

APRIL 2006



SPECIAL EDITION

AROUND THE RINGS



The World Meets in **Seoul**

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A NOTE FROM THE EDITOR

We are pleased to be a part of the fourth edition of SportAccord, once again presenting an Around the Rings Special Edition for this extraordinary sports convention.

No other meeting outside of an IOC Session brings together as many personalities from the IOC, international federations and the business of world sport.

This year's meeting will have even more luster with the addition of the General Assembly of the Association of National Olympic Committees to the schedule, bringing leaders of the world's 203 NOCs to Seoul. This Special Edition includes profiles on each of the five continental associations represented at the ANOC meetings.

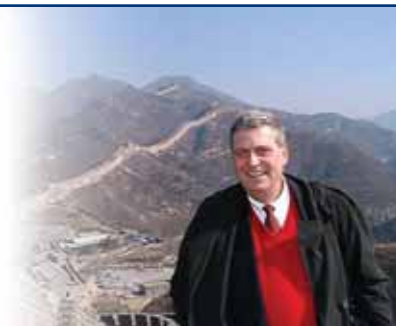
With the close of the Turin Olympics and Paralympics, our Vancouver reporter Bob Mackin has prepared a story about what the just-ended 2006 Games will mean to the 2010 host city.

SportAccord comes as the race for the 2014 Winter Olympics enters a critical phase. All seven cities in the running will be in Seoul. They will be limited by rules as to what they can say or do – but still hoping a good impression can lead them to the IOC short list in June. We present the latest Around the Rings Olympics Bids Power Index, the world's only expert ranking of the 2014 cities to help you see the strengths – and weaknesses – of each bid.

It will be a busy week in Seoul with ANOC, IOC and SportAccord meetings, so we hope our comprehensive schedule is a handy guide to the events. And we've included a page of travel tips for Seoul.

A hearty "thank you" goes to our many advertisers for their support of this Around the Rings Special Edition. Thanks also to Sr. Mario Vazquez Rana of ANOC for his generous help in making sure every attendee receives the magazine. Thank you as well to our friends at SportAccord for the opportunity to once again produce and distribute the Special Edition to the delegates in Seoul.

Best wishes from the staff of Around the Rings.

ON THE SCENE IN 2006

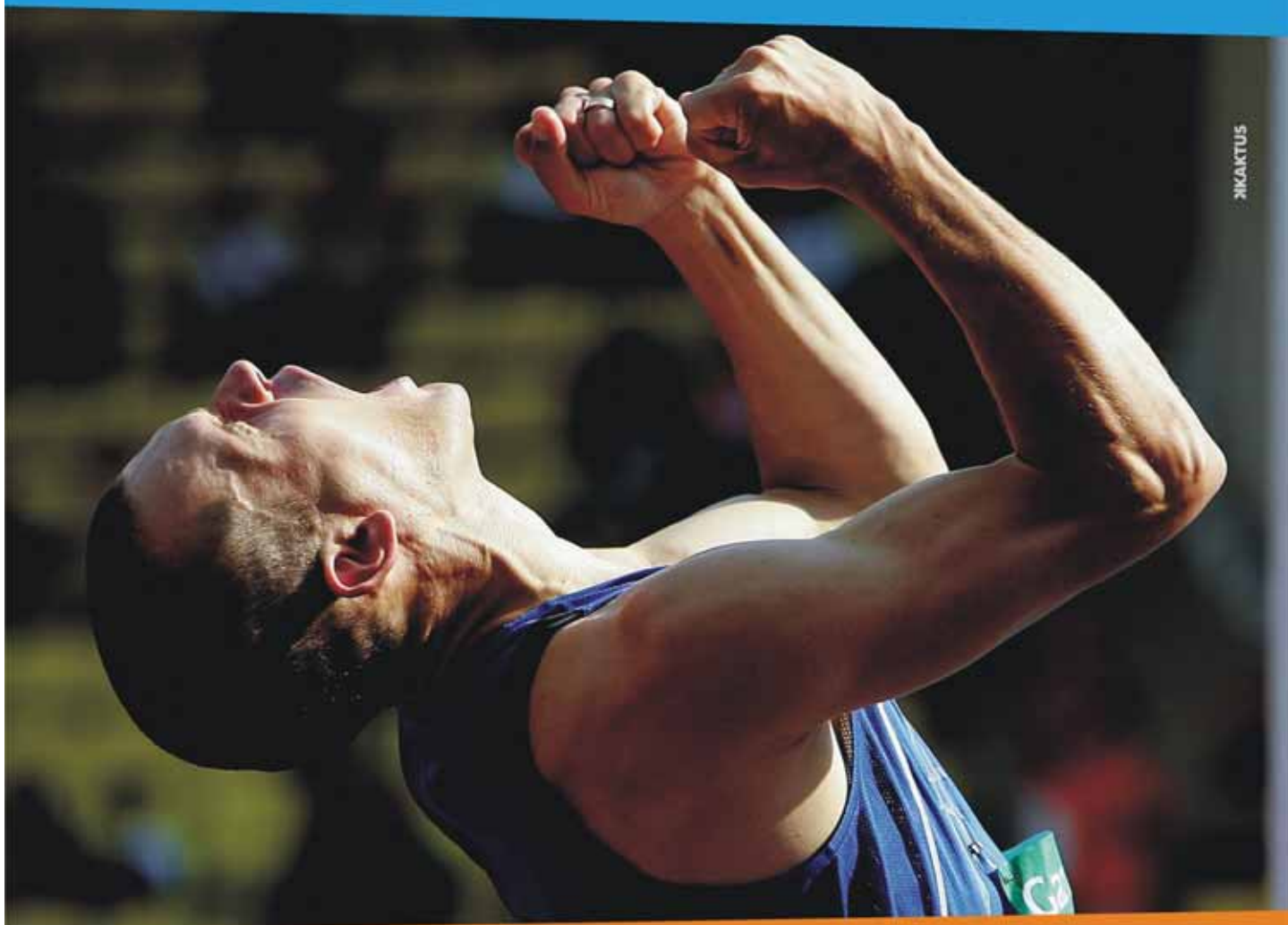
June Lausanne: 2014 Decision

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August Beijing: Two Years To Go

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ANOCA: INITIATIVES FOR AFRICAN SPORT

A network of initiatives aimed at developing sport in Africa is the priority for the continent, says Lassana Palenfo, president of the Association of National Olympic Committees of Africa.

In comments to *Around the Rings*, Palenfo says the initiatives are aimed at athletes under the age of 20, using grassroots competitions within seven geographical zones across Africa.

“Detection of young Olympic hopefuls in order to permit them to attain the highest level” is needed, along with creation of “an ‘Olympic initiative’ prize” for each of the zones.

Palenfo says ANOCA also will be encouraging more recognition for the achievements of athletes, managers and coaches. He calls it “reinforcement of the social cohesion of youth”.

“In order to organize these championships for athletes under the age of 20 in seven zones, we are in need of quite a bit of money. We have obtained, for the first organization in April 2006, \$1.8 million from Olympic Solidarity.

“We are in need of just as much money from sponsors, especially from the airline companies, because flights are very expensive in Africa,” says Palenfo.

Internally, ANOCA is working to improve communications. Palenfo says each African NOC in need will receive a computer and fax, “so that we can have better exchanges between us.”

ANOCA’s web site is operating better than it has in the past, including both English and French pages. The site is sponsored by the DeKalb International Training Center, a private organization in Atlanta that provides training to African athletes.

Palenfo says along with the DITC program, Francophone athletes are also served by INSEP, the national sport institute for France.



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FACT BOX

By number of member NOCs – 53 -- ANOCA is the largest of the five continental associations. Founded in 1981, ANOCA is headquartered in Cameroon.

The All African Games, next set for Algiers in 2007, is the major sports event held under the auspices of ANOCA.

Lassana Palenfo is the president of the association. Secretary General is Gustavo Dias Vaz Da Conceição.

Website: www.anoca.info



AUSTRIA CELEBRATING SPORTS
ISU Figure Skating
European Championships
2000
Vienna



AUSTRIA CELEBRATING SPORTS
FIS Alpine
World Ski Championships
2001
St. Anton



AUSTRIA CELEBRATING SPORTS
IBU Biathlon
World Championships
2005
Hochfilzen



AUSTRIA CELEBRATING SPORTS
IIHF Ice Hockey
A – World Championships
2006
Vienna/Innsbruck



AUSTRIA CELEBRATING SPORTS
UCI Road
World Championships
2006
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OLYMPIC COUNCIL OF ASIA: DOHA GAMES EXAMPLE FOR WORLD

OCA President Sheikh Ahmad says the upcoming Asian Games in Doha can prove to the world that smaller nations can host major multi-sport events.

“The Asian Games are of extreme importance to the OCA, as it is for the first time that the games are being held in the Gulf Region by a very small country,” says the OCA President.

“The successful conduct of the Games will prove to the world that such large scale multi-sports events can be held in smaller countries as well, if properly planned and executed in total coordination between all the parties. This will also be a testa-

ment to the policy of OCA in spreading the Asian Games and Olympic ideals to every corner of Asia,” he says.

Ahmad says that beyond Doha, the second Asian Indoor Games in Macau in 2007 and the first Asian Beach Games in Bali in 2008 are priorities for the OCA.

“These are two new games initiated by the OCA in order to promote sports, that do not find a place in the summer edition of the Asian Games,” says Ahmad.

The Asian Games calendar already includes a number of regional events, such as the East Asian Games, West Asian Games and the Asian Winter Games.

The OCA president is the Minister of Energy for the Kingdom of Kuwait and head of OPEC, in addition to his role as a rising member of the Kuwait ruling family. Despite more responsibility in Kuwait due to the recent change in government, Sheikh Ahmad says his focus on the OCA is not diminished.

“The local political scenario will not at all affect my responsibilities and duties as President of OCA. I will continue to give my all to the OCA and the Asian Sports movement, in addition to my responsibilities as Minister of Energy in the Government of Kuwait, which I have successfully been doing for the last couple of years,” he says.

FACT BOX

The Olympic Council of Asia was born in 1981, an outgrowth of the former Asian Games Federation. The Asian Games were first staged in 1951 and are scheduled for December in Doha, Qatar. It is the council's major sports event, although it is involved with many others.

Membership includes 45 NOCs, spanning from Palestine in the west, to Japan in the east and East Timor to the south.

The headquarters for the OCA is located in Kuwait. The president is Sheikh Ahmad Al-Fahad Al-Sabah. The secretary general is Hussain Al Musallam. The next General Assembly for the OCA is set for December in Qatar.

Website: www.ocasia.org

On behalf of all the Russian Athletes, Officials and the thousands of passionate Russian spectators present in Torino for the 2006 Olympic and Paralympic Winter Games, we would like to say:

Spasibo Torino!



Russia looks forward to returning the compliment one day!



THE

EUROPEAN OLYMPIC COMMITTEES PROFILE**EUROPEAN OLYMPIC COMMITTEES: BRING SPORTS TO LIFE**

(This article is based on material supplied by the EOC, edited for space)

Pierre de Coubertin had a simple vision: "Olympism is a philosophy of life."

This philosophy of life needs to be reinvigorated. In Europe, like elsewhere, social changes and the increasingly hectic pace of modern living have resulted in a fundamental shift in the way people live.



A 'let's watch' rather than 'do it' lifestyle has created an obesity epidemic that has numerous medical implications and seriously affects people's ability to 'simply have fun'.

Adults and children alike are affected. Nations face an enormous extra financial burden due to increased investment in medical services.

The solution is clear - everyone, regardless of age or social class, must be encouraged to make taking part in sport a part of their daily lives.

The EOC is determined to play its role.

"Great athletes and champions are at the heart of the Olympic Movement, and the Games provide a focal point within the quadrennium," says EOC President Mario Pescante.

"It is however essential to remember that Olympic ideals live and breathe in people from every city, town and village of every nation, for 365 days of every year," Pescante says.

"We must therefore use our authority as individual and collective national Olympic committees to provide leadership on a wider range of social and health issues, encouraging broader participation in Olympic sports for the betterment of the communities that we serve," he says.

The EOC is already showing the way by hosting the European Youth Olympics Festival, Summer and Winter Games, every two years. The Youth Olympics Festivals have become a showcase for young European athletes.

But the heart of the solution is education.

In the near future, the EOC is planning to provide focused educational initiatives that encourage the participation of everyone in parallel with performance by the individual.

These sports and well-being education initiatives have been designed for implementation through schools, the workplace and local communities.

"The Olympic Movement sets the standard for sport. It therefore has a responsibility to the nations that it represents by creating and supporting initiatives that promote sport for everybody, with the corresponding benefits of improved health and well-being," says EOC secretary general Patrick Hickey.

"What better, more credible or rewarding challenge could there be than using our infrastructures, our champions, and our influence to help improve the health and well-being of the communities that we serve, while shaping and molding the Olympic champions of the future."

FACT BOX

The European Olympic Committees includes NOCs stretching from Iceland in the west, to Israel in the south, and east to Azerbaijan. Founded in 1968, the association grew from 33 to its present 48 in the 1990s following the political changes in Eastern Europe.

Headquartered in Rome, Mario Pescante of Italy is president; Patrick Hickey of Ireland is secretary general.

The next General Assembly for the EOC is Dec. 8-9 in Brussels, Belgium.

Website: www.eurolympic.org



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Photo: London Evening Standard



On 13 October 1986 Baseball was admitted onto the official program of the Olympic Games. Now, twenty years and four Olympiads later, Baseball has been removed from the Games.

THAN

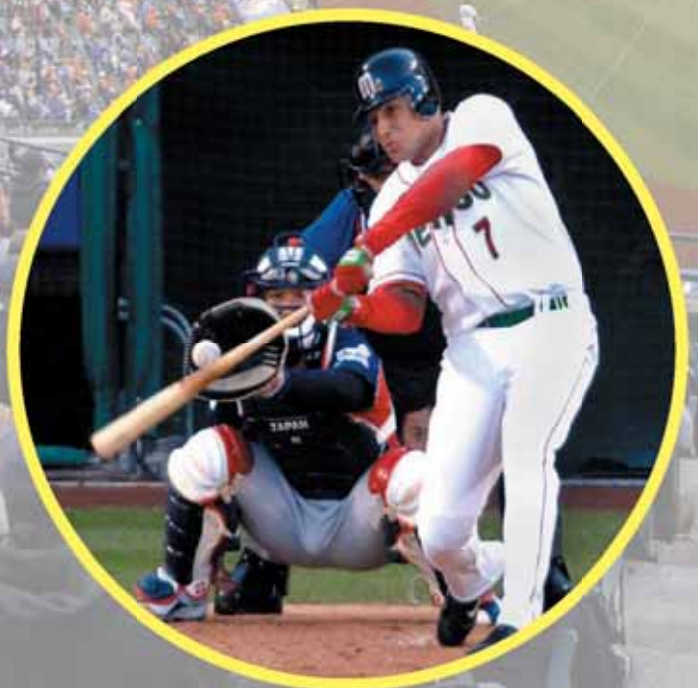


Thank you from the 1,457,362 children on the five continents who, through the Olympic Baseball development program, have been introduced to our sport.



Thank you from the 45 million players on the five continents who for 20 years have been able to share the dream of Olympic Baseball.

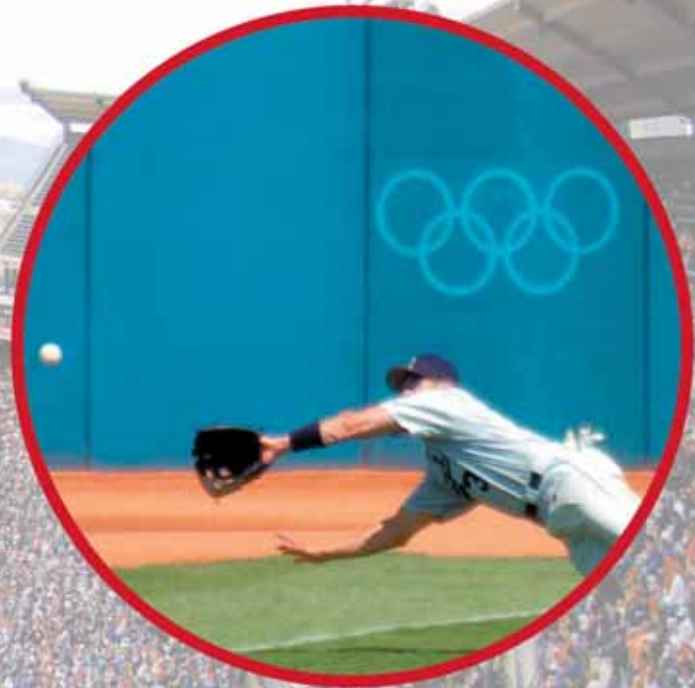
Thank you for urging us to build better relations with professional Baseball, which culminated in the "06 World Baseball Classic", with Cuba meeting Japan in the final proving that the world's best players did take part in the Olympic Games, with 736.416 paying spectators and 5,345 accredited journalists. And which enable us to implement a doping-control program in accordance with the rules of the IBAF and WADA.



THANK YOU anyway



Thank you
for enabling us to
substantially increase
the number of official
international
competitions
organised by the
IBAF, and treble the
number of countries
taking part in the
various categories.



Thank you from the 1.636.218 spectators
of Barcelona'92, Atlanta'96, Sydney'00 and Athens'04 who were
able to experience the passion and excitement of
Baseball's four appearances on the official program.



Thank you
for helping us reach the figure of
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to the present, an increase of 67%.

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THE

PAN AMERICAN

SPORTS ORGANIZATION PROFILE



PASO CHIEF LOOKS AHEAD TO 2007 PAN AM GAMES

The coming of the Pan American Games 15 months from now will be one of the major projects for the Pan American Sports Organization for the year ahead, according to PASO President Mario Vazquez Rana.

“The Pan American Games are the most important multi-sport event of our continent,” says Rana.



More than 5,500 athletes in 34 sports will take part in the Rio de Janeiro games.

“Half of the sports included in the Pan American Games Program use the event as qualifying for the Olympic Games,” Rana says.

On top of the sports value of the Pan Am Games, Rana notes “the Games produce financial resources that translate into more support for our NOCs through different programs.”

Those programs include dozens of courses and seminars PASO organizes throughout the Americas to improve coaching and sports administration among the 42 NOCs of the region. Special attention is being given to 20 NOCs that are considered to need more help with the development of sport.

“PASO has been seriously working for the last two years towards reducing the gap that separates these NOCs from the more developed ones,” says Rana.

While the PASO membership includes some of the world’s least developed nations, at the other end of the spectrum lie powerful sport nations such as the U.S., Canada, and Brazil.

“There is a deep sense of solidarity and collaboration amongst all members of PASO,” Rana says about the role these large nations play.

“The countries you point out offer their sports venues and qualified personnel to the NOCs that need them the most. They organize technical courses and different competitions, inviting international participants under very favorable conditions. They are also sites of competitions and invitation events, offered to the NOCs that need to improve their technical level.

“PASO has promoted the concept that those who are able to should help the ones who need it the most. That is the way we work,” says the PASO president.

Rana says the athletes of the region remain at the center of the all PASO programs.

“The athletes are our main priority. PASO, through the Pan American Olympic Solidarity Programs, provides financial support to the NOCs for the preparation of their athletes using several options: training, participation in competitions, training camps and others.

“If all the alternatives offered by PASO are properly used, it is fair to expect superior results in the next Olympic Games,” says Rana.

FACT BOX

The Pan American Sports Organization is the oldest of the continental associations, its founding going back to the 1930s when the idea of a multi-sport event involving the Americas was first discussed. The first Pan American Sports Congress was held in 1940, with the first Pan Am Games set for 1942. World War II delayed those games until 1951 in Buenos Aires.

Since then, the Pan Am Games have become one of the biggest multi-sport events in the world. The next edition of the games is scheduled for Rio de Janeiro in 2007.

The PASO membership includes 42 NOCs.

The PASO headquarters is in Mexico City. Mario Vazquez Rana is president; Felipe Munoz Kapamas is secretary general.



THE **OCEANIA** NATIONAL OLYMPIC COMMITTEES

OCEANIA NATIONAL OLYMPIC COMMITTEES: STILL GROWING

By Around the Rings correspondent Anthony Stavrinos

ONOC president Kevan Gosper says Oceania is about to grow further as an Olympics region when one more island nation is given NOC status next year. Earlier this year the Marshall Islands became the 15th member when it was recognized at the IOC Session in Turin.

"We'll have one more country that can meet the requirements for being given national Olympic committee status - Tuvalu," says Gosper.

He says Tuvalu should join at the 2007 IOC session in Guatemala City.

"Every Oceania nation that meets the charter requirements for independence will have national Olympic committee status," he says.

"So all the island countries will stand shoulder to shoulder, they'll benefit from the flow of funds from (Olympic) Solidarity, their athletes become entitled to compete at the Olympic Games and all the benefits that flow from that."

Gosper says the ONOC has given associate member status, for the first time, to New Caledonia. He says New Caledonia and French Polynesia don't qualify for full NOC status because they are governed by France.

While athletes from those islands compete under the French flag at the Olympics and other events, Gosper says they still need to be linked to Oceania.

"We've received agreement from France, the French NOC, to give New Caledonia associate member status in ONOC. So they'll be at the table for the first time in Fiji, as a non-voting group," Gosper explains.

The ONOC is focusing in the coming years on getting a number of athletes to levels that meet the requirements for European or U.S. university scholarships, which would bring greater training opportunities.

Gosper says ONOC is encouraging NOCs to identify early at least one athlete in a sport that is on the Olympic program.

Gosper says the Australian government is also funding a program of IT education of administrators of the ONOC NOCs, specifically targeted at using their websites for athlete education.



FACT BOX

The Oceania National Olympic Committees grew out of the 1981 Olympic Congress in Baden Baden that also led to formation of the African and Asian continental associations.

Australia, Fiji, New Zealand and Papua New Guinea were the founding members, with the association growing to 15 members with the recognition of the Marshall Islands by the IOC in 2006.

The headquarters for the ONOC is located in Fiji. The president is Kevan Gosper. The secretary general is Dr. Robin Mitchell.

Website: www.oceaniasport.com/onoc/



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BEIJING

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Qingdao will host the first event of the Beijing Olympics.

It is scheduled more or less during the same time of year as the Olympics as a way to familiarize sailors with the weather.

The first trials in the preparation for the Beijing Olympics will be delivered later this year when test events for the 2008 Games get underway.

The first of two regattas in the lead-up to 2008 will take place from August 18 to 31 at the coastal sailing venue of Qingdao. More than 400 sailors from most of the nations to compete in Beijing will make the trek to see the new marina for themselves.

The sailing event has become the traditional first test event for upcoming Olympic Games.

Beijing's second test event for August starts on the 27th with the opening round of the 11th Women's Softball World Championship. The newly-built Fengtai Softball Field will serve as a venue.

The teams qualified to compete include: Australia, Botswana, Canada, China, Chinese Taipei, Colombia, DPR Korea, Greece, Italy, Japan, Netherlands, New Zealand, South Africa, U.K., U.S. and Venezuela.

More than 400 athletes and officials will take part in the tournament, which ends September 5.

While not an official test event, the 11th IAAF World Junior Championships in Beijing also are scheduled for August, from the 15th to the 20th. The National Stadium, venue for athletics during the Olympics, won't be finished until next year.

Beijing test events will go into high gear in 2007, with two clusters of competitions scheduled in August and September. Events that will take place outdoors during the Games will be the focus in August, while indoor and some outdoor events are planned for September.

In all, 36 test events are on the schedule for Beijing. A complete schedule is expected by mid-year.

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VANCOUVER

Ahead!

OLYMPIC FLAG FLIES IN VANCOUVER, CHALLENGES AWAIT

By Around The Rings Correspondent Bob Mackin

Mayor **Sam Sullivan** brought the Oslo Olympic flag back to British Columbia's largest city after the Feb. 26 closing ceremony in Turin. Then he returned with Whistler's **Mayor Ken Melamed** to bring home the Paralympic flag March 19.

The events offered VANOC chief executive officer **John Furlong** a brief pause from the limelight. But the head of Vancouver's organizing committee for the 2010 Winter Games will have a busy year ahead after the 80-person delegation finishes reflecting on what it learned from the successes and failures of Turin. A full scale debrief from Turin to Vancouver will be scheduled later this year.

VANOC is waiting for approval from the federal and provincial governments for an additional \$94.3 million (all figures U.S. currency) to cover the rising cost of construction. B.C. is enjoying an Olympic-spurred economic boom, which is putting stress on the construction industry. A labor shortage coupled with the high cost of concrete and steel forced VANOC to revise venue-building budgets.

Furlong said individual venue costs wouldn't be revealed until contracts are awarded. VANOC's entire budget is being reconsidered and new estimates for operations – including security -- are expected later this year.

VANOC officials still use the 2002 bid book to answer questions about costs. That document said the Games would cost \$1.3 billion.

Vancouver, B.C., is now Vancouver, O.C. – as in Olympic City.

A majority of government workers in the province have accepted new contracts through 2010 and a \$3,400-per member signing bonus. The \$4.8 billion plan, which includes \$850 million in bonuses, was a gamble by Premier **Gordon Campbell** to prevent British Columbia's notoriously volatile labor climate from delaying or even derailing Olympic construction.

West Vancouverites opposing an overland expansion of the **Sea to Sky Highway** continue to protest the planned bulldozing of a forest. The residents advocate a tunnel, but work is to begin this spring. The rest of the \$510 million Olympic-related highway upgrade to the alpine, Nordic and sliding venues at the Callaghan Valley and Whistler is ahead of schedule.

In Richmond, Mayor **Malcolm Brodie** is downplaying a top secret engineer's report that questions the viability of the long-track speed skating oval. The report, obtained through freedom of information by **The Vancouver Sun**, warns that soil conditions could rule out the venue for post-Games speed skating use. Richmond is on a delta in the Fraser River and is Canada's flattest municipality.

If the \$152 million oval doesn't meet international standards in 2010, competition would be shifted to the oval used during the 1988 Games in **Calgary**.

Construction is underway for the **Canada Line**, a rapid transit system linking downtown Vancouver and Vancouver International Airport. The \$850 million-plus project is targeted for a late 2009 completion with little breathing room should there be any work delays.

Work is beginning on the **Woodward's District** project. The historic former department store building is being transformed into a residential, retail, office and university complex. City hall hopes it becomes the catalyst to resurrect the **Downtown Eastside**. Vancouver's pre-World War II business district is now a slum-riddled ghetto notorious for the open sale and use of heroin and cocaine. The area is a short walk from ceremonies venue **B.C. Place Stadium** and hockey venue **General Motors Place**.



A rendering of one the Canada Line, the rapid rail that will link the Vancouver Airport to the city's downtown.



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THE RACE FOR

2014: THE AROUND THE RINGS OLYMPICS BID POWER INDEX

The bid from Sochi for the 2014 Olympics adds points to its rating in the latest Around the Rings 2014 Olympics Bids Power Index, while Salzburg hangs on to #1. The index is the world's only authoritative ranking of cities bidding for the Olympics.

Salzburg still holds the lead in the race, but has slipped a point since the first 2014 Power Index last August, in part due to the fallout from the Walter Mayer affair in Turin. Out of 110 points in the Power Index, Salzburg scores 80.

Sochi picks up 10 points over the January poll with 74, but is still in third place in an increasingly tight race. Second place goes to PyeongChang at 76, up one from January.

Almaty rises to fourth, followed by Jaca, Sofia, and Borjomi.

The index is the third edition from Around the Rings since the campaign for 2014 began in July 2005.

The changes in the Power Index are based on two important sources of information: a review of the dossiers submitted to the IOC Feb. 1 and one-on-one contact with bid leaders during their visits to the Turin Olympics.

The dossiers in particular are important because they are the first written proposals from the seven cities, and end some speculation over unknown aspects of the bids. For some of the cities, the dossiers helped boost ratings. Others lost ground when it came time to explain their plans for the Games.

The 11-category Power Index covers a range of technical points as well as more subjective areas, such as the ambience of a city or the last time an Olympics were held in the city or nation.

AROUND THE RINGS 2014 WINTER OLYMPICS BID POWER INDEX

	ALMATY	BORJOMI	JACA	PYEONGCHANG	SALZBURG	SOCHI	SOFIA
ACCOMMODATION	5	2	4	6	7	7	5
AMBIENCE	5	5	5	6	8	7	5
BID OPERATION	5	3	5	6	6	8	5
GAMES COST	4	4	5	7	7	3	3
LAST GAMES	7	7	6	6	6	6	7
LEGACY	6	4	5	8	7	8	4
MARKETING	3	3	5	8	7	7	4
GOV/PUB SUPPORT	6	6	6	9	9	9	6
SECURITY	5	3	5	7	7	5	5
TRANSPORTATION	5	2	4	6	8	7	5
VENUE PLANS/EXP.	6	2	6	7	8	7	5
POWER INDEX	57	41	56	76	80	74	54
(PREVIOUS RANK)	(53)	(46)	(56)	(75)	(81)	(64)	(56)

1. SALZBURG (80/81): The bid faces its first public and international relations challenge over the inquiry into banned ski coach Walter Mayer's presence in Italy during the Games. It was such a hot issue for Salzburg that plans were dropped to hold a press conference about the bid permitted under a last-minute change in IOC rules. The Austrian Olympic Committee recognizes the need to unequivocally address the inquiry, which is now being pursued by the IOC as well as a panel in Austria.



Salzburg's bid clearly has strong national government support, based on comments to Around the Rings by Austrian Chancellor Wolfgang Schuessel.

The dossier from Salzburg makes a strong case for its claim of a compact bid. A bid budget of \$8 million seems low: it is a fraction of what Salzburg's biggest rivals say they will spend. With disappointment with media accommodations seemingly the rule in Turin, plans by Salzburg and most of the other cities to create Media Villages will have to pass assurances of quality.

Although it comes with solid transportation credentials, the Salzburg dossier also notes that \$1.2 billion is planned on long-range improvements leading up to the Games.



2. PYEONGCHANG (76/75): The South Korean bid's one-point gain comes from a better ranking on security, explained more clearly in its dossier than most of the other cities. At \$32 million for a bid budget, PyeongChang will spend more than any of the others. Marketing revenue -- \$502 million -- is the most ambitious target of the 2014 cities, with \$133 million from tickets.

While it is a relatively compact bid when considered in terms of the Olympic Villages (two are planned), the venues of the PyeongChang bid are still 241km from Incheon Airport, the international gateway for South Korea.

3. SOCHI, RUSSIA (74/64): Sochi's move in the ratings is due in part to the strong showing of the bid team and leaders of the national government in Turin. The bid came across well in its press conference in Turin, with deputy prime minister and bid chair Alexander Zhukov taking center stage.



The dossier makes a stronger case for the hotel inventory in Sochi as well as the legacy and venue plan for the Games. Transportation in Sochi appears to have a good concept, but it comes with a \$4.9 billion price tag to accomplish the planned and additional works needed for the Olympics. While the Sochi Airport will be the gateway to the Games, all roads lead through Moscow, two and half hours by plane.

Costs for venues according to the dossier would be moderate, with \$329 million budgeted for eight permanent venues and \$106 million in renovations to existing ones.

Unlike other bids, Sochi proposes hotels for the media instead of media villages.



4. ALMATY, KAZAKHSTAN (57/53): Give credit to Almaty for being the first of the 2014 cities to hold a press conference to promote the bid in an international setting. Far from the level of the Russian presentation, Almaty still has to master how to communicate an interesting bid. With a bid budget of \$20 million, it should be able to do so.

The venues planned for the Games are budgeted at \$393 million with a strong legacy component. No temporary venues are planned. Marketing is on the low side, with \$275 million projected to be raised, \$61 million from tickets.

Expensive transportation projects are in Almaty's long-term plans: nearly \$7 billion alone for metro and rail projects.

by CITY *continued*

CITY

5. JACA, SPAIN (56/56): The plan to split events between the big city of Zaragoza and the village of Jaca may give the Spanish bid more resources in accommodation and venues, but the 142km distance is a big complication. The result is two of everything: Olympic Villages, media villages and press centers. Two hockey venues two hours apart will not be welcomed by the ice hockey federation.

The bid proposes the use of high speed rail to connect the two venue poles, as well as helicopter service, a high price option. At \$442 million, the marketing budget seems suitable for Spain; \$72 million in ticket sales. Bid budget is moderate, at \$12 million.

Plans for the Games to start on Jan. 31 may need re-thinking to avoid TV conflict with the U.S. Super Bowl and Australian Open.



6. SOFIA, BULGARIA (54/56): The Sofia bid slips from the January Power Index based on information from the dossier that indicate weak points in accommodation, costs and transport. Three Olympic Villages are in the plan, one as far as 160 km from Sofia. With distances such as that to cover, transport will be one of the key elements of the Sofia plan, with about \$750 million in transport improvements planned. Media would stay in hotels, not villages.

Venues would cost more than \$1 billion to build, most of that for the alpine center at Bansko.

The bid budget is \$13 million. The marketing revenue target of \$443 million could be aggressive for Bulgaria. Ticket sales are forecast at \$122 million.

The bid supposedly will pick up speed in the coming months as Prime Minister and former king Simeon Saxe-Coburg Gotha takes charge as president of the bid.

7. BORJOMI, GEORGIA (41/43): Down in the rankings based on review of the dossier. Accommodation issues, transport, costs and experience are among the factors. Extensive hotel construction will be needed. Venue construction costs of \$150 million may be low. Curling would have no legacy as the venue is temporary.

With two venue poles in Tbilisi and Borjomi, two hours apart, the importance of transport cannot be overstated. More than \$1.4 billion in transportation improvements are planned.

Two Olympic Villages and two Media Villages will be used.

While Georgia is a country with a rich sports tradition, it has little experience in staging winter sports events.

Marketing revenue is forecast at \$270 million, the lowest of the seven 2014 cities, with \$61 million from tickets. Bid budget is \$7.2 million, lowest of the applicant cities.



The Categories Explained



Accommodation: Quantity, quality

Ambience: Is the city comfortable, tourist-friendly, a pleasure to visit?

Bid Operation: Leadership, strategy and public relations

Games Cost and Finance: The projected bill for operating the Olympics and the infrastructure needed, unusual finance risks. Higher scores indicate lower costs.

Last Games in the Country: Years since last summer or winter Olympics. Higher the score, the longer since the Games. Some credit could be given for recent Olympic bids.

Legacy: Impact of the Olympics in a city; sustainable venues

Marketing: The size and impact of marketing programs

Government & Public Support: The commitment of government and populace for a Games

Security: Reputation and quality of security, perceptions of risk

Transportation: Ease of travel, multiple transport options, airports, quality of public transit, taxis

SEOUL VISITOR'S GUIDE AND TRAVEL TIPS

Essential Korean for Visitors

Neh: Yes.

Ah-nee-oh: No.

Jwe-song-ha-ji-mahn: Please.

Gahm-sah-hahm-ni-da: Thank you.

Chon-mahn-eh-yo: You're welcome.

Sil-le-hahm-ni-da: Excuse me.

Jwe-song-hahm nida: I am sorry.

Ahn-nyong-ha-se-yo: Hello or Good morning.

Ahn-nyong-hee ga-se-yo: Good-bye.

In every way, Seoul is the capital of South Korea: politics, society, business and culture all revolve around the city and its 10.3 million citizens. Dating to 18 BC as one of the three original kingdoms of Korea, relics from this time are still visible.

Seoul, of course, has made its mark on the world sports map with the 1988 Olympics and in 2002 for the World Cup. In 1999, the IOC Session in Seoul selected Turin as the host of this year's Winter Olympic Games.

SHOPPING

Namdaemun: The largest traditional street market in Korea. This market is located in the center of Seoul and is a famous shopping place for tourists. Clothing for children and accessories are the most-commonly sold goods, but there's lots of food and many outdoor eating options, especially in the evening.

Dongdaemun: This market is of equal historical significance to Namdaemun. While Namdaemun is an old-fashioned market, Dongdaemun market has large buildings that group similar shops together so customers can shop efficiently. Some of the shops like Nuzzon are open all night.

Migliore: One of the biggest fashion buildings in Seoul. It has 17 floors above ground and seven basement floors. **Apkujong-dong**, widely known as "the Beverly Hills of Seoul," is the land of the designer goods.

Galleria is one of the most popular department stores.

FOOD

Much of Korean social life revolves around food. Most restaurants specialize in one or two dishes. There are restaurants devoted to beef, pork, spicy chicken and other delights. Some classic Korean dishes:

Samgyetang (pronounced saam-gay-taang) - whole spring chicken stuffed with ginseng and rice.

Kim-bap - Korean sushi rolls but with ham or tuna salad.

Dak bo gi - those red slugs you see everywhere are actually rice dumplings in pepper sauce

Gal bi/bul go gi - Barbecue beef ribs/tenderloin

Seol long tang - beef tail soup

Hoe - Korean style sashimi



ED'S DINING TIPS FOR SEOUL

Arirang Folk Restaurant – Famous for Korean dining/cultural experience. 2-2 Kwanhun-dong, Chongno-gu. Phone 02 737 2371.

(Ju) Shin Jong – Beef is king, with the meat butchered on site. Can be crowded in the evenings. From Taebang Station, take taxi to Mi-won Building area. Restaurant is located in the basement of the Hanvit Bank. Phone 02 784-6662. Open until 2300.

Korea House – Well-known for Korean cuisine. Chumgmuro Station area. Phone 02 2266 9101.

Samwon Garden – Legendary for fine Korean dining. Main location 623-5 Sinsa-dong, Gangnam-gu. Phone 02 548 3030. Second restaurant 993-1 Daechi-dong, Gangnam-gu. Phone 02 556 2311. www.samwongarden.com.

Wood and Brick – Well-recommended for informal dining, with sandwiches and bistro style food near the Kwanghwamun intersection. Find it wedged between Hardees and Wendys. 1-6, Sinmunno 1(il)-ga, Jongno-gu, Seoul. Phone 02 735 1157/1160. Closes at 2200.

Xi'An – Top quality dining experience, Asian fusion cuisine. Reservations a must. 93-10, Chungdam-Dong, Kangnam-Gu. Phone: 02 512 1998.

Seoul

The World Meets in Seoul

www.AroundTheRings.com

ANOC - IOC SPORTACCORD CALENDAR

SATURDAY, APRIL 1

08:00-10:00	EOC informal Executive Council (Coex Intercontinental Harmony Ballroom II - floor HL)
09:00-11:30	ONOC Meeting (Coex Intercontinental - Moderato - floor HL)
09:00-12:00	ANOCA Assembly (Coex Intercontinental - Harmony Ballroom I - floor HL)
10:00-12:00	OCA Gathering (Coex Intercontinental - Harmony Ballroom III - floor HL)
10:00-12:00	EOC Extraordinary General Assembly (Coex Intercontinental - Harmony Ballroom II - floor HL)
12:15-13:00	ANOC Commissions meeting with ANOC Secretary General (Coex Intercontinental - Moderato - floor HL)
13:15-15:00	Working Lunch - ANOC / ASOIF Working Group (Coex Intercontinental - Mercury Room - 30th floor)
14:00-16:00	ANOC Commissions (Coex Intercontinental - Moderato/ Cinnamon/ Laurel/ Business Center)

SUNDAY, APRIL 2

09:00-10:00	XV ANOC General Assembly Inauguration Ceremony (All ANOC meetings at Coex Convention Center - Grand Ballroom - 1st floor)
10:00-13:00	XV ANOC General Assembly
15:00-19:00	XV ANOC General Assembly

MONDAY, APRIL 3

09:00-13:00	XV ANOC General Assembly
15:00-19:00	XV ANOC General Assembly

TUESDAY, APRIL 4

09:00-13:00	XV ANOC General Assembly
15:00-17:00	XV ANOC General Assembly
17:30	Press Conference - ANOC President

WEDNESDAY, APRIL 5

09:00-12:00	IOC Executive Board and National Olympic Committees joint meeting (Coex Convention Center - Grand Ballroom - 1st floor)
09:30-10:00	SA Welcome and Opening Remarks (Grand Intercontinental Hotel - Ballroom 3)
10:00-11:00	SA Staging a Successful Major Event (Grand Intercontinental Hotel - Ballroom 3)
11:30-13:00	SA Bidding Cities: Strategies for Success in the International Event Market (Grand Intercontinental Hotel - Ballroom 3)
11:30-13:00	SA Getting the Most from New Media Technologies 1: Mobile Telephony (Grand Intercontinental Hotel - Chrysanthemum 1)
12:00-12:45	Press Conference - IOC and ANOC Presidents (Coex Convention Center - Grand Ballroom - 1st floor)
14:30-17:00	IOC Executive Board and Summer Olympic International Federations joint meeting (Grand Intercontinental Hotel - Orchid - 2nd floor)

14:30-16:00	SA Knowledge Transfer: How Host Cities Can Learn from One Another/Staffing, Recruitment and Volunteers: Building a Winning Sports Event Team (Grand Intercontinental Hotel - Ballroom 3)
14:30-16:00	SA Getting the Most from New Media Technologies 2: TV & Broadband (Grand Intercontinental Hotel - Chrysanthemum 1)
16:30-17:30	SA GAISF Media Workshop: Accreditation & Press (Grand Intercontinental Hotel - Ballroom 3)
17:00-18:15	IOC Executive Board and International Olympic Winter Sports Federations joint meeting (Grand Intercontinental Hotel - Iris - 2nd floor)
17:30-18:30	SA Interview of the Day: Rick Burton (Grand Intercontinental Hotel - Ballroom 3)
18:15	Press Conference - IOC, ASOIF and AIOWF Presidents (Grand Intercontinental Hotel - Rose - Floor B1)

THURSDAY, APRIL 6

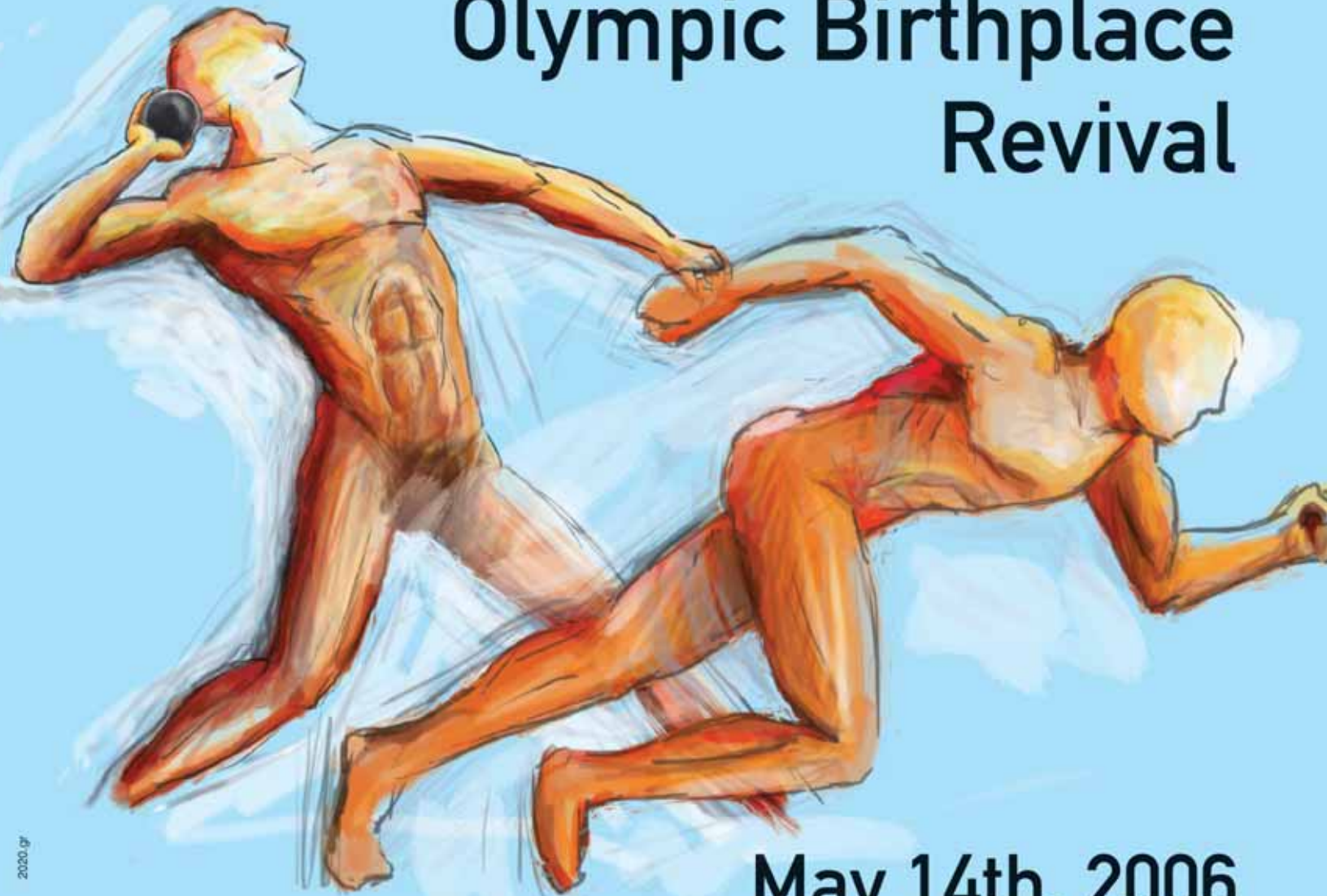
09:00-13:00	IOC Executive Board Meeting (All at Coex Convention Center - Asem Hall 201 - 2nd floor)
09:30-10:00	SA Welcome and Opening Remarks (Grand Intercontinental Hotel - Ballroom 3)
10:00-11:00	SA Financing and Promoting Contemporary Sport (Grand Intercontinental Hotel - Ballroom 3)
11:30-13:00	SA Facilities/Venue Development: Planning Permanent & Temporary Facilities (Grand Intercontinental Hotel - Chrysanthemum 1)
11:30-13:00	SA Sponsorship: How to Deliver More Value to Sponsors/Sponsorship: Deal-Making Workshop (Grand Intercontinental Hotel - Chrysanthemum 2)
13:30	IOC Press Briefing (Grand Intercontinental Hotel - Rose - Floor B1)
14:30-16:00	SA Event Branding: Increasing the Awareness & Impact of Your Event (Grand Intercontinental Hotel - Chrysanthemum 1)
14:30-16:00	SA Marketing/CRM: Communicating Profitably With Sports Customers and Participants (Grand Intercontinental Hotel - Chrysanthemum 2)
15:00-18:00	IOC Executive Board Meeting
16:30-17:30	SA GAISF Media Workshop: The Role of the IF Media Director (Grand Intercontinental Hotel - Ballroom 3)
17:30-18:30	SA Interview of the Day: Gilbert Felli - "The Future of the Olympic Movement" (Grand Intercontinental Hotel - Ballroom 3)
18:30	IOC Press Briefing (Grand Intercontinental Hotel - Rose - Floor B1)

FRIDAY, APRIL 7

09:00-13:00	IOC Executive Board Meeting
13:30	IOC Press Briefing (Grand Intercontinental Hotel - Rose - Floor B1)
15:00-18:00	IOC Executive Board Meeting
18:30	IOC President's Press Conference (Grand Intercontinental Hotel - Rose - Floor B1)

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新闻宣传部

Media and Communications Department

第29届奥林匹克运动会组织委员会

The Beijing Organizing Committee for the Games of the XXIX Olympiad

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