SUDAN BID FOR 2009 AFRICAN CUP OF NATIONS (FOR NON-EXPATRIATE PLAYERS): AN OVERVIEW

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KEY WORDS: Sudan Football Association (SFA), Confederation of Football Association (CAF), African Cup of Nations (for Non-expatriate players), East and Centrafrican championship.

ABSTRACT
The aim of this paper is to examine the reasons which led Sudan Football Association (SFA) to bid to host the African Cup of Nations for Non-Expatriate Players. Moreover, the expected cost and benefits that will accrue to the country from hosting the competition will be examined critically. In addition, the paper will review the main sources of funding for the tournament. The methodology to be adopted in this research is a combination of a descriptive and analytical approach. Both primary and secondary sources of data will be used.

Asserting Sudan's leading role as a founding member of the CAF, besides cost saving had been referred to by the President of SFA as the main reasons behind their decision to bid to host the African Cup of Nations (for non-expatriate players). However, putting the country on the map and improving its image, which has been badly tarnished internationally, could be another vital reason behind SFA bid.

Minimal benefits may be felt if the country hosts the Game, this may be attributed to the small number of participants and visitors who are expect to attend the Game. Dependence on revenue from ticket sales, in addition to the contribution of the CAF (from marketing of the tournament) had been outlined by the President of SFA as the major sources of funding for the competition.
الخلاص:
يهدف هذا البحث لدراسة الأسباب التي دعت الاتحاد السوداني لكرة القدم لتقديم بطلب استضافة كأس الأمم الأفريقية لغير المحترفين، بالإضافة لذلك سيبعث البحث على فحص ودراسة المكاسب أو التكاليف المتوقعة للسودان من جراء استضافة هذه الدورة. أيضا سيستعرض البحث مصادر التمويل الأساسية لهذه الدورة.

المنهجية المستخدمة في هذا البحث عبارة عن مزيج من المنهجين التحليلي والوصفي، كما تتم الاستعانة بالمصادر الأولية والثانية لجمع المعلومات، التأكيد وثبتيت دور السودان كدولة رائدة ومؤسسة للاتحاد الإفريقي لكرة القدم، بالإضافة لتوفير التكاليف التي كانت ستخلق على إعادة المنتخب السوداني تعتبر من العوامل الأساسية التي دعت الاتحاد العام لكرة القدم للتقديم بطلب الاستضافة كما أشار بذلك رئيس الاتحاد، أيضا وضع السودان على الخريطة العالمية وتحسين صورته التي اهتزت عالمياً مؤخراً ربما تكون من الأسباب التي دعت الاتحاد السوداني لتقديم بطلب الاستضافة.

المكاسب المتوقعة ربما تكون ضئيلة أو تكاد لأن تكون ذلك للعدد ضئيل المتوقع من المشاركين والزوار. تمويل الدورة من المتوقع إن يتم عن طريق مصادر بيع تذاكر دخول المباريات ودعم الفرق، ستقديم الاتحاد الأفريقي لكرة القدم (من عائد تسويق الدورة) كما أشار بذلك رئيس الاتحاد العام لكرة القدم.

INTRODUCTION
Sudan Football Association (SFA) is the governing body of football in Sudan; it was established in 1936 by the British who is thought by many as the first to introduce the game in the country. The association affiliated to the Federation International de Football Association (FIFA) in 1948 and to the Confederation of Football Association (CAF) in 1957. In fact, Sudan was one of the founding members of the CAF along with Egypt, Ethiopia, and South Africa. The Sudan Premier League was established in 1993, after the separate state league were combined to form one national league. However, the Khartoum State league is
considered to be the first football league in the whole of Africa as it started in the late 1920s (Gabil, Interview, 27 March 2008).

OBJECTIVES AND IMPORTANCE OF THE RESEARCH
The aim of this paper is to examine the reasons, which led SFA to take such a bold action, and bid to host this tournament, both internal and external factors will be assessed. Moreover, the expected cost and benefits will be examined critically, specially the impacts on the economy, tourism sector, sport development, and society. Furthermore, the paper will explore the expected sources of funding for the tournament, i.e., which model of funding will be adopted by SFA (state-led, private initiative, or public-private partnership). No studies had been conducted on the assessment of the economic impact of hosting major sport events in Sudan, despite the fact that the country hosted major tournaments such as the African Cup of Nation in 1970, and the East and Central African Championship (CECAFA) twice, in 1980 and 2000. Alternatively, many studies were conducted about assessing the economic impacts of major sport events such as the World Cup and the Olympic Games (Baade and Matheson, 2004; Bohlmann, 2006; Collins and Jackson, 1998). This research would be the first to explore this important topic, which has not been covered by Sudanese Scholars and Researchers.

METHODOLOGY
The methodology adopted in this research is a combination of descriptive and analytical approaches. Both primary and secondary data will be used, primary data include interviews with the President of SFA, academics, and sport journalists, while secondary data include references, newspapers, and the internet, which will be a major source of information due to the unavailability of related text-books and references in the country's libraries.

ORGANIZATION OF THE RESEARCH
This research is divided into five sections. Section one is an introductory section, which contains the objectives, importance, methodology and organization of the research. Section two examines the reasons that led SFA to
bid to host the tournament, besides reviewing the literature on the topic, i.e., why do countries and cities bid to host global sporting events. Section three explores the expected cost and benefits from hosting major sport events, for cities and countries in general and for Sudan in particular. Section four highlights the main sources of finance for these major sport events (e.g., the Olympics and the World Cup), and compare it with the proposed model of funding, which will be adopted by SFA to finance the tournament. Section five presents the conclusion of the research and its main findings, besides offering certain recommendations.

THE REASONS BEHIND SUDAN'S BID
In its meeting that took place in September 2007, the CAF announced the birth of a new tournament, which will be confined for players who participate in their country league. Expatriate players, regardless of where they play, even in Africa can't be qualified to take part in this new "African Championship of Nations". It will be staged once every two years alternating with the African Cup of Nations (CAF, 2007). Sudan bid to host the first tournament, which scheduled to take place in 2009. This section examines the reasons behind Sudan's bid, as well as reviewing the related literature.

In fact, cities and countries bid to host global sporting events for a variety of reasons, other than pure sporting spectacle, these reasons may include:

1. The positive economic impact of visitors; besides boosting of the tourism sector.
2. As a catalyst for the economic regeneration of a city or region.
3. The intangible benefits often associated with sporting events such as increasing in national pride and strengthened identity.
4. The opportunity to showcase an emerging nation or city (HM Treasury, 2007).

Regarding hosting the Olympics Games, (Preuss, 2000; cited by Bohlmann, 2006) lists a number of objectives that motivate cities and countries to host the Games, this may include:

1. Promoting the political system.
2. Creating new trading partners, and attracting investment, as well as creating jobs and business opportunities.
3. Urban renewal including housing and infrastructure.
4. Building a legacy of sports infrastructure.

Similarly, (Girginov and Parry, 2005) advocates that countries and cities have been motivated by political, social, and economic reasons when bidding to host the Olympics. Politically, the bids have been employed as a means of forging social consensus and for mobilizing nation-wide support for the games. Socially, the Games produce a marked change in people's leisure experience, besides using the Games to change people's behavior. Economically, the Games serves as a catalyst for inward and outward investments responsible for increasing economic wealth and standard of living.

Regarding Sudan's reasons behind bidding, the President of SFA argued:

Two main reasons led us to bid for the Game: Sudan is one of the founding members of CAF, and host the first African Cup of Nations in 1957. Therefore, we think that hosting this new competition will reinstate Sudan's leading role among the CAF members. In addition, we will save a lot of money due to our exemption from the qualifying matches, since the host country will usually be exempted from playing qualifying matches (Shdad, Interview, 24 April 2008).

We should also add that the country's image has been badly damaged internationally during the last few years due to Darfur crisis. Hence, by hosting such an important event, Sudan is hoping to showcase the region and its natural beauty. Moreover, Sudan government may take this opportunity to showcase its achievements and presents the nation ability of hosting major political and sports events, which had been exemplified well by managing to organize the Summit of Arab League and the Organization of African Union Meeting in 2006, as well as the Golden Jubilee of the CAF in February 2007. The organization of the CAF Golden Jubilee had been a quite success and achievement for both the country and SFA, and it has even being praised by Blatter (the FIFA President) who attended the ceremony (Rayaam, February 2007).

On the other hand, a successful bid has a number of common themes and criteria, which may include a professional bid team, a reasonable budget, high-level political support, strong leadership of the bid, and a professional bid document with attention to detail and thorough planning (HM Treasury, 2007). For example, four key factors were considered vital for the success of London
bid to host the Olympic Games in 2012; specifically a zealous leadership, highlighting the legacy of the Games, a forceful public relations campaign, and unequivocal government support (Palmer, 2006).

In fact, SFA did not present a complete bid document for the CAF, since its application had been submitted before the issuance of the regulation for the new competition by the CAF in November 2007, while Sudan’s application dated back to September 2007 (Shdad, Interview, 24 April 2008). Actually, three countries were competing to host the new competition, specifically Egypt, Ivory Coast and Sudan, and since Egypt had been awarded the organization of the Youth World Cup by FIFA, which is scheduled to take place in 2009, only Sudan and Ivory Coast remain in the race. The CAF announced its decision last month (i.e., March 2008) with Ivory Coast being given the opportunity to organize the first competition in 2009, and Sudan to organize the second one that scheduled to take place in 2011 (Rayaam, 2008).

The FIFA often cites the desire to promote sport and to capitalize on surging soccer popularity elsewhere in the world; as a prime motive behind designating host countries outside Europe and Latin America (Baade and Matheson, 2004). This trend was exemplified by awarding South Korea and Japan, and South Africa the opportunity to host the Cup in 2002 and 2010 respectively. Hence, for the first time in the tournament history, the Games took place in Asia and (will take place in) Africa continents. Nevertheless, one should not neglect the financial and commercial factors, which may play an important role in the selection procedure, since FIFA finances its operations almost entirely through the promotion of tournaments like the World Cup.

Alternatively, the CAF though has its own regulations for hosting major events, but tend to ease or relax these regulations and conditions, especially given the deteriorating economies of most African Countries. For example, FIFA requires stadiums to host the games to be all seated, and a minimum of ten technical and administrative rooms must be available. Such standards can not be applied on poor African countries. This may explain the award of the game to Sudan in 2011 despite the poor status of most of its stadiums, since only two of the country’s stadiums may meet the international standards, one in Khartoum (the capital) and the other is located in Port Sudan (the main harbor). However,
given the fact that only eight countries are going to participate in the tournament, which means two groups with one in Khartoum and the other in Port Sudan, the existence of two (international) stadiums might be quite enough for hosting the Game. We should also refer to the important role that had been played by the President of SFA, who is also a member of the Executive Committee of the CAF for so many years and a close ally of the CAF President Hayatou, since usually internal politics inside these organizations can play a vital role in the nomination of the designated countries.

THE EXPECTED COST AND BENEFITS FROM HOSTING THE EVENT

This section explores the expected cost and benefits from hosting major sports events for countries and cities in general; and for Sudan in particular. A critical examination of the various methods and models that used in assessing the economic impact of hosting such major sport events will be undertaken. Economic impact may be defined as "the net economic change in a host community that results from spending attributed to a sports event or facility" (Dubin, 1996; cited by Parry and Girginov, 2005).

When regarding the methods used to measure the economic impacts of hosting major sport events, one can identify a number of methods that had been developed by scholars in the field, for example (Collins and Jackson, 1998; cited by Parry and Girginov, 2005) identified two basic methods for measuring this impact, i.e., cost-benefit analysis and planning and balance sheet. They indicated the strengths and weaknesses of each, as well as highlighting the misapplication of economic impact studies because of the use of inappropriate multipliers of sales or employment, omitting cost, and including spending by visitors who would normally be in the city anyway. In fact, when measuring the economic impact, a distinction must be made between increased consumer spending, mainly related to overseas visitors, and the longerterm growth in the regional or national economy that may follow the event. Particular attention should be given to the substitution and displacement effects that are sometimes ignored or underestimated (HM Treasury, 2007). Similarly, (Preuss, 2001; cited by Parry and Girginov, 2005) advocated a complex input-output model, but pointed out that the multiplier is fine to demonstrate the economic effects of the Games in
general. Moreover, (Dubi, 1996; cited by Parry and Girginov, 2005) developed a simplified model for calculating the impact of the Olympics. It is based on the size of direct and created demand, in which the greater the demand, the bigger the impact. While (Baade and Matheson, 2004) argued that an Ex ante model may not provide credible estimates on the economic of a mega-event, instead they called for the adoption of an Ex post model in the analysis of the economic impact.

One should note that organizing such major sports events by cities and countries may result in positive or negative effects, the positive effects may include:

2. Job creation, as a result unemployment rate may go down.
3. Hotels beds and occupancy may rise.
4. New sport facilities will be constructed, and construction industry will be booming.
5. Tourism industry will flourish.
6. Rise in confidence and pride of people.
7. Increase in revenue from tax, and positive impact on the country's GDP
8. The interaction of the participants and the people of the hosting country or city may result in cultural exchange.

Alternatively, negative impact may include:

1- Rise in accommodation rent price.
2- Negative environmental impact, as a result of traffic congestion.
3- Football related violence, as well as increase in petty crimes.
4- Residents living close to stadiums may be affected negatively.
5- Cost incurred as a result of debt repayment, and expenditure on facilities and marketing (HM Treasury, 2007; and Bohlmann, 2006).

In fact, the mix up between positive and negative impacts, which may result from hosting such major sports events, may lead us to wonder why many cities and countries bid to host these sporting events. Actually, a study conducted by (Baade and Matheson, 2004) concluded that the actual net economic impact of hosting mega-events may be very small compared to initial estimates and predictions by those promoting the events for a number of reasons. Firstly,
promoters often use gross direct spending attributable to event as opposed to net spending figures. Secondly, the crowding out effect of visitors to the event that displace regular tourism inflow was usually not considered. Lastly, questionable multipliers and calculation methods were often used in predicting the positive impact on macroeconomic variables such as unemployment and GDP growth.

However, the above mentioned positive and negative impact can hardly be distinguished in Sudan's case, due to the limited number of participants who expect to attend the competition. It is estimated that approximately four-hundred (400) participants and visitors may attend the competition. This number includes players (around 200), CAF (and may be FIFA) officials (around 30), Referees (around 20), in addition to Sports Journalists and Footballers Agents (Shdad, Interview, 24 April 2008). Accordingly, one expects the impact on the economy, society, and the tourism sector to be very minimal and can not be compared with the one resulted from hosting major sport events such as the World Cup and the Olympics. Nevertheless, the impact will be enormous especially in the sport development side, if the Government manages to complete Khartoum Sport Arena in order to host the tournament (Elmasri, Interview, 2 April 2008).

**SOURCES OF FINANCE FOR HOSTING THE EVENT**

This section reviews the main sources of finance for hosting these mega sporting events (e.g., Olympics and World Cup), i.e., which mode of finance will be adopted (public, private or a mixture of the two). In addition, SFA proposed mode of finance for the Game will be outlined and compared with the modes that often adopted when hosting mega sporting events.

An analysis by (Parry and Girginov, 2005) revealed the existence of three different models of finance when regarding hosting the Olympic Games: specifically, state-led, private initiative, and partnership models. An example of the state-led model of organization of the Games, in which the governmental contribution represented about 80% of total cost, could be Moscow Games of 1980. On the other hand, in Atlanta, staging the Olympics was predominantly a private project with little or no public investments. The main sources of
revenue for the games include T.V. rights, corporate, ticket sales, and coin programmes, while the major area of spending include media promotion, personal/administration, security, communication, and venue construction (Rao, 1996). While Seoul and Barcelona Olympic Games may represent examples for the third model, i.e., public-private partnership, since public authorities contribute significantly, and their share of investments amount to 67.3% and 77.6% respectively.

Three potential sources of revenue may be distinguished when regarding hosting the World Cup, specifically ticket sales, commercial activities, and subsidies from FIFA (HM Treasury, 2007). Regarding ticket sales, the maximum revenue from this source will be determined by the ticket prices, the number of matches to be played, the stadiums capacity, and the demand for the tickets. In relation to commercial rights, we notice that the host country may derive an income from contracts associated with the commercial rights of the tournament. However, FIFA is expected to play a more prominent role in the finance of the tournament when the host country is a developing country, e.g., one expects subsidies that will be paid to South Africa (the host of 2010) by FIFA to exceed the one paid to Germany in 2006.

Alternatively, there will be a number of direct costs associated with hosting a World Cup, which may include: stadium infrastructure costs, and operating cost. Stadium infrastructure is generally the largest cost directly associated with hosting the World Cup competition, e.g., in Germany, average total investment into the eight participating stadiums hosted the Games amounted to around 70 million euros (Ibid.). Operating costs may cover a wide range of activities, including security costs, transportation and accommodations for competitors and officials, provision of training facilities, opening and closing ceremonies, insurance, marketing, promotion, ticketing, and other administrative costs. For the 2006 World Cup in Germany, these costs amounted to 430 million euros (Ibid).

Regarding the funding of the new competition, the President of SFA remarked: We will depend mainly on the revenue from ticket sales and on our share from the marketing of the Game by the CAF. He also referred to the fact that the host country will only be responsible for the accommodation and
transportation of the participants and delegates. However, he questioned the contributions of both the Government and the business community, referring to the low priority given to Sport by the Government (though he appreciates the various commitments that facing the government), which made him pessimistic about expecting any financial support from the government (Shdad, Interview, 24 April 2008).

In fact, the government was even reluctant to send a letter to the CAF showing its support for the organization of the game by SFA, though the CAF made it clear without the receipt of this letter by 30th of April 2008 (as a deadline) it may be forced to cancel its previous decision and grant the organization of the Game to another country (Ibid.).

However, despite the President of the SFA being not optimistic about the role that is expected to be played by the business sector in financing the tournament, one expects them to contribute significantly in funding, especially the telecommunications companies, which sponsored many sport events in the country. For example, Sudatel Company wins the contract for sponsoring Sudan Premier League for the 2008 season, the value of this contract amounts to one million dollar. This argument has been supported by Elmasri, (Dean of a Physical Education College, and a prominent football coach), who also stresses the importance of government funding in order for the Game to succeed (Elmasri, Interview, 2 April 2008).

CONCLUSION

Asserting Sudan's leading role as a founding member of the CAF, besides cost saving had been referred to by the President of SFA as the main reasons behind their decision to bid to host the African Cup of Nations (for non-expatriate players). However, putting the country on the map and improving its image, which has been badly tarnished internationally, could be another vital reason (or outcome) behind SFA bid.

Minimal cost and benefits may be felt if the country hosts the Game, this may be attributed to the small number of participants and visitors who are expect to attend the Game.
Dependence on revenue from ticket sales, in addition to the contribution of the CAF (from marketing of the tournament) had been outlined by the President of SFA as the major sources of funding for the competition, with the President being skeptical about the role of both the Government and the business community in the finance of the Game. Nevertheless, one expects a more leading role from the business community in financing the cost of the Game, especially given their previous positive and generous contributions in funding some major sport events that took place in the country, e.g., the CAF Golden Jubilee in 2007.

Accordingly, we call for more attention being given to sport by the Government; sport should become one of the government’s leading priorities, especially given the role that can be played by sport in promoting peace and tolerance and showcase the country on the map for the good reasons.

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