

MINEPS V  
Expert Forum  
“Mega Sport Events”

FIFA World Cups

Juergen Mueller  
Head of FIFA World Cups

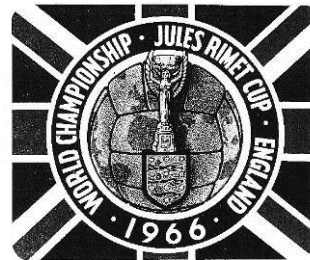
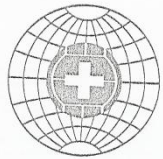
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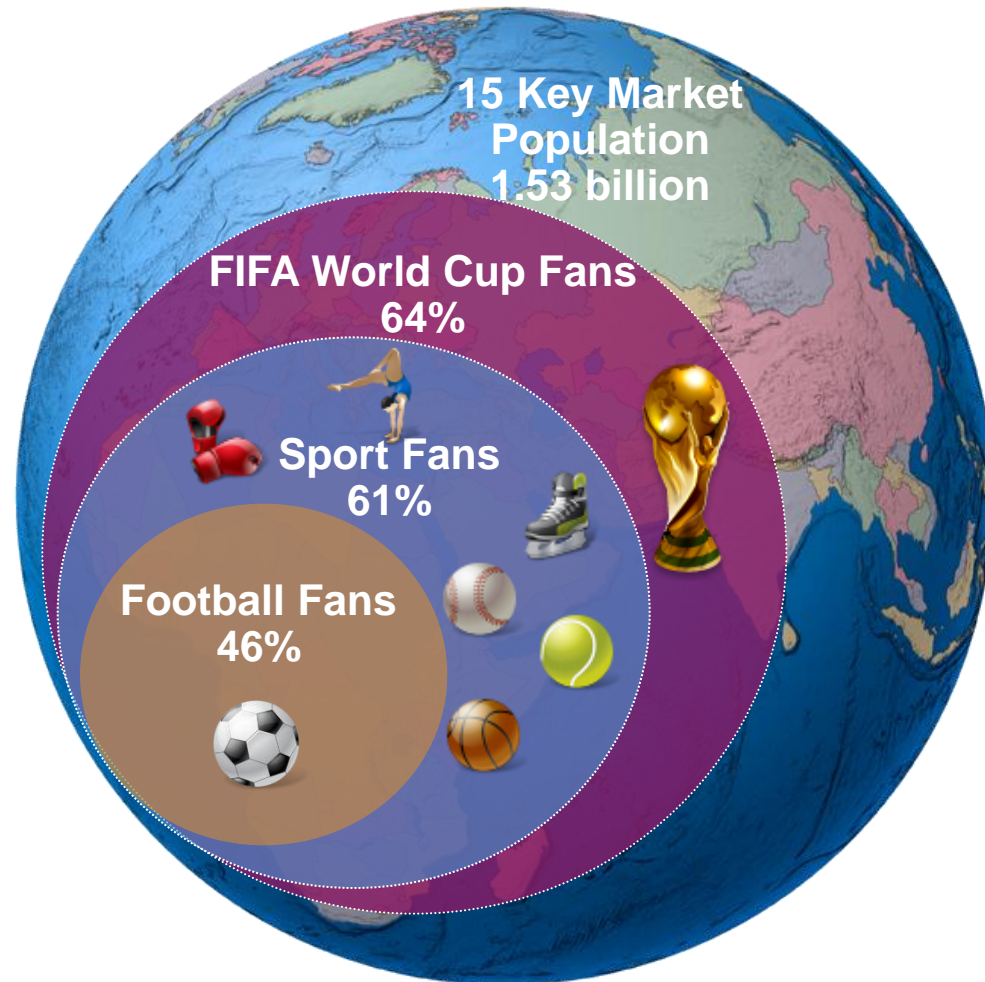
# FIFA World Cup™ since 1934

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- FIFA World Cups are considered to be on one hand private events, but on the other hand are only possible to be organised with the collaboration and contribution of the National government, Regions and Cities
- FIFA considers that the Host wants the event to be of public interest



## 2006 FIFA World Cup Germany™

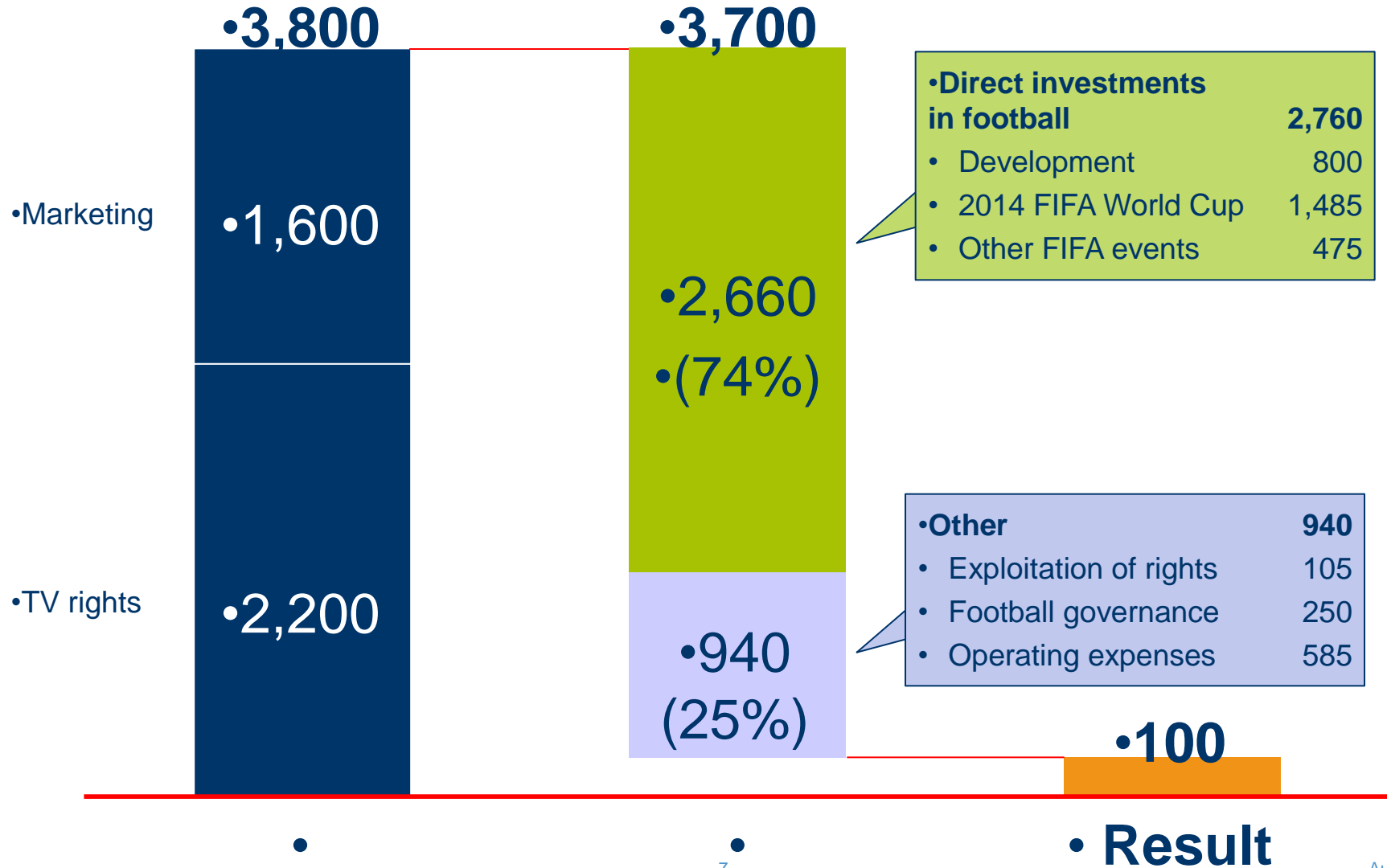
- 64 Games – 32 Teams – 1 Champion
- 3,359,439 million spectators (99%) in 12 stadiums
- 18,4 million spectators at the Fan Fest in the 12 Host Cities
- FIFAworldcup.com most successful event website with 4.2 billion page views
- 18,850 media representatives on-site
  - 4,250 journalists
  - 1,200 photographers
  - 13,400 TV and radio people



- An organisation in smaller countries without sufficient resources and/or infrastructure would be considered to be unrealistic
- A downsizing of a FIFA World Cup in order to enable equally any country to bid would be unrealistic
- FIFA World Cup is FIFA's main source of revenue

# FIFA Budget 2011-2014

•USD million



## FIFA is awarding smaller countries with smaller tournaments or youth tournaments

FIFA U-17 Women's World Cup **New Zealand** 2008  
FIFA U-20 Women's World Cup **Chile** 2008  
FIFA U-20 World Cup **Egypt** 2009  
FIFA U-17 World Cup **Nigeria** 2009  
FIFA Beach Soccer World Cup **Dubai** 2009  
FIFA Club World Cup **UAE** 2009  
FIFA U-17 Women's World Cup **Trinidad & Tobago** 2010  
FIFA Club World Cup **UAE** 2010  
FIFA Club World Cup **UAE** 2009  
FIFA U-20 World Cup **Turkey** 2013  
FIFA Beach Soccer World Cup **Tahiti** 2013  
FIFA U-17 World Cup **UAE** 2013  
FIFA Club World Cup **Morocco** 2013



## Government: Levels

Host Cities

National  
Government

Regional  
Governments

Important stakeholders  
and partners of the  
FIFA World Cup

## Government: Levels

Host Cities

National  
Government

Regional  
Governments

Costs and benefits for  
the partners and  
stakeholders

- FIFA is aware of the potential cost for public stakeholders
- FIFA helps actively to reduce cost through integration and transfer of know how
- Benefits for the Host are expected through socio-economic effects and legacy

## Expected socio-economic effects – legacy

Short-term effect	Mid-term effect	Long-term effect
Economy		
Tourism		
Awareness		
Football Development		
	Image	
	Infrastructure	

# Socio economic effects - *Summary of effects*

- Sustainable long-term investments
  - positive city development, better stadiums and public infrastructure
- Positive economic impact of the 2006 FIFA World Cup
  - for every seventh company in the Host Cities
- Boost in Tourism: Increase in overnight stays and travel

# Socio economic effects - *Summary of effects*

- Raise of the international profile and awareness of the Host Cities
- Improved atmosphere among the citizens
  - Positive self-perception
  - Stronger identification with the country/ city
  - Increased trust in the government and city administrations.
- Improved relation with people from abroad, image abroad
  - Eg Germany's image of other nations improved significantly.
  - Fans from abroad visiting the FIFA World Cup have a much more positive opinion of Germany and the Germans.

# Socio economic effects - *Summary of effects*

## More people interested in Football

- stadium visits
- playing football
- more opportunities to play football

- FIFA's bidding process informs about the cost responsibilities of bidding and staging the event (Hosting Agreements, Governmental guarantees)
- FIFA welcomes the reduction of cost for bidding processes (Bidding Agreement)
- FIFA is not extending its hosting requirements after appointment



To ensure long term benefits for the Host, social responsibility, sustainability, environmental protection and legacy are an integral part of the bidding requirements

- FIFAs evaluation reports are public

The screenshot shows the FIFA.com website's search interface. The search bar contains the text "2018 bid evaluation" and a "SEARCH" button. Below the search bar, there are tabs for "All Results", "News", "Video", "Photos", and "Documents". The search results are displayed as a list of PDF documents. The first result is titled "Evaluation reports on the bids for the 2018 and 2022 FIFA ..." and includes a snippet: "... Key dates of the bidding process: 16 March Registration of bids for the 2018 and 2022 18 September 2009 Establishment of Committees 11 ... [279k]". The second result is titled "2018 and 2022 FIFA World Cups™ Bid Evaluation Report ..." and includes a snippet: "... & Belgium's joint to host the 2018 or 2022 of Holland & Belgium's joint, together with an FIFA's bidding process is based on the principles of ...". The third result is titled "2018 FIFA World Cup™ Bid Evaluation Report: England" and includes a snippet: "... of England's to host the 2018 FIFA World pages the evaluation of England's, together with FIFA's bidding process is based on the principles ...". The fourth result is titled "2018 FIFA World Cup™ Bid Evaluation Report: Russia" and includes a snippet: "... of Russia's to host the 2018 FIFA World pages the evaluation of Russia's, together with FIFA's bidding process is based on the principles of ...".

- Within the context of the on-going governance reform process, FIFA is further strengthening its statutory provisions to ensure a fair and transparent bidding procedure. For example, the host venue for the FIFA World Cup™ will in the future be decided by the FIFA Congress

(to be adopted by the FIFA Congress on 31 May 2013)

Thank you for your attention

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