

The media briefing was broadcast as follows:

**1. Prime time news on Arirang TV. Link is as follows:**

[http://www.arirang.co.kr/News/News\\_View.asp?nseq=96711&code=Ne7&category=6](http://www.arirang.co.kr/News/News_View.asp?nseq=96711&code=Ne7&category=6)

[South Africa Close to Completing Preparations For 2010 World Cup](#)



With only a little over 200 days left until the opening of the 2010 World Cup the South African embassy in Seoul held a press briefing on the progress of preparations for the highly-anticipated sporting event.

According to the South African Ambassador to South Korea the government is now close to delivering the 17 guarantees it made to FIFA prior to being selected as the host of the summer competition.

The guarantees which are contained in the bid book are required of any country that wishes to host the World Cup and they range from providing a supportive financial environment to offering convenient transportation and telecommunication services.

And officials say the FIFA inspection teams were satisfied with the progress in South Africa after conducting a thorough inspection of related venues and infrastructure.

[Interview : Bradley Brouwer, Asia Pacific Manager

South African Tourism] "I think we've got a number of firsts. The Durban Stadium for the instance, is the first stadium in the world have a cable car of the top of it. It's really spectacular. We've also got the Stadium Soccer City, which is the biggest stadium ever to be used in a World Cup with nearly a hundred thousand seats."

When asked about crime, a serious concern because of South Africa's record levels of murder and rape the Ambassador said there is no need for concern as the country plans to deploy 41-thousand specially trained officers for the event.

He also pointed out the success of past international events held in the African country and expressed hope for the investment in security to leave a lasting image of improved safety in South Africa.

[Interview : Fanus Schoeman, Ambassador

South African Embassy] "A team of FIFA visited South Africa just a few weeks ago. And they have given the green light on the majority of these issues. We have seven months and we will be ready to hand over all the stadiums by the 4th of December when it's a draw. We are waiting for all the

people of the world to come and watch the games."

Furthermore this competition is expected to be the most handicap-friendly as inspections included a visit by a consultant from the Disabled Alliance to oversee the access provisions made for all spectators with disabilities.

Of the 650-thousand tickets sold to date more than 7,800 have been wheelchair seats.

[Reporter:] "With next year's soccer extravaganza being the first World Cup on African soil, organizers say the event will be uniquely African unlike any other games in the past. South Africa will open its doors to the world on June 11th, 2010.

## **2. SBS, one of 3 major public broadcaster in Korea : Prime time sports news at 20:00.**

**Link is not available. Summary of the article written by Yonhap News (news provider) was broadcast.**

[SBS 20091030]



[http://news.sbs.co.kr/section\\_news/news\\_read.jsp?news\\_id=N1000663890](http://news.sbs.co.kr/section_news/news_read.jsp?news_id=N1000663890)

[Translation]

[Yonhap News 20091030]

South Africa, "We have no problem for accommodation and safety."

With the 2010 World Cup over 200 days away until its opening, the SA Embassy emphasized that there was no problem in transportation, accommodation and security."

Ambassador Stefanus J Schoeman of South Africa to Korea hosted a media briefing on the 2010 FIFA World Cup in a hotel downtown on 30 October and said "We have already proved our ability to

host the World Cup successfully through the Confederation Cup which was held last June. Every preparation is on the track including transportation, accommodation and safety let alone the stadia." He also elaborated on the 10 stadia including both the newly built and renovated ones.

Mr Bradley Brouwer, Regional manager for Asia Pacific said in the briefing "We will introduce the green taxi with hybrid technology applied and bus system between stadia and accommodation hotels. There is no need to worry about the transportation."

He also showed his confidence on the accommodation. "FIFA requested 55,000 rooms available for the World Cup but we have already 120,000 rooms including B&B. Regarding the concern on safety, he reiterated "Last year about 10 million people visited South Africa which is the proof that SA is a safe country."

He also said "Koreans only purchased 900 tickets so far while Americans bought 15,000 tickets. The figure is relatively low considering Koreans' enthusiasm for the football World Cup. I expect more Koreans would purchase tickets."

**The article from the Yonhap News was quoted by SBS and RadioKorea respectively.**

**[Radio Korea 20091030]**

[http://www.radiokorea.com/main/news/news\\_articles.asp?category=sportsnews&seq=4451](http://www.radiokorea.com/main/news/news_articles.asp?category=sportsnews&seq=4451)

[Translation]

[Daily SportsSeoul 20091030]

South African Embassy, "Korean football fans, please rush to purchase tickets."

South Africa is a safe place. Korean football fans need to rush to purchase tickets.

With such issues for the 2010 World Cup being controversial as transportation, accommodation, lack of infrastructure, and security & safety, the South African Embassy rolled its sleeves to handle these issues.

Ambassador Stefanus J Schoeman hosted a media briefing inviting local media at Westin Chosun Hotel on 30 October. "When the Confederation Cup was held last June, a few issues were raised including transportation and accommodation. Reporting about the Confederations Cup focused on perceptions rather than facts. Recently the SA Government put a lot of effort to deal with the problems raised. Therefore, the FIFA also recognized the improvement."

In particular, what's embarrassing was the small number of tickets sold out. Only 900 tickets are sold in Korea despite the fact that Koreans are enthusiastic for the football while over 20,000 tickets were sold in England and over 10,000 in the USA. The official (Mr Brouwer) encouraged the travel operator to prepare itinerary since the stadia and counterpart the Korean team will play are to be

decided on 4 December at the Draw. Regarding the safety issue, he added "Last year over 10 million people visited South Africa. This is a proof that there is no problem in safety and security."

[Yonhap News]

[Photos on 20091030]

Mr Stefanus Schoeman, Ambassador of South Africa to Korea hosted a press conference on 30 October 2009 where he talked about the preparedness for the 2010 FIFA World Cup in South Africa.





