

SOUTH AFRICA World Cup has benefits for logistics **P. 18**

WOMEN IN SOCCER Germany's Steffi Jones talks **P. 21**

NETWORKS DB Schenker links team spirit with know-how **P. 24**

DB SCHENKER STANDS FOR THE
GLOBAL TRANSPORT AND LOGISTIC
COMPETENCY OF DEUTSCHE BAHN.



Olympics

DB Schenker keeps
the supply chain
moving for skier
Viktoria Rebensburg

Yesss! Why
athletes put
their trust in
DB Schenker



**In March, DB Schenker moved
the United States to Brazil**

**an entire racing series from
for IndyCar's global expansion.**



DB Schenker
is extending
its partnership
with the IndyCar
Series for three
years.

Photos: Darrell Ingham/Getty Images, DB Schenker

Nick Kashiparekh
from DB Schenker
has been clocking
up lots of miles for
client Indy Race
League.



Hot wheels to Brazil for IndyCar

DB SCHENKERsportsevents based in Freeport, New York, transported 44 race cars and four pace cars from the United States via air cargo to São Paulo, Brazil for the debut race of this season's IndyCar Series. The event was part of the league's plan to move from its North American base and expand internationally. Indy cars are slightly smaller than Europe's Formula One vehicles, but its fans are just as enthusiastic. Nick Kashiparekh of DB Schenker said two Atlas Air 747's carried the racers, which were stored on special frames. Some 30 containers of tires were sent via ocean freight.



**Sports events are increasingly
That means we have to**

**turning into media events.
start planning for more journalists.**

Victory hugs: The German women's soccer team in 2007 after its 2:0 win over Brazil.

Photos: action press, DB Schenker



Christian Schultze of the DB SCHENKER global sport events team.

Global logistics for world-class sports

Christian Schultze of DB Schenker says that "2010 is a year for sports." The Olympic Games, the Soccer World Cup in South Africa, the Asia Games, the Commonwealth Games, the World Youth Olympic Games, and, in Germany, the FIFA U-20 Women's Soccer World Championships, and Hockey World Championships: DB Schenker's 150-strong team is involved in these and many other events. "We have a global focus," said Schultze. Around 50 DB Schenker staff members collaborated for the Winter Olympics in Vancouver. And in 2011, Germany will host the Women's Soccer World Cup.



Photos: Olivier Morin/AFP/Getty, DB Schenker

Stephan Schmidt was pleased with how things went in Vancouver; now he's looking ahead to South Africa.



A feat of Olympic proportions

"It was fantastic!" said Stephan Schmidt upon returning from Vancouver. But there was an element of relief in his enthusiasm. With 100 tons of air cargo and 20 shipping containers, the equipment for the Olympics was no small job. Difficult weather conditions in Germany and Canada caused massive flight delays. DB Schenker employees worked around the clock to ensure cargo was delivered on time. The biggest challenge? The bobsleighs for the German team arrived only shortly before the event began. Schmidt is already working on his next assignment, which will take him to South Africa.

A lot of diplomacy is required when working with athletes. But when the Games are over, everyone's happy.

Golden: Viktoria Rebensburg skis the giant slalom at Whistler Creekside.



Beefing up: South African Airlines is leasing 13 extra aircraft to handle the World Cup.

World Cup challenge

South Africa is spending €38 billion on revamping infrastructure, partly to get in shape for this summer's premier soccer event.

Text: Alex Duval Smith in Cape Town



Security looms as a major concern for the World Cup; the government will deploy 31,000 police officers specifically to protect fans and players.

On May 15, 2004, the boss of world football, Sepp Blatter, stood up on a stage at FIFA's headquarters in Zurich and pronounced: "It will be South Africa." The historic vote by FIFA's board – handing the World Cup to South Africa after only its second bid – sparked skepticism that shocked the future host country.

"We became like the woman in the workplace who has to be twice as good at her job to be considered half the man," says Local Organising Committee Chairman Danny Jordaan. "Even though we thought we had convinced everyone by the strength of our bid and

our determination to host the World Cup, the doubters kept coming up with reasons why we would not succeed. They said we would not have the stadiums ready, that we would not have hotel capacity, and that fans would be murdered by gangsters. They doubted our organizational capacities."

Since 2004, the South African government has spent €800 million on upgrading four stadiums and building six new ones. It has put €850 million into infrastructure, including one new airport in Durban and new or refurbished terminals for the other nine host cities, widened existing roads and built new ones, upgraded hospitals, and, significantly, created public transport systems which are due to continue operating long after the final whistle is blown on July 11. The spending spree is part of a six-year, €37.9 billion infrastructure program – including upgraded rail freight, ports, and information technology – which was necessary to help South Africa outsmart the skeptics. Tender irregularities and strikes by construction workers paid as little as €1.20 per

hour blemished the otherwise impressive building program, but, crucially, all important deadlines were met. Nevertheless, the kick-off in Johannesburg at 4pm on June 11 will only be the start of South Africa's challenge. As hosts, the South African national team will inaugurate the tournament in a match against Mexico at the 90,000-capacity Soccer City. The world will be watching to see whether, after all that spending, the country can deliver on logistics.

"We are confident, but not arrogant about it," says George Mahlalela, director-general of the Department of Transport. "We have sent teams to and received support from South Korea, Japan and Germany. Schools will be closed for the duration of the tournament. School children are major transport users so the lack of traffic taking children to and from school will free up our roads."

For the past four years, Mahlalela has headed a committee which began by meeting monthly and, since March, has switched to weekly update meetings. "We have representatives from my department, but also from the aviation sector, all host cities and each of the nine provinces. Two weeks before the start, our committee will evolve into a transport command center, including a call center for travelers, which we expect to establish at Oliver Tambo Airport in Johannesburg."

In the 64 matches of the month-long World Cup, 3.8 million seats in ten stadiums need to be filled for the tournament to be a sell-out success. South Africa's logistics challenge is increased by the fact that it is a large country: under the terms of FIFA's rules, teams have training bases but not "home grounds." Even in the group stage of the tournament, teams and their fans will travel a great deal. Favorite Spain has one of the simplest travel schedules. The team plays its



The Gautrain will eventually connect Johannesburg with Pretoria, but for the World Cup, the train will be ready to bring visitors from the airport to downtown Jo'burg. The name means "gold train" in Sutu.

first match in Durban on June 16 (against Switzerland), its second at Ellis Park in Johannesburg on June 21 (against Honduras), and its third 60 km up the road in Pretoria (against Chile) on June 25. But hotly tipped England has a far tougher group stage travel schedule starting at Rustenburg on June 12 against the United States, moving 2,000 km to Cape Town for a match against Algeria on June 18, before playing 600 km away in Port Elizabeth against Slovenia on June 23. The teams will use VIP transport companies, but fans will have to use the existing roads, rail, and air links.

To South Africa's great disappointment, slow international ticket sales mean the number of fans expected is far lower than the 450,000 anticipated in the bid. Nils Heckscher, a stalwart in the Federated Hospitality Association of Southern Africa (Fedhasa) and managing director of Cape Town's four-star Winchester Mansions Hotel, says hotels should have no trouble coping with the arrivals. "The World Cup will be taking place during our winter, so the fans will not be competing with other tourists for accommodation. We now believe the number of visitors is going to be between 250,000 to 300,000, which is actually no more than our December high-season level. It is going to be an intensive four weeks, but the only thing that will be unusual is the stress on match days, when a great many people are going to move from city to city."

Heckscher's hotel has been fully booked for the World Cup through Match – a British-Swiss FIFA-approved booking agency. Match's packages, offered through tour operators, provide fans with accommodation, flights, and guaranteed transfers to airports. Match senior accommodation manager Vivienne Bervoets says the company has contracted rooms in 400 hotels and leased 420 long-distance buses from the Department of Transport. It has logistics deals with subcontractors in Johannesburg, Cape Town, Durban, Nelspruit, and Rustenburg. "In any competition where you have a knock-out phase that presents more than one possible path for a team, there will >

VIEW FROM THE TOP

Tony Pheiffer, head of DB Schenker in South Africa

Will logistics in South Africa be easier after the World Cup? Upgrades have been mainly to roads and passenger transport. So customers will benefit from smoother transit times in major cities. Better infrastructure at airports means easier expedition of shipments.

So a win-win deal? Sure. Improved infrastructure means better logistics, and

that means more efficiency and better economic viability and competitiveness for companies in South Africa. Visitors coming for the soccer matches will be able to see the support infrastructure here firsthand, and that will encourage foreign investment in the region.

More trade volume ... Trade will certainly be enhanced. The supply of products and services from South Africa to the region will increase once the country is seen as a reliable base. This is good for the economy and for job creation.

Photos: Rüdiger Neimzow/DB AG, Obie Oberholzer/Agentur Bilderberg, Gautrain, Hannelle Coetzee/WPN/Agentur Focus



Is everybody as excited as these South African fans? For the month-long, 64-match contest to be a sellout, 3.8 million tickets need to be sold. So far, attendance figures are lagging behind forecasts.

be logistical challenges and, of course, the World Cup is the biggest of them all. South Africa is a large country with a limited transportation infrastructure and for this reason, we have developed an accommodation and transportation logistics solution."

Match has bought 89,000 one-way seats on South African Airways domestic flights during the period, and the airline says individual ticket sales are also good.

The airline's 2010 project manager, Ian Cruikshank, has boosted SAA's fleet by leasing 13 aircraft from non-South African airlines, and these will be crewed by those airlines' staff. "During the World Cup, we will move to a 24-hour schedule," he explains. "This will be necessary to deal with matches that start at 8:30pm and could finish as late as 11:30pm. Our schedule during the World Cup will very much remain a work in progress, and we will adapt it as demand dictates. We are confident we will pull it off and are hiring 500 extra ground staff to ensure the smooth running of the operation."

One of the enduring worries for many World Cup visitors is security. Homicides in the country number an unenviable average of 50 per day, and the government has failed to score significant successes in reducing crime rates. However, the vast majority of South Africa's crimes are committed in the townships, where few fans are expected to venture. In a move clearly aimed at keeping fans safe, the government has invested €63 million in closed-circuit television cameras for inner cities, special command centers, and 31,000 officers whose sole task will be to protect fans and players.

Bracing itself for an outbreak of H1N1, the Department of Health has received more than three million vaccines from the World Health Organization, to be offered to key staff in the health services and other main logistics sectors. In each province, accident and emergency preparedness has been boosted by the purchase of air ambulances and defibrillators, and the recruitment of hundreds of new staff. However, moves to boost healthcare have, like those to rein in rampant crime, attracted plenty of local criticism for

being too focused on the tournament and lacking in any substantial long-term benefits for the broader population.

The South African contest will be the first World Cup to be broadcast in high-definition television. Technology has been brought up to speed. Satellite teleports and telecommunications infrastructure has been boosted to support transmission capacity of 40 gigabytes per second. But many of the 3,000 qualified staff needed to handle the broadcast equipment have had to be recruited by FIFA's Match booking agency from outside the country.

Whereas any event organizer in the northern hemisphere would be under pressure to prove the environmental sustainability of a large event such as the World Cup, South Africa has apparently been let off the hook. Sponsor Coca-Cola has, however, offered 20,000 of its World Cup tickets as prizes for South African school children participating in a recycling competition.

South African Transport Department Director-General Mahlalela says new buses bought as part of the bus rapid transit system, envisioned to ferry fans to stadiums and later to be used on proper public transport networks, live up to modern standards of fuel efficiency, but confirms that emissions control is not high on the agenda.

Despite his overall confidence in South Africa's logistical abilities, he admits to still having one major concern. "We have all the infrastructure in place, but we still have to think through scenarios for the unexpected. We are applying ourselves to the issue of getting crowds of people from the stadiums to the airports, because flights will not be able to wait eternally for fans to arrive from matches that finish, say, at 11:30pm. Options we are looking at include, at peak times, closing off lanes on roads leading to airports, and organizing airline check-in procedures at stadiums to speed up passengers' transit times."

To Jordaan, logistical preparedness is not an issue. "We have gotten this far. We will get to the end. We organized the Rugby World Cup in 1995 when we had just come out of apartheid. We organized the international cricket series last year at short notice. We have hosted hundreds of international conferences. You just watch us."

Photos: Siphwe Sibeko/Reuters, Ronny Hartmann/Bongarts/Getty Images for DFB

Women's World Cup on the way

Steffi Jones is the chief organizer of the 2011 FIFA Women's World Cup in Germany. Together with her staff of 60, she's preparing the spectacle today that will enthral millions around the world tomorrow.

Ms. Jones, will next year see a reprise of Germany's spectacular 2006 World Cup?

The party will repeat itself for sure, but we don't want the Women's World Cup to compete with the men's tournament. I'm convinced it'll be a great World Cup – after all, it'll be THE sports event of 2011. But we still have a lot left to do.

What's the mood in other countries that are sending teams to the World Cup?

I've sensed much anticipation about the Women's World Cup abroad as well. Women's soccer has enormous potential, but of course there are some countries that are still very much in the development stage. I was in South America recently, where some countries don't even have real national leagues yet. That's the reason why I'm traveling to Brazil, where the 2014 World Cup will be held, to tell them not to forget the women. On the other hand, the stadium in Rio de Janeiro has a picture of the foot of Marta, next to Pelé, Kaká, Beckenbauer ...

Organizing a World Cup is a big sports challenge. Who else is on the ball?

To transport the fans to the stadiums we're of course counting on Deutsche Bahn. I've got some ideas about how we can decorate the trains. Naturally, we can take advantage of all the experience with the 2006 World Cup in Germany. And finally, we have volunteers. People from 70 countries have signed up. There are the fan miles and public viewing areas, at least wherever Germany is playing. The spirit at these events was so great in 2006.

Why are there six national promoters?

First of all, it's very important to us that our promoters help us to improve the popularity of women's soccer in a sustainable manner. And on the other hand, with six national promoters and ticket sales in all those countries, we are able to finance our €51 million budget.

Why is Deutsche Bahn joining in?

The teamwork with DB is a perfect partnership. That's because a global event such as the Women's World Cup with its huge organizational challenges in the entire transport sector can hardly be managed without DB providing mobility and logistics services.

Did the 2007 World Cup title bring more players to women's soccer?

We definitely got a kick from the World Cup title. In 2007, we surpassed the one-million-player mark. We have to make sure that all girls who play have access to organized programs.

Will your organizational job leave you any time at all to attend the World Cup in South Africa?

I'll be catching two games in person – and hoping, of course, that the German team has a good run. Other than that, I'll be with everyone at the fan miles.

The Women's World Cup needs 4,000 volunteers. Interested? Go to <http://de.fifa.com/womensworldcup/organisation/volunteers/index.html>

EXECUTIVE SUMMARY

Short-term and long-term benefits for logistics

Infrastructure investments in the run up to the World Cup starting on June 11 total €850 million, and include a new airport in Durban, and new or refurbished terminals for airports in the other nine host cities. This is only part of a much larger, long-term infrastructure program costing €38 billion to upgrade facilities for rail freight, ports, and information technology. The 2010 World Cup will be the first to be broadcast in high-definition TV, requiring substantial supply chains to bring in transmission equipment.

Large distances between the ten host cities mean fans and teams will have to travel extensively. The teams will use VIP transport companies and fans will use existing road, rail, and air links. The Department of Transport is setting up a Transport Command Center in May, based at the Oliver Tambo Airport in Johannesburg.

South African Airlines will switch to a 24-hour schedule to accommodate late-ending contests. It has hired 500 extra ground crew to handle traffic.



South Africa's World Cup logistics challenge

Staging a successful World Cup depends on a well-developed and well-oiled logistics infrastructure. Although South Africa is investing billions, it remains one of the smallest economies ever to host the event.

Text: Kevin Cote

100,000

PEOPLE ON THE GO
Every day, some 100,000 people will use public and private transport to get to and from the matches in South Africa.

RANDOM NUMBERS BEHIND THE WORLD CUP 2010

Amount of additional beer expected to be consumed: **10 million liters**.
Number of new parking places at the new terminal at Cape Town Airport: **4,000**. Length of special bus lanes planned for Johannesburg: **325 km**.
Containers shipped from Germany containing roof parts for the Green Point Stadium in Cape Town: **70**. Size of roof: **37,000 sq meters**. Extra ground crew hired by South African Airways: **500**. Number of stadiums designed by SA architects: **two** (Soccer City and Mbombela).

13

EXTRA AIRCRAFT
have been leased by South African Airways to handle demand for flights during the World Cup.



300,000

WORLD CUP GUESTS
Initial estimates predicted as many as 450,000 foreign visitors, but ticket sales have been slower than anticipated.

€800 million

FOR STADIUMS
The budget for building six new stadiums and renovating four existing venues for the World Cup competition.

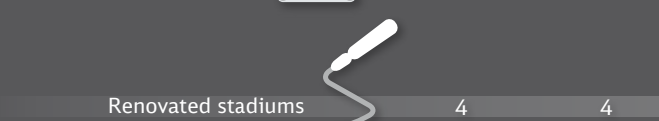
€38 bn

INVESTMENT
Over six years, the country will spend billions on total infrastructure improvements, beyond the World Cup.

BUILDING THE STADIUMS

South Africa is spending lots more on stadiums this year than Germany spent for the event four years ago.

	South Africa 2010	Germany 2006
Stadiums	10	12
New stadiums	6	2
Renovated stadiums	4	4
Seats in thousands	572.7	623.0
Infrastructure in bn €	36.0	3.7
Security in stadiums in bn €	3.14	1.5

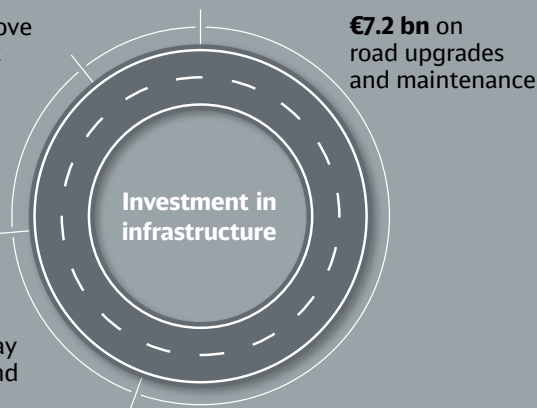


IMPROVING WORLD CUP TRANSPORT

€1.4 bn to improve public transport

€2.0 bn for airport development

€2.4 bn for Gauteng Freeway (ring road around Johannesburg)



€7.2 bn on road upgrades and maintenance

9,000
JOURNALISTS and members of the media have applied for accreditation. It's the first World Cup to be broadcast in HD-TV.

30
BIG SCREEN TVs around Jo'burg for live, so-called "Township TV" broadcasts at fan parties for those who cannot get tickets.

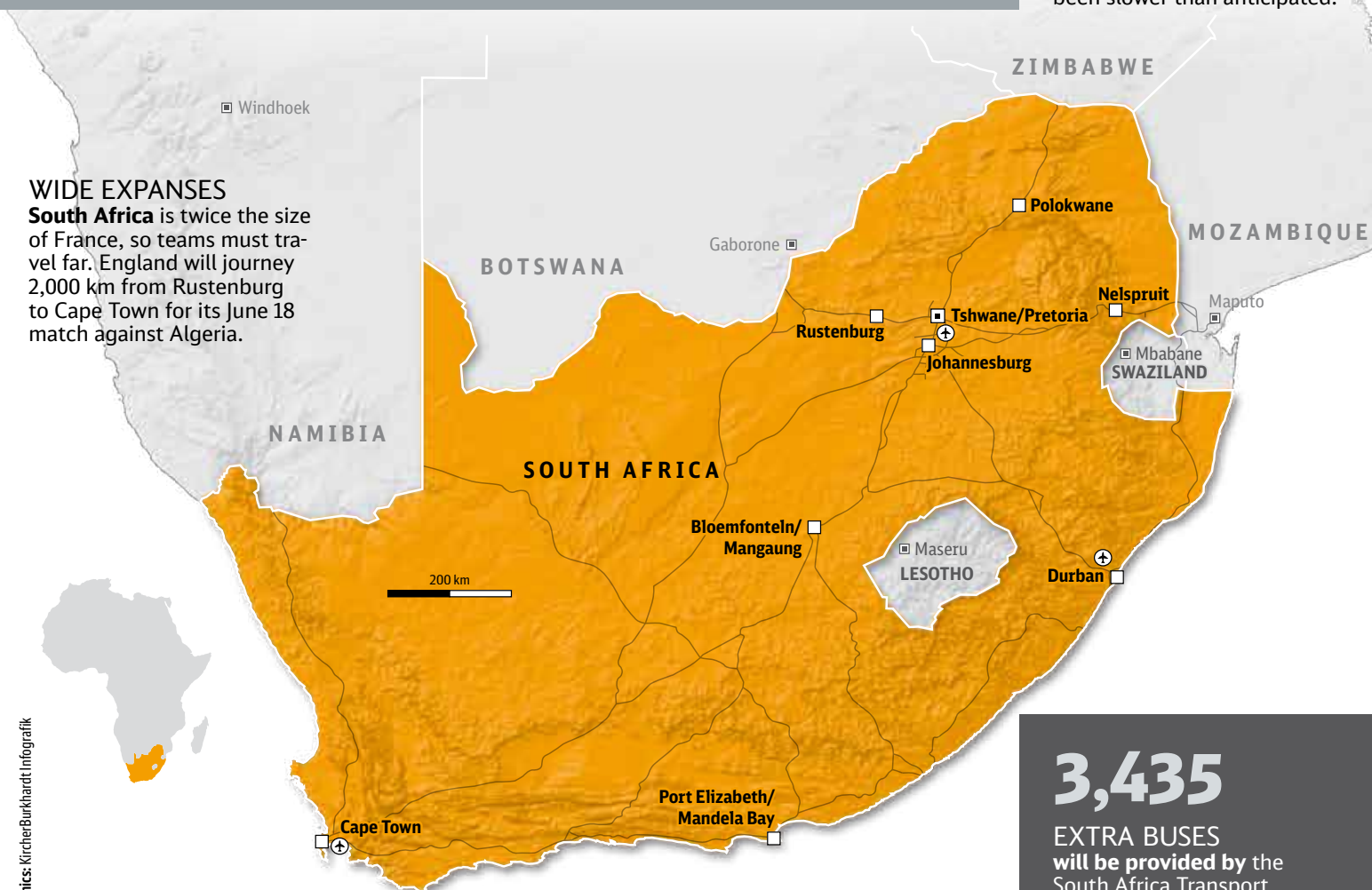
70,000

VOLUNTEERS
have applied to assist the organizers for all aspects of the event. Only about 50,000 volunteers will be required, however.



WIDE EXPANSES

South Africa is twice the size of France, so teams must travel far. England will journey 2,000 km from Rustenburg to Cape Town for its June 18 match against Algeria.



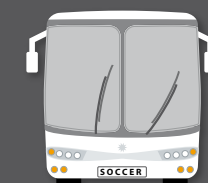
Graphics: KircherBurkhardt/Infografik

200,000

NEW TREES IN JO'BURG
Extensive landscaping is taking place to beautify the city. It already has an estimated six million trees.

3,435

EXTRA BUSES
will be provided by the South Africa Transport Department, including 1,400 VIP luxury coaches.





Going for gold means moving mountains

Team spirit and planning are essential in achieving any goal, in sports as in logistics. To keep the Olympics and World Cup running seamlessly, DB Schenker's specialists always go the extra mile.

Text: Axel Novak



Big global sports events are also big global media events. At the Vancouver Winter Olympics, more than 10,000 journalists reported on 2,700 athletes. Three billion people around the world followed the action on television.

It's a game of two halves, as the old English soccer cliché goes. But this is an adage that applies just as much to logistics. For Christian Schultze, the head of DB SCHENKERsportsevents at Schenker Deutschland AG, the Vancouver Winter Olympic Games were just the beginning. "The year 2010 will be a really exciting one for us," he said. Schultze knows that the logistics specialists will be facing a whole series of events after Vancouver that will put all of their international expertise to the test.

"Luckily, we are able to draw on many years of experience with big international sports events. For the Olympics, we were already on the job back in 1936 for the Berlin Games," Schultze said. Since that time, DB Schenker's honor roll of successfully supported Olympic Games and other international competitions has included Sydney in 2000, Salt Lake City in 2002, the Commonwealth Games in Manchester in 2002, Athens in 2004, Turin in 2006 and Beijing in 2008. Some 1,250 DB Schenker employees were on duty on the ground every day and around the clock, just for the Summer Games in Beijing, for example.

In sports as in logistics, nothing can work without true team spirit and perfect coordination. Teams from several DB Schenker national units meshed closely at the Van-

couver Winter Games in February and March this year. But regardless of the various different clients and missions, at the end of the day, only one thing counted: a smoothly-run event. Athletes, organizers, and the media all depended on support from DB Schenker in 86 competitions at four venues, distributed over a total distance of 180 km.

Take the company's United States unit, for example. It handled the transportation of sensitive technology for broadcast studios. DB Schenker was known at NBC as the "Logistics Partner of NBC Olympics." Its duties included coordinating the delivery and setup of two gigantic TV monitors in the International Media Center. Their displays served as the backgrounds for live video linkups. "The 150-inch plasma display by Panasonic is the biggest device of its kind ever built," said Deming Wu, Broadcast Operations and IBC & MPC manager at Schenker of Canada Ltd. in Vancouver.

DB Schenker's German unit ensured that nothing was missing at the Deutsches Haus in Vancouver, the official meeting place for athletes, attendants, business partners, media representatives, and politicians. "We were in charge of the complete logistics services all around the Deutsches Haus," said Stephan Schmidt, who joined in the action as part of the team at Schenker Deutschland AG's DB SCHENKERsportsevents. From construction supplies and furniture to refreshments, DB Schenker moved everything that a perfectly organized event could need. The German Olympic Sports Confederation made use of the Deutsches Haus for all of its important events, including the daily news conferences. In fact, there were two "German houses": the 1,000-square-meter headquarters in downtown Vancouver, which was centrally located in terms of the competition venues, Olympic Village and Media Center; and a second base up in Whistler.

Schenker Deutschland AG was named official co-partner of the German Olympic team for Vancouver. As co-partner of the German Olympic Sports Confederation, it was responsible for transporting the equipment of the German athletes.

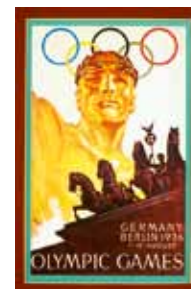
For organizers, seamless operations at the Deutsches Haus were also important for another reason: it served as a showcase for the organizing committee's 2018 bid for Munich, for example. "We want to see up close what it means to host the Olympic and Paralympic Winter Games. I am expecting new creative impulses both for myself and for my Munich 2018 team," explained managing director Willy Bogner.

However, even after the closing ceremonies of the successful Winter Games, peace and quiet did not return immediately to the Canadian mountains. "We had to be quick at moving the equipment back out," said Schmidt. That's because some of the material needed to be delivered on time to locations for other international competitions, such as in Lahti, Finland. At the Skiing World Championships held there in early March, Schenker Oy of Finland was the official logistics partner, carrying out a variety of transportation tasks for athletes, the media, organizers, and sponsors.

And while things were getting underway in Finland, some of the equipment stayed where it was in Vancouver, because the Paralympics followed hot on the heels of the Olympic Winter Games.

In every respect, the Paralympics were record-breaking games. Some 600 athletes from 45 countries vied for the medals in five sports and 64 competitions. "We are delighted to have DB Schenker as a service provider for the International Paralympic Committee (IPC) at our side through 2012. We are relying on high-performance logistics services and are more than happy to see the experience and capabilities of DB Schenker on our team," said Xavier Gonzales, CEO of the IPC, commenting on DB Schenker and the IPC's agreement to continue working together. DB Schenker and the IPC were also partners in Athens in 2004.

Meanwhile, a new and completely different adventure is getting underway in the



Berlin Olympics: Schenker was already providing sports logistics services back in 1936.

United States: the US Formula One or IndyCar Series. Since last year, DB Schenker has been partnering with the Indy Racing League, which organizes the IndyCar Series. "We are organizing the logistics, including delivery of security vehicles through the US and Canada," said Nick Kashiparek, head of Sports Logistics at DB Schenker in the US. The Americans are working closely together with the DB Schenker Brazilian subsidiary. For the first race of the season, which took place early in March at São Paulo in Brazil, they chartered two Boeing 747s to move 44 race cars, security vehicles, show cars, tires, on-board cameras, and other team equipment to Brazil and, afterwards, back to Indianapolis for the IndyCar Series.

Of course, in addition to the current year, the logistics specialists at DB Schenker also have 2011 on their radar. Next summer, the FIFA Women's World Cup will be held in Germany, with Deutsche Bahn as an official sponsor. "Many fans and officials will be using DB's urban and long-distance transportation systems during the Women's World Cup. DB Schenker will again be bringing its comprehensive logistical know-how to bear and demonstrating its high performance," promised Dr. Rüdiger Grube, CEO of Deutsche Bahn. During the 2006 FIFA World Cup, which is fondly remembered as Germany's "summer fairy tale," the DB Group took full advantage of its competence spectrum in sports logistics – and scored a lot of goals. Some 15 million soccer fans and accredited sports journalists from around the globe used DB's extensive rail network to travel to and from the stadiums and public viewing areas. As the official logistics service provider, DB Schenker was in charge of the World Cup's complete sports logistics. ■

3 QUESTIONS FOR JULIA BIERWIRTH

Arrive earlier, stay later

Ms. Bierwirth, what does sports logistics mean to you?


Arriving earlier and staying later. For us at DB SCHENKERsportsevents, an event begins long before the official starting whistle and only ends days afterward. The jobs range from messenger services to complex logistics concepts, including special efforts.

What's it like at an event such as the soccer World Cup?

Logistical tactics are the only path to success. Planning and execution for this kind of event are multi-layered. Besides the stadium logistics, the team luggage transports have to be organized throughout the world. That includes transports between the stadiums, airports, and hotels.

That sounds like a lot of coordination ...

There are also the monitors for media stands, furniture, printers, and fax machines that need to be distributed and set up, as well as multi-purpose containers for fan embassies, offices, and sanitation facilities. And the International Broadcast Center has to be equipped for journalists from around the world.

 Julia Bierwirth, Soccer Competence Center, DB SCHENKERsportsevents, julia.bierwirth@dbschenker.com



Photos: iStockphoto, IOC Olympic Museum/Alsport/Getty Images, DB Schenker