

# Soccerex 2008

## **Eastern Cape 2010:**

***"A Compelling place to Live, Work, Invest and Play beyond 2010"***

A strong Eastern Cape contingent will be present at this year's Soccerex scheduled for November 23 – 26 in Sandton, Johannesburg.

The delegation will be led by Honourable Eastern Cape Premier Mbulelo Sogoni, Honourable Pumulo Masualle: MEC for Economic Development Environmental Affairs and Finance and Honourable Noxolo Abrahams-Ntantiso: MEC for Sport, Recreation, Arts and Culture.

The four day event will provide the global football community with a unique platform to *learn, network* and *do business*, under one roof, in the province that will host the FIFA 2010 World Cup final.

With over 4000 delegates and 300 exhibitors, from over 95 countries expected to attend Soccerex 2008, this year's event is sure to be the biggest and historic.

The proudly Eastern Cape contingent will feature key strategic stakeholders that will market the province as ***a Compelling place to Live, Work, Invest and Play beyond 2010.***

They are the Eastern Cape Office of the Premier, Department of Economic Development Environmental Affairs 2010 Unit, Department of Sport, Recreation, Arts and Culture Buffalo City: 2010 Unit, DESRAC, Umtata Craft Hub, Nelson Mandela Bay: 2010 Office, Eastern Cape Tourism Board, Eastern Cape Development Cooperation, Nelson Mandela Bay Tourism, EC Parks and Bay United Football Club.

An exciting and goal focused strategy for Soccerex that will assist the EC Province in tightening its state of readiness for the 2010 FIFA World Cup has been formulated.

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Hard work in preparation for the Soccerex 2008 from exhibition and stand design, branding and key messages has been undertaken to ensure that the Province, achieve their objectives. This is to expose the province and facilitate our plans and state of readiness for 2010.

Strategic network sessions for business linkages and partnerships targeting organisations that are instrumental in delivering a successful world cup have been prepared. Those targeted include tour operators, overseas travel agents, international and local football clubs, audio visual suppliers, event consultancies in football and soccer agents.

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