



## ***World Cup and the Export of Services***

Lack of awareness at all levels is a major impediment to increase the exports of services. The World Cup provides an excellent illustration to services being exported by mode 4 (e.g., temporary movement of professionals).

Brazil has catalogued over 10'000 professional football players. Out of which, 2'500 play overseas. In 2005, 800 Brazilian players were transferred to football teams in 80 different countries. These transfers had an estimated value of €133 million. According to the Brazilian Central Bank, from 1994 to 2004, the country earned €840 million in football players indemnity transfer.

Service export opportunities in this field has led world famous Brazilian footballers to set up schools in less privileged neighbourhoods and help through sports, to ease social distress while providing the opportunity to develop professional careers. Rivelino, Zico, Rai and Nunes are among those. Schools of Football have a mix of technical skills and normal course work such as math, biology, geography and languages. Students start at a very young age and overtime develop self-esteem, teamwork and integrity.

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