Brazil as International Host
The Eyes of the World on Brazil
Brazil hosts World Cup and Summer Olympics

• In 2010s Brazil hosted two of the largest sporting events in the worlds
  – 2014 World Cup
  – 2016 Summer Olympics

• Huge tourism boost
  – Also huge expenses
• In 2013 Brazilian officials were worried about potential crime overspill of crime from the favelas to the World Cup and Olympics
  – Favelas mostly under crime lord control
  – Use of heavily armored forces to crack down on crime
The World Cup

• Brazil hosted FIFA World Cup in summer of 2014
  – Fifth time that South America has hosted
• Games played in 12 different cities around the country
  – Brazil allowed a chance to showcase country and culture
  – Great source of pride in Brazil for the “Beautiful game”
• Argentina lost to Germany in Finals
Controversy In Brazil

• World Cup cost Brazil $14 billion to host
  – Construction of 6 new stadiums
  – Large amount of poverty in Brazil
• Displacement of people to build new stadiums
• Anti-FIFA protests
  – Against costs of hosting World Cup
World Cup Street Art

• During and after World Cup lots of artists painted murals in cities around the country to commemorate the events of the games
The Rio Olympics

- Brazil awarded hosting rights for 2016 Summer Olympics
  - Hosted by the city of Rio de Janeiro
  - Beat out Spain, Japan, and United States
- Record number of participants from record number of countries
Controversy in Rio

- Large amounts of water pollution poses a threat to the competition
  - Debris and garbage possibly getting in way of boating events
  - Contaminated water could get participants sick