



MESSAGE FINA/ARENA SWIMMING WORLD CUP 2011

It is my great pleasure to present you the ***FINA/ARENA Swimming World Cup 2011***, which will comprise seven meets in the Middle East, Europe and Asia.

This year, the competition will start on October 7 in the exciting city of Dubai (UAE) and will finish on November 13 in Tokyo (JPN). It's worth noting the entry of Dubai to these series, reinforcing the importance of the legacy left after the successful organisation of the 10th FINA World Swimming Championships (25m) in that city of the United Arab Emirates. Stockholm (SWE), Moscow (RUS), Berlin (GER), Singapore (SIN) and Beijing (CHN) complete the list of organisers for 2011.

Thanks to a very professional organisation, the quality and profile of this competition has continuously improved in recent years. The main reasons to this success were: the adoption of new rules related with the final ranking of the athletes, the set-up of top-level facilities worldwide, the raise in the prize money allocated to the swimmers, the effort in the areas of TV broadcasting and marketing programmes, and the association with prestigious sponsors. Also with the help of the FINA National Federations and Organisers of each edition, the *FINA/ARENA Swimming World Cup* became an essential rendezvous in 25m-pool for the best athletes worldwide and constitutes an additional opportunity to display a high-level Swimming event on TV screens.

All the conditions are then met for unforgettable performances in an attractive World Cup, capable of mobilising the media's coverage and of raising the attention of spectators and TV viewers worldwide. This success certainly generates an increased value and more substantial revenue, which is re-distributed to the Organisers and allows providing attractive prize money to our stars.

I would like to express my gratitude to the Organisers of the seven legs of the 2011 edition for their determined support in the accomplishment of our common goal – the development of our Sport in the five continents. Finally, I must thank the TV networks, media representatives, sponsors and spectators that play an essential role in the exposure, promotion and success of the competition.

I wish all the luck to the participants and the best to win.

Dr. Julio C. Maglione
FINA President