communications & Public Affairs Division,  
FIFA Translation Services, FIFA Production

**Graphic design/layout**  
Sven Müller Design, 82319 Leutstetten/Munich, Germany

**Printing**  
Bruhin AG, 8807 Freienbach, Switzerland

**Photos**  
FIFA, FIFA/Backpage pictures, FIFA Archive, FIFA (Simon Bruty,  
Alistair Berg), Foto-net / Kurt Schorrer, FIFA via Action Images,  
Getty Images, dpa Picture-Alliance, Keystone (Schweiz)/Alessandro  
Della Bella, Imago Sportfotodienst, AFP, Pixathlon, ddp Images,  
Witters, adidas, Sven Müller Design, iStockphoto

FIFA would like to thank all the member associations involved in producing  
this publication for the information, content and photos provided.

The reproduction of articles – even partially – is prohibited unless  
permission has been sought from the editors and the source is  
acknowledged (copyright: FIFA). Permission to reproduce photos must  
be sought from the individual photo agencies concerned.

The FIFA logo is a registered trademark.





World-class football powered by



**Fédération Internationale de Football Association**

FIFA-Strasse 20 P.O. Box 8044 Zurich Switzerland

Tel.: +41-(0)43-222 7777 Fax: +41-(0)43-222 7878 [www.FIFA.com](http://www.FIFA.com)