



For the Game. For the World.

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### Urban trading at FIFA World Cup™

Dear Mr Simon,  
Dear Ms Knapp,

On behalf of FIFA President Joseph S. Blatter I would like to thank you for your letter. Please also apologise for our delay in responding to your original letters.

Football is no longer considered merely a global sport, but also a unifying force whose virtues can make an important contribution to society. Through the FIFA World Cup™, FIFA raises awareness on a variety of social and environmental issues, implements its own projects globally and supports the positive work of countless initiatives around the world. For these projects, FIFA has since 2006 been investing over 0.7% of its total revenue.

The rights of informal traders are important to FIFA. At the FIFA Confederations Cup and the 2010 FIFA World Cup™, FIFA worked jointly with the Organising Committee and the Host Cities to integrate the informal sector in operational areas including the Fan Miles and Fan Fests, provided they do not sell counterfeit products or engage in ambush marketing activities. Also in the lead up to those events, FIFA's Master Concessionaire for food and beverages trained almost 4000 community staff who provided catering services for fans. Among them were informal traders and small businesses.

At the moment, we are initiating the dialogue with the Local Organising Committee, the government and Host Cities in Brazil which are ultimately responsible in regards to urban trading. I can assure you that urban trading will be one of the issues we will discuss with them. I will be very glad to update you on these discussions and plans to ensure constructive and feasible approaches to urban trading in the coming year.

With our best regards,  
FIFA

Federico Addiechi  
Head of Corporate Social Responsibility

**Fédération Internationale de Football Association**

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