

**Associação Brasileira da Infraestrutura e Indústrias de Base**

***“WORLD CUP 2014 :  
INFRASTRUCTURE DEMAND”***



***BRAZIL & UK: EXPERIENCE IN  
DELIVERING FIFA WORLD CUP AND  
OLYMPIC GAMES***

***São Paulo, March 24, 2010***

***GIANCARLO GERLI  
Director of Planning***





# SUMMARY

- Technical Cooperation Agreement
- Used Methodology
- Main results
  - Project data base
  - Shared Responsibility Agreement
- Next steps (Phase II)

# TECHNICAL COOPERATION AGREEMENT



- ➔ **MAY 13, 2008 - MINISTRY OF SPORTS AND THE SOCCER BRAZILIAN CONFEDERATION (CBF) SIGN A TECHNICAL COOPERATION AGREEMENT WITH ABDIB**
- ➔ **ELABORATION BY ABDIB OF STUDIES AND PROJECTS ON INFRASTRUCTURE DEMAND TO HOLD THE 2014 WORLD CUP (COVERING 18 CANDIDATE HOST-CITIES)**
- ➔ **EMPHASIS ON STRUCTURING PROJECTS (MULTIPLYING FACTOR)**

# Process and methodology

## Required Actions in 9 areas



## City Requirements

- **Infrastructure for airports and ports**  
*Allowing transfer of delegations, tourists and supporters in a fast and efficient way*
- **Infrastructure for urban mobility**  
*Enabling connections among airport / hotel / stadium*
- **Hotel network**  
*Able to meet demand*
- **Hospital network (public and private)**
- **Sanitation**
- **Public Security**
- **Power**
- **Telecommunications**



# Process and methodology

## Selection of key indicators

Number of indicators used in each area	
Area*	Number of indicators
Transport – Airports	3
Transport - Ports	1 (*)
Transport – Urban Mobility	6
Hotel Network	6
Hospital Network	5
Basic sanitation	8
Security	10
Power	7
Telecommunications	3
<b>Total</b>	<b>49</b>

(\*) For passenger terminals only

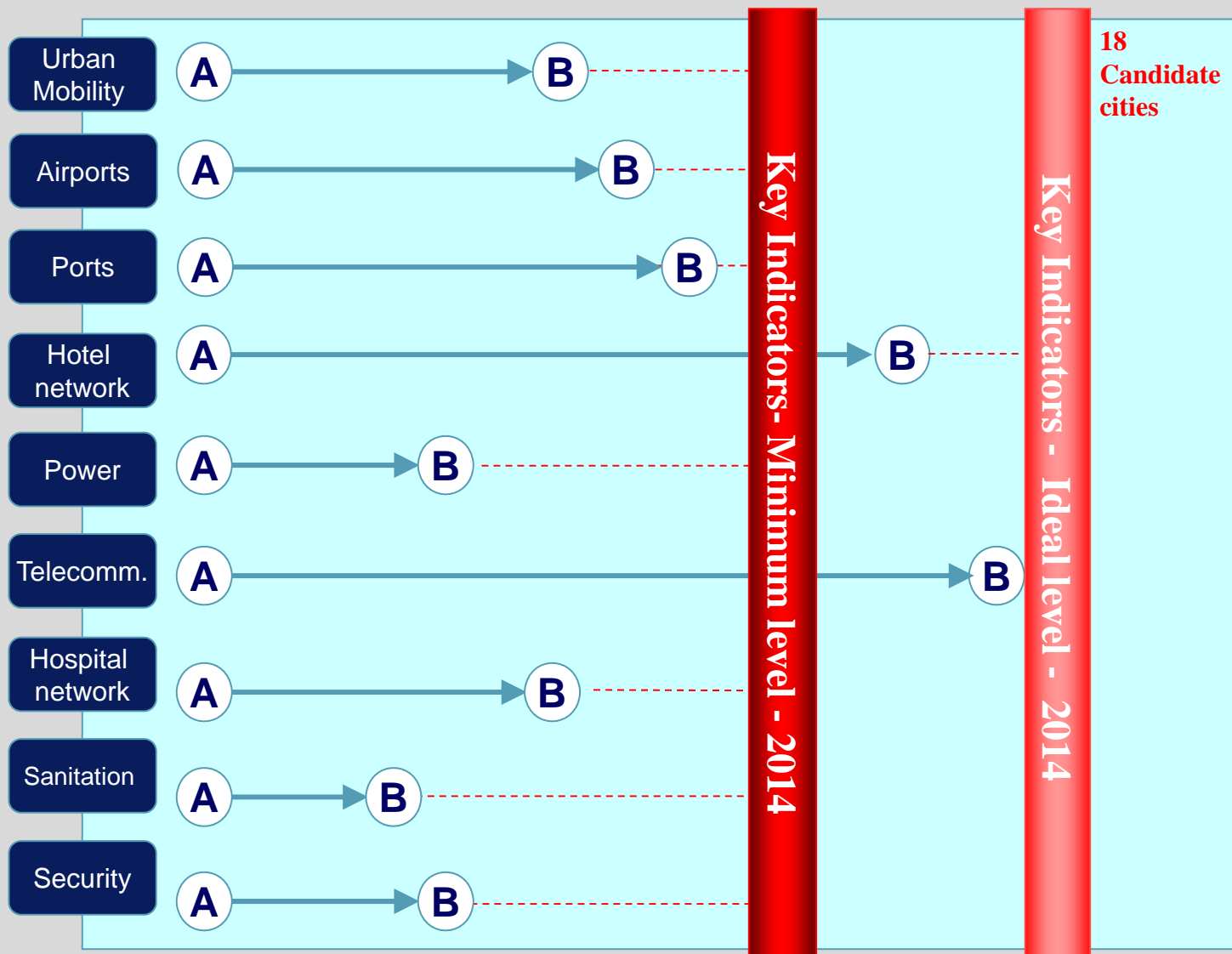
# Selection of key indicators

## EX. URBAN MOBILITY

Indicator	Unit	Ideal Level	Minimum Level
No. of passengers carried by day – railway system	Pass/day.vehicle	1,500	2,000
Avg. area occupied in each transport unit	Pass/m <sup>3</sup>	4	6
No. of passengers carried by day – bus	Pass/day.vehicle	400	500
Saturation level of passenger terminals in intermunicipal bus stations	%	80	90
Avg. speed at rush hours	Km/h	30	22
No. of inhabitants by taxi	Inhab./taxi	300	430



# GAP ANALYSIS



## Explanation

- A** Actual status
- B** Estimated status in 2014 with existing projects
- Gap still open to be closed with recommended additional projects

**Minimum Level** Minimum level of requirements to be a host city for 2014 World Cup

**Ideal level** Ideal level to enable a city to host any game in 2014 World Cup, independently of the phase

# WORLD CUP 2014

- **Main results:**

- **Selection by FIFA of the 12 host cities in May 2009**
- **Full report to Government mid 2009**
- **Report delivered to the States and Municipalities until end of 2009**
- **Project Demand Figures**





# WORLD CUP 2014



## Project Demand Figures – 12 host cities

	UNDER WAY	BEING STRUCTURED	RECOMMENDED
URBAN MOBILITY	50	204	72
AIRPORTS	1	22	8
PORTS	2	6	7
HOTEL NETWORK	42	60	49
POWER	6	61	52
TELECOMMUNICATIONS	0	1	10
HOSPITAL NETWORK	28	36	24
SANITATION	107	64	29
PUBLIC SECURITY	34	43	53
<b>TOTAL</b>	<b>270</b>	<b>497</b>	<b>304</b>
<b>INVESTMENT R\$ (Million)</b>	<b>27,935</b>	<b>58,665</b>	<b>34,321</b>

# WORLD CUP 2014

## Project Demand Figures – Ex. Belo Horizonte

Resumo executivo dos planos de investimento de Belo Horizonte								
Dimensão	Planos existentes						Planos adicionais recomendados	
	Em execução		Em projeto		Status N/D			
	Qtde.	Valor estimado em R\$ (MM)	Qtde.	Valor estimado em R\$ (MM)	Qtde.	Valor estimado em R\$ (MM)	Qtde.	Valor estimado em R\$ (MM)
Mobilidade Urbana	12	10,6	36	4260,4	0	0,0	0	0,0
Aeroportos	0	0,0	0	0,0	0	0,0	0	0,0
Portos	0	0,0	0	0,0	0	0,0	0	0,0
Rede Hoteleira	3	41,0	1	23,0	1	24,0	2	73,0
Energia	2	462,4	2	323,2	0	0,0	0	0,0
Telecomunicações	0	0,0	0	0,0	0	0,0	1	4,3
Rede Hospitalar	2	38,3	1	60,0	0	0,0	1	27,8
Saneamento	14	3608,4	0	0,0	0	0,0	0	0,0
Segurança	5	70,1	0	0,0	0	0,0	0	0,0
<b>Total Geral</b>	<b>38</b>	<b>4230,8</b>	<b>40</b>	<b>4666,6</b>	<b>1</b>	<b>24</b>	<b>4</b>	<b>105,1</b>



# WORLD CUP 2014

- January 14, 2010:
  - Establishment of FIFA 2014 World Cup Management Committee, under the Ministry of Sports
  - Signed a Shared Responsibility Agreement:
    - Minister of Sports, 11 Mayors and 12 Governors
    - Focus on infrastructure projects in airports, ports, urban mobility, hotel network and stadia
    - Details on [www.esporte.gov.br](http://www.esporte.gov.br)



# **NEXT STEPS**

# PHASE II



**“Even more important than the strategic plan is to materialize the necessary investment”**

- Focus on detailing all identified projects financially
- Focus on developing the executive projects (engineering, financing, environmental licensing)
- Focus on modeling partnerships between public and private investors
- Focus on managing implementation and timeframes
- Focus on actions required to eliminate possible risks and obstacles to investment
- Focus on new Laws and Rules necessary for holding the World Cup

# PHASE II



## A Project Management System

- A Project Data Base in order to follow up each project along its steps;
- Important tool that can contribute to each project about its economic feasibility, technical structure and environmental licensing;
- Promotion / communication of each project in each host city for investment attraction;
- Permanent update of the **GAP ANALYSIS** for all host cities.



**ASSOCIAÇÃO BRASILEIRA DA  
INFRAESTRUTURA E INDÚSTRIAS DE BASE**

[www.abdibcopa2014.org.br](http://www.abdibcopa2014.org.br)

[www.abdib.org.br](http://www.abdib.org.br)

[abdib@abdib.org.br](mailto:abdib@abdib.org.br)

[planejamento@abdib.org.br](mailto:planejamento@abdib.org.br)