



BUILDING FOR BRAZIL 2014

 **Greenfields**
SPORTS | TURF SYSTEMS



LAYING FOUNDATIONS FOR FOOTBALLING SUCCESS

The 2010 world cup in South Africa is now over!

This, the world's BIGGEST football showcase, saw the glory of success and the agony of defeat. And all eyes now turn to Brazil 2014.

Each country will be reviewing their plans and plotting their road to Brazil, looking at every aspect of the game and searching for the keys to ultimate glory.

One thing we are sure of is that good sport infrastructure is one of those keys, and has contributed to improving the quality of the game in developing nations.

Recent investments in football infrastructure as **FIFA's Football For Hope** and **Win in Africa with Africa** initiatives are enabling African football associations develop talent for the future.

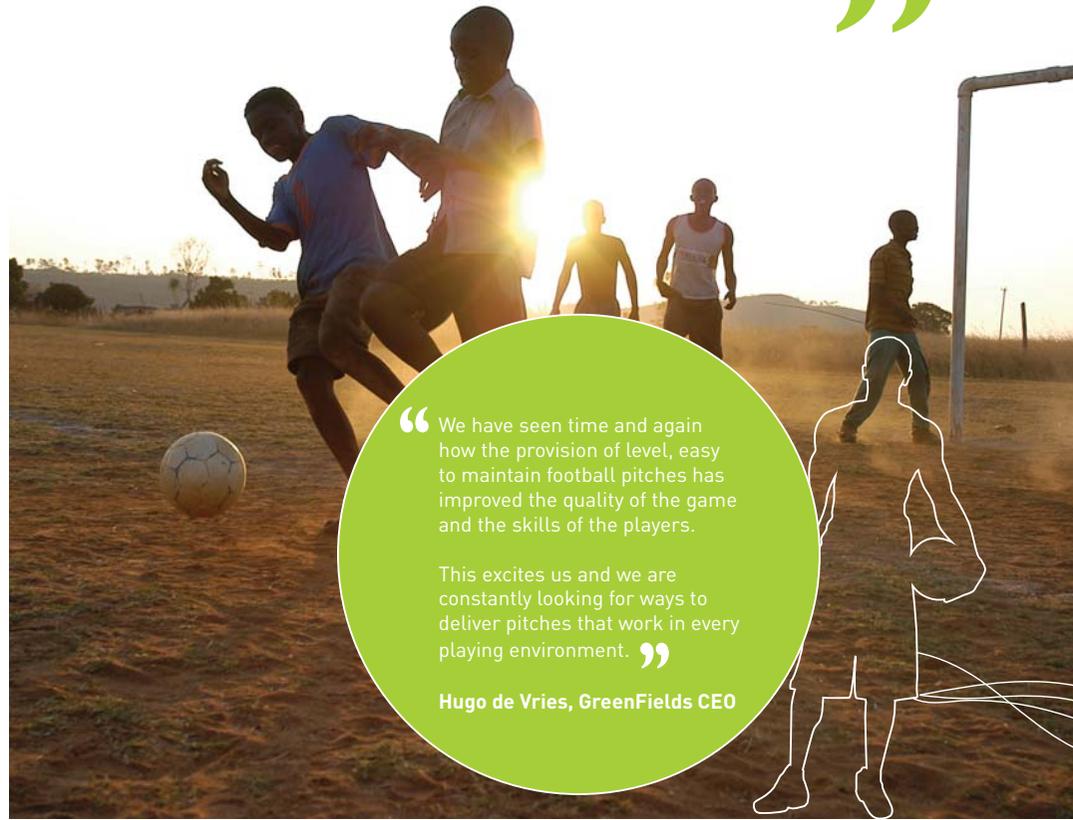
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Football is an easy game to play – all you need is a ball, players and a pitch, and the first two are plentiful in Africa.

However, good quality playing surfaces have really hampered the development of the game in Africa, especially in countries with extreme climates.

”

African football official



“ We have seen time and again how the provision of level, easy to maintain football pitches has improved the quality of the game and the skills of the players.

This excites us and we are constantly looking for ways to deliver pitches that work in every playing environment. ”

Hugo de Vries, GreenFields CEO



GET THE GREENFIELDS ADVANTAGE

FIFA PREFERRED
PRODUCER FOR
FOOTBALL TURF



Artificial turf pitches are being seen as the foundation to strengthening football infrastructure due to their consistent playing quality, low maintenance and superior weather resistance.

Associations need to start planning their infrastructure project well ahead of the **2014 Football World Cup** in Brazil in order to reap the full benefits for all their players and maximize their potential results in football's most prestigious competition.

With longstanding experience in the development, manufacture, construction, installation and maintenance of artificial turf systems, GreenFields is the leading synthetic sport surface company in the world and is the ideal partner in developing stadia and training infrastructure for development projects of any scale and scope worldwide.

GET THE REAL BENEFITS OF ARTIFICIAL PITCHES

DID YOU KNOW?

Artificial pitches can include the alternate shade horizontal grid lines as is common on British natural pitches which results in enhanced aesthetic appeal of these installations.

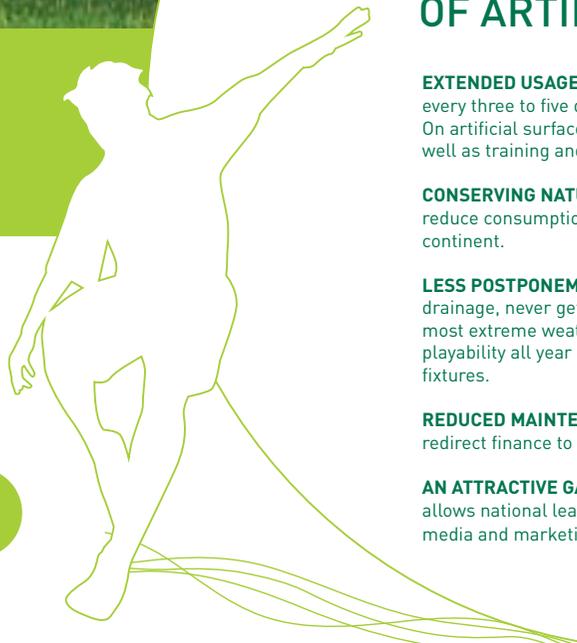
EXTENDED USAGE – on natural turf it is possible to play every three to five days, depending on weather conditions. On artificial surfaces two matches per day are possible, as well as training and practice sessions.

CONSERVING NATURAL RESOURCES – artificial pitches reduce consumption of water, a precious resource on every continent.

LESS POSTPONEMENTS – Artificial pitches have superior drainage, never get waterlogged and can withstand the most extreme weather conditions. This provides enhanced playability all year round with less postponed or cancelled fixtures.

REDUCED MAINTENANCE – allows the club or association to redirect finance to other aspects of football development.

AN ATTRACTIVE GAME THAT ATTRACTS SPONSORS – and allows national leagues to increase their revenues, and their media and marketing appeal.



PROUDLY PARTNERING WITH FIFA IN FOOTBALL DEVELOPMENT

As a FIFA preferred producer GreenFields supports the objectives of FIFA's initiatives aimed at uplifting communities, enriching their lives through sport and developing the game of football throughout the world.



CHANGING LIVES THROUGH

FOOTBALL

FOOTBALL FOR HOPE

Football for Hope was created as a global movement that uses the power of football to achieve sustainable social development and combat pressing social issues affecting the developing world such as HIV/Aids, child abuse and drugs. With numerous successes Football for Hope today provides access to programmes which serve hundreds of thousands of young people all over the world.

GreenFields has assisted with the provision of artificial pitches for the the **2010 Football for Hope Festival** which brought together young people

involved in social initiatives around the world to share their experiences and celebrate through sport.

20 Centres for 2010 was the official campaign of the 2010 FIFA World Cup™. This programme will create **20 Football for Hope Centres** promoting public health, education and football in disadvantaged communities across Africa.

GreenFields finished the first two centers in Cape Town and Johannesburg and are appointed to install the next eight centres.

“ We have achieved a lot in Africa over the last 4 years, considering the complexities of deadlines, logistics, material supply and finding the right construction partners. The experience has been challenging but incredibly uplifting. ”

Hugo de Vries,
GreenFields CEO

GOAL PROGRAMME

The GOAL programme provides FIFA affiliated associations with tailor-made projects, such as the construction of association headquarters, technical centres, natural and artificial turf pitches and football schools. GreenFields is playing a significant role in this programme, both through the installation of artificial pitches and ongoing technical and maintenance advice for associations utilising artificial football surfaces.

WIN IN AFRICA WITH AFRICA

As part of the “Win in Africa with Africa” project, the FIFA executive committee determined that an international quality football pitch should be provided for each of the 52 African countries. Artificial turf was selected as the playing surface and GreenFields installed 39 of these.



THE JOURNEY TO BRAZIL HAS BEGUN

FIFA has turned its attention to the 2014 event in Brazil and the success of the **Win in Africa with Africa** programme will be extended to grow the game in other regions of the developing world. GreenFields is working closely with FIFA as a preferred supplier. Our offices in India and Australia will be heavily involved in FIFA's football development programme for the Indian sub-continent and Pacific markets.

WIN IN INDIA WITH INDIA

This programme focuses on the development of Indian football at elite level with a view to promoting the popularity of the game and eventual World Cup qualification. The focus will be on creating infrastructure for clubs and supporting management and club licensing.

The initiative will also support the development of national teams, particularly with regard to infrastructure, with the training of coaches, referees and technical directors being another core focus area.

FIFA plans to fund ten artificial turf grounds for football in Indian cities such as Mumbai, Delhi, Kolkata, Bangalore and Goa by the end of the year.

As a FIFA Preferred Producer GreenFields will once again be involved in planning, installation, training and maintenance support for these and other artificial football pitches on the sub-continent.

WIN IN OCEANIA WITH OCEANIA

The **'Win in Oceania'** development programme is a three-year initiative that will leave a lasting legacy for the Oceania Football Confederation and its 11 member associations.

Launched in January 2009, the US\$8million project will boost national competitions, improve infrastructure, strengthen administrative procedures and enhance media capabilities across all member associations while encouraging participation in futsal and grassroots programmes.

GreenFields will once again be involved in the infrastructure component of this programme.

2012 OLYMPIC GLORY FOR GREENFIELDS

The 2012 Olympics will see football matches being played on GreenFields XtraGrass at the Ricoh Stadium in Coventry. The combination of natural grass growing through reinforced artificial fibres closely mimics the aesthetic appeal and comfort of natural turf while providing the strength and playability of artificial grass.

XtraGrass allows this multi-use facility to offer the finest football-playing surface with the bonus ability to host concerts and other non-football events.

FIFA PREFERRED
PRODUCER FOR
FOOTBALL TURF



WHY CHOOSE A FIFA PREFERRED PRODUCER?

1. INSTALLATIONS WHICH MEET FIFA'S HIGHEST STANDARDS

The high standards set and enforced by the FIFA Preferred Producer Concept guarantees that turf produced and installed is of the highest standard.

2. CONTINUAL PRODUCT IMPROVEMENT

GreenFields as a FIFA Preferred Producer is committed to extending their services further than the traditional supplier/installer relationship with continual product innovation aimed at improving product quality and performance.

3. ABSOLUTE QUALITY

Full support GreenFields as a manufacturer of football turf, is an established FIFA Quality Concept Licensee, and possesses the additional expertise in civil engineering and project management required by FIFA to support all elements from inception to completion.

ACTIVE WORLDWIDE

The GreenFields' head office and manufacturing facility of 24 000 m2 is located in Genemuiden, The Netherlands. This state-of-the-art facility is designed to reduce CO2 emission and reflects our environmental awareness.

GreenFields can serve every corner of the world through our network of agents and local offices local offices. They know us, and more importantly, they know you. They understand better than anyone how to put the knowledge, quality and innovation of GreenFields to work for you in your region and for your players. This ensures a local supply of consistent quality turf with professional after sales support.

With additional production facilities in South Africa, Korea, Algeria and United Arab Emirates and strong alliances with manufacturers in Australia, Russia and North America we are geared to meet the needs of the global artificial turf market.





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www.greenfields.eu