



UEFA EURO 2008
The bid of Hungary

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A NEW START

FOR THE
NEW EUROPE

CONTENTS

Page 1

Campaign off to
the perfect start

Page 2

The new Europe
descends on the
Hungaroring

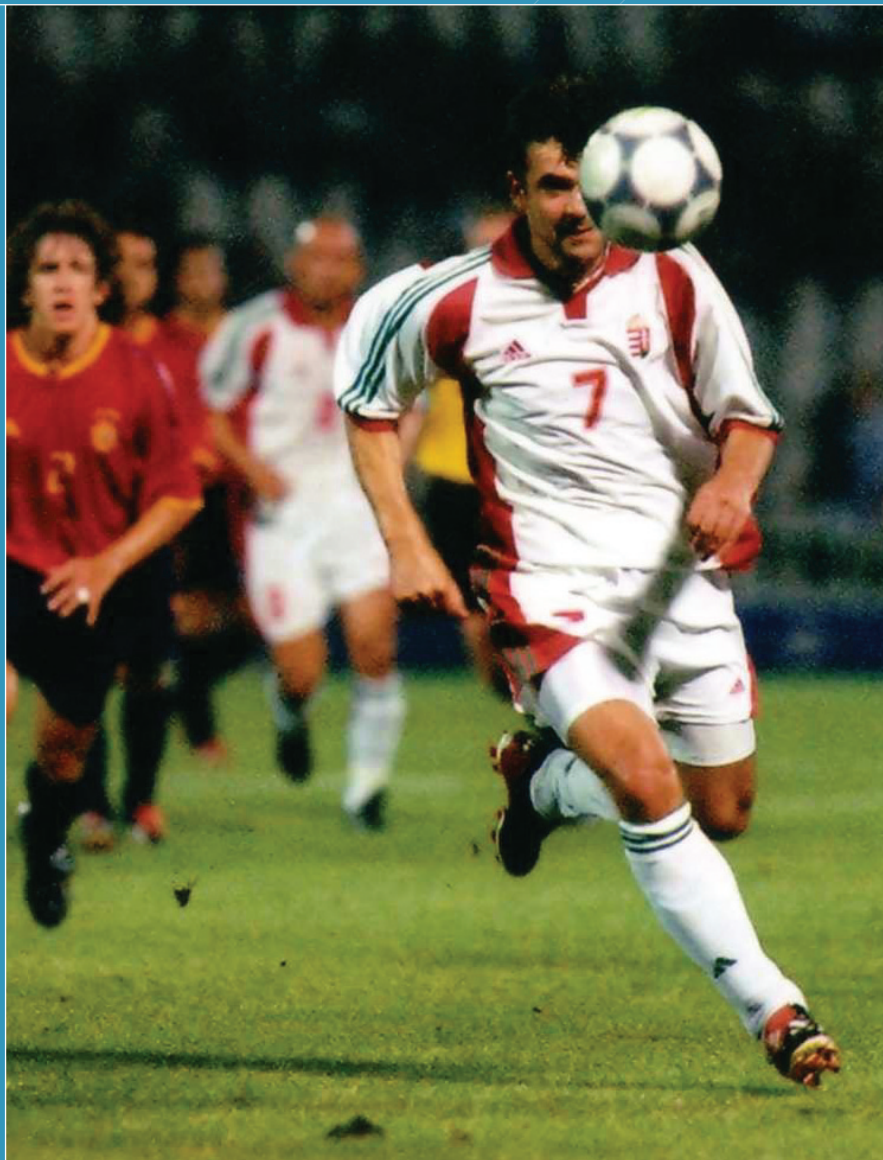
Thank you Alfredo

A message from
Asia



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CAMPAIGN OFF TO THE PERFECT START

Hungary's bid to host the UEFA European Championships 2008 got off to a rousing start last week in front of a near capacity crowd in the newly inaugurated Puskás stadium in Budapest.

Ferenc Puskás, the great man himself was there for the re-naming of the famous Népstadion, scene of so many of his triumphs, and to watch a thrilling match between the host nation and Spain. The match ended in a nail biting 1-1 draw, but was the perfect launch for the country's exciting bid to play hosts to the cream of European football in 2008.

And it was an emotional night for Puskás as he was joined on this momentous occasion by his old friend and Real Madrid ally Alfredo Di Stefano. It was reminiscent of such regular scenes in this

very stadium during the 50's and 60's as the incomparable captain of the 'Magical Magyars' slotted yet another goal past some poor hapless keeper for his all conquering team.

"I am a very proud man tonight, but my only wish is to be here, in what will then be a lovely new stadium, to witness the opening game of the 2008 European Championships" said the old maestro above the roar of the fans packed into the grandstands last week. The twinkle in the great man's eye somehow told us that his wish would come true. Book your seats now for Hungary 2008!

THE NEW EUROPE

DESCENDS ON THE HUNGARORING



Over 100,000 Hungarian motor racing fans packed into the Hungaroring, just outside Budapest, for last weekend's Hungarian F1 Grand Prix and they were joined by another 100,000 'tourists' from neighbouring Romania, Slovakia, Ukraine, Slovenia, Austria and Croatia for this annual family festival of motorsport. They all knew that Ferrari would win, (when don't they win?), but somehow the atmosphere at the Hungaroring is what F1 should all be about.

The only Grand Prix in Eastern Europe is always a sell-out and is an opportunity for fans from all over this region of the New Europe to enjoy the spectacle together. Rubens Barrichello said after the race "I don't think we ever come across a happier and more enthusiastic crowd anywhere in the world, I love Budapest, it's a beautiful city and I love this circuit". Well he had just won the race.

Hungary, the recognised leading nation of the region and soon to be member of the European Union is delighted to welcome their neighbours who pour into the country for a weekend of undiluted celebration and partying. Barrichello postponed his flight back to Sao Paulo following the race to carry on partying in a Budapest restaurant. "The band were great, but I had to have a go, I think I played every instrument on that stage" said the happy Brazilian.



THANK YOU ALFREDO

At a dinner last week on the eve of Hungary's friendly international with Spain, the Hungarian Football Federation entertained the incomparable Alfredo Di Stefano. After the dinner Dr Imre Bozóky, President of the Hungarian Federation presented the legendary Di Stefano with a memento of the occasion and told him that "Your special seat is reserved for the final of Euro 2008 here in Budapest"

A MESSAGE | FROM ASIA

Construction workers moved back into the newly inaugurated Puskás stadium, following Hungary's exciting 1-1 draw with visitors Spain last week, to carry on the work of transforming Hungary's famous national stadium into a newly refurbished state of the art venue for the 21st century.

Dr Imre Bozóky, President of the Hungarian Football Federation said "If there is one thing that we have learnt from this year's memorable World Cup Finals in Japan and Korea, it is that new stadiums provide the ultimate arenas for the enjoyment of our wonderful game by the players, the spectators and specially for the worldwide television audience". "Unlike the Japanese and Koreans however, our development programme of five brand new stadiums for Euro 2008 have been designed for modular construction, so that following the 2008 Finals they will be simply and easily re-modelled to the specific needs of our league clubs".

It's an exciting time for football in the heart of this region of the New Europe.

SHORT NEWS

Appointment

UEFA can now benefit from the experience of Dr. Imre Bozóky, President of the Hungarian Football Federation. Dr. Bozóky, who runs a corporate law firm, has been appointed as a member of the UEFA Appeals Body.

150'000 visitors — no problem!

Euro 2008 bid director, Balázs Makray, was happy that his hometown and Euro 2008 host city Debrecen hosted 150'000 visitors from Central and Eastern Europe during last week's "Festival of Flowers". Remarkable for a town of only 200'000 inhabitants. The city is ready for an even higher number of visitors in 2008.

Congratulations

The UEFA inspection team has started its two-month long tour to the EURO 2008 candidate countries. First stop was Austria-Switzerland, where our colleagues within the Austrian and the Swiss Football Federations did a very good job. Congratulations from Hungary.