

2008 RCAPS Symposium

Fulfilling the 2010 South African World Cup Promise: Learning from the 2002 Japan - Korea Experience

Ritsumeikan Center for Asia Pacific Studies (RCAPS) & South African Tourism Partnership

Date: October 23, 2008

Venue: Ritsumeikan Asia Pacific University
1-1 Jumonjibaru, Beppu City, Oita 874-8577 Japan

08:30-09:30 Registration

09:45-11:00 Press Briefing

< H202, APU >

Chair: **Prof. SANGA-NGOIE Kazadi**, Dean, International Cooperation & Research, APU

Presenters:

09:45-09:50 **Prof. Monte CASSIM**, President, APU

09:50-10:05 **Ms. Roshene SINGH**, Chief Marketing Officer, South African Tourism (Global)

10:05-10:15 **Mr. Ezrom SEKGOBELA**, Acting Chief Marketing Officer, Mpumalanga Tourism and Parks Agency

10:15-10:25 **Mr. FURUSAWA Toru**, Chairman, South Africa Working Group, Japan Association of Travel Agents (JATA)
General Manager, International Affairs & Tourism Promotion,
Travel Marketing & Strategy Headquarters, JTB Corp.

10:25-10:35 **Mr. TANAKA Kazuhisa**, Sales Manager, Western Japan District, Emirates

10:35-11:00 Q & A

Symposium – Session 1

< H202, APU >

Chair: **Prof. Jeremy S. EADES**, Director, Ritsumeikan Center for Asia Pacific Studies, APU

11:15-11:30 *Welcome and Opening Addresses*

Prof. Monte CASSIM, President, APU

11:30-12:10 **Mr. HIRAMATSU Morihiko**, Chairman, Oita OVOP International Exchange Promotion Committee
Former Oita Prefecture Governor
Vice Chairman, Japan Organizing Committee for the 2002 FIFA World Cup Korea/Japan (JAWOC)

Topic: 2002 Korea Japan World Cup: Challenges and Victories

12:10-12:50 **Mr. Goolam DAWOOD**, First Secretary (Political), Embassy of the Republic of South African in Japan
Topic: Legacy of Apartheid and Fast-tracking Social and Economic Development in a Multicultural Society

12:50-13:50 Lunch

< Convention Hall, APU >

Brief Address

Prof. Malcolm J.M. COOPER, Vice President, APU

Symposium – Session 2

< H202, APU >

Chair: **Prof. Jeremy S. EADES**, Director, Ritsumeikan Center for Asia Pacific Studies, APU

13:50-14:30 **Mr. FURUSAWA Toru**, Chairman, South Africa Working Group, Japan Association of Travel Agents (JATA)

General Manager, International Affairs & Tourism Promotion,
Travel Marketing & Strategy Headquarters, JTB Corp.

Topic: South African Tourism through JATA Activities

14:30-15:10 **Mr. Ezrom SEKGOBELA**, Acting Chief Marketing Officer, Mpumalanga Tourism and Parks Agency

Topic: Progress and Achievements of Host Cities in Preparing for the 2010 South Africa World Cup

15:10-15:30 Coffee / Tea Break

15:30-16:10 **Ms. Roshene SINGH**, Chief Marketing Officer, South African Tourism (Global)

Topic: Preparations for the 2010 South Africa World Cup and its Potential for the Global Promotion of South African Tourism

16:10-16:30 **Mr. TANAKA Kazuhisa**, Sales Manager, Western Japan District, Emirates

Topic: Dynamics of Sports Sponsorship in Relation to a FIFA World Cup

16:40-17:30 Discussion & Closing Address

Prof. Jeremy S. EADES, Director, Ritsumeikan Center for Asia Pacific Studies, APU