

Africa's time has come



2010
National Communication
Partnership Conference

WHAT THE WORLD CUP MEANS TO AFRICA

BEN EGBUNA

DIRECTOR-GENERAL, FEDERAL RADIO CORPORATION OF NIGERIA,

PRESIDENT, AFRICAN UNION OF BROADCASTING, AUB



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



www.southafrica.info



2010 – AN AFRICAN PROJECT

I consider Africa as the host of the 2010 World Cup and South Africa as the stage.

When FIFA decided that the 2010 World Cup would take place on the African continent, it awarded the hosting right to Africa. South Africa won the right to stage the tournament on behalf of Africa.



2010 – AN AFRICAN PROJECT CONTD...

Recall what Sepp Blatter said in January this year when he addressed African heads of state at their summit in Addis Ababa, Ethiopia. He said:

“For FIFA and the whole world, taking the FIFA World Cup to Africa is practically a moral obligation to African football and to the African people.”

Therefore, the 2010 World Cup is an African project.



2010 – AN AFRICAN PROJECT CONTD...

From all indications, South Africa agrees with this view.

Mr. Molefi Oliphant, President of the South African Football Association, was quoted in May this year as saying:

“South Africa is the stage and the African continent the theatre for the 2010 FIFA World Cup.”



2010 – AN AFRICAN PROJECT CONTD...

The African Union is clearly not in doubt about the significance of 2010 to Africa and the role it should play as the continental organisation.

It is galvanising support at its level.

It has declared 2007 the *International Year of African Football* .



CHALLENGES AHEAD

2010 World Cup in South Africa will pose a mixture of challenges and triumph for the continent; challenge in the sense that much more effort is required to meet and even surpass the standards set by previous hosts.

Many of our critics, those who believe that nothing good comes from Africa, that Africa is incapable of doing anything right, are looking forward to a flawed and mediocre organisation of the tournament.



CHALLENGES AHEAD CONTD...

Uninformed commentators, even in the 21st century, those, who are by no means superior but are fortunate to possess the measuring rod, still regard Africa as one big country where all forms of crime, criminality and barbarism are the rule.



CHALLENGES AHEAD CONTD...

It is a challenge for Africa, and in particular the media in Africa, to use the opportunity of the 2010 World Cup to counter the wrong perceptions of Africa and project the positive image and values of the continent.

The World Cup is essentially a media event. It is a festival of festivals at which only a fraction of the followers of the game will be physically present, with the large majority depending on the media to bring to them live actions on the field of play.



MEDIA MOBILISING

2010 National Partnership Conference- to initiate, promote and sustain meaningful dialogue with communicators.

2010 World Cup Women in Communication Summit – in October 2007.

First African Broadcasters Conference held in Johannesburg June 2007 - create a platform for the various broadcasters on the continent to device a common approach to making the 2010 World Cup a truly African World Cup as well as defining a lasting legacy for the continent.



TASK AHEAD

Before, during and after the event, we must show our visitors that Africa is a beautiful continent with friendly, hospitable and industrious people;

Deliver service, display attitudes that will earn our continent good reputation, ensure present benefits and guarantee future profit. Building synergy among the various media organisations on the continent.

If only 50% of the 6.2 billion world population watch (live or on TV) and listen to radio commentaries on the fiesta, no amount of investment in advertising, marketing and sales can capture that magnitude of audience for Africa.



IN THE LONG RUN

Influence future pattern of development.

A legacy of continental pride and unity.

A resurgence of the love for football.

Foster and strengthen the inter-country competitive spirit



IN THE LONG RUN CONTD...

Regardless of our political complexion and national ideology, preparation for this tournament has to be an 'everybody's' undertaking.

Success of 2010 will provide impetus for Africa to demand more hosting rights and equity in number of participation. Then will all the investment be an investment in the future.



Thank You



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



www.southafrica.info