

# Brand SA aims for the Barcelona 92 effect

By [Tshepiso Seopa](#)

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South Africa has been given a pass mark of 75% by the football governing body for successfully hosting the Confederations Cup tournament. Now Brand South Africa is aiming at triggering the so-called Barcelona effect when it hosts the 2010 FIFA World Cup.



In 1992 when Barcelona hosted the Olympics, the so-called Barcelona effect was triggered and it generated a rush in tourism to the city as well as to the rest of Spain, said South Africa's minister of human settlement Tokyo Sexwale.

The minister was speaking at the 2010 LOC board press briefing, which was held on 2 July in Sandton, Johannesburg. The briefing followed a board meeting in which the LOC and other stakeholders discussed all the aspects of the recently completed Fifa Confederations Cup and also touched on the ongoing preparations for the 2010 World Cup.

"Brand South Africa aims to create a legacy that is similar to what Barcelona did in 1992, when the Olympics were organised in Barcelona. We want tourists to remember Brand South Africa after the tournament," said Sexwale.

## We're ready, says Jordaan

The CEO of the LOC Danny Jordaan said that the Confederations Cup has proved that South Africa is ready to host the World Cup. The tournament triggered a high-profile response from international figures wanting to be a part of the event, says Jordaan.

On 20 July 2009 the LOC will be opening another round of volunteers' intake, and are expecting people from the continent as well as other international countries.

The chairperson of the World Cup LOC, Irvin Khoza said that up to 2000 media professionals were accredited during the tournament that is viewed as the precursor for the World Cup. Khoza said that the LOC is expecting up to 15 000 media practitioners to come into the country next year.

He also announced that the LOC intends speaking to trade unions about a looming strike in the construction industry.

"All it we know about the strike was what has been reported in the media, said the chairperson. This matter is now referred to the executive committee of the board to engage the respective unions," said Khoza.

He stressed that the board will not interfere with the workers constitutional right to strike - even though a strike could very likely affect the LOC's undertaking to have all stadiums completed six months before the World Cup starts on 11 June 2010.

## ABOUT TSHEPISO SEOPA

Tshepiso Seopa was a junior journalist at Bizcommunity.com

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