

ITP: **South Africa 2006**

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Paper Title: *Legal Issues Facing South Africa as Host of the 2010 World Cup*

Abstract:

As the world comes together for the 2010 World Cup, South Africa will embrace the international spotlight as host country. It will be an opportunity to unite the nearly three million tourists attending the World Cup and the expected three billion television viewers to celebrate, not only soccer, but a common humanity and love of the sport. Winning the bid to host the 2010 World Cup unites South Africans to celebrate its country, its continent and the pride of its people. To ensure a successful hosting the 2010 World Cup and lasting positive effects for itself and Africa as a whole, South Africa must address the legal issues that are common concerns for any large-scale international sporting event.

Section II of this paper provides a brief history of the World Cup tournament; it is important to recognize and understand the importance and popularity of the sporting event. Section III discusses South Africa's quest to host the World Cup; beginning with its failure to win the 2006 bid and ending with the dream of a nation recognized. Section IV sets out the projected costs and benefits of hosting the 2010 World Cup, both intangible and tangible. The analysis concludes that the benefits of hosting the World Cup will heavily outweigh the costs. In Section V, the complexity of the organizational structure of the 2010 World Cup is broken down. The hierarchy of World Cup preparation and the contractual obligations necessary of a host are described in detail. Section VI follows with a listing of the guarantees made by the South African Football Association and the Local Organizing Committee to FIFA, soccer's international governing body, to demonstrate its compliance with FIFA regulations. Finally, Section VII addresses the legal issues facing South Africa as host of the 2010 World Cup. The legal concerns are specific to South Africa as host of the 2010 World Cup, but applicable to preparations for other large-scale, international sporting events. There is an abundance of legal issues facing the World Cup; Section VII focuses on the principal legal concerns of ambush marketing, safety and security, telecommunications, labor issues and anti-doping laws.

By already addressing many of the major legal concerns of the 2010 World Cup and continuing to make legal developments in preparation for the World Cup, South Africa is ready for its moment on the global stage as host of the 2010 World Cup.