

FEDERATION LEADERS VISIT THE VENUES FOR THEIR SPORTS



The meeting with the IOC followed ASOIF assembly.

The eleventh ASOIF general assembly in Barcelona on 16th April gave the various presidents and secretaries-general of the summer sports IFs the opportunity to broaden their acquaintance with the Olympic city. They were able to revisit the facilities and sites where the competitions for which they are responsible will be held; and to see the Olympic village and other accommodation sites where the officials, judges, coaches, doctors and the other technical staff who accompany the athletes will be staying next year. At the same time, a specially-organized seminar offered a greater insight into the field of sports marketing.

All of the twenty-five IFs whose sport is included on the Olympic summer programme were represented at the assembly chaired by the IAAF president, Mr Primo Nebiolo, who was assisted by the ASOIF secretary general, Mr Borislav Stankovic, IOC member. The delegates listened to a report by the Organizing Committee on the preparations for the 1992 Games, and Messrs Tamas Ajan, Sergio Orsi and Olegario Vazquez Rana, members of the ASOIF board, presented a report produced after their visit to Atlanta in April.

The afternoon was devoted to a marketing seminar organized by ASOIF in collaboration with ISL, the representatives of several television networks and firms sponsoring the Games and other major international sports events. The aim here was to provide a wide range of information on the usefulness of marketing to sport, and to give the IFs tips on how better to develop their own programmes. In the words of Mr Nebiolo, this "occasion was extremely useful for spreading greater and more detailed knowledge in this important area of our activities". A beneficial encounter for everyone concerned.

During these meetings in the Olympic city, many representatives of the federations visited the venues where the competitions in their sports will be taking place during the Games next year. Mr Etienne Glichitch, FIH president, for example, went to Terrasa where the hockey matches will be played in 1992. After this visit, during which he was accompanied by the mayor of Terrasa, Mr Manuel Royos, the president expressed his satisfaction with the progress made since his previous visit in July last year, stressing how impressed he was with the scale of the work achieved. Similarly, the FIE president, Mr Rolland Boitelle, declared that he was "particularly satisfied with the location for the events, at the heart of the Olympic site, close to the Montjuich stadium". For its competitions, the International Fencing Federation will be installing a results management system, for which it has just given its approval, whereby all hits are recorded on a central computer. Only twelve countries per weapon will be able to take part in the compe-

tion, explained Mr Boitelle, unlike previous Games where there were no limits on participation.

After a meeting with representatives from COOB' 92 to discuss issues connected with his sport, the FINA president, Mr Mustapha Larfaoui, expressed optimism at the preparations being made. In the same way, the FIC, as its president Mr Valery Syssoev confirmed, is to approve the new road racing circuit which COOB' 92 had proposed in place of the one at Sant Sadurni, which the federation had rejected. The secretary general of the FEI, Etienne Allard, was delighted with the choice of the Real Polo Club as the venue for the equestrian events, in preference to the small FC Barcelona stadium. And Mr Raymond Hahn, secretary-general of the International Handball Federation, affirmed that the hall in Granollers was "an ideal location for the

The Olympic Torch was presented to the federations by Messrs Primo Nebiolo, Juan Antonio Samaranch and José Miguel Abad.



handball matches, and with the sporting traditions of the town, the competition is sure to be a success".