

## **CSIR showcases 'soccerstat' at Soccerex 08**

Soccerex, the leading platform for learning, networking and doing business in soccer, kicked off at the Sandton Convention Centre on Sunday, 23 November 2008. The CSIR's sports technology centre was there to showcase 'Soccerstat' - novel analysis software used by local soccer teams, including *Bafana-Bafana*, for technical and tactical match analysis.

Over the past 12 years, Soccerex has become a portal into the football industry. It offers sponsors, delegates and exhibitors exceptional facilitating services and specialist knowledge to generate business opportunities. This year, more than 4 000 delegates, consisting of prominent business men and women, football clubs and federations, visited the over 300 exhibition stands.

"Our products and services drew attention locally and internationally," says Dr Tony Kirkbride who manages the centre. "It presented us with many opportunities, not only to market our product but to form future business partnerships in areas that can benefit sport in South Africa." The centre also made use of the event to promote CSIR activities related to the hosting of the 2010 FIFA World Cup in South Africa.

The CSIR's participation was made possible through the Department of Trade and Industry's Export Assistance Programme.