



ASSIST NEWS

FIBA ASSIST NEWSLETTER A BIMONTHLY COMMUNITY UPDATE AUGUST / SEPTEMBER 2004

FIBA

We Are Basketball

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FIBA'S WEB

FIBA.com was very popular during the Olympics, the figures: 11,460,731 page views, 960,707 total visits and 398,564 visitors.

Injured but happy: Fabricio Oberto celebrates.



FIBA'S WORLD BEST OLYMPIC BASKETBALL EVER

The 2004 Olympic Basketball Tournament for Men will go down in history as the most thrilling and least predictable. Each of the 12 competing teams were ready for a surprise at any time. The level of play was outstanding which caused prominent "victims" such as reigning World Champion Serbia and Montenegro and Sydney Semi-Finalist Australia not even reaching the Quarter Finals.

With the surprise Final of Argentina versus Italy, it was clear that a completely new country was going to win the gold after the USA domination of most of the Olympics, with just three exceptions in 1972, 1980 and 1988, when the USSR and Yugoslavia took the glory. Argentina took the gold in the Final (84 - 69), the first gold since 52 years as Ginobili expressed, "It's something different. You can't compare it with anything. You don't play for money, you only play for the pride of your country and this is a very unique feeling, especially when you participate in the biggest sport event, the Olympic Games." Italy, who in astonishment qualified at the Eurobasket last year took the silver. It's the second time for Italian basketball that the National basketball team fought for the gold medal. The first time was 24 years ago in Moscow when Italy played against Yugoslavia losing 86-77 to win the silver medal, but the USA and many other favorites were not there due to the boycott.

Furthermore, the surprise defeat of the USA by Puerto Rico in the preliminaries put a halt to their Olympic winning streak. But as the tournament went on the USA became stronger and retained their dignity to beat powerhouse Lithuania for the bronze medal (104 - 96). This bronze medal proved that what happened 2 years ago in Indianapolis, was not a



Two giants of the game fighting for glory, Yao Ming (CHN) and Pau Gasol (ESP).



coincidence but now a proven fact that there is a new world order in basketball. It is no longer the USA that the world can expect to win with ease and glory, the USA will be challenged every time they are on the international basketball stage.

The United States graciously accepted the bronze, Allen Iverson of the USA commented on the team's participation "...fortunately we understood that we came here to represent our country the best way we could. So, we didn't want to go back without any medal and tonight we found the courage to put energy on

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Happy medalist: Lisa Leslie shows her 3rd gold medal.



FIBA OCEANIA
We Are Basketball

OCEANIA NEWS BASKETBALL BOOMS IN MICRONESIA

Oceania once again demonstrated its improved level during the past Olympics: But also the standard of basketball across Micronesia continues to improve. The 3rd Micronesian Basketball Tournament (MBT) was held from July 5 - 10, 2004 and was well organized and hosted by the Guam Basketball Confederation according to FIBA Oceania Zone Development Officer Stuart Manwaring. The final placings for the MBT, Men: Guam, Marshall Islands, Kosrae. Women: Guam, Palau, CNMI. For the full results and further info go to www.oceaniabasketball.com

the court, play hard and win against a very good team. I am glad we finished the tournament with positive note."

The tournament's overall top scorer was Spain's Pau Gasol with 22.42, in second was New Zealand's Philip Jones 21.00, and Yao Ming in third with 20.71. The media representatives voted for Emanuel Ginobili as the MVP of the tournament.

Final standings Men:

1. Argentina
2. Italy
3. USA
4. Lithuania
5. Greece
6. Puerto Rico
7. Spain
8. China
9. Australia
10. New Zealand
11. Serbia & Montenegro
12. Angola

Final standings Women:

1. USA
2. Australia
3. Russia
4. Brazil
5. Czech Republic
6. Spain
7. Greece
8. New Zealand
9. China
10. Japan
11. Nigeria
12. Korea

Women

It was one thing to say that the men's tournament was unpredictable the women's was predictable. Once again, the same teams as two and four years ago battled for the glory and the medal with the USA winning gold and Australia silver. It was the third consecutive gold for the USA women, accomplishing what the men were not able to do this time. Russia and Brazil battled for bronze,

Top scorers of the tournament was the unstoppable Lauren Jackson with point average 22.87, second was Nigerian Mfon Sunday Udoka with 21.06 and third was Evanthia Maltzi from Greece with 20.85. The media representatives voted for Lisa Leslie as the MVP of the tournament.



FIBA Press Conference

Patrick Baumann stated his great satisfaction with the tournament, "We are extremely pleased with what we have seen so far. This is certainly the most competitive Olympic tournament and proved us right in collaborating very closely with USA Basketball and the NBA in bringing the best players to the Olympics. A chapter in the history has been closed and a new one has been opened: the competition

in the Men's tournament is not only for the silver medal as it was since 1992, but also for the gold. It also proves that the vision that was shared by Mr. Stanković and David Stern in the late 80's was a brilliant one."

Game Entertainment

In addition to a thrilling event FIBA added in with the cooperation of the NBA, in-arena entertainment. A group of talented perfor-



but this time it wasn't Brazil as in Sydney, but it was the Russian women with a 71 – 62 win.

Yet, the biggest upset had to be the 3 Asian teams, in Sydney, Korea made it to the Final round and was 4th at the World Championships 2 years ago. In Athens the Korea placed a disappointing 12th, behind Nigeria, giving Nigeria and a women's African team their first victory ever at any Olympic Basketball Tournament. China placed 9th and Japan placed 10th.

mers entertained the crowd during game breaks which was very well received by the crowd and the media.

Thank you Athens!

FIBA would like to thank ATHOC and all the Greeks for all their hard work and for the excellent organization and basketball arenas. A specific thank you to all the volunteers who have been once again the backbone of these Olympics. See you in Beijing! ■

FIBA'S WORLD LAND OF THE RISING SUN

On the occasion of the Olympic Basketball Tournament for men and women, FIBA launched the logo for the FIBA World Championship 2006 in Japan. The logo represents the Land of the Rising Sun with the image of the host country's flag superimposed on a basketball. States LOC President Mr. Isao Kaneko, "We are very proud to launch this logo today with a symbol that perfectly represents our ambition to stage an ideal basketball event and reflects the tradition and beauty of our country. We look forward to welcoming the best basketball players of the world and their fans."



Please feel free to download the logo here or on www.fiba.com or on www.fiba2006.com

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FIBA AMERICAS
We Are Basketball

AMERICAN NEWS BASKETBALL WITHOUT BORDERS IN RIO

The first Basketball without Borders camp was held in South America in Rio de Janeiro, Brazil, June 28 – July 3, 2004 with 51 young players from 14 countries. FIBA Development Manager, Anicet Lavodrama: "The camp was a great success and showed that two of the key elements in the development process of the young basketball player are the teaching of the basic fundamentals of the game as well as better overall management of the maturation process." FIBA donated basketballs to the Fortaleza Sao Joao and "Escola de Basquete Meneghelli" school, where the famous "Nene" Hilario was formed.

FIBA DIAMOND BALLS 2004 A SPARKLING SUCCESS



For the second time, the FIBA Diamond Ball for Men took place, this time as a warm up for the historic Athens Olympic Basketball Tournament.

The event did prove to be a great intro for the 6 best teams from five continents. Reigning World Champions and



Final standings Men:
 1. Serbia & Montenegro
 2. Lithuania
 3. Argentina
 4. China
 5. Australia
 6. Angola

FIBA Diamond Ball Women

The top women's teams from all 5 continents were able to warm up against each other before competing at the Olympic Basketball Tournament in Athens. The first women's Diamond Ball was hosted by the Hellenic Federation in Crete. The presence of international superstars such as Lauren Jackson (AUS) and Janeth Arcain (BRA) was certainly a confirmation of the kind of amazing skills and action these players have. It was Lauren Jackson and the Opals that

Final standings Women:
 1. Australia
 2. China
 3. Brazil
 4. Greece
 5. Korea
 6. Nigeria

took the Diamond Ball in a victory against China with a 74 – 70 score. ■

hosts Serbia & Montenegro won the event in a thrilling final against European Champion Lithuania. It was the first major event for the new Belgrade arena.

For the first time FIBA offered a video broadcast on fiba.com. There were live statistics for the first games but for the final, the games were broadcasted on fiba.com. Therefore, people all around the world could view the finals the following day.



WHAT'S IN STORE

WOMEN'S WORLD LEAGUE FINAL



For the second year in a row and after a successful league this year, 8 teams will compete for the world club title October 12 - 17, 2004 in Samara and St. Petersburg, Russia.

Four teams of the eight have qualified through the preliminary rounds in Chinese Taipei and Brazil. FIBA has invited four additional teams to compete for the title. The group line up is the following:

Group A: ADCF Unimed, Americana, BRA, Lotus VBW Clima, Gdynia, POL, Cathay Life, Taipei, TPE, BC Volgaburmash,

Samara, RUS.

Group B: Jayco Rangers, Dandenong, AUS, Basketball Club Habana, Havana, CUB, WNBL Team, Seoul, KOR, Baltyiskaya Zvezda, St. Petersburg, RUS.

Each club will play all of the three other clubs in its own group. The clubs placed 1st and 2nd in each group will qualify for the Final Round (places 1 -4). The clubs placed 3rd and 4th in each group will qualify for the Classification Round (places 5 -8).

The Preliminary Round will be held in Samara (Group A) and in St. Petersburg (Group B). The Classification and Final Round will take place in the Sport Palace of St. Petersburg.

For more information go to www.fiba.com or www.basket.ru ■

BUSINESS CORNER

FIBA AT LICENSING INTERNATIONAL

As FIBA continues to make progress towards developing its new licensing and merchandising programme, for the first time FIBA was represented at Licensing International by Mr. Olivier Godallier, FIBA Marketing Manager.

Licensing International, held this year on June 8 -10 in New York City, is the premier global annual trade show and conference where approximately 20,600 consumer product manufacturers, retailers, and marketers came to acquire intellectual property rights, forge merchandising and promotional partnerships, and preview trends that impact consumer spending.

Mr. Godallier took the opportunity to introduce the FIBA brand to the experts and agencies in the licensing and merchandising industry to discuss the development of the brand, following the release of the new logo in 2002. FIBA's licensing and merchandising programme serves as a very important promotion and awareness vehicle for FIBA and is one more way to unite basketball fans around the globe. Ultimately the revenues gained through the programme will be reinvested in the growth and expansion of the game of basketball throughout the world.

The knowledge acquired at Licensing International will help develop FIBA's upcoming e-boutique on www.fiba.com as well as additional categories of merchandise and perhaps new video games in the future. The goal is to begin working directly with companies by the end of the year on the FIBA brand and FIBA World Championship merchandise. ■

EUROPEAN NEWS BASKETBALL WITHOUT BORDERS EUROPE

The camp was again a huge success, it was held in Treviso, Italy, July 24 – 27, 2004. The camp featured 50 young players from 26 European countries and incredible talent was displayed. FIBA's Development Manager, Zoran Radovic, "This will be the fourth time that this camp takes place, establishing the Basketball without Borders camp as one of the most complete camp experiences in Europe. It has always been a focus for FIBA to emphasize the importance of hard work, dedication, teamwork and fair play to all camp participants."





Stanković biography

A 300 page biography edited by FIBA Treasurer Mr Manfred Ströher and written by Mr Hans Dieter Krebs, the book reveals many new details about Mr. Stanković's life as a player, coach and sports leader. The biography was launched at a lunch hosted by FIBA in Athens during the Olympic Games. Special guests were IOC President **Dr. Jacques Rogge** and IOC Honorary President for Life Mr Juan Antonio Samaranch. FIBA President, Mr Carl Men Ky Ching and FIBA Secretary General, Mr Patrick Baumann welcomed over 150 guests, among them were many IOC members, Presidents from International Olympic Sports Federations and National Olympic Committees. ■



PEOPLE NAMES AND FACES



Lisa Leslie (USA), MVP of the Athens Olympics:

"It was very exciting to play against Australia. We won the game, they wanted it too and they fought so hard. They are a great team. It was a great team effort; the girls from the bench stepped up and help us when we needed them. It is great to be here with another Gold medal to take home." ■



Emanuel "Manu" Ginobili (ARG), MVP of the Athens Olympics:

"It's an amazing feeling. Dancing, celebrating in the court and hear the fans cheering on you. It's unbelievable. After

52 years without a gold medal in team sports for Argentina, we made it twice (football and basketball) in a day. It's difficult to describe and express my feelings. I want to cry and at the same time to laugh. I can't wait to go back to Argentina and see the joy in the face of our people." ■



Head Coach Ruben Magnano (ARG) on winning the gold:

"We are living through terribly exciting moments of joy for our sport and our country. I

am proud of leading this group of players to the gold medal. Their work has been brilliant through the entire tournament, overcoming very difficult obstacles. Two years ago in Indianapolis, we were denied a gold medal, but we got one more shot at a final and we made it. It is the result of our world. We had a dream right from the start. The individual has no limits in all parts of life, and this is also true for Basketball. We were hungry to fulfil our dream, and this medal, we have earned it." ■

DON'T GET DISCONNECTED FIBA DIRECTORY CHANGES

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Marian Kozlowski

FIBA was sad to learn the news of Marian Kozlowski's death. Mr Kozlowski died on August 15, 2004. He was for many years Honorary President of FIBA, President of Europe, Vice-President of FIBA and both President and Honorary President of the Polish Basketball Federation. He will be missed. ■



STAY TUNED

EVENT CALENDER

SEPTEMBER 2004

- 07/09/04 - 25/09/04 30th European Championship for Women 2005, Division A & B, Qualifying Round
- 08/09/04 - 25/09/04 34th European Championship for Men 2005, Division A & B, Qualifying Round
- 15/09/04 - 23/09/04 18th Asian U18 Championship for Men in Bangalore, India
- 29/09/04 - 08/10/04 4th Asian U20 Championship for Men in Tehran, Iran

OCTOBER 2004

- 12/10/04 - 17/10/04 1st FIBA Women's World League, Final Round in Samara and St. Petersburg, Russia
- 15/10/04 - 21/10/04 17th Asian U18 Championship for Women in Shenzhen, P.R. China

STAY TUNED

MEETING CALENDER

OCTOBER 2004

- 27/10/04 - World Commission for Women's Basketball in Geneva, Switzerland
- 28/10/04 - 29/10/04 World Commission for International Competitions in Geneva, Switzerland
- 30/10/04 - Commonwealth Games Commission in Geneva, Switzerland
- DECEMBER 2004
- 03/12/04 - Secretaries General Meeting in Kuala Lumpur, Malaysia
- 04/12/04 - 05/12/04 FIBA Central Board Meeting in Kuala Lumpur, Malaysia

04 2004

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