

MEDIA KIT



FINA World Aquatics Convention
September 27-29, 2010
Punta del Este (URU)

FINA IN FEW WORDS

The “**Fédération Internationale de Natation**” (FINA) was founded in London July 19, 1908 during the Olympic Games. Eight national federations were responsible for the formation of FINA: Belgium, Denmark, Finland, France, Germany, Great Britain, Hungary and Sweden.

The main goals presiding the foundation of FINA were:

1. to establish unified rules for swimming, diving and water polo, applicable at Olympic Games and other international competitions;
2. to verify world records and establish an official updated world records list;
3. to manage swimming competitions at the Olympic Games.

In 2010, under the presidency of Dr. Julio C. Maglione, FINA comprises **202 National Federations** in the five continents. Presently, FINA’s major objectives are:

- to promote and encourage the development of Swimming in all possible manifestations throughout the world;
- to provide drug free sport;
- to promote and encourage the development of international relations;
- to adopt necessary uniform rules and regulations to hold competitions in Swimming, Open Water Swimming, Diving, Water Polo, Synchronised Swimming and Masters;
- to organize World Championships and other FINA competitions;
- to increase the number of facilities for Swimming throughout the world;
- to carry out such other activities as may be desirable to promote the sport.

Since 1973, FINA organises **World Championships** with on the programme swimming, diving, water polo, synchronised swimming and open water swimming. The first 13 editions took place in Belgrade (1973), Cali (1975), Berlin (1978), Guayaquil (1982), Madrid (1986), Perth (1991), Rome (1994), Perth (1998), Fukuoka (2001), Barcelona (2003), Montreal (2005), Melbourne (2007) and Rome (2009). The next edition will take place in Shanghai in 2011.

Besides its major Aquatic Festival, FINA is also responsible for the organisation of:

- **World Swimming Championships (25m)**
- **World Open Water Swimming Championships**
- **World Masters Championships**
- **World Cups** in swimming, diving, water polo, synchronised swimming and 10km marathon swimming
- **World Junior Championships** in swimming, diving, water polo, synchronised swimming and open water swimming (from 2012)
- **Grand Prix** in diving and open water swimming
- **Water Polo World Leagues** for men and for women
- **Synchronised Swimming World Trophy**
- **Diving World Series**
- **World Men’s Water Polo Development Trophy**

In February 2010, the **202 FINA National Federations** are:

AFRICA (51)

ALG – ALGERIA – **ANG** – ANGOLA – **BDI** – BURUNDI – **BEN** – BENIN – **BOT** – BOTSWANA – **BUR** – BURKINA FASO – **CAF** – CENTRAL AFRICAN REPUBLIC – **CGO** – CONGO – **CHA** – CHAD – **CIV** – IVORY COAST – **CMR** – CAMEROUN – **COD** – DEMOCRATIC REPUBLIC OF CONGO – **COM** – COMOROS – **CPV** – CAPE VERDE – **DJI** – DJIBOUTI – **EGY** – EGYPT – **ERI** – ERITREA – **ETH** – ETHIOPIA – **GAM** – GAMBIA – **GBS** – GUINEA BISSAU – **GEQ** – ECUATORIAL GUINEA – **GHA** – GHANA – **GUI** – GUINEA – **KEN** – KENYA – **LBA** – LIBYA – **LBR** – LIBERIA – **LES** – LESOTHO – **MAD** – MADAGASCAR – **MAR** – MOROCCO – **MAW** - MALAWI – **MLI** – MALI – **MOZ** – MOZAMBIQUE – **MRI** – MAURITIUS – **MTN** – MAURITANIA – **NAM** – NAMIBIA – **NGR** – NIGERIA – **NIG** – NIGER – **RSA** – SOUTH AFRICA – **RWA** – RWANDA – **SEN** – SENEGAL – **SEY** – SEYCHELLES – **SLE** – SIERRA LEONE – **SOM** – SOMALIA – **SUD** – SUDAN – **SWZ** – SWAZILAND – **TAN** - TANZANIA – **TOG** – TOGO – **TUN** – TUNISIA – **UGA** – UGANDA – **ZAM** – ZAMBIA – **ZIM** – ZIMBABWE

AMERICAS (41)

AHO - NETHERLANDS ANTILLES - **ANT** – ANTIGUA – **ARG** – ARGENTINA – **ARU** – ARUBA – **BAH** – BAHAMAS – **BAR** - BARBADOS — **BER** – BERMUDA – **BOL** - BOLIVIA – **BRA** – BRAZIL – **CAN** – CANADA – **CAY** – CAYMAN ISLANDS – **CHI** – CHILE – **COL** – COLOMBIA – **CRC** – COSTA RICA – **CUB** – CUBA – **DMA** – DOMINICA – **DOM** – DOMINICAN REPUBLIC – **ECU** – ECUADOR – **ESA** - EL SALVADOR – **GRN** – GRENADA – **GUA** – GUATEMALA – **GUY** – GUYANA – **HON** - HONDURAS – **ISV** - VIRGIN ISLANDS – **IVB** – BRITISH VIRGIN ISLANDS – **JAM** - JAMAICA – **LCA** – SAINT LUCIA – **MEX** - MEXICO – **NCA** – NICARAGUA – **PAN** – PANAMA – **PAR** – PARAGUAY – **PER** – PERU – **PUR** – PUERTO RICO – **SKN** – ST. KITTS & NEVIS – **SUR** – SURINAM – **TCN** – TURKS & CAICOS ISLANDS - **TRI** – TRINIDAD & TOBAGO – **URU** - URUGUAY – **USA** – UNITED STATES OF AMERICA – **VEN** – VENEZUELA – **VIN** – SAINT VINCENT & THE GRENADINES

ASIA (43)

AFG – AFGHANISTAN – **BAN** – BANGLADESH – **BRN** –BAHRAIN – **BRU** – BRUNEI DARUSSALAM – **CAM** – CAMBODIA – **CHN** – PEOPLE’S REPUBLIC OF CHINA – **HKG** – HONG KONG – **INA** – INDONESIA – **IND** – INDIA – **IRI** – ISLAMIC REPUBLIC OF IRAN – **IRQ** – IRAQ – **JOR** – JORDAN – **JPN** – JAPAN – **KAZ** – KAZAKHSTAN – **KGZ** –KYRGYZTAN – **KOR** – KOREA – **KSA** – SAUDI ARABIA – **KUW** – KUWAIT – **LAO** – LAO PEOPLE’S DEM. REP. – **LIB** – LEBANON – **MAC** – MACAU, CHINA – **MAS** – MALAYSIA – **MDV** – MALDIVES – **MGL** – MONGOLIA – **MYA** – MYANMAR – **NEP** – NEPAL – **OMA** – OMAN – **PAK** – PAKISTAN – **PHI** – PHILIPPINES – **PLE** – PALESTINE – **PRK** – DPR OF KOREA – **QAT** – QATAR – **SIN** – SINGAPORE – **SRI** – SRI LANKA – **SYR** – SYRIA – **THA** – THAILAND – **TJK** – TAJIKISTAN – **TKM** – TURKMENISTAN – **TPE** - CHINESE TAIPEI – **UAE** – UNITED ARAB EMIRATES – **UZB** – UZBEKISTAN – **VIE** – VIETNAM – **YEM** – YEMEN

EUROPE (51)

ALB – ALBANIA – **AND** – ANDORRA – **ARM** – ARMENIA – **AUT** – AUSTRIA – **AZE** - AZERBAIJAN – **BEL** – BELGIUM – **BIH** – BOSNIA AND HERZEGOVINA – **BLR** – BELARUS – **BUL** – BULGARIA – **CRO** - CROATIA – **CYP** – CYPRUS – **CZE** – CZECH REPUBLIC – **DEN** – DENMARK – **ESP** – SPAIN – **EST** – ESTONIA – **FAR** - FAROE ISLANDS – **FIN** – FINLAND – **FRA** – FRANCE – **GBR** – GREAT BRITAIN – **GEO** – GEORGIA – **GER** – GERMANY – **GIB** – GIBRALTAR – **GRE** – GREECE – **HUN** – HUNGARY – **IRL** – IRELAND – **ISL** – ICELAND – **ISR** - ISRAEL – **ITA** – ITALY – **LAT** – LATVIA – **LIE** – LIECHTENSTEIN – **LTU** – LITHUANIA – **LUX** – LUXEMBOURG – **MDA** - MOLDOVA – **MKD** - REPUBLIC OF MACEDONIA – **MLT** – MALTA – **MNE** – MONTENEGRO - **MON** – MONACO -- **NED** – NETHERLANDS – **NOR** – NORWAY – **POL** – POLAND – **POR** – PORTUGAL – **ROU** – ROMANIA – **RUS** – RUSSIA – **SLO** – SLOVENIA – **SMR** - SAN MARINO – **SRB** – SERBIA – **SUI** – SWITZERLAND – **SVK** – SLOVAKIA – **SWE** - SWEDEN – **TUR** – TURKEY – **UKR** - UKRAINE

OCEANIA (16)

ASA - AMERICAN SAMOA – **AUS** – AUSTRALIA – **COK** – COOK ISLANDS – **FIJ** - FIJI ISLANDS – **FSM** – FEDERATED STATES OF MICRONESIA – **GUM** – GUAM – **MHL** – MARSHALL ISLANDS – **NMA** – NORTHERN MARIANA ISLANDS – **NZL** – NEW ZEALAND – **PLW** – PALAU – **PNG** – PAPUA NEW GUINEA – **SAM** – SAMOA – **SOL** – SOLOMON ISLANDS – **TAH** – TAHITI – **TGA** – TONGA – **VAN** – VANUATU

The Convention

This event will be a **unique opportunity to gather more than 500 of the Aquatic protagonists**: Olympic family, National Federations, Sponsors & Broadcasters, Event Organisers, Bidding & Host Cities, Media representatives, suppliers and companies in the Aquatics and sports event business.

Following FINA's success during the 2008 Olympic Games in Beijing and the outstanding figures of TV audience during the 2009 FINA World Championships, which were seen by over 3.5 billion viewers worldwide, FINA is ready to present its **vision for the Aquatic Sports in 21st century** through the development of its FINA Member National Federations.

Only by reinforcing the strength of FINA's members can we **increase the value of Aquatics in the global sports market**.

The 1st FINA World Aquatics Convention will constitute a major milestone for the Aquatic sports community to come together in order to explore new horizons, developments, communications platforms and technologies, share knowledge and develop ideas, build up networking and establish new relationships.

During three days, we will allow a **closer and personal relationship between those Organising the sport and those Promoting it**.

This Convention will show why Sponsors & Partners are proud to support FINA and why prestigious cities are interested in hosting FINA's major events.

With this initiative, FINA wants to **innovate, to create new synergies** and to **enhance its strategies**.

This major FINA event will bring together:

- Representatives from all FINA Member Federations (202)
- IOC guests
- UN guests
- LOCOG 2012
- OC Rio 2016
- Organising Committees of FINA Championships 2010, 2011, 2012, 2013
- NF/Cities Bidders for future FINA events
- FINA Partners and Sponsors
- Companies active in the aquatic sports business
- Consultants and Service Providers

During three days reputed members of FINA Family, partners and representatives of sport business & broadcasting companies will make presentations followed by group discussions with Convention delegates. The list of speakers will also include IOC and United Nations personalities.

The goal is to **meet the challenges to better overcome them**: administration, promotion, media attention, organisation of events, generation of revenue, economical impact, relations with NOCs and other sports federations.

The objective to **learn**, to **plan ahead** and to **better act**.

Because Development is like training athletes: long-term goals generate **optimal performances!**

Book the dates of the 1st FINA World Aquatics Convention in your agenda and join us for a thrilling journey at the heart of FINA activities. Add to that the excitement of being at one of the most emblematic summer resorts in South America. Punta del Este (Uruguay) and FINA are waiting for you!

Media accreditation can be requested by no later than September 15, 2010 to Pedro Adrega, Head of FINA's Communication Department at the following e-mail: press@fina.org

PAST FINA WORLD CONFERENCES

Two major milestones before Punta del Este 2010

2001

FINA WORLD SEMINAR ON SPORTS MANAGEMENT, MEDIA & MARKETING

Barcelona (ESP) – March 29-31

For the first time in its history, FINA gathered all its working forces outside the pressure motivated by the ordinary meetings scheduled in our Constitution, to analyse and study without constraint new procedures to improve FINA's action in several domains. The main goal of this initiative was to help all the FINA Family to better prepare the future and to provide guidelines for their desire of innovation and progress.

More than 250 delegates from 99 National Federations participated in the seminar. It was a unique opportunity to analyse the evolution of FINA activities, taking into account the changes and technological developments in these three areas.

Amongst the items on the programme, the following can be highlighted:

- Communication and image strategy in aquatic sports;
- New approach to sport management;
- Management of change;
- How to present, promote and sell aquatic products;
- Sport on Internet: present and future;
- How to be a winning sports manager;
- The secrets of success;
- Human resources – management in business and in sport;
- Motivating staff and volunteers;
- Public relations: getting the basic right;
- Television concepts;
- What the press expects from an International Federation.

2006

FINA WORLD CONFERENCE

Madrid (ESP) – September 21-23

The FINA family got together in Madrid (ESP) for the 1st FINA World Conference, held on September 21-23, 2006 and after intense days of discussion, the feeling amongst the 280 participants and representatives of 103 FINA National Federations was that this occasion represented a unique moment of unity and exchange of ideas.

FINA partners and sponsors, organisers and bidders of FINA competitions, and delegates from the FINA National Federations analysed in the Spanish capital all the factors that make the FINA image and competitions prestigious and successful worldwide. The motto of the conference could be found in the three main actions specified in the "2005-2009 FINA Strategic Plan" concerning the FINA brand: reinforce, communicate and expand.

The delegates had a chance to better understand what is presently being done in terms of FINA marketing, namely in partnership with its agent in this area, the Japanese company Dentsu. Moreover, the continuous commitment and support of strong FINA allies was explored at the conference, with the four main FINA partners exposing their successful relationship with the aquatics family. In this group, AstralPool (swimming

pools & pool equipment), Omega (timing system, pieces & services), Speedo (swimwear equipment & sports apparel) and Yakult (non-alcoholic beverages & dairy products) explained to participants at the conference how a consolidated alliance between FINA and its partners can bring significant benefit for the FINA National Federations and their respective athletes.

The TV production of FINA events was one of the areas that most attracted the attention of the conference participants. The extensive and progressive FINA fight against doping was another of the topics in discussion. Finally, a wrap-up of the upcoming highlights in the five FINA aquatic disciplines was presented to all attendees.

ABOUT PUNTA DEL ESTE

First colonised by the Spanish (beginning of the 16th century) and then by the Portuguese (two centuries later), **Punta del Este is located 140km from the capital city of Uruguay, Montevideo**. Essentially a summer resort (with magnificent beaches), Punta del Este has officially around 50,000 householders, a population that grows exponentially in the high season.

From a touristic point of view, “Casapueblo” can be considered the main attraction in Punta del Este: made by Uruguayan artist Carlos Páez Vilaró from 1958 to 1994, it is seen as a “living sculpture”, with its many rooms facing the sea. This construction is located in Punta Ballena, one of the most visited places in the city. If you prefer nature, just take a boat ride to Isla de Lobos to discover one of the world’s largest sea-lion colonies.

In Punta del Este, there are two types of coast: Brava (beginning of the Atlantic Ocean) and Mansa (end of the Rio de la Plata). In its many resorts, nautical sports and fishing are popular activities among those who visit Punta del Este. Moreover, offers on golf, tennis, horseback riding and cycling are also available. Mixing colonial architecture with modern buildings, the city has its commercial centre in Gorlero Avenue, the main street of Punta del Este. Nearby, Artigas square is known for its popular handicraft market.

Punta del Este can be reached by plane (domestic and international flights) thanks to the international airport located on the outskirts of the city.

Located in the heart of the city, and only 20 minutes away from the airport, the **Conrad Resort of Punta del Este** will host the participants and the FINA World Aquatics Convention.

The Hotel of the Convention:

