



# INTRODUCTION

DEPUTY MINISTER OF ARTS AND CULTURE, MR PAUL MASHATILE

The biggest sporting event in the world will be proudly hosted by Africa in South Africa from 11 June to 11 July 2010. We have been planning for this great event since South Africa won the bid in 2004. We will make Africa proud by presenting the most successful FIFA World Cup™ we can.

We will certainly use this period to showcase our arts, culture, heritage, cuisine, fashion, natural beauty and Africa's humanity. South Africa has pulled out all the stops in preparing for this exciting period as we welcome the world to our shores. We promised the world a great African World Cup as this tournament comes to Africa for the first time and we will, together with our brothers and sisters on the continent, deliver on this promise.

Host cities and partners in the different parts of the country and beyond will put their best feet forward through exhibitions, performances and general fanfare that will expose our visitors to a truly African experience. All African countries that have qualified (known as "The Six-Pack") will participate at the planned cultural activities.

Visitors and residents to our country will be encouraged to visit the public viewing areas and other planned centres in their regions to enjoy the arts and the beautiful game. As in other cities around the country, our guests will be made to feel welcome. In Ekurhuleni, the newly renovated African Village, near OR Tambo International Airport, will be a hub of art, culture and heritage during the period of the tournament. A series of activities ranging from live performances, music, food, poetry, crafts and more will be presented at the village.

We believe these arrangements will generate additional income to entrepreneurs and the arts, culture and heritage sector in our country.

As part of the Department of Arts and Culture's efforts towards making the FIFA World Cup™ the best event of its kind, there are also a number of projects underway with the support of the Department, which will further enrich the South African cultural landscape. These projects will help us to expand arts access in the country and will further assist us in realising the objective of Arts for All. We wish you a very exciting, enjoyable and memorable stay in South Africa and hope you will come back with your families in the near future. "KE NAKO!" (It's time). Experience Africa's Humanity!