

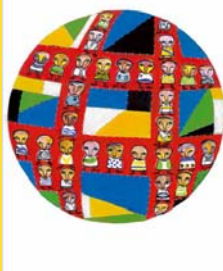


A Time to Make Friends

6th Progress Report of the Federal Government in preparation for the 2006 FIFA World Cup - Summary -

6

January 2006



At a Glance

1. The Federal Government's preparations continue to progress entirely according to plan, creating the necessary conditions for a successful World Cup.
2. The Federal Government is fulfilling the government guarantees made to the world football federation FIFA regarding the 2006 World Cup. The Federal Government has recently presented its visa strategy and information about customs and tax regulations. The National Security Strategy for the 2006 World Cup has been finalized and is constantly being updated. Within the Federal Ministry of the Interior, the NICC will go into operation on 16 May 2006, providing ongoing information about the status of World Cup security.
3. The Federal Government is aware that the 2006 World Cup also represents a great opportunity for Germany as a place to do business. In cooperation with the World Cup Organizing Committee (OC), private sector, associations and other important organizations, the Federal Government is following a hosting strategy intended to present Germany as a welcoming, friendly and open country.
4. On 6 December 2005, Federal Economics Minister Michael Glos and OC President Franz Beckenbauer officially opened the National Service and Hospitality Campaign. As part of this campaign, the Federal Ministry of Labour and Social Affairs initiated the XENOS project "World Cup Service Ambassadors". The aim of this project is to provide intercultural training for more than 6,000 employees in the service sector, increasing their awareness of hospitality, tolerance and respect for foreigners. This training is made possible by the programme XENOS – Living and Working in Diversity.
5. The National Service and Hospitality Campaign is a building block of the Federal Government's hosting strategy. Other building blocks include: the Federal Government's contributions and projects of the federal ministries, activities to market Germany as a business location, and the artistic and cultural programme, with the Football Globe as its unmistakable symbol.
6. Every day this year, the joint Federal Government and private-sector marketing and image campaign "Germany – Land of Ideas" presents a different place in the "Land of Ideas".
7. The stadiums in the World Cup host cities are almost entirely ready. Wide-ranging measures to ensure accessibility have been implemented, exceeding the minimum accessibility requirements defined by FIFA.
8. The Federal Government was able to mediate in the conflict between the OC and consumer protection advocates over the sale of ticket options, and this conflict has now been resolved.
9. The Federal Government's official 2006 World Cup website (at www.fifawm2006.deutschland.de and www.wm2006.deutschland.de) provides up-to-date reports on all World Cup activities of the Federal Government and its partners.
10. After the exciting Confederations Cup 2005 and the Final Draw in Leipzig, preparations for the World Cup have now entered the final stretch:
Germany is looking forward to the 2006 FIFA World Cup!

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1. Introduction: The World Cup Year Has Begun

The Final Draw for the 2006 FIFA World Cup™ was held in Hall 1 on the grounds of the Leipzig Trade Fair in December 2005, watched by an estimated 350 million television viewers. Four thousand guests attended the event in person, including Federal President Horst Köhler, Chancellor Dr. Angela Merkel, Federal Minister of the Interior Dr. Wolfgang Schäuble and other distinguished representatives of the realm of politics, business, culture and sport, from Germany and abroad. The group match-ups have now been determined, and the growing sense of anticipation is palpable.

After the exciting FIFA Confederations Cup 2005™ and the Final Draw in Leipzig, Germany is now entering the final stretch in its preparations for the World Cup. The experts agree: The host country is in good shape for this mega-event. Cooperation between the 2006 FIFA World Cup™ Organizing Committee (OC), led by Franz Beckenbauer, and the Federal Government, the German states, the World Cup host cities and additional partners is functioning smoothly. For example, the Federal Government was able to broker a solution to the recent conflict between the OC and consumer protection advocates over the sale of ticket options.

With its **government guarantees** and a creative **hosting strategy**, the Federal Government is making a significant contribution to the success of the 2006 World Cup. This 6th Progress Report, produced by the 2006 World Cup Office in cooperation with the Federal Chancellery, the Federal Government Press and Information Office and all the federal ministries, provides comprehensive information on the status of the Federal Government's preparations and includes material provided by the OC, Deutsche Telekom AG and the Fan Project Coordination Centre (KOS). A copy of the 2006 World Cup Master Plan is included in the annex.

To sum up: The Federal Government's preparations continue to progress according to plan. The government guarantees are being fulfilled and a number of measures and campaigns are under way to present the host country in the best possible light. There are 150 days left until the starting whistle is blown. Even though there are still a number of details to take care of, Germany is ready!

2. The Government Guarantees Are Being Fulfilled

2.1 Entry visas will be issued in a timely fashion

The Federal Foreign Office has completed its basic plan for issuing visas. Circular instructions explaining the procedural details were sent in early December 2005 to the visa offices of the German diplomatic missions abroad. Visas are required for citizens of the following eleven countries that have qualified for the 2006 World Cup: Angola, Ecuador, Ghana, Iran, Ivory Coast, Saudi Arabia, Serbia and Montenegro, Togo, Trinidad & Tobago, Tunisia and Ukraine. This government guarantee has thus been fulfilled in a timely and service-oriented fashion.

2.2 Waiver of work permits and working time restrictions during the 2006 World Cup

In June 1999, the Federal Government guaranteed FIFA that it would provide an ordinance allowing certain groups of foreigners to work in jobs needed to carry out the 2006 World Cup on German territory without having to acquire work permits. The ordinance on the admission of foreigners for the purpose of taking up employment (BeschV) of 22 November 2004 (Federal Law Gazette I, p. 2937), which went into effect on 1 January 2005, fulfils this guarantee. According to this ordinance, persons accredited by the relevant organizing committee to prepare for, participate in, carry out and follow up on international sporting events may be issued residence permits without having to obtain the approval of a government employment agency (Section 12, BeschV). Under the ordinance, this applies in particular to representatives, employees and persons working on behalf of associations or organizations, including referees and their assistants, players and paid staff of participating teams, representatives of the official association partnerships and official licensing partners, as well as media representatives including technical staff and employees of television and media partners. The ordinance thus makes sure that persons accredited by the OC within this framework do not require a work permit for employment during the 2006 World Cup. This rule was successfully applied during the Confederations Cup 2005.

The German states (Länder) responsible for enforcing the Working Time Act will implement regulations on working time by enacting a general order providing exemption from working time regulations. Each state will enact only one general order allowing those persons to whom the government guarantee applies to exceed the legal maximum number of working hours (generally 8 hours per workday) during the period from 1 May to 20 July 2006 in order to prepare, carry out and finish up after the final round of the World Cup. Working time should not exceed 60 hours per week if possible, but exceptions may be made in the case of tasks that would otherwise be impossible to finish. The relevant persons do not need to obtain special official permission, nor do they have to report plans to work extended hours. This procedure ensures that processes will run smoothly and keeps administrative effort to the absolute minimum. This unproblematic approach was applied successfully during the Confederations Cup in June 2005.

2.3 Easier customs and tax procedures

The Federal Ministry of Finance (BMF) published a special brochure with information on the customs and tax regulations for the 2006 World Cup within its deadline of mid-January 2006 and provided the OC copies in the four official FIFA languages: German, English, French and Spanish. Produced in consultation with the OC, Hesse's Ministry of Finance and the BMF, this special brochure is targeted primarily at the participating foreign football associations and their staff, officially designated managers, coaches and the 23 players on each national team. The brochure explains the details of customs regulations, in particular exemptions from import duties, general tax information and regulations concerning income and corporate tax as well as issues related to VAT law.

Also in January 2006, the OC was given the names of persons in the airport customs offices in each 2006 World Cup host city to contact in case of any difficulties with customs clearance for individuals or cargo. A similar procedure was applied during the Confederations Cup 2005 and was positively received by all concerned.

In connection with the Confederations Cup 2005, in April 2005 representatives, staff and official guests of FIFA, referees and their assistants and the participating foreign team delegations were granted privileged clearance to formally facilitate customs

clearance. The same categories of persons will be granted privileged clearance for the 2006 World Cup.

With these measures, the government guarantee in the area of customs and tax regulations has been fulfilled in a timely manner.

2.4 Ensuring security

Based on experience gained from similar events in the past (EURO 2000 and 2004, the 2004 Summer Olympics), in the next few months Germany plans to finalize bilateral agreements on international cooperation in security matters related to the 2006 World Cup with participating, neighbouring and transit countries. The Federal Ministry of the Interior (BMI) is currently engaged in intensive bilateral negotiations with 20 partner countries. Negotiations with additional countries will begin shortly.

The current and planned negotiations deal with issues of practical, international, cross-border cooperation between security authorities; of exchanges of security specialists to prevent violence at sporting events of this kind; of early recognition and effective prevention of terrorist threats; and practical issues, organization and forms of effective information-sharing in advance.

The goal is to ensure the security of the 2006 World Cup through close and efficient cooperation between the governments and responsible security authorities of Germany and the participating, neighbouring and transit countries. For example, persons who could threaten the public safety and order in Germany are to be prevented from entering Germany already ahead of the 2006 World Cup.

In this effort, Germany is profiting from the shared understanding that has developed among the European and non-European countries that managing a major sporting event like the 2006 World Cup is impossible without close international cooperation and coordinated security measures.

The desired bilateral cooperation is oriented on agreements and experience gained from similar major events in the past. It relies on forms of international cooperation already practised in the various areas of threat (e.g. hooliganism and terrorism) and is in accord with existing international instruments such as the EU handbook of 19

February 2004 on avoiding terrorist acts at major sporting events and the European Convention on Spectator Violence at Sports Events and in particular at Football Matches, of 19 August 1985.

In addition, the 2006 World Cup will also take advantage of the tried and tested cooperation with higher international authorities and institutions. For example, liaison officers from Europol, Eurojust and Interpol will be sent to Germany for the 2006 World Cup and intensive information-sharing will take place.

At its meeting on 29 September 2005, the Federal Government and Länder Committee discussed the Report Evaluating the National Security Strategy for the 2006 World Cup on the Occasion of the Confederations Cup 2005; following a vote approving its contents, the committee forwarded this report to the members of the Standing Conference of Interior Ministers of the Länder. The 54 members of the Federal Government and Länder Committee gave the report their broad approval. This report took into account the basic structure of the National Security Strategy as a framework strategy and evaluated the need to add to and update it. The members of the Federal Government and Länder Committee will add to the National Security Strategy for the 2006 World Cup as needed, based on the report's recommendations. In its 179th Session, held in Karlsruhe on 8-9 December 2005, the Standing Conference of Interior Ministers of the Länder acknowledged receipt of the Report by the Federal Government and Länder Committee on the 2006 FIFA World Cup Evaluating the National Security Strategy for the 2006 World Cup on the Occasion of the Confederations Cup 2005. The committee was requested to report at spring 2006 session on any additions to the strategy as needed.

From 16 May to 14 July 2006, the Federal Government will operate a National Information and Cooperation Centre (NICC) for the 2006 World Cup round the clock within the Federal Ministry of the Interior. The NICC's mission is to gather, assess and provide information within the federal area of responsibility, respond to enquiries and compile daily national situation reports on the 2006 World Cup.

2.5 Traffic and transport information for the 2006 World Cup

Germany's transport infrastructure is able to meet the demands posed by the 2006 World Cup. All twelve World Cup host cities fulfil the transport requirements, in terms of both public transportation and private motor vehicle traffic.

The federal and state levels are cooperating with the World Cup host cities and their public transport operators to set up a special system of signage for World Cup visitors. Using a uniform design and pictograms, signage on national highways and city streets and in train and bus stations will be easy for visitors to recognize and understand.

The FIFA website, www.fifaworldcup.com, already offers travel and transport information. Under the heading "Destination Germany", site visitors will find the Travel section containing public transport and traffic information in German, English, French and Spanish – FIFA's official languages. With this information, everyone coming to the 2006 World Cup will be able to plan their journey to and around Germany in detail before leaving home.

In this section, you can find long-distance rail and public transport connections for all of Germany and plan your trip using public transport from start to finish, even from one city to another. The search functions are linked to current timetables and reflect scheduled changes and additions. Under "Public Transport", you can search for long-distance rail, commuter rail, tram and bus connections from one address to another anywhere in Germany. Detailed search results give the means of transport, names of the stations or stops, the number of transfers, the duration of each trip segment and the total trip duration in minutes. The search results also include links to maps for each of the transfer points which you can download and print. And with the flight planner, you can find world-wide flight connections.

For those planning to drive, the Route Planner can help plan travel routes between addresses in 19 European countries. The Traffic Information Service shows any disruptions on the federal road network within Germany, such as construction sites and traffic jams. If needed, it will recommend alternate routes. Current traffic conditions are displayed in cities reporting traffic data. These currently include Berlin,

Cologne and Munich; additional cities – Dortmund, Frankfurt, Gelsenkirchen and Stuttgart – will be added before the 2006 World Cup.

In June 2005, the Federal Ministry of Education and Research approved the SOCCER project run by the German Aerospace Center DLR to collect traffic data from the air in the host cities of Berlin, Cologne and Stuttgart during the 2006 World Cup; these data will be combined with other traffic data to improve traffic forecasting and take specific measures for traffic management.

2.6 Appropriate protocol / National anthems and flags

Plans for observing the appropriate protocol for visiting foreign dignitaries and high-ranking German public officials were drawn up in cooperation between the federal level, the OC and the German states where World Cup matches will be held, and were adopted in April 2005. Relevant experience from the Confederations Cup 2005 is currently being evaluated, and the protocol plans will be revised as needed. The protocol strategy will be finalized in February 2006.

FIFA's final decision is that during the 2006 World Cup, the national anthems will be played from recordings. Based on experience from the Confederations Cup 2005, the size and quality of national flags will be optimized and integrated into the overall decoration of the stadiums.

2.7 Telecommunications

All measures required by the FIFA rule book or based on the FIFA IT solution are being planned and implemented in close cooperation with Deutsche Telekom AG. The following is based on information provided by the OC and Deutsche Telekom AG.

As Official Partner of the 2006 World Cup, Deutsche Telekom will provide the communications networks for the 2006 World Cup.

- In order to broadcast the 2006 World Cup to a heavily media-oriented society and to safeguard the organization of the tournament, Deutsche Telekom plans to link all twelve stadiums and the organizational areas outside the stadiums (IBC, MPC, FIFA headquarters, hotels, etc.) to its high-speed optic fibre network. This will

provide high bandwidths for all organizational areas and a high level of protection against disruption or failure.

- The software applications needed to organize and carry out the tournament (transport, logistics, volunteers, results, accommodations) will be operated on high-capacity, dual hardware platforms in Deutsche Telekom's computing centres. The technology has already undergone an initial test: The hardware platform proved itself at the Confederations Cup 2005.
- To guarantee that these software applications transport data securely and quickly, an innovative network strategy was developed and implemented already for the Confederations Cup 2005. Using the latest security standards, it provides a dedicated network at each access speed for every access technology everywhere in the world.
- For the 2006 World Cup, Deutsche Telekom (T-Systems, Media & Broadcast) is providing the complete network for transmitting the TV signal from the match venue to the IBC in Munich. New for this World Cup: For the first time, every match will be broadcast in the new high-definition television (HDTV) format. In addition, Deutsche Telekom will transmit these TV signals on behalf of national broadcasters via its global optic fibre and satellite networks.
- To provide mobile communications services for spectators, emergency medical staff, media representatives, FIFA and others involved in the World Cup, Deutsche Telekom is ensuring access to GSM, GPRS and UMTS with bandwidths ranging from 9.6 kbit/s to 1.5 Mbit/s in all twelve stadiums, their immediate vicinity and access routes, training facilities and team accommodations. By providing high-quality and seamless mobile communications, Deutsche Telekom is helping make sure the 2006 World Cup runs smoothly.
- Apart from the stadium in Kaiserslautern, which is still under construction, the provision of mobile communications technology is complete. Further adjustments to capacity will be undertaken by the end of the first quarter of 2006, and some existing equipment will be replaced with newest-generation technology.

2.8 Media centre

Preparations for the International Media Centre (IMC), made up of the International Broadcast Centre (IBC) and Main Press Centre (MPC), are being carried out in close cooperation with the Munich Trade Fair. The IBC will be built during the first phase of construction for the entire IMC complex, which began on 1 December 2005. The IBC will open on 8 May 2006 and will operate in three shifts, 24 hours a day. The Main Press Centre (MPC) will be built during the second construction phase, which will start on 15 March 2006. The MPC will start regular operations on 1 June 2006 and be open daily from 10 a.m. to 4 p.m.

2.9 Accommodation and catering services (pricing policy)

On 11 March 2005, the 2006 FIFA World Cup Accommodation Services (FWCAS) presented its hotel catalogue at the ITB international tourism trade fair in Berlin. The catalogue lists all hotels participating in the FWCAS online booking system for the 2006 World Cup. The OC delegated responsibility for team accommodations to the FWCAS. The existing hotel contracts were transmitted and price lists and booking conditions finalized. The catalogue of team accommodations and training facilities was sent to the national associations on 1 July 2005. It includes 104 hotels and training facilities, each offering optimal conditions for the national teams. The FWCAS is also responsible for team accommodations. Following the Final Draw on 9 December 2005, delegations of the national associations visited possible team accommodations and training facilities.

A contract is soon to be signed with a catering company to act as master concessionaire for the 2006 World Cup in order to ensure the best possible food and beverage service and quality for stadium visitors. Food and beverage services for World Cup ticket-holders will be located in existing food stalls, additional temporary structures and mobile units.

2.10 Ticket sales

The third phase of ticket sales began on 12 December 2005 following the Final Draw and ended on 15 January 2006. As in the first phase, in this phase ticket orders were registered and tickets distributed by a lottery. In addition, 141,000 options were sold to buy tickets returned from reserved contingents (conditional tickets). The sale of such options ended on 30 November 2005. The Federal Government successfully mediated between the German Football Association (DFB) and the Federation of German Consumer Organizations (vzbv), and their legal dispute before the Frankfurt Regional Court was resolved on 20 December 2005. The two parties were able to reach a settlement at a meeting held at the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV). Essentially, the agreement with the consumer protection advocates allows buyers of ticket options to withdraw from their contracts via the ticket sale website www.FIFAworldcup.com until 15 April 2006. They will then be refunded the full ticket price within four weeks. If a team fails to qualify, the OC will refund fees collected for team-specific tickets as follows: refund for Category 3 tickets = €10; for Category 2, €15; and for Category 1, €20.

The OC plans to provide an online exchange starting 1 February 2006 for ticket-holders to sell their tickets back to the OC legally and at face value. It will also be possible to transfer tickets under certain conditions.

The German-based company CTS Eventim AG is responsible for handling ticket sales and exchanges for the 2006 World Cup in partnership with the OC; together the two form the FIFA World Cup Ticketing Center (FWCTC). Thanks to the OC and the Federal Government, it was possible to keep ticket prices moderate and thus affordable for every fan. The least expensive ticket for the group games costs €35; a comparable ticket cost €64 at the 2002 World Cup in Japan and Korea.

2.11 Emergency medical services

After the positive experience during the Confederations Cup 2005, the same strategy for emergency medical service provision will be also be used for the 2006 World Cup. Each stadium will have fully equipped infirmaries, and the medical and emergency services will employ sufficient numbers of physicians, with support from the German

Red Cross. Helicopters will be available to transport patients in case of special emergencies, and there are direct contacts between medical service providers at the stadiums and local hospitals. As during the Confederations Cup 2005, a physician from FIFA's sport medicine commission will be responsible for overseeing all aspects of medical care. This physician works closely with the medical coordinators for the twelve local OC offices.

3. Germany Is Looking Forward to Its Guests:

Current Status of the Federal Government's Hosting Strategy

With its 3rd Progress Report (July 2004), the Federal Government presented and adopted in Cabinet the hosting strategy that was developed by the 2006 World Cup Office in consultation with all the federal ministries, the Federal Chancellery and the Press and Information Office of the Federal Government. The OC, the private sector, associations and important social policy organizations have been working closely together to implement the strategy.

The **four building blocks** of the hosting strategy are

1. Government: Federal Government contributions/federal ministry projects
2. Private sector: Promoting Germany as a good place for business
3. Culture: The Federal Government's Artistic and Cultural Programme
4. Guests: service and hospitality campaign.

3.1 Government: Federal Government contributions/federal ministry projects

In addition to fulfilling the government guarantees mentioned in Chapter 2, the "compulsory programme", the federal ministries are also involved in various areas of activity, such as accreditation, assistance for journalists, environmental protection, protocol, special activities (e.g. commemorative coins and stamps), health, tourism, consumer protection, trademark protection, logistical support, sport policy/sport sciences, arts and cultural programme and school and youth campaigns, in order to present the host country in the best possible light.

Talents 2006 – The FIFA World Cup at School/ Club 2006 – The FIFA World Cup in Sport Clubs

The Federal Government actively supports the OC-organized school and club campaigns Talents 2006: The FIFA World Cup at school (“Talente 2006 – Die FIFA-WM in der Schule”) and Club 2006: The FIFA World Cup in sports clubs (“Klub 2006 – Die FIFA-WM im Verein”).

The deadline for submitting creative projects for the school campaign was 15 December 2005. A total of 10,824 application packets were requested; 9,930 requests were sent from German schools and another 894 from schools in 58 different countries. About 1,200 applications were sent from 35 countries with creative ideas based on the topic "A Time to Make Friends".

Four participating schools were present at the Final Draw on 9 December 2005 and presented their ideas on the stage at the Leipzig Trade Fair hall.

The sport club campaign is in the final stretch. More than 4,000 clubs are currently registered. Highlights in 2005 included friendly matches between the winning amateur clubs and Bundesliga clubs along with five regional finals in the Mini-World Cup and the “Ball Magician 2006” (“Ballzauberer 2006”) competition. The aim is to encourage additional clubs to apply. Up next are the national final of the Mini-World Cup and of the “Ball Magician 2006” competition in Duisburg-Wedau, the national final of the Mini-World Cup e-juniors with 16 clubs from the club campaign, a match between the German national team and the overall winner of the campaign, to be held in Mannheim on 16 May 2006, and the final awards ceremony before the 2006 World Cup kick-off.

Green Goal

The **Ministry of the Environment, Nature Conservation and Nuclear Safety** (BMU) is helping the OC implement the environmental project “Green Goal”. The OC is also working with the United Nations Environment Programme (UNEP), which is based in Nairobi. Its executive director, Dr. Klaus Töpfer, agreed in September 2005 to serve as Green Goal Ambassador.

The aim of Green Goal is to reduce energy and water consumption in the World Cup stadiums by 20% compared to Bundesliga matches. Solid waste in and around the stadiums is also to be reduced by 20%. The anticipated impact of essential mobility is to be minimized by encouraging the use of public transport; for example, match tickets will also entitle holders to use public transport, and Deutsche Bahn will offer special fares.

The 2006 World Cup in Germany will be the first climate-neutral World Cup: According to this innovative environmental strategy, unavoidable CO₂ emissions (calculated at approx. 100,000 tonnes) will be compensated for by investment in climate-protection projects. The first project chosen was Family Clean Energy Packages in Tamil Nadu, India, where the DFB is investing €500,000 to rebuild a village destroyed by the 2004 tsunami. The core of the project is to build biogas facilities that provide families with energy to use for cooking. In addition to Deutsche Bahn, which is a Green Goal sponsor, as Official Partners of the 2006 World Cup, Deutsche Telekom and EnBW actively support the projects to achieve a climate-neutral World Cup. For more information, please visit www.greengoal.de.

Making Kids Strong

On behalf of the **Federal Ministry of Health** (BMG), the Federal Centre for Health Education (BZgA) is taking part in the anti-addiction campaign “Making Kids Strong (“Kinder stark machen”), part of the sport club campaign Club 2006.

Approximately 22,000 football clubs are encouraged to take part in the national contest, which runs until May 2006. Participating clubs have a chance to win attractive prizes. The contest centres on carrying out a total of four components, such as an activity day with the motto “Making Kids Strong/Smoke-Free” (“Kinder stark machen/rauchfrei”). The contest ends in May 2006; so far, more than 4,000 football clubs around Germany have entered. More than 60% of the participating clubs chose to organize a “Making Kids Strong/Smoke-Free” activity day.

streetfootballworld

Under the aegis of the Youth Football Foundation, the “streetfootballworld” project is sponsored by the **Federal Ministry for Family Affairs, Senior Citizens, Women**

and Youth (BMFSFJ) and the **Federal Ministry for Economic Co-operation and Development** (BMZ) and is made up of various components. Jürgen Klinsmann initiated the foundation in Paderborn in late 2000 to lend new momentum to youth football. The foundation's supervisory bodies are made up of current and former members of the national men's and women's football teams; former German Chancellor Gerhard Schröder serves as the foundation's patron. The BMFSFJ has provided support for streetfootballworld since its inception in 2002.

Youth photo contest "Football Fever"

On behalf of the **BMFSFJ** and in cooperation with the German youth press organization Jugendpresse Deutschland, the Centre for Films for Children and Young People in Germany (KJF) is conducting the photo contest "Football Fever" ("Fußballfieber") as a special and independent competition within the 2006 Deutscher Jugendphotopreis youth photo competition. The competition will officially open in mid-March and the deadline for submissions is 15 July 2006; awards for the best photos will be given out by high-level officials of the BMFSFJ at the Photokina photography trade fair in Cologne on 1 October 2006.

Focus on Girls' Football

The **BMFSFJ** is supporting the project "Focus on Girls' Football" ("Mädchenfußball unter der Lupe"): Girls' and women's football has recently found a new level of public acceptance – not least due to the achievements of the German women's national football team. This acceptance is to be used to analyse structures for promoting girls' and women's football and to develop gender-specific approaches to encourage girls to participate in football. The project runs from October 2004 to September 2006 and is a supplement to the project "Girls and DFB Mass Sport Programmes" ("Mädchen im Breitensport des DFB").

German Fan Project Coordination Centre (KOS):

"Fan and visitor coaching for the 2006 World Cup"

A project co-sponsored by the OC and the **BMFSFJ** will help ensure that football fans from Germany and abroad receive advising and support intended to prevent violence

during the 2006 World Cup. The OC has initiated a working group under the oversight of its security division devoted to the complex issue of fan and visitor coaching for the 2006 World Cup. Made up of representatives from the DFB, OC, KOS, fan projects, the scientific community, the police, the Federal Agency for Civic Education and of clubs' fan representatives, the working group serves as an advisory and supervisory body. The OC has developed a strategy based on experience from previous World Cups and European Championships intended to directly address football fans. The key elements of this strategy include

- setting up stationary fan embassies in public viewing areas in the twelve World Cup host cities;
- supporting these with mobile fan embassies in the immediate vicinity of the stadiums,
- producing a “Fan Guide to the 2006 FIFA World Cup” in the four official FIFA languages, German, English, French and Spanish;
- and setting up a website to address all fan concerns.

Once all 32 participating national teams have qualified, country-specific information will be collected and prepared to ensure that the 2006 World Cup fan website and the fan guide contain all relevant information. All the information will be available in the four languages. The website (www.fifaworldcup/fanguide2006.com) went online in January 2006.

The OC, KOS and the host cities decided in late December 2005 on where to locate the stationary fan embassies. The local OC fan representatives will have an important role to play. In particular, the persons in charge of the fan embassies will provide them with operational support for their tasks. International cooperation with KOS and specialists from a number of participating countries, comparable to German fan projects, is an area which also requires federal support.

In cooperation with the World Cup Fan Office in Hamburg and the Friedrich Ebert Foundation, the first larger meeting of fan experts from numerous participating countries and responsible officials from government, the host cities and the football

organizations, as well as interested media representatives, was held on 12–16 December 2005. This “fact-finding mission” helped the guests familiarize themselves with the German preparations and also provided initial indications as to whether these preparations are tailored to guests' needs.

Strategy for dealing with issues of foreigners law

The Federal Ministry of the Interior drafted a strategy for dealing with foreigners law issues related to the Confederations Cup 2005 and the 2006 World Cup. This strategy was drafted in cooperation with the state interior ministries responsible for enforcing foreigners law, with the Federal Police responsible for border policing, and in consultation with the OC. As a supplement to the Federal Foreign Office visa strategy and the National Security Strategy, this strategy is designed to provide legal and organizational information and guidelines to accompany the 2006 World Cup. For the German states, the strategy has an advisory status. The Federal Police will be provided with additional information and procedures with regard to border policing.

INAS FID 2006 World Cup

The INAS FID World Cup for players with learning disabilities will be held in Germany from 26 August to 17 September 2006. The Federal Government is supporting the 4th INAS FID World Cup in 2006 with funds of €1.15 million. Players from 16 countries will compete for the title in more than 40 venues.

Multimedia development projects related to the 2006 World Cup:

Servingo and CineVision 2006

Germany is a world leader in research and development in the fields of information and communications technology. The country's strengths in this area are to be highlighted, in view of the decisions international investors will be taking. The **Federal Ministry of Economics and Technology** (BMW) is supporting Servingo and Cinevision 2006, both ambitious technology projects associated with the 2006 World Cup which aim to demonstrate forward-looking, multimedia technologies and the strengths of R&D in Germany.

Both projects were selected from the initiative Partners for Innovation (innovation task force “Networked Worlds”) as cornerstones of the beacon project Digital Stadium, which highlights a broad spectrum of electronic services and brings together individual activities and projects (under the aegis of Deutsche Telekom AG). The innovation task force has drafted a strategy to ensure that Digital Stadium gains appropriate media attention in connection with the 2006 World Cup and to reach its target audience of top managers, investors and opinion leaders, especially beyond Germany. But the project does not yet have the necessary financing; in particular, it needs more contributions from innovation task force partners and sponsors. The Servingo and CineVision2006 project consortia are therefore now planning a separate attention-getting presentation and marketing campaign linked to the first-round match on 14 June 2006. This will also focus on issues of support (e.g. sponsoring) and the projects’ possible integration into higher-level activities.

For example, Servingo (T-Systems, Fraunhofer Institute for Computer Graphics, among others) would like to offer visitors to the 2006 World Cup three core services: Via mobile terminals (PDA, mobile/cell phone) they will be able to access mobility assistance (e.g. pedestrian routing, points of interest), individualized information for sports fans (e.g. fan information, daily planner) and an entertainment component (e.g. 3-D animated replays). Servingo will be demonstrating advanced options, from wireless broadband to broadcast services via digital video broadcasting-handhelds (DVB-H) and state-of-the-art technology which can present content on diverse terminals.

The CineVision 2006 project (participating partners: ARRI CineTechnik, Kinoton, T-Systems International, Flying Eye, Fraunhofer Institute for Integrated Circuits, etc.) demonstrates visions of the digital cinema of the future, from digital recording to digital processing and digital projection, all in new and unique quality. CineVision aims to show how high-resolution images can make football a real experience in digital cinema (ARRI is the global market leader in professional film cameras).

Cloudless Fun at the 2006 World Cup

FIFA has reacted positively to a project called “Cloudless Fun at the 2006 World Cup” (“Wolkenloser Spaß bei der WM 2006”) initiated by the **Federal Ministry of Health** (BMG). In connection with the 2006 World Cup, the project aims to increase consideration for non-smokers. Against this background the Federal Centre for Health Education (BzgA) presented the OC with recommendations for implementing measures to promote non-smoking during the World Cup. The slogan was already used during the Confederations Cup 2005 to put in place various elements of the proposed package of measures: loudspeaker announcements before games and at half-time, advertisements in the stadiums and on stadium TV, and signs throughout the stadiums.

The Bundeswehr: Benefit match and Minister’s Cup

The **Bundeswehr** (Federal Armed Forces) has contributed various activities to the Federal Government’s hosting strategy for the 2006 World Cup. One such activity was a benefit match of senior army and naval officers against the German national team of top chefs and restaurateurs, played in Munich in August 2005. The return leg will be held in Osterholz-Scharmbeck on 14 August 2006.

Six teams from various branches of the Bundeswehr competed over a period of five months for the first Minister’s Cup, presented by the Federal Minister of Defence, with the final match played in Berlin on 29 September 2005. To raise money for charity, a Bundeswehr team made up of players selected from all participating teams is playing friendly matches against well-known teams from the first and second national leagues through spring 2006. The 2006 Minister’s Cup will be organized as a tournament with a first and final round held within 14 days in Berlin.

Diet and exercise: CHILD’S PLAY

The **Federal Ministry for Food, Agriculture and Consumer Protection** (BMELV) hopes to use the 2006 World Cup to draw the attention of a broad audience, primarily young people, to the subjects of diet, exercise and sustainable consumption. The worrying rise in obesity and adiposity through lack of exercise and poor diet is to be

highlighted. The project CHILD'S PLAY on tour (KINDERLEICHT on tour), which got under way in 2005, uses the football exercise game "Cross" ("Querpass") and dietary elements to create a link between football, exercise and diet. Furthermore, the BMELV hall at the 2006 International Green Week Berlin food industry and agricultural exhibition has taken the motto "Fair play on every field" ("Fairplay auf allen Feldern"), drawing connections between diet and consumer protection issues on the one hand and football on the other.

SmartWeb and RoboCup 2006

The **Federal Ministry for Education and Research (BMBF)** aims to use selected research projects and project results related to sport, research and technology to present Germany as a competitive scientific and research location. Described in the 4th Progress Report, the World Cup-related projects SmartWeb and RoboCup 2006 are continuing to progress according to plan. To be held in Germany for the first time, RoboCup 2006 in Bremen will provide an opportunity to impressively demonstrate what IT is capable of in Germany.

With support from the BMBF, the **German Academic Exchange Service (DAAD)** is planning the 2006 Academic Football Cup. Teams of university students from the 16 countries participating in the 2006 World Cup will play in their own football "World Cup" in Cologne on 27–30 April 2006. The focus will be on cultural exchange: providing an opportunity for young people from all over the world to meet and play football together. The 2006 Academic Football World Cup is an appropriate way to showcase Germany as a centre for education and research.

International co-operation in sport

As part of its co-operation in sport with Third World countries, the Federal Foreign Office (AA) is engaged in a number of measures that make a specific contribution to the 2006 World Cup. Together with the DFB, it plans to put on training camps for the national football associations of Angola, Ghana, Togo, Ivory Coast and Trinidad and Tobago just before the World Cup. Also planned for 2006 are additional donations of footballs and football gear around the world; the presentation of donations will also publicize the 2006 World Cup in Germany.

Promoting German cultural and education policy abroad

To strengthen the presentation of Germany as part its of cultural and education policy abroad, the Federal Foreign Office has provided the Goethe Institute with €450,000 to put together an international film package (selection of international films about football, supplement to the Berlinale Talent Campus, short films presenting the twelve World Cup host cities and regions in an artistic way) and a multimedia language guide. The Federal Foreign Office has also provided another €50,000 to the Berlin International Film Festival to organize the international short film competition “Football and Culture”.

Given Brazil’s prominent role in international football, in 2006 the Federal Foreign Office will provide the Goethe Institute in Brazil with €40,000 for cultural projects related to the World Cup. In cooperation with the House of World Cultures in Berlin, the Brazilian Ministry of Culture will present a cultural festival in Germany to coincide with the 2006 World Cup.

With funding of €11,000 from the Federal Foreign Ministry, Argentina’s Ministry of Education and the Goethe Institute in Argentina are putting together a textbook on the 2006 World Cup; available in printed form and on the Internet before and during the World Cup, the project hopes to get schoolchildren in Argentina interested in Germany.

Goethe Institute: Goal for Germany

Goethe Institutes around the world have incorporated the topic of football into their own campaign “Goal for Germany” (“Tor für Deutschland”), which includes exhibitions, conferences, film screenings, football-related German courses, competitions, publications and much more. The photographic exhibition “Planet Football”, organized in cooperation with Magnum Photos, has been touring 128 Goethe Institutes since 2004. The exhibition aims to serve as a visual invitation to Germany in 2006. As an official contribution to the Federal Government’s Artistic and Cultural Programme for the 2006 World Cup, the exhibition will also be on display in Germany.

The Federal Agency for Civic Education

For the 2006 World Cup, the **Federal Agency for Civic Education** (bpb) has various projects to draw attention to the importance of tolerance, fairness and responsibility. It is focusing on three main points: promoting a discussion of values; a geographical approach to intercultural communication and interaction related to the countries participating in the World Cup; and a (critical) analysis of the role of sport in society. Planned efforts include exhibitions, school competitions, training, moderated discussions, information on civic education, Internet offerings, educational games, football projects and opportunities to meet prominent German footballers of Polish origin.

The Federal Employment Agency and the DFB agree on jobs initiative for 2006 World Cup

As agreed in the joint jobs initiative signed on 11 July 2005 by the Federal Employment Agency and the German Football Association (DFB), at kick-off events held with the DFB in the twelve World Cup stadiums on 24 October 2005, the agency finished preparations for providing job placement services for the 2006 World Cup. In all twelve host cities, the Federal Employment Agency offers comprehensive services tailored to a variety of needs, free of charge. Since 20 October 2005, companies seeking employees before or during the World Cup can call a special national hotline (01801 22 2006), write or send e-mail to one of the employment agency's special World Cup teams. Referring to their applicant pools, agency teams are supposed to be able to recommend applicants for skilled occupations within 48 hours and for less-skilled occupations immediately.

According to Federal Employment Agency calculations, the 2006 World Cup will create roughly 50,000 jobs, most of them temporary. The agency figures that most of these jobs will be in the hospitality and catering industry, in security, construction, retail and transport.

Federal Agency for Technical Relief

The Federal Agency for Technical Relief (Technisches Hilfswerk, THW) has made the 2006 World Cup a major focus for 2006 and is ready to assist the states and host cities in its core areas of competence. In order to ensure optimal implementation, however, the needs of the states and host cities must be specified soon. Specialist units provide additional deployment options in key areas such as complicated search and rescue under NBC conditions. Beyond state and local needs, additional volunteers are on call to respond quickly and efficiently to emergencies and accidents. Focused training and procurement help enhance deployment readiness. During the 2006 World Cup, all THW units will have supervisory and coordinating staff to ensure the smooth flow of information. The THW executive is responsible for seconding expert advisers to the National Information and Cooperation Centre (NICC) in the Federal Ministry of the Interior. Support required by the Federal Police is not likely to be confirmed before the end of the first quarter of 2006.

Commemorative coins and stamps

On 13 November 2002 the Federal Cabinet approved the issue of a series of four €10 silver commemorative coins between 2003 and 2006. The design of the coins was presented to the public on 15 November 2002 by the Federal Minister of Finance and the Organizing Committee President Franz Beckenbauer. Nearly double the amount of silver coins will be issued than would normally be the case, and the OC is involved in selling these coins.



The first coin of the series was issued on 5 June 2003, the second on 5 February 2004 and the third on 10 February 2005. The issue of the fourth €10 silver coin has been scheduled for 9 February 2006. By issuing the coin earlier than originally planned (June) it will be possible to issue both the coin and a series of stamps dedicated to sport on the same day.

Proceeds from the sale of the silver coins will be added to general budget revenue. The Federal Ministry of Finance has promised the OC up to €30 million out of budget funds (earmarked specifically for financing the cultural programme).

On 1 September 2004 the Federal Cabinet approved the issue of a **€100 gold coin** commemorating the 2006 World Cup in Germany. This is the first German gold coin on the subject of football. The gold coin was issued on 4 October 2005. A total of 350,000 coins will be issued. Given the limited capacity of the collectors' market to absorb new coins, the Federal Government's "normal" programme for the issue of gold coins with cities of the UNESCO World Heritage List was postponed by one year until 2006.

The special-issue stamps in the series "For Sports 2005" were presented to the public in Berlin on 11 February 2005. These commemorative sports stamps were dedicated to outstanding international sports events. Three of the five designs depict major sports events in Germany – the Nordic Ski World Cup in Oberstdorf, the International German Gymnastics Festival in Berlin and the Fencing World Cup in Leipzig. The other two designs were dedicated to the 2006 World Cup depicting the mascot Goleo VI and André Heller's FOOTBALL GLOBE.

The **special-issue stamps in the series "For Sports 2006"** issued on 9 February 2006 will focus on the 2006 World Cup. Four of the five stamps will refer to this event, while one stamp will depict the World Equestrian Games in Aachen. The stamps show for example the World Cup stadiums in Berlin and Munich. The series is named in line with the motto of the Football World Cup: "A time to make friends". The surcharge of the special-issue stamp series will go to the Stiftung Deutsche Sporthilfe (German Foundation for the Promotion of Sports) to support the social concerns and tasks of the foundation in all areas of sports.

3.2 Private sector: Promoting Germany as a good place for business

Economic effects of the 2006 World Cup

The Football World Cup is not only a major sports event, but is also of considerable economic importance. Substantial private and public investment in the sports infrastructure, transport, communications and accommodation and the expenses of more than one million expected visitors from abroad provide an impetus not only for the growth of regional economies, but for the German economy as a whole. Furthermore, the outstanding media attention provides a unique opportunity to raise Germany's profile both at home and abroad, which will benefit Germany's image as a good place for business and trade in goods and services not only in 2006, but also for many years to come.

Particularly the twelve World Cup host cities and the surrounding regions will experience substantial stimulus. The Federal Ministry of Economics expects an increase in growth of more than € 2 billion for the German economy in 2006 (which is an increase of nearly 0.2 % of GDP). This will account for an additional 50,000 jobs in the year of the World Cup. This trend will continue also in 2007 and 2008 with a total of approx. € 1 billion of additional value added.

The sectors which will benefit most are hotels and restaurants, retailers, the food and drinks industry, transport, consumer electronics, sports and fan articles manufacturers and service providers in the areas of culture, entertainment and leisure-time activities.

The tourism industry expects approx. 5.5 million additional overnight stays in hotels in the World Cup year. The participation of the USA, Japan and Saudi Arabia means that visitors with considerable purchasing power will come to Germany. Furthermore, important neighbouring countries such as the Netherlands, France, Poland, the Czech Republic and Switzerland have qualified for the tournament. This will result in a welcome increase in the number of tourists staying for only one or a few days, something which was not possible to such an extent for tournaments in the past. Furthermore, countries such as Italy, England, Portugal and Spain will participate. They not only have large populations and are crazy about football, but also have

flights operated by low cost carriers linking them with nearly all destinations in Germany. This offers additional potential for considerable revenue in the tourist industry, starting with local airlines, even irrespective of the availability of World Cup tickets, because for the first time it will be possible to watch the World Cup not only in the stadiums and on private TV screens, but also on numerous giant screens as an event in itself.

At the same time the tendency that people who are not interested in the World Cup will avoid going to Germany, a trend that was observed in Portugal during EURO 2004, will hardly manifest itself, since Germany is an extremely popular destination for city trips and touring. Berlin is the only German host city which, as an outstanding international destination, may feel the effects of foreign tourists avoiding a trip to the city during the World Cup. On the other hand, Berlin, as the capital of Germany, can expect an even stronger pull factor triggered by the 2006 World Cup and expects an additional 300,000 guests staying overnight in Berlin hotels during the World Cup year. Neither will there be many Germans avoiding holiday destinations in their home country because of the tournament, since the 2006 World Cup will be held prior to the main holiday season in Germany (with the exception of North Rhine-Westphalia, where school holidays will start early). In a current poll conducted by the tourism research association "Urlaub und Reisen" only two per cent of Germans polled said that they do not intend to go on holidays because of the 2006 World Cup.

However, an even bigger economic potential than in the World Cup year is generated by using worldwide public attention to substantially improve Germany's image abroad. The enthusiasm resulting from the various and attractive side programmes will probably have a positive effect also on people's consumer behaviour in Germany. The hosting strategy of the Federal Government will play a major role in this respect. For this reason promoting Germany as a good place for business includes the marketing and image campaign "Germany – Land of Ideas", the activities of the marketing agency of the Federal Government "Invest in Germany" and the campaign launched by the Deutsche Zentrale für Tourismus (German National Tourist Board) to advertise Germany as a tourist destination.

Marketing and image campaign: Germany - Land of Ideas

“Germany – Land of Ideas” is the joint non-partisan marketing and image campaign of the Federal Government and the German private sector. The aim of the campaign “Germany – Land of Ideas” is to present Germany both at home and abroad as a good place for business on the occasion of the 2006 World Cup.

Particularly in Germany, the campaign intends to raise people’s awareness of the country’s and their own prospects for the future. For countries abroad, the campaign aims at illustrating Germany’s competitiveness, long-term capacity for innovation and performance. The campaign intends to spread the image of the “Land of Ideas” around the world via the media and by involving the public at large. More than twenty businesses are already providing financial support as licencees and contributing their own projects to this campaign. Co-operation partners from academia, the public sector, culture and society – such as the Foreign Office, the Goethe Institute and Federal Länder, such as Brandenburg and Baden-Württemberg - are involved with their networks, both nationally and internationally. Federal President Horst Köhler has become the patron of “Germany - Land of Ideas”.

An overview of the campaign’s main projects:**“Walk of Ideas”**

In early 2006 a “Walk of Ideas” was initiated in Berlin illustrating Germany's wealth of ideas and importance as a country of inventors. As part of this initiative, giant sculptures put up at attractive tourist spots represent German ideas in science and business in an artistic manner. Inventions such as studded football boots, developments in automobile technology or the discovery of the relativity theory are publicly displayed and presented to a large audience.

“365 Places in the Land of Ideas”

The project “365 Places in the Land of Ideas” shows Germany’s innovative and creative potential in an impressive manner. From 1 June to 30 September 2005 private and public institutions, cultural and religious organizations, memorials, museums, social projects, businesses, research centres and university institutes had the opportunity to submit their application as a place in the Land of Ideas. Places in the Land of Ideas are not places in a geographical or political sense. A place is

where ideas are created, developed and promoted or where memories of a major invention or ideas are preserved. As part of a competition, one place was selected for each day in 2006 and thus a total of “365 Places in the Land of Ideas” were chosen. A jury of high-ranking personalities chaired by the Director-General of the Dresden State Art Collections, Prof. Martin Roth, selected the 365 winners from more than 1,200 applications. On 5 December 2005 the winning places were presented to the public in the presence of Federal Minister of the Interior Dr. Schäuble. In 2006 each place will present its ideas on one of the days of the World Cup year, and a travel guide will portray the 365 places in the Land of Ideas.

“Media service”

Prior to the 2006 World Cup the 15,000 expected media representatives from Germany and abroad will be given faster and easier access to information on Germany. At the beginning of 2006 a comprehensive online database will provide registered journalists with news items and TV coverage of issues concerning Germany, the Land of Ideas, innovations, information on interview contacts, portraits and background information on the World Cup host cities. Special information packages including information on Germany and selected issues will be provided to approx. 40 countries in their respective national languages. The German news agency dpa (Deutsche Presse Agentur) will act as a co-operation partner, drafting more than 1,000 news items and providing more than 260 pictures. The database will provide foreign users of the media service in particular with information on Germany's bilateral relations with their home countries in sports, business, culture, politics and society. A first version of the media service project was already offered to the more than 3,000 journalists attending the Final Draw of the 2006 World Cup. In co-operation with the Press and Information Office of the Federal Government, the campaign offered trips for journalists to the host cities directly after the Final Draw in Leipzig in December 2005. Furthermore, the German press centre “Deutscher Medienclub 2006” will be open in Berlin from 22 May to 9 July 2006 and make it easier for journalists to do their job in Germany. The media service is offered in co-operation with the Foreign Office, the Press and Information Office, dpa, Deutsche Welle, Societätsverlag and other partners.

“Fan Club Germany - Land of Ideas”: nearly 30,000 members already

On 2 and 3 October 2005 the “Fan Club Germany – Land of Ideas” was launched during Germany’s national holiday celebrations in Potsdam. The aim is to motivate as many people in Germany as possible to join the campaign “Germany – Land of Ideas” and actively participate in it. Fans can register at www.land-der-ideen.de and justify their commitment. So far, the fan club has nearly 30,000 members. From November to December the campaign was presented in the twelve World Cup host cities as part of the “Land of Ideas Germany 2005 Tour”. An information package including details of the campaign, its activities and competitions was compiled and presented by a permanent team, which visited the twelve World Cup host cities for two days each. After participating in Europe’s biggest youth fair “YOU” in Berlin from 28 to 30 October 2005, the tour started in Hamburg on 1 November 2005 and ended in Berlin on 31 December 2005 with the big New Year’s Eve Party at the Brandenburg Gate.

Initiative “Welcome to Germany – Land of Ideas”

“Welcome to Germany – Land of Ideas” was the motto of the celebrations of the 226 German embassies and consulates general abroad commemorating the 15th anniversary of German reunification on 3 October 2005. In co-operation with the Foreign Office, the German embassies and consulates general abroad and other partners, the campaign will organize a number of activities in the next few months drawing attention to the Land of Ideas among visitors from all over the world even before the start of the 2006 World Cup. Guests from all over the world will be welcomed throughout Germany – at airports, railway stations and in the cities.

Many other projects, such as joint projects with “Invest in Germany GmbH” entitled “Invest in Germany – Land of Ideas”, as well as the presentation of the campaign at events both in Germany and abroad have already started. More information on current activities can be obtained at www.land-der-ideen.de or www.land-of-ideas.org.

Invest in Germany GmbH, the Federal Government's marketing agency

Invest in Germany, the Federal Government's marketing agency funded by the Federal Ministry of Economics, uses the international matches of the German national team before the World Cup for marketing Germany as a good place for business. This campaign is mainly targeted at potential investors and important direct investors from the countries involved. The strategy of the investors' seminars organized by Invest in Germany in the context of football matches is to combine enthusiasm for sport with facts about Germany as a business location to present Germany to a selected audience as an important place for the production of high-tech products.

Following events organized on the occasion of the DFB Cup final and the 2005 Confederations Cup, Invest in Germany, together with the German-Turkish Trade Chamber and the Turkish business association Tüsiad, used the match between Turkey and Germany in October 2005 for an investors' seminar in Istanbul, to which the German ambassador to Turkey invited business people. Renowned speakers, such as Vural Öger, Ömer Sabancı and Christoph Daum, advertised Germany as a good place for business. A few days later, ten Chinese businessmen from the People's Republic of China visited Hamburg at the invitation of Invest in Germany. The programme of their one-and-a-half-day visit was organized together with the Hamburg Business Development Corporation and the Hamburg Trade Chamber on the occasion of Germany playing against China. The chairmen of the management boards were given the opportunity to find out more about Germany's capabilities, particularly concerning mobility and logistics.

On the occasion of the last international match of the German national team in 2005, Invest in Germany, together with the German-French Chamber of Industry and Commerce, invited 30 French business people to a seminar in Paris. There they received information on Germany as a place of investment and an assessment of the current political situation in the country. In the stadium, Klaus Allofs (a former member of Germany's national team and manager of Werder Bremen), who is also popular in France, analysed the strategies of the two football teams exclusively for the guests.

For the 2006 World Cup year, Invest in Germany plans additional marketing events for selected preparatory matches of the German national team and on the occasion of the World Cup.

Tourism marketing with the German National Tourist Board (DZT)

Not only business, but also tourism plays a key role in marketing Germany. As early as spring 2003, the OC and the German National Tourist Board (Deutsche Zentrale für Tourismus, DZT), which is financed by the Federal Ministry of Economics, approved a comprehensive marketing action plan for 2005/2006. Based on this plan, the DZT is working hard to promote football-related travel to Germany and is using all the marketing tools of its 29 branch offices abroad. The DZT is using trade fairs and workshops, study trips to World Cup cities and special advertising material to draw the international public's attention to Germany as a holiday destination. It made use of the opportunity offered by the EXPO 2005 World Exhibition in Aichi, Japan and the programme of action "Germany in Japan 2005/2006" to advertise Germany's tourist potential. Accommodation Services and Travel & Event Services, official FIFA partners responsible for finding accommodation for guests and organizing travel, also work with the DZT in advertising Germany as a tourist destination.

The DZT has gone online with its websites containing information on the 2006 World Cup at: www.deutschland-tourismus.de and www.germany-tourism.de. On these websites football fans can find tourist information on the twelve World Cup host cities, general travel information on Germany and on the cultural side programme prior to the 2006 World Cup. In October 2004 the DZT published a brochure entitled "Für alle eine runde Sache – Städte und Regionen der FIFA Fußball-Weltmeisterschaft 2006" ("An All-Round Experience - Cities and Regions of the 2006 FIFA World Cup™") which has already been translated into eleven languages and is being used as basic advertising material in the most important source markets for German tourism. The E-book with the same title, which has been translated into 13 languages, summarizes the content of this basic brochure and complements the central and market specific online sites of the DZT on the 2006 World Cup described above.

After the end of the qualifying rounds for the 2006 World Cup the DZT has intensified its marketing activities for Germany as a tourist destination and specifically focused

its activities on the participating countries of the final round of the 2006 World Cup. An updated version of the above-mentioned DZT brochure on the World Cup drawn up in co-operation with the twelve World Cup host cities in English and Italian was published at the beginning of December. The English brochure will be distributed mainly in the United Kingdom and North America, while the Italian version will be used for a joint mailing activity with the Italian football federation “Federazione Calcio” and for marketing travel to Germany during the 2006 Olympic Winter Games in Turin.

The World Cup ball is rolling to market Germany

Not “New York, Rio, Tokyo”, but this time London, Utrecht, Vienna: With its events concerning the 2006 World Cup the DZT has been active at international level. At the annual press lunch of the DZT in London on 13 December 2005 the focus was on the 2006 World Cup. Approximately sixty participants followed the invitation of the DZT office in London, the German ambassador and Bavarian tourism marketing organization to the historic reception rooms of the ambassador’s residence. The guests included British travel journalists and sports editors of all the important regional and national daily newspapers.

The biggest and most traditional Dutch fair for tourism and leisure time, Vakantiebeurs in Utrecht, was another occasion for the DZT to organize a football event on the trade visitors’ day on 10 January 2006. The guests of a talk show event at the German stand included representatives of the Dutch press for tourism, general affairs and sports, the travel industry, organizations such as diplomatic missions, the foreign trade chamber, Goethe Institutes and other cultural institutions, the winner of the 1990 Football World Cup and the World Cup ambassador of Dortmund, Stefan Reuter.

At the international fair for holidays, travel and leisure in Vienna from 12 to 15 January 2006 Germany was the organizer’s partner country for the first time. On the stage of the 400 square metre German stand, the DZT hosted a one-hour talk show each day on the 2006 World Cup. The DZT will again intensify its sales activities concerning the 2006 World Cup at leading international fairs in spring 2006 and promote “A Time to Make Friends”.

3.3 Culture: The Federal Government's Artistic and Cultural Programme

The Federal Government is providing around €30 million to fund the artistic and cultural programme, which is being implemented by the National DFB Cultural Foundation. The artistic and cultural programme is intended to present Germany's cultural diversity to its guests and increase anticipation for the 2006 World Cup both in Germany and abroad. Under its artistic director André Heller, literature, music, film and fine arts projects have been launched to create an artistic link between football and culture.

The **FOOTBALL GLOBE**, the "Consulate-General of Anticipation", has been touring the 12 FIFA World Cup host cities since it was unveiled at a ceremony in Berlin in September 2003. The Football Globe is currently in Stuttgart, having attracted more than 600,000 visitors in Berlin, Frankfurt, Cologne, Leipzig, Hamburg, Gelsenkirchen, Dortmund, Kaiserslautern, Nuremberg and Hanover. From Stuttgart the Football Globe will go to Munich, before returning to Berlin for the final round of the 2006 World Cup.

The Supervisory Board of the DFB Cultural Foundation selected appropriate projects from more than 350 project applications for the last time in a meeting in February 2005. Now **48 projects** can label themselves "Official Contribution to the Artistic and Cultural Programme for the 2006 FIFA World Cup". These 48 projects were presented to the public at a press conference on 1 September 2005.

Football Globe Germany – 2006 FIFA World Cup

After the huge success of the national "Football Globe - 2006 FIFA World Cup", a modified and smaller version of the Globe is now travelling the world: "**Football Globe Germany – 2006 FIFA World Cup**". As a symbol, a place of communication and a playground, the football globe promotes enthusiasm for football and raises anticipation of the coming event. The "Football Globe Germany – 2006 FIFA World Cup" is both an urban meeting place and an illuminated media object. It invites visitors to interaction and communication. Every visitor can send multimedia messages from the Globe. These messages will be published later in a book and on a website. The pedestal of the Globe includes additional possibilities for games and information addressing all ages and interest groups. The first visit to of the Globe to

Tokyo was very successful. Even the city's underground and suburban trains carried the logo of the globe for advertising purposes. World Cup Ambassador Guido Buchwald, OC President Franz Beckenbauer, Princess Takamado of Japan, Mr. Kawabuchi (President of the Japanese football federation), the Chairman of the Supervisory Board of the DFB Cultural Foundation, Dr. Wewer, the German Ambassador to Japan, Mr. Schmiegelow, and young Japanese football players attended the opening of the Globe. The "Football Globe Germany - 2006 FIFA World Cup" will visit Paris as from 19 January 2006, and with the support of the relevant missions abroad will go to three more cities before the World Cup kick-off.

3.4 Guests: Service and hospitality campaign

The "national service and hospitality campaign" is funded by the Federal Ministry of Economics and Technology and the Federal Ministry of the Interior and implemented within the responsibility of the German National Tourist Board (DZT). The project is intended to improve services at all levels before, during and after the 2006 World Cup, thus considerably strengthening Germany's positive image as a tourist destination among the population and increasing the number of visitors to Germany in the future.

The campaign is mainly directed at Germans in their role as hosts of the World Cup, the German media and tourist operators and multipliers. During the 2006 World Cup the national service and hospitality campaign will address all visitors to the 2006 World Cup from Germany and abroad and all other guests travelling to Germany.

The campaign will closely co-ordinate multipliers, communication and public relations to successfully implement the projects and make full use of their potential. Partners from the tourist industry in the World Cup cities, but also throughout Germany will act as multipliers and be involved in the planning and implementation of activities. This includes hotels and restaurants as well as transport companies and other service providers in tourism. Furthermore, measures of the campaign will be integrated into existing initiatives, for example by the Federal Association of the German Tourism Industry (Bundesverband der Deutschen Tourismuswirtschaft e. V., BTW), the German Association of Hotels and Restaurants (Deutscher Hotel- und Gaststättenverband e. V., DeHoGa), the tourist marketing organizations of the

Federal Länder, the twelve World Cup host cities, the German railways (Deutsche Bahn AG), the German Airports' Association (Arbeitsgemeinschaft Deutscher Verkehrsflughäfen e. V.) and the German Automobile Club (ADAC e. V.).

The emblem of the national service and hospitality campaign is a key visual. Its design reflects the idea of the campaign: "Germany rolls out the red carpet", which is a symbolic rendition of the 2006 World Cup's motto: "A time to make friends". To underline the close link between the 2006 World Cup and Germany as a tourist destination, the key visual is used in combination with the official FIFA logo or the World Cup motto. The key visual was presented by the Federal Minister of Economics Glos and OC President Beckenbauer together with Queen Silvia of Sweden at a kick-off event during the BTW meeting in Berlin on 6 December 2005.

Two studies conducted by way of sampling in October and November 2005 and one in 2006 look into the effects of the 2006 World Cup on Germany's image and familiarity as a tourist destination. These studies mainly focus on the participating countries of the World Cup and football-loving countries which are extremely important for tourism in Germany: The Netherlands, France, Italy, Poland, Sweden, Japan and Brazil.

In the week of the Final Draw of the 2006 World Cup, measures of the national service and hospitality campaign were implemented in Leipzig for the first time. Specific activities offered by hotels, the Leipzig Trade Fair, the railway station management and taxi companies put into effect the official World Cup motto for the guests from Germany and abroad from 4 to 10 December 2005. Thanks to extended shop opening hours on 9 December, visitors to the World Cup city had an opportunity to go shopping even after the Final Draw in the evening. From 7 to 10 December 2005 the Leipziger Volkszeitung offered its readers a special service by publishing articles in the four official FIFA languages (German, English, French and Spanish). Specifically trained staff at the "Welcome Desks" at the central railway station and in hotels welcomed all guests and provided them with information on the 2006 World Cup, travel to Germany and the World Cup city of Leipzig. They were easy to recognise with a badge displaying the official key visual of the campaign. The Central Stadium in Leipzig became a strong symbol of Leipzig's hospitality on 8 December 2005. At 10.00 a.m. during a press brunch meeting the city of Leipzig brought out the

last metres of the longest red carpet in the world, which, with 2,200 m, will guarantee entry in the Guinness Book of World Records.

A joint road show with the Organizing Committee to all twelve host cities of the World Cup in January will be the regional kick-off event of the campaign in the World Cup year. In co-operation with all competent partners of the tourist industry in the World Cup cities the campaign will pool local measures to improve German hospitality and present them in an overview of Germany's tourist potential.

The target group of planned TV spots, which will be broadcast in different media as from February 2006, is the German public. The campaign will work together with media partners and businesses to raise the public's awareness of its role as host nation.

As part of the campaign, high-ranking personalities will start to turn the World Cup's motto into practice as from February 2006. In their role as hosts they will represent an open and cosmopolitan Germany.

Simultaneously with the biggest tourism fair in the world, the ITB in Berlin in March 2006, posters will be displayed throughout the country put up in co-operation with the advertising association "Fachverband für Außenwerbung".

An essential element of the campaign's communication strategy is the information module, which can help businesses, trade associations and organizations integrate specific information on travel to Germany and the 2006 World Cup into their existing training measures. Businesses and individuals will sign a letter of agreement, in which they will undertake a voluntary commitment to providing additional motivation and expertise with regard to the 2006 World Cup and travel to Germany, thus additionally improving services and know-how in their sectors. All the participants of this training measure are easily recognizable: They will wear badges with the key visual of the campaign and thus become part of the event. The aim is to train more than 100,000 people together with partners of the tourist industry by the start of the 2006 World Cup on 9 June.

In spring 2006 the public relations strategy plans local talk shows in the twelve host cities of the FIFA World Cup. A press conference with the participation of the official

World Cup Ambassadors will present the new offerings and activities of the host cities within the framework of the national service and hospitality campaign.

“We are the service champions” is an award for representatives of different services who have won competitions organized by the service and hospitality campaign. Service champions are selected from restaurants, hotels, the transport business and other tourist services as a public relations measure. The winners will receive their awards from prominent supporters.

At the end of May 2006, just in time for the World Cup, all participating and qualified service providers will receive the key visual as partners of the national service and hospitality campaign and thus have the opportunity to demonstrate their role in the 2006 World Cup to the outside world. Thanks to the uniform appearance in all World Cup host cities and of all partners in the tourist industry, Germany's hospitality will be presented as a visual image.

In the context of the service and hospitality campaign, 6,000 staff members of the service sector will be trained to act as “World Cup Service Ambassadors”. These training measures are funded by the XENOS programme and given by Deutsche Bahn AG (DB Training). The responsibility for the federal programme “XENOS – Living and Working in Diversity” (XENOS – Leben und Arbeiten in Vielfalt) lies with the Federal Ministry of Labour and Social Affairs.

4. Further Issues in Preparing for the 2006 World Cup

4.1 Communications / PR / events organized by the Federal Government

Part of the **Press and Information Office's** brief is to provide information on services and activities of the Federal Government accompanying the 2006 World Cup.

Developed by the Press and Information Office, the Federal Government's main website at www.fifawm2006.deutschland.de or www.wm2006.deutschland.de currently provides information in German, English, French and Spanish on what the government is doing in relation to the 2006 World Cup. Three additional language versions will be added as from January 2006: Portuguese, Japanese and Arabic.

In addition to comprehensive information on the activities of the Federal Government concerning the 2006 World Cup, daily news, information on events and exclusive interviews, the website also offers interactive elements and games. Furthermore, a **newsletter** is available at www.wm2006.deutschland.de/DE/Navigation/Service/Newsletter.html. This tool has already reached more than 1,000 subscribers and multipliers.

The Press and Information Office is using a **flyer** to present the government's website in several languages, thus promoting communication in Germany and abroad. A topical **information package** will be published in early 2006 providing pictures and material to raise people's anticipation for the 2006 World Cup and will be distributed to interested citizens.

In co-operation with the 2006 World Cup Office the 2006 World Cup communication strategy has been updated. It extends the framework of information events planned with journalists from Germany and abroad. A catalogue describing different stages and measures is intended to ensure that activities and measures concerning the 2006 World Cup taken by the Federal Government and its partners will receive appropriate attention and enhance the positive atmosphere.

In co-operation with the Foreign Office and other partners, **journalists from abroad** will be given an opportunity to publish their own impressions of the host country even before the 2006 World Cup, familiarize themselves with their working environment and get a first-hand experience of football enthusiasm in Germany.

The German press centre "**Medienclub Deutschland**" planned for the period of the 2006 World Cup will be put into practice by FC Deutschland GmbH ("Germany – Land of Ideas"), the city of Berlin and other partners and serves as a central point of contact for journalists in Berlin intending to report also on other issues apart from football, such as Germany, politics, the economy, culture, etc. before and during the 2006 World Cup.

Edition 1/2006 of the **magazine "Deutschland"** published by the Foreign Office in co-operation with the Societätsverlag publishing house for countries abroad is exclusively dedicated to the 2006 World Cup. Approximately 300,000 high-ranking

multipliers throughout the world subscribe to this magazine. In addition, 150,000 copies of this magazine are produced in ten language versions for the public relations work of German missions abroad. The articles are also published online at www.magazine-deutschland.de in German, English, French, Spanish, Portuguese, Arabic and Chinese.

International journalists of smaller media who are unable to travel to Germany will find a free service of the magazine including articles and pictures of the 2006 World Cup and Germany in print quality for reprinting or online publication in the **Media Corner** at www.magazine-deutschland.de.

The 2005 edition of the **handbook** "Facts about Germany" with a total of 200,000 copies in 13 languages including an 8-page supplement on the World Cup will be available to German missions abroad in early 2006 for events prior to the World Cup and as basic information for foreign media and multipliers who are interested in Germany. This supplement has been available as part of the new online publication of the handbook at www.facts-about-germany.de since the beginning of 2006.

The 2006 **table calendar** distributed to multipliers by German missions abroad at the end of 2005 focuses on the 2006 World Cup; it promotes Germany as a Land of Ideas and a modern, cosmopolitan, innovative and creative country (150,000 copies in 12 languages).

The Foreign Office promotes the dubbing of **films** on the twelve host cities and stadiums of the 2006 World Cup. Deutsche Welle TV has broadcast these films since October 2005 on a weekly basis. Furthermore, these films are offered worldwide to (smaller) TV stations by Deutsche Welle's transcription service (in English, Spanish, German, Arabic, French and Russian). In addition, twelve short films of six to seven minutes on the World Cup host cities and stadiums will be produced, for which Deutsche Welle Transkription will hold exclusive rights. These films will be used in online products of the Foreign Office.

The Foreign Office believes that inviting **multipliers** from abroad to take part in thematic tours around Germany is one of the most effective tools of public diplomacy. As part of the visitors' programme, journalists/publishers and other multipliers from

politics, society and culture will be able to see Germany for themselves and thus obtain a picture of Germany which is as objective and positive as possible. For this reason, the Foreign Office will invite up to 20 foreign journalists from different countries all over the world to five thematic tours in spring 2006 before the start of the World Cup. These tours will include the World Cup host cities and appointments with many stakeholders of the football world and the institutions planning and preparing the event. Furthermore, the Foreign Office will offer four film-shooting tours for foreign TV teams from English-, French-, Spanish- and Portuguese-speaking countries in March/April 2006. An information event with foreign journalists accredited in Germany has already been scheduled for January 2006.

In co-operation with the Organizing Committee, which will provide its brochures and newsletter, and through supply contracts with the licensees of World Cup merchandising products, the Foreign Office will provide **embassies and consulates-general** throughout the world with publicity materials.

The Foreign Office and its missions abroad also supported the journeys of OC President Franz Beckenbauer, who visited the 31 countries of the World Cup final round ("**Welcome Tour**") and the simultaneous presentations of the initiative "Germany – Land of Ideas" in the relevant capitals.

The Foreign Office has launched a **website** (www.socceringermany.info) addressed to young people with information in nine languages (German, English, French, Spanish, Portuguese, Chinese, Japanese, Arabic and Russian). Since late summer 2005 the individual language versions of www.socceringermany.info have been managed and revised by individual missions in the relevant language areas.

The Foreign Office is a **co-operation partner** of **FC Deutschland GmbH** and its initiative "Germany - Land of Ideas" and works together with the **DFB Cultural Foundation** in project presentations in foreign media. On 3 October 2005, the 15th anniversary of German reunification, the missions abroad focused on the 2006 World Cup and advertised the event; to this end, the initiative "Germany - Land of Ideas" provided the missions with comprehensive information and decoration material. The homepages of foreign missions contain information on the initiative's media service.

The Foreign Office and FC Deutschland GmbH have produced a promotional **film** (“Welcome to Germany – Land of Ideas”) which can be used worldwide. The film was shown for the first time at the New Year’s Eve Party at Berlin’s Brandenburg Gate. It will be available in ten language versions by March 2006. The film can be used over several years, because the content is not linked to a specific year.

With the support of the **Federal Ministry of Education and Research** (BMBF) and in co-ordination with the (former) **Federal Ministry of Economics and Labour** (BMWA) the **German Academic Exchange Service** (DAAD) presented the 2006 World Cup in Germany at a special stand at international educational fairs in Korea, Egypt and Thailand. In some cases, the DAAD also co-operated with the Federal Government’s marketing agency Invest in Germany. Additional events have been planned before the World Cup for fairs in Greece, Mexico, Colombia, the United Arab Emirates and Oman.

A major **seminar** for DAAD alumni on “Football: History, Business and Passion” will be held in Rio de Janeiro in early March 2006. At this event a German-Brazilian dictionary and football anthology in the two countries will be presented.

The **Foreign Office**, together with the **2006 World Cup Office**, organized an **information event** on 30 November 2005 to provide comprehensive information on the World Cup and the state preparations. In the Foreign Office’s Weltsaal, more than 180 representatives of foreign diplomatic missions received detailed explanations concerning visa requirements, protocol support, ticketing, security and tourism in the context of the World Cup.

Egypt was the winner of the **diplomats’ football tournament** hosted in Versoix, near Geneva, Switzerland and organized by members of the Foreign Office, the Federal Ministry of Economics and Labour and the Permanent German Mission in Geneva. A total of 28 teams participated in the “Diplomats’ World Cup” on 2 October 2005 and, in addition to playing football, received comprehensive information on the preparations for the 2006 World Cup in Germany. At a reception on the occasion of Germany’s national holiday, Ambassador Michael Steiner paid tribute in front of 1,300 guests to the winning team from Egypt as well as to the second- and third-place winners from Albania and the Office of the High Commissioner for Human

Rights. However, the diplomats' tournament was not only about football: Some 5,000 Swiss Francs were collected during the event, which will be donated to an institution for people with mental disabilities in Geneva.

4.2 Accessibility

The aim of the Federal Government's policy for the disabled is to ensure that people with disabilities fully participate in society. Accessibility during the 2006 World Cup means for football fans with disabilities that they can enter the stadium without difficulty and generally without assistance from others, that they find suitable seats to follow the match, that they can reach the stadium by public local transport and stay in barrier-free accommodation. This will be guaranteed for the 2006 World Cup.

Tickets

The Organizing Committee has issued an application form for wheelchair users. With this form, tickets for one wheelchair user and an accompanying person can be applied for. The prices including the accompanying person are the same as those of the cheapest ticket category available. A total of 4,500 tickets are available for wheelchair users. In the first round of sales, some 2,000 of them were already sold. For blind or visually impaired football fans, the current plan is to provide 20 seats per match and stadium, including ten seats for accompanying persons. FIFA has not yet confirmed these plans.

Accessibility to the World Cup stadiums

The barrier-free arrival and departure to and from the World Cup host cities is possible via airports or railway stations. At the request of many airlines, airports offer an additional service from a person's private car or the means of public local transport to the aircraft. Deutsche Bahn's mobility centre offers advice by phone, fax and the Internet. All World Cup host cities provide at least one means of public local transport which is free of barriers and ensures transport between the airports and railway stations to the stadiums. Those travelling by private car on the motorways will find barrier-free motorway stations at regular intervals. Disabled parking spaces and barrier-free services are part of the usual construction standards.

Every wheelchair user applying for a ticket will receive a parking card together with his/her entrance ticket. Furthermore, people with severe disabilities have the opportunity to apply for a parking card with the Organizing Committee, if they provide appropriate documentation (a copy of their identity card showing their status as disabled with the letters "aG" (degree of disablement) together with a copy of their ticket confirmation). Transport services for the disabled can generally use the taxi stands. With their parking card, wheelchair users making use of specific transport services may drive at least up to the disabled parking spaces. The Organizing Committee will ensure that the FIFA World Cup website provides information for transport services on how to get to the stadiums. The majority of EU Member States recognize parking cards of people with severe disabilities. In 2001 a uniform parking card for severely disabled persons was introduced throughout the EU.

World Cup stadiums

The World Cup stadiums have between 60 to 200 seats for wheelchair users and the same number of seats for accompanying persons. Access to these seats in the stadiums is barrier-free and usually ensured by ramps and elevators. Disabled parking spaces and accessible toilets are available. Restaurants, bars and food stands are usually barrier-free.

Thus, German organizers even surpass the minimum requirements on accessibility laid down in the FIFA specifications (e.g. 50 seats for wheelchair users and accompanying persons). An important impetus for the commitment of World Cup stadium operators on accessibility was provided by representatives of disabled fans and organized fan clubs of wheelchair users in Germany, who have joined forces in a "Federal Working Group of Disabled Fans of all Football Leagues".

TV broadcasting of matches

To make matches on TV accessible to the hearing impaired, the broadcaster ARD plans live videotext subtitles for all football matches. The second public broadcasting station ZDF assured the Federal Ministry of the Interior that all possibilities would be taken into account (such as videotext subtitles of matches and additional offers on its

website) to ensure that people with sensor disabilities can access World Cup reporting.

Accommodation

The Organizing Committee's contract partner for hotel accommodation is 2006 FIFA World Cup Accommodation Services (FWCAS), a joint venture co-operating with large and medium-sized hotels in Germany (cf. chapter 2.9). So far contracts have been concluded with more than 500 hotels with a capacity of more than 50,000 rooms. The vast majority of hotels listed in the official FWCAS hotel catalogue have a wheelchair symbol, which means that facilities for people with disabilities are available. The hotel catalogue also provides information on the hotel's location, motorway connections and the distance to the stadium, the railway station and the airport. The WCAS service centre gives advice by phone and via the Internet.

Information:

The Federal Government's 2006 World Cup websites (www.fifawm2006.deutschland.de or www.wm2006deutschland.de) already take into account many aspects of barrier-free access. This information will be further improved when the sites are revised and updated. Specific requirements were already laid down for the websites of federal authorities by the decree on accessible information technology of 2002.

The 2006 World Cup Office asked the Organizing Committee to ensure barrier-free access to its website. According to the Organizing Committee, all pages at www.FIFAWorldcup.com incorporate accessible elements. For example, font sizes can be changed and the design of pages is rich in contrasts.

As part of the World Cup services provided, the Organizing Committee will provide advising for people with disabilities (e.g. special information office at their call centre).

4.3 FIFA marketing rights

On 28 October 2005 the European Office for Harmonization in the Internal Market – Trade Marks and Design (OHIM) headquartered in Alicante, Spain fully confirmed

FIFA's rights to its labels and trademarks, i.e. for all goods and services. In accordance with this decision, only FIFA's partners may use terms such as "WM 2006" ("2006 World Cup"), "Fußball-WM 2006" ("2006 Football World Cup"), "WM Deutschland" ("World Cup Germany"), "Deutschland 2006" ("Germany 2006"), and "WM Deutschland 2006" ("2006 World Cup Germany") for commercial purposes. With this decision FIFA can now enforce its marketing rights in all EU Member States including Germany irrespective of individual charges still pending in Germany.

According to FIFA a sweets manufacturer had appealed to OHIM to delete FIFA's trademarks, because they were difficult to distinguish from others. However, since the European office has confirmed the registration of all above-mentioned FIFA trademarks, the manufacturer now intends to lodge an appeal against this decision. In addition to this, the Federal Court of Justice (BGH) still needs to decide on two applications for deletion submitted by the sweets manufacturer against FIFA trademarks.

OHIM's decision directly followed two German court decisions on the protection of FIFA rights. In its decision of 25 October 2005 the regional court of Hamburg decreed that eleven trademark applications containing the elements "2006" or "2010" of the said sweets manufacturer be deleted. In another decision of 3 November 2005 the same court had prohibited the commercial use of the Internet domain name www.wm2006.com by a sports betting agency.

As a result of a procedure to obtain a preliminary injunction which FIFA had lodged against the sweets manufacturer, the Hamburg regional court again ruled in FIFA's favour on 8 December 2005. According to this court ruling FIFA may forbid the sweets manufacturer to use the trademark "Germany 2006" for its products. In this case, the court also referred to FIFA's registered German and European trademarks.

4.4 Shop opening hours

During the 2006 World Cup extended opening hours are permissible. The Federal Länder, which are responsible for legislation on shop opening hours, have agreed on a general framework. According to this framework, shops may open on Mondays to Saturdays from 6.00 a.m. until midnight and on Sundays, particularly Sundays before

or after a match day or on match Sundays from 2.00 p.m. to 8.00 p.m. This will apply to the host cities and their surrounding regions. The general framework is not a legally binding decision. If some Länder wish to introduce other, more extended opening hours for a certain period and region during the 2006 World Cup, they may adopt relevant provisions on the basis of current legislation.

4.5 2006 FIFA World Cup Gala in Berlin

The opening ceremony planned at the Berlin Olympic Stadium on 7 June 2006 (2006 FIFA World Cup Gala Berlin) was cancelled unexpectedly on 13 January 2006 by FIFA. In October 2004 FIFA had assumed the responsibility for organizing and funding the event.

The Federal Minister of the Interior, Dr. Wolfgang Schäuble, regretted FIFA's decision, but trusts that the artistic curator André Heller will successfully organize the opening ceremony in Munich and the closing ceremony in Berlin with the motto "A time to make friends" for the benefit of Germany as a cosmopolitan host country.

4.6 Bodies

Federal Minister of the Interior Dr. Wolfgang Schäuble has joined the supervisory board of the Organizing Committee, which also includes the former Interior Minister Otto Schily who will remain in his function as board member. At the DFB's national convention in Leipzig on 9 December 2005 Chancellor Angela Merkel gave an address. Former Chancellor Gerhard Schröder was made an honorary member of the German football association DFB for his efforts to promote football, particularly his dedication to the 2006 World Cup.



Federal Chancellor Angela Merkel, former Chancellor Gerhard Schröder, former Federal Minister of the Interior Otto Schily, UEFA President Lennart Johansson and OC President Franz Beckenbauer at the DFB national convention in Leipzig on 9 December 2005.

2006 World Cup Office

The Federal Ministry of the Interior responsible for high-performance sport is the lead ministry within the Federal Government for preparing the World Cup. For this reason the 2006 World Cup Office was set up at the Ministry in July 2003 to co-ordinate all relevant aspects in co-operation with all federal ministries, the Federal Chancellery, the Press and Information Office and the Organizing Committee.

The Head of the 2006 World Cup office and Federal Government Co-ordinator for the 2006 World Cup is Jürgen Rollmann.

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