

# Coffee & Croissants with Bruce Whitfield

*Following from the success of Green Shoots or Weeds, join Bruce for the second in the series of information sharing sessions:*

## **What does 2010's biggest soccer event really mean for South Africa? 24<sup>th</sup> November 2009**

From the May 2004 announcement that South Africa had won the bid to host the world's biggest soccer event in 2010 to scarcely 200 days to kick-off, the journey of preparation has been a long and often turbulent one for South Africa. Consider the government's commitment to spend R 17,4 billion on infrastructure, with non-infrastructure budget spend running into the hundreds of millions of Rands and the prospect that we can expect upwards of 45 000 people to visit our country. What real economic stimulus and growth can South Africans expect?

**When:** 24<sup>th</sup> of November 2009  
07h30 – 08h00 for coffee and croissants, discussion will begin at 08h00 sharp, ending at approximately 09h30.

**Where:** Milpark Business School, directional maps will be supplied

**Booking:** To book your seat, email Linda Erasmus on linda@iob.co.za  
This event is brought to you by the sponsors at no cost to you.

