



[English version](#)

### **Ambassador's Lecture Series**

*Topdiplomaten geven een lezing over een vooraf bepaald thema en interageren hierover met de brede academische gemeenschap.*

Prof. Dr. Bart De Moor, Vicerector Internationaal Beleid, heeft het genoegen u uit te nodigen voor de vierde lezing in het kader van de K.U.Leuven Ambassador's Lecture Series.

**“The link between sports, public health and integration. The experience in South Africa.”**

**Prof. Dr. Anil Sooklal, Ambassadeur van Zuid-Afrika in België, Luxemburg en de Europese Unie.**

“Modern sport has reached an unprecedented exposure with an impact on local and global society. Elite sports and mega sporting events are vehicles for nation branding in a global market in a competition for socio-economic growth. Local community sports are used as tools for grassroot level community development, health and wellbeing. The 2010 football worldcup in South Africa and the expanding work of sports related NGO's worldwide make clear that sport, in its various expressions, is taking up a role in a context of development. The United Nations support the role of sport for issues of development and peace in its millenium goals.

Yet, the position and the responsibility of sport and global sport organizations in a context of development is debated. Research and policy need to test, clarify and implement good and solid sport policies and practices with principles of fair trade, social corporate responsibility and good governance as guiding rules.”

In zijn inleiding zal **Prof. Dr. Bart Van Reusel**, Voorzitter van het Departement Humane Kinesiologie en Hoofd van de Afdeling Sociale Kinesiologie en Sportmanagement, focussen op de rol van sport als mediator binnen gemeenschappen en de positieve invloed van sport op de gezondheid van de bevolking.

Donderdag 31 maart 2011 om 11 uur.  
Einde omstreeks 12u15.

Auditorium De Nayer  
Faculteit Bewegings – en Revalidatiewetenschappen  
Tervuursevest 101  
3001 Heverlee  
[Google map](#)

De lezing is in het Engels  
Gelieve te [registreren](#) vóór 28 maart

[http://www.kuleuven.be/english/ambassador\\_lectures/ambassadors.html](http://www.kuleuven.be/english/ambassador_lectures/ambassadors.html)

## **Ambassador's Lecture Series**

*Top diplomats are invited to lecture and interact with the larger academic community on prespecified topics.*

Prof. Dr. Bart De Moor, Vice Rector for International Policy, cordially invites you to attend the 4th lecture in this series.

**“The link between sports, public health and integration. The experience in South Africa.”**

**His Excellency Mr. Anil Sooklal, Ambassador of South Africa to Belgium, Luxembourg and the European Union.**

“Modern sport has reached an unprecedented exposure with an impact on local and global society. Elite sports and mega sporting events are vehicles for nation branding in a global market in a competition for socio-economic growth. Local community sports are used as tools for grassroots level community development, health and wellbeing. The 2010 football worldcup in South Africa and the expanding work of sports related NGO's worldwide make clear that sport, in its various expressions, is taking up a role in a context of development. The United Nations support the role of sport for issues of development and peace in its millenium goals.

Yet, the position and the responsibility of sport and global sport organizations in a context of development is debated. Research and policy need to test, clarify and implement good and solid sport policies and practices with principles of fair trade, social corporate responsibility and good governance as guiding rules.”

In his introduction to the Ambassador's Lecture, **Prof. Dr. Bart Van Reusel**, Head of the Department of Human Kinesiology and Head of the Research Centre for Sociocultural Kinesiology and Sport Management at K.U.Leuven, will focus on the power of sport as a mediator and the positive impact it can have on local community building, health and development.

Thursday, March 31, from 11 a.m. till 12.15 p.m.

Auditorium De Nayer  
Faculty of Kinesiology and Rehabilitation Sciences  
Tervuursevest 101, 30001 Heverlee  
[Google map](#)

The lecture will be in English

Please [register](#) by March 28

[http://www.kuleuven.be/english/ambassador\\_lectures/ambassadors.html](http://www.kuleuven.be/english/ambassador_lectures/ambassadors.html)