

Brazil to unveil 'Casa Brasil' at South African Games, setting the stage for the 2014 Fifa World Cup

'Casa Brasil' interactive events and exhibits to include a reveal of the official 2014 World Cup emblem

RIO DE JANEIRO (June 7, 2010) – On June 15, an unprecedented collaborative team of Brazil's federal government agencies will join forces to launch 'Brazil Sensational Experience - Casa Brasil,' a venue on site at the 2010 World Cup in South Africa to promote the upcoming 2014 World Cup in Brazil. The venue will be the central location through which Brazil provides investors, athletes, tourists, international media and other guests with information, exhibits and events to showcase Brazil's plans to host the 2014 FIFA tournament.

Already scheduled for July 8, 'Casa Brasil' will host FIFA's first official event for the 2014 World Cup in Brazil – an unveiling of the 2014 World Cup official emblem, selected by the Local Organizing Committee. The Committee, established to coordinate details for the event in Brazil, is responsible for developing all promotional materials, including the emblem and mascot, for 2014 World Cup Brazil.

The inter-governmental team behind 'Casa Brasil' includes Brazil's Ministries of Sports; Tourism; Development; Industry and Trade; Science and Technology; and External Relations, along with the national Trade and Investment Promotion Agency (Apex-Brasil), the Brazilian Tourism Institute (Embratur), the Brazilian Innovation Agency – Research and Projects Financing (Finep), the 2014 World Cup Local Organizing Committee, and the Secretariat for Social Communication of the Presidency (Secom).

'Casa Brasil' will hold daily independent and collective events starting from June 15 through the end of the 2010 World Cup on July 11. The venue was designed by Brazilian architect and scenic designer Gringo Cardia as a multifunctional space with over 3,000 square meters including four large exhibition halls, an auditorium, restaurant and coffee bar, as well as rooms for press relations and for the temporary Brazilian consular office in Johannesburg. 'Casa Brasil' is under the executive coordination of Embratur and is centrally located in the Sandton Convention Center in Johannesburg.

'Casa Brasil' Events and Exhibits

The twelve Brazilian 2014 World Cup host cities will each have a space at 'Casa Brasil' to exhibit their infrastructure projects, tourism attractions and investment

opportunities related to the tournament, as well as cultural attractions such as local food and crafts.

In addition, four permanent exhibit halls at 'Casa Brasil' will remain on display from June 15 to July 11 to promote various aspects of the 2014 tournament:

The Brazil North-South Tunnel will provide an interactive virtual tour through Brazil via images and sounds. Hosted by Embratur, the installation will introduce visitors to Brazil's culture and vast natural resources through games and sensory engagement.

Apex-Brazil will feature seminars, events and exhibits to promote Brazilian exports and opportunities for international investment, including: software and IT seminars led by consultants, opinion leaders and government officials; cultural exhibits (in both Portuguese and English) featuring films and books by Brazilian authors; and tastings of native Brazilian foods to promote local agribusiness.

The Brazil in the World Cup, 1930-2006 exhibit will feature Brazilian memorabilia from past World Cups including honors, trophies, images and official uniforms from a collection by the Brazilian Football Confederation (CBF). The exhibit will be hosted by Brazil's Ministry of Sport.

A science and technology exhibit entitled Brazilian National Team of Innovation, hosted by Finep, will highlight twelve projects developed by universities, foundations and non-governmental organizations. Interactive features will include Robogol – a 21st century electronic table football – as well as a 3D virtual flight over the city of Rio de Janeiro.

For Additional Information:

Brazil Sensational Experience – Casa Brasil South Africa:

Location:

Sandton Convention Center – Johannesburg - Maude Street
Sandton 2196, Johannesburg, South Africa

Dates:

June 15 through July 11

Hours:

Daily, from 2:00 to 6:00 PM, open to the public, except on Brazilian Team match days
Daily, from 7:00 PM to 12:00 AM, open to invitees

About SECOM:

The Secretariat for Social Communication (SECOM) of the Presidency of Brazil is responsible for coordinating the Public Relations activities for the government of Brazil. The official government website is available at www.brasil.gov.br.

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