Cape Town and the Western Cape: Your host in 2010!

Western Cape Premier:
Ms Lynne Brown

7 February 2009
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Cape Town & Western Cape 2010 Objectives

- Host semi-final and events successfully
- Maximum public benefit and lasting legacy
  - Infrastructure development
  - Economic Opportunities
  - Environmental legacy
  - Social cohesion: ‘Home for All’
- Desirable destination for investment, trade, tourism
- Geographic spread beyond the City
Our readiness for the 2010 FIFA World Cup

We have heard your most frequently asked questions:

- Are we really going to be ready to host?
- How safe will my fans be?

We will now focus on readiness.

SAPS will present the 2010 Safety Plan.
Stadium, forecourt and pedestrian underpass
Accessing the Cape

• Connected by direct scheduled flights to major airports in Europe, South America, North America, Asia and Africa
• Regular flight connections to leading cities in South Africa
• Sophisticated road infrastructure
• Extensive rail network
• Visitors will move around by meter taxi, coach, train or on foot
Cape Town International Airport Upgrade
CTIA Departure Drop Off Area
Cape Town Station Upgrade
Hospital Bend Upgrade
Road Upgrades: Hospital Bend Pre Selection Scheme
AIRPORT CITY LINK: BMT LANE
Airport City Link: BMT Lane: Inbound

1. ANPR Camera Footage

Remote Control Centre
Airport City Link: BMT Lane: Outbound
KOEBERG INTERCHANGE UPGRADE
Koeberg Interchange Upgrade Phase 1 (2010)
KOEBERG INTERCHANGE UPGRADE
TABLE BAY BOULEVARD
WHITE BRIDGE - KNYSNA

- R120m
- 17 June 2008 commenced – 16 December 2009 to be completed
- links to Knysna By-pass
- provides for Non-motorised transport
SANDKRAAL ROAD, GEORGE
A place to stay
Hotel Accommodation

- Cape Town has 16,000 rooms within a 45 minute driving radius of City centre.
- 7,000 rooms within a 15 minute driving radius of stadium.
- 3,500 of these rooms are within a 15 minute walking distance.
- At least eight new hotels to capitalise on 2010,
  - The Taj Hotel on St George’s Mall
  - 15 on Orange
  - Express by Holiday Inn (also on St George’s Mall)
  - One & Only (V & A Waterfront)
  - Two further hotels in Waterfront;
  - Alongside CT International Convention Centre
A place to unwind
A place to learn

Steeped in academic traditions and serviced by four world class universities:

- Cape Peninsula University of Technology
- University of Cape Town
- University of Stellenbosch
- University of Western Cape
A place to train
Philippi Stadium: Proposed Venue Specific Training Site for Cape Town
Philippi Stadium: Proposed Venue Specific Training Site for Cape Town
Base Camps

- Launched book in Vienna 27 June 2008
- Local launch to foreign representatives & media 29 August 2008
- Team inspections already begun

*Location*Hotel*Training site(s)*Distances (transportation)*Key facilities *Key Services
A place for football

40,000 fans at Newlands Stadium, Cape Town July 2007
A place for football

Bafana Bafana vs. Zambia
A place to celebrate
Public Viewing Locations in the Western Cape in 2010

- Official FIFA Fan Park: Grand Parade
- Cape Town: Athlone, Belville, Swartklip
- Cape Winelands: Worcester
- West Coast: Vredenburg
- Overberg: Bredasdorp
- Central Karoo: Beaufort West
- Eden: George
2010 Match Schedule: Cape Town

MATCH SCHEDULE 2010 FIFA World Cup South Africa™

Group Matches | Round of 16 | Quarter Finals | Semi Finals | 3/4 Place and Final

**Cape Town**
- Green Point

- Match Times:
  - Friday: 20h30
  - Monday: 20h30
  - Thursday: 16h00
  - Tuesday: 20h30
  - Saturday: 16h00
  - Tuesday: 20h30

**Other Locations**
- Durban
- Johannesburg
- Bloemfontein
- Pretoria
- Port Elizabeth
- Polokwane
- Nelspruit

**Groups**
- Group A
- Group B
- Group C
- Group D
- Group E
- Group F
- Group G
- Group H

**Partners**
- adidas
- Coca-Cola
- Emirates
- Sony
- Visa
- FIFA Partners
- National Supporters
- FNB
- Telkom
- 20Centres

**Event Details**
- Match Numbers and locations are subject to change.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>26 January</td>
<td>500 Days to go</td>
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<tr>
<td>5-7 February</td>
<td>Iziko Programme</td>
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<td>7 February</td>
<td>Premier’s Diplomatic Brunch</td>
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<tr>
<td>March</td>
<td>Soccerex, Brasilia</td>
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<td>10-13 April</td>
<td>Bay Hill Under 19 Football Tournament</td>
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<td>6 May</td>
<td>400 Days to go</td>
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<td>June</td>
<td>World Economic Forum</td>
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<td>June</td>
<td>CT International Book Fair</td>
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<td>14-28 June</td>
<td>FIFA Confederations Cup</td>
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<tr>
<td>14 August</td>
<td>300 Days to go</td>
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<td>22 November</td>
<td>200 Days to go</td>
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<td>23-26 Nov</td>
<td>Emergency Medicine Conference</td>
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<td>November</td>
<td>Soccerex, Johannesburg</td>
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<td>December</td>
<td>Festival of Hope &amp; Legacy Conference, CT</td>
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<td>4 December</td>
<td>FIFA World Cup Final Draw, Cape Town</td>
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<td>December</td>
<td>Stadium Handover to City, Cape Town</td>
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<tr>
<td>December</td>
<td>World Broadcasters’ Meeting</td>
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<tr>
<td>2 March</td>
<td>100 Days to go</td>
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<tr>
<td>1-5 July</td>
<td>Cape Town International Fashion Week</td>
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<td>7-8 July</td>
<td>Regional Leaders Forum</td>
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<td>11 Jun–11 Jul</td>
<td>FIFA World Cup™</td>
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We need your kind assistance:

To share information with:

- Foreign Affairs Departments in your home country to ensure accurate information is given through travel advisories
- Your national teams (should they qualify)
- Media based in your country

- Assistance with language translation, and volunteers for interpretation (health, safety etc)
- Interface between your fans and the Western Cape and local governments
Cape Town and Western Cape

- A place to stay
- A place to unwind
- A place to learn
- A place to do business
- A place to train
- A place to play

Your home in 2010!
488 Days to KICK OFF!!

Thank you • Vielen Dank • Gracias • Merci • شكراً • Obrigada