

UEFA EURO 2008 AUSTRIA-SWITZERLAND

7 - 29 JUNE 2008

OTTALIL
KOCHUKUNJU JOY, M.A.

Table of Contents

1.	INTRODUCTION	2
2.	HOST CITIES	2
3.	MUSIC	2
4.	SLOGAN.....	3
5.	QUALIFYING	3
6.	UEFA EURO 2008 SEEDING	3
7.	UEFA EURO 2008 KNOCKOUT STAGE.....	3
8.	NEW TROPHY.....	3
9.	PRIZE MONEY	4
10.	GERMANY REACHED SEMI FINAL.....	4
10.1.	Aerial Threat.....	5
10.2.	Television coverage failure	5
10.3.	Löw Suspended.....	5
11.	NOT IN THE SCRIPT	5
12.	BAD NEWS	6
13.	TURKISH CELEBRATIONS	6
13.1.	Crowning Glory	6
13.2.	Germany Ended Turkish Miracle	7
14.	THE CONCERT	8
15.	LEARN A LOT	8
16.	ICRC CARE	9
16.1.	Helping Landmine Victims	9
17.	GERMANY'S MARVELLOUS CAPTAIN.....	10
17.1.	Prisoner Of War	10
17.2.	Back Home.....	10
17.3.	Right-Hand Man	10
17.4.	Miracle Of Berne ("Das Wunder von Bern").....	11
17.5.	Adidas Takes Off	11
17.6.	Unwelcome Reaction In Parts Of The Foreign Press.....	12
18.	THE FINAL.....	12
19.	MADRID REVELS IN SPANISH TRIUMPH	14

1. INTRODUCTION

The 2008 UEFA¹ European Football Championship, commonly referred to as Euro 2008, is the 13th UEFA European Football Championship, a quadrennial Football Tournament for European nations, which is the world's second most important soccer tournament after the World Cup.

The tournament, hosted by Austria and Switzerland from 7th to 29th June 2008, was the second successful joint bid in the competition's history. Greece is the former champion.



Sixteen teams participated in the tournament. Austria and Switzerland automatically qualified as hosts; the remaining 14 teams were determined through qualifying matches which began in August 2006. The winner of Euro 2008 would qualify for the 2010 FIFA² Confederations Cup in South Africa, but will not be obliged to participate in it. The prediction that Germany, Italy, France and Spain would make the finalists was turned down in the thrilling competition.

2. HOST CITIES

Austria and Switzerland jointly bid to host the games - the second successful joint bid in the competition's history, following the UEFA Euro 2000 hosted by Belgium and the Netherlands. The 2012 competition in Poland and Ukraine would become the third jointly-hosted tournament. 16 Teams played 22 matches in eight host cities in Austria and Switzerland to decide the finalist.

Four cities, Vienna, Salzburg, Innsbruck and Klagenfurt, hosted the matches in Austria and the cities of Bern, Basel, Geneva and Zürich hosted the events in Switzerland. Each venue has a capacity of at least 30,000 for the tournament; the largest Ernst Happel Stadion in Vienna has a capacity of 53,295. For this reason Ernst Happel Stadion hosted the final. Switzerland played all of its group stage matches at St. Jakob Park in Basel, which also hosted the opening match of the tournament as a compromise for the final being held in Vienna. Austria played all of its group stage matches at Ernst Happel Stadion.



Ernst-Happel-Stadion, Vienna, built in 1929-1931, Renovated 1986

3. MUSIC

The official melody was composed by Rollo Armstrong of Faithless on behalf of UEFA. A remix of "Samba de Janeiro" by German dance group Bellini was played after each goal scored in the competition. Enrique Iglesias performed the "Can You Hear Me" shortly before the teams took the field in the final match.

Half of the teams that made the European Soccer Championships had been sent packing home. The leap that Russian soccer has made since bringing on Manager Guus Hiddink, who had helped his home team from The Netherlands to reach World Cup semi-finals in 1998, has been remarkable since his takeover as headman in 2006.

¹ The Union of European Football Associations (Union des associations européennes de football in French) is the administrative and controlling body for European football; almost always referred to by its acronym UEFA. The Union of European Football Associations is one of the six continental football federations that are part of FIFA. It acts as the Governing Body for all countries in the region; but there are several football federations that geographically are located in Asia but are part of the UEFA. These nations are Armenia, Azerbaijan, Cyprus, Georgia, Israel, Kazakhstan, Turkey and Russia. Of the six continental football federations in the world, the UEFA is the wealthiest and has the strongest influence on football.

² The Fédération Internationale de Football Association (International Federation of Football Associations), commonly known by its contraction, FIFA, is the international Governing Body of football associations with headquarters in Zürich, Switzerland, is responsible for the organization and governance of major international football tournaments, most notably the FIFA World Cup, held since 1930. FIFA has a total of 208 member associations, which is 16 more than the United Nations and 3 more than the International Olympic Committee.

4. SLOGAN

The UEFA Euro 2008 slogan runs "Expect Emotions". According to the UEFA President Michel Platini, it illustrated in a nutshell what the UEFA Euro 2008 has to offer: "all kinds of emotions": joy, disappointment, relief or high tension right up to the final whistle.

5. QUALIFYING

The draw for the qualifying round took place in Montreux, Switzerland on 27 January 2006. The qualifying process commenced a month after the 2006 World Cup. Austria and Switzerland automatically qualified for the tournament finals as host nations.

The qualifying format was changed compared to previous tournaments. The winners and runners-up from seven groups automatically qualified for the Championship, with the hosts filling the other two slots in the 16-team tournament. The change meant there were no play-offs between teams finishing in second place in the groups" they qualified directly for the finals. Teams that finished in third place didn't have any further opportunity to qualify. Six of the qualifying groups contained seven teams, and the other, Group A, contained eight.

6. UEFA EURO 2008 SEEDING

The draw for the final tournament took place on 2 December 2007 at the Culture and Convention Centre in Lucerne, Switzerland. In a return to the format used at Euro 92 and Euro 96 the games in each group was held at just two stadia, with the seeded team remaining in the same city for all three matches. As was the case at the 2000 and 2004 finals, the finalists were divided into four seeding pots, based on average points per game in the qualifying phases of the 2006 FIFA World Cup and Euro 2008, with each group having one team from each pot. Switzerland and Austria, as co-hosts, and Greece, as defending champions, were seeded first automatically. The Netherlands were seeded based on their UEFA coefficient in the Euro 2008 finalists ranking.

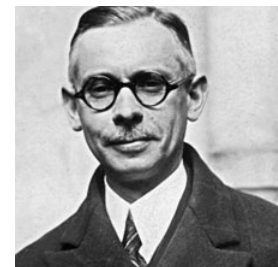


St. Jakob-Park, Basel

Twelve referees and twenty four assistant referees were selected for the tournament.

7. UEFA EURO 2008 KNOCKOUT STAGE

The knockout stage was different from that of past tournaments. Teams in groups A and B were separated from teams in groups C and D until the final. This increases the chance of a group fixture being replayed in the knockout stage, and renders impossible a final between two teams drawn in the same half of the tournament. Also, in another major change, for the first time in a European Championship, only two venues (St. Jakob-Park, Basel and Ernst Happel Stadion, Vienna, the two largest of the eight stadiums used) will be used for the seven matches in the knockout stage of the tournament.



8. NEW TROPHY

A new trophy will be awarded to the winners of the Euro 2008 tournament. The new version of the Henri Delaunay Trophy³, created by Asprey London is almost an exact replica of the original designed by Arthus-Bertrand. A small figure

³ Henri Delaunay (*15.06.1883 †9.11.1955) was a French football administrator. After playing for the Paris team Étoile des Deux Lacs, he became a referee. He retired due to an incident in a match between AF Garenne-Doves and ES Benevolence, when he swallowed his whistle and broke two teeth on being struck full face by the ball.

Delaunay started his career as administrator in 1906 when he became President of Étoile des Deux Lacs, then Secretary General of the Comité français interfédéral (CFI), the forerunner of the French Football Federation. He was largely responsible for the creation of the European Football Championship, the Trophy of which is named after him, having first proposed it in 1927. The first tournament took place in 1960.

juggling a ball on the back of the original has been removed, as has the marble plinth. The silver base of the trophy also had to be enlarged to make it stable. The names of the winning countries that had appeared on the plinth have now been engraved on the back of the trophy, which is made of sterling silver, weighs 8 kilograms (17.6 lb) and is 60 centimetres (24") tall.

9. PRIZE MONEY

A total of € 184 million has been offered to the 16 teams competing in this tournament, increasing from € 129 million in the previous tournament, to be distributed as below: Participation: € 7.5 million; extra payment based on teams' performance: Winner: € 7.5 million; Runner-up: € 4.5 million; Semi-finals: € 3 million.

Quarter-finals: € 2 million; Group stage (per match): Win: € 1 million; Draw: € 500,000; if the winner of the tournament were to win all three matches in the group stage, they would receive a total of € 23 million.

10. GERMANY REACHED SEMI FINAL

The English football legend Gary Lineker once said: "Football is a simple game where 22 players play against each other and in the end Germany wins."

Germany reached the semi final of Euro 2008 after defeating tournament favorite



Portugal 3-2 in an entertaining quarter final match at the St. Jakob-Park. From the very beginning both sides went for attack and created many chances throughout the match. Bastian Schweinsteiger was the key player as he opened scoring and later on set up two more goals to clinch the victory. In the 22nd minute, Schweinsteiger put Germany ahead in the match with a superb finish. Lukas Podolski sent a cross in the box from the left and Schweinsteiger just tapped it into the net leaving Portuguese goal keeper Ricardo unmovable.

Just four minutes after the first goal, Germany doubled their lead thanks to Miroslav Klose, who headed a Schweinsteiger free kick to sent the ball past the goal keeper Ricardo. Captain Nuno Gomes decreased the difference by a 40th minute goal. Cristiano Ronaldo's shot was deflected by German goal keeper Lehmann before falling in the path Nuno Gomes who successfully sent the ball into the net.

Germany went into their quarter-final against Portugal in Basel as many people's underdogs. Following their 3-2 win, left-back Arne Friedrich knew they would be clear favourites when they return to St. Jakob-Park to face Turkey.



German players greet the fans as they celebrate their Victory



Lukas Podolski, Thomas Hitzlsberger, Phillip Lahm

A 2-1 group defeat by Croatia had raised doubts about Germany's ability to lift a fourth European title but their clinical performance against Portugal moved them back up the pundits' pecking order. The Turkey team would have needed three late fightbacks to save their campaign – and now had four players suspended and others injured.

"The game against Portugal was something very special and a very strong display by the whole team," said Friedrich. "Every player works hard to be involved in huge games like that. It was a lot of fun to play in front of such a big crowd and we are delighted at the moment because not many people believed we could win that match. We are now favourites again going into the semi-final and we all know that."

10.1. Aerial Threat

Luiz Felipe Scolari, the Brazilian Coach of the Portuguese, pulled out a piece of paper from his pocket and started reading to the packed room of journalists: "No. 17 Germany: 1m98, No. 13: 1m88, Klose: 1m82, No. 21: 195. I have to worry about that – and that my players are 115 cm, 120 cm." It was a moment of comedy yet it illustrated one of the Portugal's principal concerns about their UEFA EURO 2008 quarter-final opponents Germany.



Scolari praised Michael Ballack

Scolari said he was anxious about their ability to handle Germany's aerial threat. "I have to worry about finding some way of dealing with their free-kicks". Yet Scolari recognised the Germans' ability on the floor, starting with a player he will soon be working with at Chelsea FC. "He is a great player, with a lot of technical quality. He is one of the great players in this tournament," he said of Germany captain Michael Ballack, scorer of the goal against Austria that earned a quarter-final place.

10.2. Television coverage failure

Three times in the second half of the semi-final between Germany and Turkey, nearly the entire global TV coverage was interrupted due to a thunderstorm over Vienna causing technical difficulties in the International Broadcast Centre (IBC), which relayed the television feed from the match in Basel. Various national broadcasters took contingency measures such as reverting to radio broadcasting (for example, the BBC used coverage from Radio 5 Live). Only the Swiss public broadcaster SRG maintained full coverage since it used a direct signal other than the IBC's.

10.3. Löw Suspended

Löw was suspended during the match against Austria and was forced to watch from the stands the next match, leaving his team in the hands of assistant Hans-Dieter Flick and goalkeeping coach Andreas Köpke. Team Manager Oliver Bierhoff admitted: "Coaches act on instinct as the game progresses and this won't be possible, so it is important for him to be able to set things up properly before the match."

11. NOT IN THE SCRIPT

Franck Ribéry, the winger who had been France's brightest spark at this tournament barged into tackle Gianluca Zambrotta and injured himself in the ensuing tangle of legs. It was almost as if he had been trying too hard, but that is the kind of infectious character the 25-year-old Ribéry seems to be. His Bayern team-mate Toni, however, was back on the big screens when he won the penalty from which Andrea Pirlo put Italy in front. Stretching out a leg to bring under control a long Pirlo pass, he went down under the challenge of the hapless Abidal, who duly saw red. Toni himself



Franck Ribéry is comforted by Thierry Henry

Abidal, who duly saw red. Toni himself

nearly added a second with a conjuring trick of a shot from an Antonio Cassano cross but his flick sent the ball centimetres wide. A falling volley from Pirlo's chipped pass sailed wide, and then he spurned another opening when clear on goal.

12. BAD NEWS

Turkey looked almost certain to go into their semi-final without their leading striker after a scan on Nihat Kahveci's thigh confirmed he will not be fit for Wednesday's showdown with Germany.

The Turkey vice-captain hobbled off holding his right thigh three minutes from the end of extra time in Friday's dramatic quarter-final victory over Croatia. He was taken to hospital for a scan on the injury and the results spell further bad news for coach Fatih Terim, who will likely be missing more than a third of his squad through a combination of injuries and suspensions in Basel.



Italian Fans

13. TURKISH CELEBRATIONS

That did not mean that the Turkish team would lack support, particularly among the estimated two million people with Turkish roots in Germany. "I telephoned my girlfriend in Berlin and she said the celebrations of the Turkish fans in the streets on Friday night were unbelievable," said a German player. "On Wednesday there will be a very special festival of football in Germany and hopefully, at the end, our fans will have something to celebrate."



Turkish Players celebrate their shoot-out win

Croatia coach Slaven Bilić admitted there was "something special" about Fatih Terim's side after their thrilling win at the Ernst-Happel-Stadion on Friday night. Turkey's run to the semi-final had been sensational.

When Portugal beat Turkey in their opening Group A game there was no indication of the incredible theatre that was to follow. First Terim's side stunned co-hosts Switzerland in their own backyard, fighting back from a goal down to clinch victory in the last minute thanks to Arda Turan's powerful strike. Even more drama came against the Czech Republic when the Crescent Stars (Ay Yıldızlılar) overturned a 2-0 deficit in the final 15 minutes to win 3-2 with two late Nihat Kahveci goals.



Turkish Fan

13.1. Crowning Glory

Then the crowning glory against Croatia – Semih Şentürk driving in via a deflection in the last second of extra time to force penalties. It was Turkey's first shoot-out at a major tournament but they looked like old hands as Arda, Semih and Hamit Altıntop scored before Rüştü Reçber saved from Mladen Petrić to spark the celebrations. Having got this far, Turkey now face the might of Germany with Emre Aşık, Tuncay Şanlı, Volkan Demirel and Arda all suspended in addition to injuries to Emre Güngör, Servet Çetin, Emre Belözoğlu and Tümer Metin. Terim said in his post-match news conference there should be no limits to his team's success but can they overcome Germany to reach the final? And what was the secret behind Turkey's success?

Miroslav Klose has never had much problem scoring goals for Germany – but it was a frustrating wait to break his UEFA European Championship finals duck.

Five-goal leading marksman at the last FIFA World Cup, matching his 2002 tally, Klose drew a blank at UEFA EURO 2004 then failed to register in the group stage in Austria and Switzerland. But spearheading a new 4-2-3-1 formation in Thursday's quarter-final against Portugal, Klose put Germany two up on 26 minutes before they clinched a 3-2 win and a semi-final against Turkey.

13.2. Germany Ended Turkish Miracle

The German soccer tradition has nothing to do with aesthetics; it absolutely goes for accuracy and reliability.



Needs no comments

German players believe in those principles, and they proved it when they faced Turkey by winning the game in the very last minute to claim their UEFA Euro sixth final by winning 3:2 over Turkey, thanks phillip Lahm's goal one minute before the end of the game.



Semih Senturk equalises for Turkey

Germany barely deserved the victory, but once again they

have reached a major final despite being unconvincing, where they will face Spain in Vienna. Thus, Germany, who reached the final on Wednesday by beating Turkey 3-2, will be aiming

for their fourth continental triumph.

Ravaged by injuries and suspension, Turkey defied all expectations to produce an outstanding performance full of grit, desire and no little quality and they should have been well in front by half-time. All were of the opinion that Turkey were just awesome!

But Turkey, under the inspirational leadership of coach Fatih Terim, were continuing to



German Fans before the Semi

set the pace and Ugur tested Lehmann once more with a shot at the end of a fine run.

Germany celebrated the victory, but so much credit must go to Turkey for a magnificent effort that deserved so much more.

Spain reached the European Championship final for the first time in 24 years on Thursday with a convincing 3-0 win over Russia to set up a meeting with Germany in Sunday's Euro 2008 decider.



Spain beat Russia 4-1 in the group stage two weeks ago and were the better side again on Thursday, totally deserving their triumph because their midfield dominated and created plenty of chances for the front men.

Russia, who improved enormously after that opening loss to Spain, never found the rhythm and energy that had seen off Netherlands in the quarter-final and Andrei Arshavin, the inspiration behind their revival, had a largely anonymous game.

Both teams made a lively start in the pouring rain with Spain creating the first two chances. Torres turned and shot straight at Igor Akinfeyev after six minutes and Villa forced the keeper into a good save five minutes later.

Spain produced a superb display to cruise past Russia and set up a Euro 2008 final against Germany on Sunday.

The only cloud on Spain's horizon was the first-half injury to Villa, who would now miss the final clash with Germany in Vienna.

Russia never threatened to produce the attacking firepower that saw them dump out Holland in the last eight, and playmaker Andrei Arshavin was an anonymous figure throughout.

Arshavin entered the game with a huge weight of expectation on his shoulders, as well as transfer interest from Barcelona, but failed to deliver.

Veteran coach Luis Aragones looked to have put together a side capable of ending the years of under-achievement, even making light of that injury to the influential Villa.

Spain made a positive start, with the partnership of Villa and Torres demonstrating their threat early on.

Villa slipped in Torres for a shot that was saved by Igor Akinfeev, then forced the Russian keeper into a smart save down at his post with a long-range drive.



Spain stormed into the final of Euro 2008 with a three-goal demolition of Guus Hiddink's Russia in Vienna and if Germany were watching Luis Aragones's side from their team hotel, they'll be acutely aware they have their work cut out on Sunday. An anaemic first-half in the Ernst-Happel Stadium quickly gave way to an enthralling display from the Spanish and once Xavi had given them a 50th minute lead, they cut the Russians to ribbons to keep their dreams of winning their first

major tournament since the European Championship in 1964 alive.

14. THE CONCERT

Opera stars Plácido Domingo, Anna Netrebko and Rolando Villazón performed in the Austrian capital Vienna in front of its fabulous baroque Schönbrunn Palace on Friday, the 27th June 2008, two days ahead of the final EURO 2008 European Football Championship. The Russian-born star soprano and the two tenors already gave a successful concert in 2006 ahead of the world championship finals in Berlin, watched by more than 100 million TV viewers!

15. LEARN A LOT

Three-time FIFA World Player of the Year Zinedine Zidane gave 20 children a day to remember on Sunday when he joined in a small-sided game at one of Vienna's UEFA EURO 2008 Fan Zones. Zidane, who turned 36, was at the Adidas Football Park on the Heldenplatz in the centre of the Austrian capital, where youngsters got the chance to train as well as play alongside the former World and European Champion. "Working with children is the most important thing for me," said Zidane, who was part of the France team that won UEFA EURO 2000. "When children can play with their idols, they can learn a lot. If I had had that opportunity as a child, it would have brought me a lot."



Turkey's Fatih Terim



Zinedine Zidane with youngsters at the Fan Zone

The former Real Madrid CF playmaker's presence delighted the youngsters. "It was a super experience to play in the same team as a fantastic player like Zinedine Zidane," said one boy, Dario, after the match. The former French international switched sides halfway through the 40-minute game and also staged his youth training programme, the Predator Clinic, to show off some tricks and offer advice to the young players. "I was very nervous at the beginning. I thought I was dreaming when Zidane came out on to the pitch," said another of the children, Erik.

16. ICRC CARE

Germany's footballers lent their support to the UEFA/International Committee of the Red Cross (ICRC) online fundraising campaign for UEFA EURO 2008 when midfielder Clemens Fritz and Team Manager Oliver Bierhoff met Afghan landmine victim Mohammed Kabir.

Kabir was at Basel's St. Jakob-Park to be introduced to Fritz and Bierhoff on the eve of Germany's quarter-final against Portugal and receive a signed football from the pair. The



Bierhoff, Chancellor Merkel, Klinsmann (File Photo)

ICRC is the official charity partner of UEFA at the EURO, and 34-year-old Kabir had previously met Cristiano Ronaldo – official Ambassador of the Score for the Red Cross Campaign – in Geneva, where he watched Portugal beat Turkey. "He was very kind to me and it was inspiring," Kabir said of his encounter with the Portugal and Manchester United FC Forward.

Kabir lost a limb after stepping on a landmine while playing football on a field near his school, but benefited from the care of the ICRC, which has more than 500 staff working in its six orthopaedic centres in Afghanistan. "They helped me a lot to learn

to walk with the prosthetic limb, and afterwards helped find me a job," said Kabir, who now works as a cook at the Italian Embassy in Kabul.

16.1. Helping Landmine Victims

Over 80,000 people have received assistance from the ICRC's work, which also includes a microcredit scheme to help landmine victims re-establish themselves in society. The ball



Diana visits landmine victims in Angola, early 1997

signed by Bierhoff and Fritz will be one of the prizes available to donors on the ICRC website, along with balls and shirts signed by other players.

For the Germans, knowing the impact of the World Cup goes far beyond football is a lesson they have understood since



Thai elephant walks with prosthesis

a rainy day in the Wankdorf Stadium in Berne, Switzerland, in the summer of 1954.

An unheralded West German team, first timers in the tournament, caused the biggest sensation in world sport since World War II by defeating the apparently invincible Hungarians to win the trophy.

The victory led to an unprecedented outpouring of joy, not just in West but in East Germany too, as millions took to the streets to celebrate a "positive" German achievement.

The celebrations were encapsulated in the phrase "*Wir Sind Wieder Wer*" ("We are somebody again") as they gave enormous psychological impetus to the building of the West German state.

17. GERMANY'S MARVELLOUS CAPTAIN

To help mark UEFA's Jubilee, each national association was asked to nominate its most outstanding player of the past 50 years. Germany chose Fritz Walter as their Golden Player.

He played for only one Club, 1. FC Kaiserslautern, making his first-team debut at the age of 17. Fritz scored a hat-trick on his international debut two years later. And on 4 July 1954, he captained West Germany to their first FIFA World Cup triumph, beating Hungary 3-2 in Berne. Indeed, had his national-team career not been interrupted for eight years between 1942 and 1950, Fritz Walter would likely have become the first player to win 100 caps for his country.

17.1. Prisoner Of War

Walter was also proof of the game's universal appeal. Towards the end of the Second World War, he was taken prisoner by the Russians and held in a camp on the Romanian-Russian border, where both prisoners and guards played football. When the soldiers saw Walter play, they told their commanders and the next day he was in the guards' team against another Russian team.

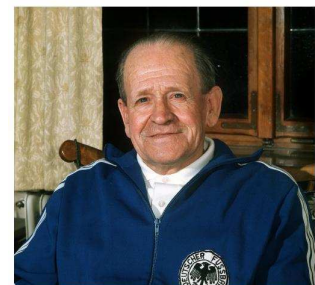


17.2. Back Home

The General in charge of the camp turned out to be a passionate football fan, and when the camp was dismantled, eventually the prisoners due to be transported into the Soviet interior, the General decided that Fritz could go home: "Fritz comes from Kaiserslautern and that's in the French-occupied zone, so he's French and can go home." Home he went, to rebuild his club. He served Kaiserslautern as coach, player, executive committee, groundsman, cashier and general help. It was at this time that he also met his future wife, an interpreter for the French occupying force.

Walter missed West Germany's first match after re-admission to FIFA in 1950 due to injury, and two years later chose to retire from the international stage aged 32. The decision was prompted by headlines like "What's this old man doing in the team?" following a 3-1 defeat in Paris. However, Herberger, the West German Trainer, convinced him to carry on further.

And carry on he did, leading the side to the World Cup final against Hungary. The Hungarians had beaten West Germany 8-3 earlier in the tournament and were runaway favourites. Another walkover looked likely when the Magyars took an early 2-0 lead. But Max Morlock narrowed the gap, Helmut Rahn equalised, and six minutes from time, Rahn made it 3-2. West Germany were world champions and the victory gave the country renewed self-confidence nine years after the end of the war.



Josef "Sepp" Herberger

17.3. Right-Hand Man

Soon 'Friedrich', as his team-mates fondly called him, developed from mere goal-getter to playmaker as his authority grew. He was no orator, yet his word carried great weight

and not just on the field of play. Long-serving national coach Josef "Sepp" Herberger⁴ considered him his "right-hand man" on the pitch. In discussions that sometimes went on for hours, they worked out tactics. And if the opposition produced an unforeseen response, it required minimal eye contact between the Captain on the park and the Coach on the bench for the necessary adjustments.

17.4. Miracle Of Berne ("Das Wunder von Bern")

The adverse publicity had some West German commentators - always prone to agonising at the best of times - wishing that the team had not won the 1954 World Cup after all!

But this was always a minority view and as the fuss died down about excessive celebrations, the benefits to West Germany of the victory became clear. Some modern day historians call the football triumph a founding event in the birth of the West German state.



Fritz Walter (left) with his team prior to the 1954 FIFA World Cup

"Nothing can stop these unlovable people", quoted The Daily Mirror. However the united German team's performance in a few weeks' would have a greater impact inside Germany than that had by what became known as "Das Wunder von Bern".

In particular, the success of the team gave a huge boost to the West German media industry. The tournament was the first to be broadcast live on television in Europe. At the start of the

tournament, few Germans had TV sets but, by the end, the factories and shops had completely sold out. Television manufacturers were quick to capitalise on the connection with football, presenting each of the German players with a gift of a set in highly publicised ceremonies.

Other manufacturers were equally alive to the commercial advantages of being associated with the huge positive publicity surrounding the team.

17.5. Adidas Takes Off

The players were showered with extravagant gifts at every stage of their drawn-out homecoming: with the televisions came radios, washing-machines, fridges and sewing-machines (the latter for the loyal spouses who had supported from the Home Front).

The best example of this commercial "exploitation" of the World Cup victory came from within the West German camp itself.

The shoe manufacturer "Adi" Dassler had been a key member of the team's backroom staff: his invention of the "removable stud" playing a largely unheralded role in the final victory. Within days of the victory in Berne, Dassler's company, Adidas, was advertising "the boot which won the World Cup" in German sports magazines.



Victory had a Great Psychological impact In Post-War Germany

⁴ Josef "Sepp" Herberger (*28.03.1897 +20.04.1977) is most famous for being the National Coach of the West German national team which won the 1954 FIFA World Cup - The Miracle of Bern. He played three times for the German football team between 1921 and 1925. He succeeded Dr. Otto Nerz as national coach after Germany's uninspired loss to Norway at the 1936 Olympic; remained National Coach until 1964, when he was succeeded by Helmut Schön.

17.6. Unwelcome Reaction In Parts Of The Foreign Press

In 1954 politicians and media commentators were concerned at the negative effect any excessive celebrations could have on world opinion.

The singing of the banned first verse of the German national anthem by a small group of German supporters at the final whistle coupled with comments by the head of the German Football Association claiming that the Gods in Heaven had marched side by side with the team.

As a result, one Danish newspaper reported that all that had been lacking at the end of the match was the "Sieg Heil" salute; in Milan, a sporting journal reported the West German victory under the headline: "Deutschland uber Alles".

In Britain, the Daily Mirror complained that "nothing can stop these unlovable people". And in France, Le Monde reported the German success under the headline: "Achtung."

The paper's columnist went on to remind readers that while winning a football tournament might in itself be innocent, the "innocent Weimar Republic" had "given birth to Hitler".

18. THE FINAL

Leading figures from royalty, politics, culture and sport were present at the final Germany vs. Spain, emphasising the huge global charm of the game. Heading the list of VIPs at the Ernst-Happel-Stadion were Spain's King Juan Carlos with Queen Sofia and Prime Minister José Luis Zapatero, together with their German Counterparts, President Horst Köhler and Chancellor Angela Merkel. The celebrity count also included Austrian President Heinz Fischer, Chancellor Alfred Gusenbauer and Swiss Federal Councillor Samuel Schmid as well as Henry Kissinger, Hollywood celebrity Harrison Ford and Formula one World Champion Michael Schumacher.



King Juan Carlos with German Chancellor Angela Merkel



Fernando Torres lifts the ball over Lehmann to score winning goal

With a deserved 1-0 win over Germany in the final of the European Championship, Spain regained the Euro glory it has captured in 1964 by defeating the Soviet Union. This victory rounded off a fantastic overall performance of the Spanish team throughout the tournament.

Liverpool striker Fernando Torres was the man of the match, shaking Germany's Philipp Lahm off after Fabregas's pass and lifting the ball cleverly over keeper Lehmann after 33 minutes.

Liverpool striker Fernando Torres was Spain's goal hero, striking after 33 minutes when he cleverly lifted Xavi's pass over Germany keeper Jens Lehmann.

Spain dominated the final throughout, with Torres heading against the post and Marcos Senna almost adding a second from close range after 80 minutes.

Thus, it was good to see that the best team, playing the best football in one of the best tournaments ever, won it.

Spain have long had a reputation as under-achievers on the big occasions, but this was a richly-merited victory for veteran coach Luis Aragonés and a team that played outstanding football throughout the tournament.

Germany were outclassed, and for captain Ballack his catalogue of misery in major finals continued having lost two Champions League finals and also been suspended for the 2002 World Cup final when they lost to Brazil.

Match-winner Torres enhanced the reputation he forged at Liverpool last season, but this was an all-round effort for a side that is young enough to already be marked down among the favourites for the 2010 World Cup in South Africa.

Germany were lifted by Ballack declaring himself fit after a calf injury - but he had little impact on a first 45 minutes in which Spain were the vastly-superior side.

Xavi's pass created uncertainty for Germany



Luis Aragonés, Spain's National Trainer



Casillas lifted the Henri Delaunay Trophy for Spain

defender Philipp Lahm and Torres shrugged him off the ball to lift a superb finish beyond Lehmann.



The Henri Delaunay Trophy is carried off the Plane by Coach Luis Aragonés and Captain Iker Casillas

Germany's problems threatened to worsen when Ballack needed lengthy treatment for an eye wound after a clash of heads with Marcos Senna.



The Champions fly back into Madrid after winning the first major tournament for 44 years

Spain continued to look the more threatening side, but there was still the lingering prospect of Germany's refusal to accept defeat yielding an unlikely equaliser.

Silva was fortunate to stay on the pitch when he appeared to motion to head-butt Germany's Lukas Podolski, but Italian referee Roberto Rosetti decided against taking any action.

Football has won many new friends. And the hosts were always open-hearted.



Aragonés is thrown into the air as the Players ensure it is a night to remember for the 69-year-old

19. MADRID REVELS IN SPANISH TRIUMPH

Euro 2008 Champions Spain arrived at Madrid Barajas airport about 18:40 hrs in a plane with "Campeones" (Champions) written on it. They were accorded a heroes' welcome by some one million ecstatic fans in Madrid. They packed the streets as Spain paraded the Henri Delaunay trophy on an open-top bus on their way to a packed Plaza de Colon.

As the bus travelled down Madrid's main Paseo de la Castellana avenue the crowd chanted "Si, si, si la copa ya esta aqui" ("Yes, yes, the Cup is now here!").

The crowd also chanted "Luis quedate!" (Luis stay) in a plea to the 69-year-old Coach Luis Aragones to reverse his decision to quit.

Captain Iker Casillas told the packed crowd "this cup is yours" as the team joined the celebrating fans. "We're just starting to become aware of what we have achieved," Casillas screamed to the crowd.

"We were really motivated to get back here to share this."

The Madrid keeper then handed the microphone to the "one man who got us where we are today, Luis Aragones".



The Spanish Air Force salutes the Team as they make a multi-coloured high-speed pass over the Plaza de Colon



Over one million Spaniards pack the streets as the Champions head towards the Plaza de Colon in the open top bus

Even the normally downbeat Aragones was caught up in the moment and joined the singing of "A Por Ellos" ("Let's Go Get Them"), in a reference to the team's theme songs since the 2006 World Cup.

"If I couldn't manage the quality of players that we have here, then it would be impossible to win the Euro. Why? Because we have the best team in the world," said Aragones.

Congratulations, Spain - and VIVA ESPAÑA!

Earlier, **GERMAN** fans turned out in huge numbers in Berlin to welcome their players home when they arrived Monday.

An estimated 300,000 people were in front of the Brandenburg Gate, after cheering their country on the night before.

"I don't think we'd have gone so far without these great fans," said Captain Michael Ballack.



Heroes' Welcome for Germany's almost Champions

"We all saw the TV pictures of what were going on back here and it felt like we had an extra man on the pitch all the time."