



Key Considerations for 2010 Freight Transportation

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2010 Freight Mandate



- To develop and execute a comprehensive plan for freight transportation that meets the cargo requirements of the various constituent groups that form part of the World Cup community.
- For the LOC, this is with specific reference to FIFA constituent groups that have rights to LOC transportation.

2010 Delivery Environment



Tournament Specific Cargo

- Team Cargo
- FIFA Cargo
- LOC Cargo
- Medical Products
- Media Equipment
- Broadcasting Equipment
- etc.

Hospitality Cargo

- Commercial Affiliate Products e.g. Budweiser beer, Coca Cola drinks etc.
- Media and Broadcasting Equipment
- Promotional/Branding Material
- etc.

Spectator Targeted Cargo

- Advertising Material
- Commercial Affiliate Products
- Merchandising Material
- etc.

Typical Cargo Types



- Team luggage and equipment
 - Kit, Luggage etc.
- Medical products
 - Anti-doping equipment, medication etc.
- Broadcasting equipment
 - Broadcast equipment, Screens, Cabling etc.
- Fitness & Energy products
- Media equipment
 - Cameras, Interview equipment etc.
- Promotional material
 - Commercial Affiliate products
- Special products
- Official event food & beverages
- FIFA cargo
- etc.

Demand Side Considerations



- Which constituent groups will be moving cargo into and within South Africa prior to, during and during the event (not forgetting reverse logistics)?
- What exactly will they be moving?
- Where will it be coming from?
- Where is it going?
- When will it be moved?
- What quantities are we talking about?
- Do the constituent groups have compete freight solutions or will they procure South African freight services?
- What are the regulatory implications, and who addresses them?
- How will 2010 cargo co-exist with the normal South African freight logistics system
- What other big cargo movements are envisaged in the same period.....Eskom?

Supply Side Considerations



- Which Ports of Entry will be used for the event?
- Will sufficient warehousing capacity be available for 2010 cargo or are we already committed?
- Understanding our logistics challenges, can we provide adequate access and efficiency in moving cargo on both the rail and road systems?
- Are we geared in terms of main corridors to be used for long distance haulage of cargo to the 10 venues?
- We need to engage Host Cities to define intra-city cargo storage and distribution networks to Stadia, Fan Parks and Public Viewing Areas
- For cross-border cargo, close liason with the Border Control Coordinating Committee is imperative to identify main border posts to be used and to ensure seamless border movement and border security
- Operations may extend well into the night, will our system respond?

German Experience: Quantities During FWC 2006



Description	Quantities
Phillips flat screens	8 000
Media bags	9 000
Rain ponchos	750 000
Accreditation lanyards	440 000
Table lamps for media stands	3 000
Media chairs for media stands	12 000
Seats for pitch photographers	2 000
Seats for security staff	900
Furniture m ³ (back offices at temporary venue facilities)	1 000
Laptops	400
Printers	1 000
Photocopiers	200
Specially made office containers	39
Multi-purpose containers (office, storage, refrigeration etc.)	200
Fax machines	250

Key Engagement Points



- ❑ International freight forwarding – who will do it, what is the shipping schedule, when will cargo start arriving in SA
- ❑ Customs clearance and tax arrangement support
- ❑ If planned, when will local freight logistics services be procured by the constituent groups?
- ❑ Event logistics is different from normal freight logistics, can the industry easily adapt operations to meet this demand?
- ❑ IT and Technology capability can make the difference – Track and Trace capability, Cargo Screening, Freight Information Systems
- ❑ FIFA will implement a Master Delivery Schedule during the event - cargo delivery before a certain date will be unrestricted and cargo delivery after that date will be very restricted
- ❑ Stadia precincts will be managed in zones with varying restriction levels.
- ❑ Logistics points and security search parks will also be deployed some distance from stadia

Conclusions



- ❑ 2010 Freight planning needs focus and acceleration
- ❑ SA Freight Industry needs to engage the various constituent groups that will move cargo in 2010 in order to get opportunities
- ❑ City cargo storage and distribution networks need to get a closer look
- ❑ The LOC coordinating preparations with the DOT and Host Cities and other relevant structures
- ❑ Industry needs to ensure that adequate freight facilities are available to meet the 2010 demand
- ❑ FIFA, Security and Transport arrangements at stadia precincts must be well understood



End

