

# FIFA: HOW HAVELANGE GOT IT



Picture 1: Stanley Rous and Jean Havelange

Presented by: Anibal Chaim, PhD Candidate, Political Science Department, University of São Paulo (DCP-USP), Brazil.  
Email: [fpsanibal@gmail.com](mailto:fpsanibal@gmail.com)

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PRESENTED BY: ANIBAL CHAIM,  
EMAIL: FPSANIBAL@GMAIL.COM

- Sports studies within Political Science?
- Where does this work come from?
- What did we intend to explain/clarify with it?
- Is Jean Havelange an issue of interest for political science?



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## THE PATH TO FIFA

- Havelange became president of CBD in January, 14th, 1958
- In the same year...



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Brazil was World champion for the first time, in Sweden.



Brazil wins the 1958's World Cup in Sweden

Four years later, ...



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Brazil wins the 1962's World Cup in Chile

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- Brazil was World champion for the second time, in Chile.
- After both titles, the Brazilian national team became a diplomatic tool.
- The operator of this tool was the CBD's president, Jean Havelange.
- In 1968, for instance, Havelange promoted the *Game of the Queen*, which celebrated the queen Elizabeth in the Maracanã Stadium.





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Havelange helps the Queen Elizabeth to hand over the trophy to Pelé



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- Still in 1968, Brazil was living one of its worst political crisis ever.
- The military regime was becoming more and more repressive, and the popular demonstrations against the government were getting bigger and bigger.
- In the 26th June, more than 100,000 demonstrators went to the streets of Rio de Janeiro to protest against the dictatorship:





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Rio de Janeiro, June 26th 1968.



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- Four days later, Havelange brought *his* team to play against the portuguese national team for the opening game o the *Salazar* stadium, placed in the outskirts of Maputo, Mozambique.
- This game happened during the independence conflicts between Portugal and Mozambique.
- During the game, there were no civic references to Mozambique; only to Portugal.
- This political context did not refrained the stadium from getting crowded by 50,000 people.

Source: Gazeta Esportiva, São Paulo, 28/06/1968. p. 6.



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- After both events, Havelange stated:
  - “There are only two ways of gathering 200,000 people: either in a demonstration against the government, or in a stadium for a football game. It is preferable to do it in a stadium. This is why I think that governments from all over the world should give greater support to football.”
    - Source: A Gazeta Esportiva, São Paulo. July, 31th, 1968. Free translation.
- He could not have been clearer. The advice was given, and the Brazilian military took it.
- In december 1968 the Brazilian president, Costa e Silva, made a deal for creating financial resources to the Havelange’s CBD.
- Boosted with extra money in the CBD, Havelange started his personal mission: the campaign for getting elected as FIFA’s president in 1974.



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- His strategy was to build up a third-world alliance to take power from european countries.
- Underrepresented on FIFA's assembly, african, middle-eastern and latin-american countries had good reasons for not reelecting Stanley Rous.
- Aside these reasons, Havelange took either the national team or the Pelé's Santos F.C. to dozens of countries in order to exchange games for votes.
- Even if a voter-country did not have money enough, Havelange covered travel costs with the own CBD's money.



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- In the late 1960's, Havelange made a deal with Pelé, who became his canvasser.
- Havelange brought the player to Germany's 1974 World Cup, so that he could talk to voters even in the day of the election, 11/06/1974.
- In 1975, he left CBD with an enormous debt, which, however, was not payed back to Brazilian people by him.
- In the 8th March 1975, president Geisel wrote a letter in his own hand where he asked for US\$ 4,4 million from Social Assistance's Fund to settle CBD's debt.

Source: Folha de São Paulo, 07/11/1999. Caderno Especial "A Criação de Pelé – as jogadas extracampo do atleta do século", p. 2.



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**THANK YOU!**

