

World Records, Urban Quality and Economic Spin-Off.....

SIEMENS

What makes a successful Major Event? Challenges and answers for a lasting legacy

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FIFA WORLD CUP 2014

30 days event for 30 years improvement in Brazil ...



Great moments



Great economic value



Great satisfaction

FIFA evaluation report

- Overall very good concept and confident that Brazil will be a great host.
- Selection of about 10 out of 18 proposed host cities.
- Financing of identified investments of local organizing committee (LOC) secured by the government
- Lack of sub-contracts between governmental guarantees and future hosting cities, states.
- Stadiums need to undergo major re-structuring respectively new build, total estimated budget 1,1 billion US\$.
- Hospitality facilities need temporary upgrades.
- Medical facilities are very satisfying.
- Hotels: not sufficient capacities provided by guarantees, in special Sao Paulo; FIFA estimates 1,5 Million hotel room nights.
- Security improvements already budgeted at 3,3 billion US\$ until 2012.
- Traffic: airports with sufficient capacity to compromise shortcuts on hotel capacities; fast train connection between Sao Paulo and Rio de Janeiro; urban train and traffic improvements required

Host City Key Requirements

Building Infrastructure

- Competition Venue
- Training Venue
- Fan Parks / Public Viewing Areas
- Accommodation

Transport

- Airport
- Train Station
- Bus / Minibus /Taxi
- Traffic Management / Parking

General Infrastructure

- Tourism
- Safety and Security
- Healthcare
- Energy & Environment
- Media & Broadcasting
- Information & Communication
- Supporting Infrastructure and Utilities

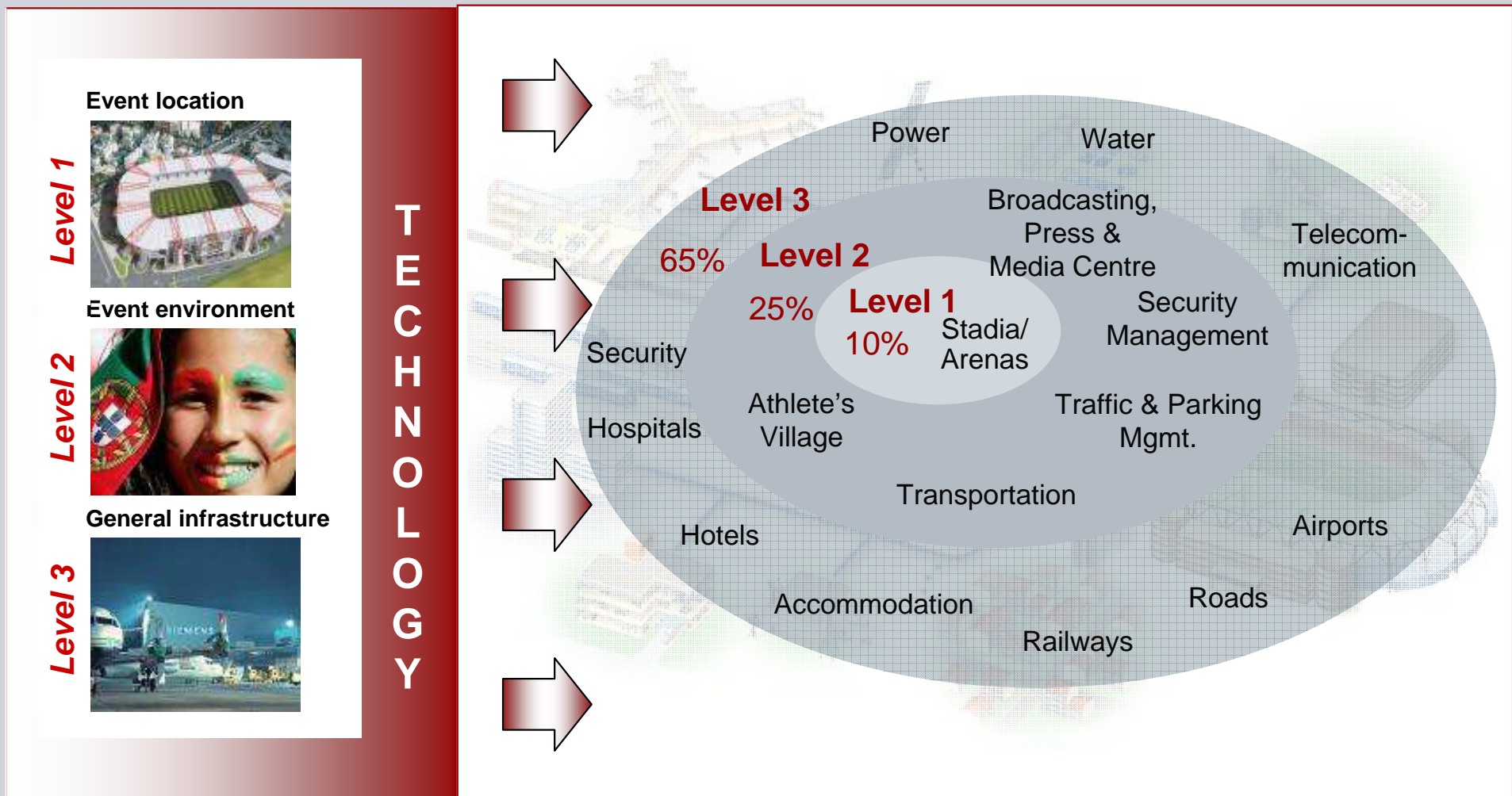
City Marketing

- Marketing Communication, Signage
- City Beautification
- Tourism Information Centers

Event Management

- FIFA events
- Cultural Events
- Volunteermanagement

Technology is the key lever for successful major events and sustainable urban development



How is this success achieved?



Flow of People



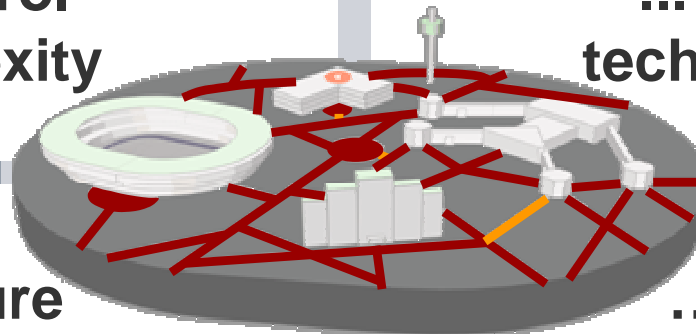
Flow of Goods

... control
complexity

... master
technology

... ensure
security

... create
urban quality



Flow of Data

Permanent infrastructure designed for legacy use!



Energy & Environment



Transport

Sustainability



Safety & Security



Sports & Event Venues

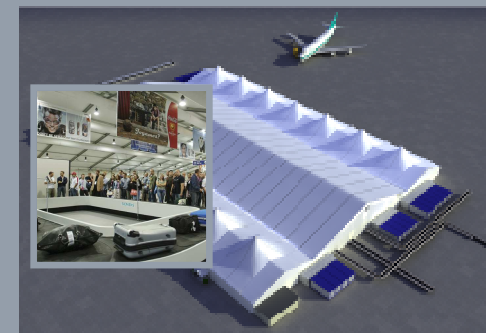
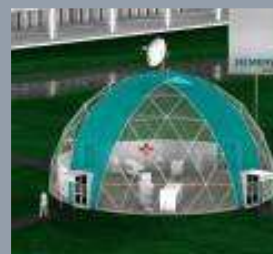
..and many more

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Temporary and cost efficient infrastructure designed for the event!



Mobile Command Center



Temporary Healthcare and Terminal facilities

Flexibility

Guided Bus System



Broadcast/Press Center and Contact Center



..and many more

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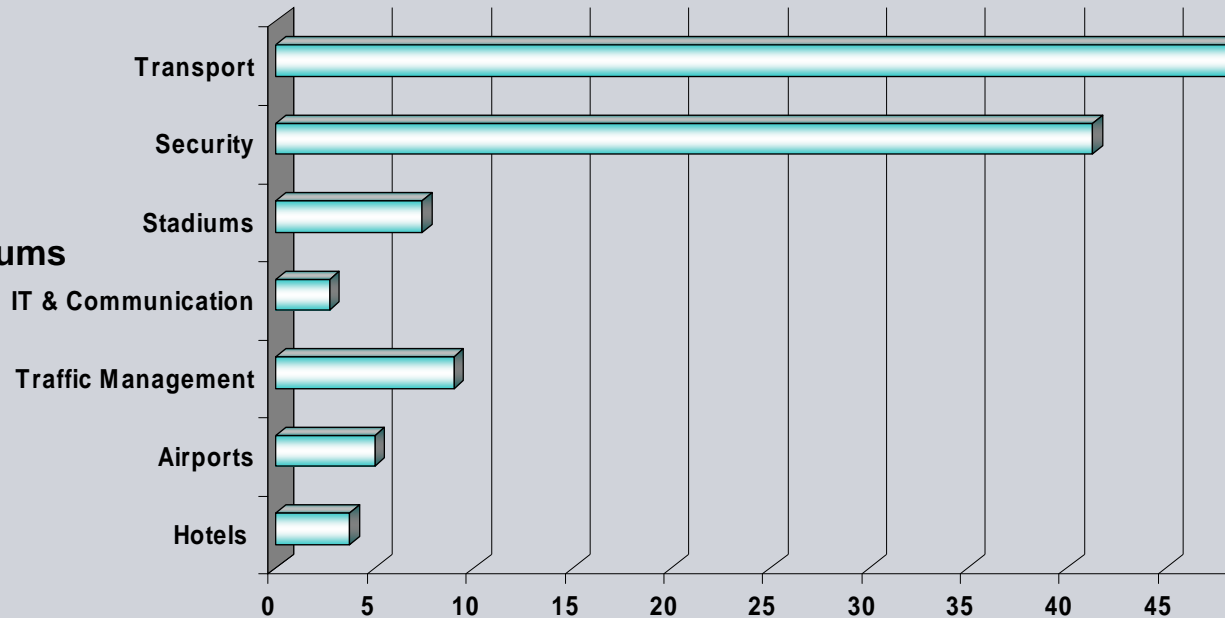
Major Events Reference - Soccer - European Championship 2008



Stadium Salzburg



Incoming order A and CH : 117,1 Million Euro



Media Technology



EURO Training Stadiums



Underground Station



POLYCOM



Fit per Bit



Video Control



ÖFB Technology Partnership



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Major Events References Olympic Games – Beijing 2008

National Swimmingcentre



Green-City Shougan



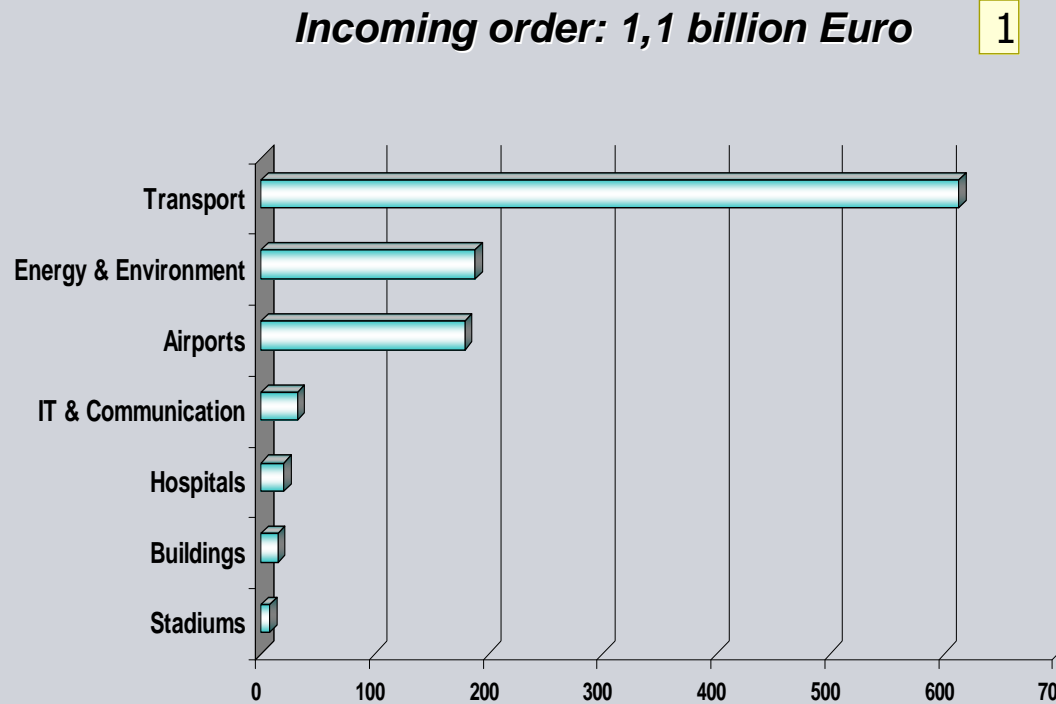
Connection Beijing-Tianjin



Beijing Power



Power station Taiyanggong



National Convention Center



Workers Stadion



Olympia Center Tianjin



Healthcare



Waste water treatment
Beixiaohe



Thermal Power station
Caoqiao



Airport Beijing



Metro-Lines 5 & 10



Folie 10

1

1. Abstimmung mit Hausmann-Präsentation; zuletzt wurde 1,2 kommuniziert
2. ggf. Michaela Stolz-Schmitz kontaktieren
; 23.07.2008