

Two initiatives by the Fédération Internationale de Football Association

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On my election to the presidency of the FIFA in June 1974, I submitted two initiatives known as "Project 1" and "Project 2" for study by the Executive Committee:

- *Project 1 concerned the development of football in 100 member countries of the FIFA.*
- *Project 2 provided for the organisation of a world tournament for juniors under the age of 19.*

The problem of financing

Following useful and necessary discussion, the Executive Committee unanimously approved these two projects. However, a major problem arose since the FIFA's budget, voted at the 1974 Congress in Frankfurt, did not make any credit allowances to carry out these projects. We therefore contacted 14 of the world's leading companies in an attempt to stimulate the interest of one of

them in our development and the world's youth. After a year and a half of work and effort, we succeeded in obtaining a partner. By the signature of two contracts, Coca-Cola undertook to support us. Since this association, the first project has been called the "FIFA/Coca-Cola world football development programme" and realisation of the second project, the world youth tournament, has been assured. This company proposes to help us in the organisation of the first four tournaments planned for 1977, 1979, 1981 and 1983, by backing the Coca-Cola Cup, which will be awarded to the federation winning the most matches in these first four tourna-

Mr. João Havelange in Tunis for a working meeting with (left) Mr. Fouad Mbazza, Minister of Youth and Sport, and (right) Mr. Mohamed Mzali, Vice-President of the IOC and President of the Tunisian Olympic Committee.



ments, up until that time. Its massive support amounts to 1,400,000 US dollars (3,500,000 Swiss francs) for Project 1 and 1,600,000 US dollars (4,000,000 Swiss francs) for Project 2. Due to the importance of these projects in the modern world, they cannot be ignored by the mass media.

Two projects already under way

The project for developing football enables teams of technicians and instructors to be sent to national affiliated federations, in order to improve modern technique, whether in the fields of organisation, physical preparation and playing tactics, or in football medicine and rules of the game, and thus to contribute to the formation of new technicians...

As for Project 2, the world youth tournament, 16 teams from the 89 of the 146 national federations affiliated to the FIFA entered in the competition will appear in the final tournament to take place from 26th June to 10th July 1977 in Tunisia.

The future

These two projects have already assumed great significance among youngsters interested in football. But, as of now, we are examining third and fourth projects which we hope to put into effect in 1979.

Faced by my new responsibilities as President of the FIFA towards our affiliated federations and our members, as well as those as an IOC member, which make young people's welfare my concern, I have been encouraged to carry out this work for everyone's benefit.

To succeed in this task, I have been able to count on the devotion of the FIFA members, especially the Executive Committee, the President and members of the Technical Committee, the Secretary General and his collaborators. To them all, I present my hearty thanks for this work which already constitutes a positive action crowned with success.

J. H.

