

WOZA 2010

Preparing to receive the world

The 2010 Soccer World Cup that will be hosted by South Africa will not only be a time of celebration and excitement, it will also be a time of opportunity, writes **Ndivhuwo Khangale**

Photos: AK Adams

In five year's time, South Africa will be hosting the world's greatest sporting event – the 2010 FIFA World Cup.

Not too long ago, the whole country celebrated the announcement that South Africa had won the bid.

The celebrations were not only about being able to see international soccer stars playing at home, but also about the opportunities that will come with hosting such an event.

It is expected that about 160 000 new jobs will be created country-wide through projects to upgrade facilities such as stadiums and roads.

Many people are already wondering what this means to the average person on the ground.

It has been announced that only ten of the original 13 stadiums that were identified for world cup matches will be used. The names of the ten stadiums still

have to be announced.

Vuk'uzenzele spoke to Dan Moyo, head of the World Cup Project Management Team in the Sports Ministry, about the opportunities the tournament will create and how people can benefit from these.

Moyo says small business people will be given the chance to sell branded sports clothing.

"Local organising committees need to speak to the Department of Trade and Industry to negotiate licenses for small producers in their areas to produce sports products.

Small business people, including those selling beads and arts and crafts on the streets, will

benefit from the large number of visiting tourists.

"People from rural communities will perform during opening and closing ceremonies at the different stadiums. Others will provide guiding and other services. Those providing services for the tournament will receive training."

Tourism will also receive a boost as thousands of people from the continent and abroad will be in the country.

This will not only bring money into the country, but will also create business for people in the tourism industry.

Hotels and lodges will also benefit.

Moyo said a lot of money will be spent on the improvement of transport and communication facilities.

All that's left to say is Woza 2010, woza! 📍

