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2011 / 2013 Evaluation – Next Stop Mombasa!

(l to r) President of the Spanish Athletics Federation Jose-Maria Odriozola with Nawal El Moutawakel, Helmut Digel, Pierre Weiss and Cesar Moreno Bravo in the Olympic Stadium in Barcelona

Helmut Digel (l) & Cesar Moreno Bravo (r) are shown the stadium by Bum-Il-Kim (c) Mayor of Daegu

Helmut Digel, Nawal Moutawakel, Cesar Moreno, and Pierre Weiss brave the Russian winter at the warm up track of Moscow's Luzhniki Olympic Stadium

Brisbane's stadium at the Queensland Sport and Athletic Centre

The **IAAF Evaluation Team** has completed its on-site tour of candidates for **the 2011 and 2013 IAAF World Championships in Athletics**. The four cities in the race to host these editions of the IAAF's key event are (dates visited by Evaluation Team in brackets) **Barcelona**, **Spain** (23/24 Jan 07), **Brisbane, Australia** (20/21 Feb 07), **Daegu, Korea** (23/24 Feb 07), and **Moscow**, **Russia** (20/21 Jan 07).

The **Evaluation Team** was led by IAAF Vice-President Helmut Digel (GER) and consisted of Council Members César Moreno Bravo (MEX) and Nawal El Moutawakel (MAR), as well as IAAF General Secretary Pierre Weiss, Communications Director Nick Davies, Project Manager Rosie Pili, and representatives of IAAF Marketing Partner Dentsu and their agents AMS (on Barcelona / Moscow visits, Junko Shiota and Nigel Swinscoe, and on Brisbane / Daegu visits, Hiro Kuwabara and Stephan Brubacher).

The **2-Day Evaluation Tour** has a standard format which must include:

- Visits to the Main Stadium and Training/warm up venues
- Visits to hotels which will be used for Athletes Accommodation (*not in case of Brisbane and Daegu who propose to build Athlete Villages*) and for IAAF Family
- Visit to IAAF Congress Venue
- Meeting with the Bidding Committee to discuss the Bidding Documents and procedures
- Press Conference

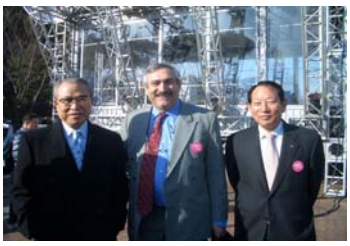
The **Evaluation Team analyses the capabilities of each contender in a number of key areas** based upon careful study of the bidding documents and on the site visits:

- Stadium and surrounding facilities
- Broadcasting
- Support of Public Institutions
- Athletes Accommodation
- Accommodation of IAAF Family
- Marketing and Promotions (Full stadium)
- Transportation
- Technical organization of the competition
- Anti-Doping and Medical
- IAAF Congress
- Security
- Communications and Media Services
- Innovation
- Added Value

The hosts of the 2011 and 2013 World Championships in Athletics will be selected and announced on the occasion of the IAAF Council Meeting in Mombasa, Kenya, on 27 March 2007.

IAAF Area Representative for the Oceania Area, Bill Bailey (second from left) shows the Evaluation team around Brisbane's stadium

Cesar Moreno and Nawal El Moutawakel during the visit to the Luzhniki Stadium in Moscow



IAAF Council Member Jung-Ki Park (l) with Pierre Weiss (c) and Sang-Ha Park (r) in Daegu

Luis Saladie of the Spanish Federation goes over a plan of the Olympic Stadium in Barcelona with members of the Evaluation Team