

# Olympic Torch Relay

## Reviewed by IOC.

**In response to the enthusiasm created by the Olympic Torch Relay organised in the framework of the 2004 Athens Olympics, the International Olympic Committee (IOC), has launched a review of the Torch Relay. The review will evaluate the impact of the relay on the Olympic movement as a whole, the difficulties created by it as well as the advantages and disadvantages of staging such an event and whether it should be organised at the International level.**

In pursuance of the review, the IOC invited 27 National Olympic Committees (NOCs) that organised parts of the 2004 Torch Relay to forward their comments, some of which will be reviewed by the IOC executive committee in a meeting to be held at the end of February 2005.

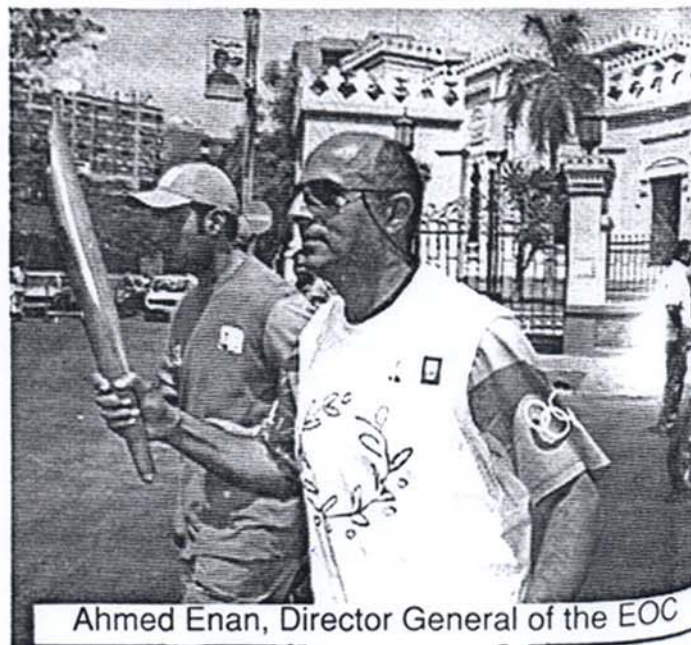
The IOC chose four of the reports, those submitted by Germany, The United Kingdom, Belgium and Egypt for discussion in detail at a Torch Relay working group meeting that was held on the 17th January 2005. Egypt was notably the only non-European country whose report was selected by the IOC perhaps because the Torch had passed through North Africa and the Middle East for the first time in 2004.

The Egyptian Olympic Committee's (EOC) report was prepared by Ahmed Enan, Director General of the EOC who was the contact person with the Athens Organising Committee and the general coordinator of the Torch Relay in Egypt under the authority of General Mounir Sabet, the EOC President and an IOC member. Enan was also a torch bearer during the relay on the 11th June when the torch passed from Cairo to Giza. He also accompanied the torch as it went from Cairo to Atlanta, Georgia in the USA via Capetown, South Africa, Rio de Janeiro, Brazil, Mexico, Los Angeles and St Louis.

At the 17th January meeting in Lausanne, Switzerland, Enan made a strong presentation to the working group based on his initial report. In addition to the NOCs from the four countries whose reports had been selected, the meeting was attended by the IOC's legal affairs and marketing departments, the Athens 2004 Organising Committee and Alem International, who operated the torch relay world-wide.

The presentation included the benefits that accrued to Egypt for its part in hosting the relay and the difficulties encountered in the communi-

cations, promotion and organisational aspects of the event. The report also included a strength,



Ahmed Enan, Director General of the EOC

weakness, opportunities and threat (SWOT) analysis of the strategies involved in organising a worldwide torch relay in every edition of the games. Finally the report made recommendations for maintaining and improving on the great success of the 2004 torch relay which clearly delivered the message of the Olympic Ideals to North Africa and the Middle East as well as the whole world. The relay was hugely successful, drawing large crowds, attracting great media interest and uniting people under the banner of the Olympic Games.

The final recommendation was to retain and expand the torch relay and have it managed by experts with the responsibility in the hands of the organising committees under the authority of the IOC. This would guarantee the previous success and build on them in the future.