

Press release

1 November 2018

Key messages

- World Sailing continues successful collaboration with Hempel
- Hempel becomes the Official Coatings Partner of World Sailing and title partner of World Cup Series
- The sponsorship agreement runs until 2022 and includes the Sailing World Championships that year

Hempel joins World Sailing as Official Coatings Partner and becomes title partner of World Cup Series

World Sailing, the world governing body of the sport, is pleased to announce that Hempel, the world-leading supplier of trusted coating solutions, is to become the Official Coatings Partner of World Sailing.

Hempel was the title partner of the Hempel Sailing World Championships 2018 held in Aarhus, Denmark in August. Following the success of the event, Hempel has partnered with World Sailing and will become the title partner of the World Cup Series 2019-2022, as well as the Youth Sailing World Championships 2019.

Over the next four years, Hempel will also become an Official Event Partner for the 2020, 2021 and 2022 Youth Worlds and Para Worlds, the Offshore World Championships as well as the Sailing World Championships 2022.

Alongside the partner rights at World Sailing events, Hempel will sponsor the annual World Sailing Team of the Year Award. The World Sailing Hempel Team of the Year Award will be awarded for the first time in 2019, recognising a crew of two or more sailors who personify the sporting values of integrity, ambition, resilience and resourcefulness.

“The Hempel Sailing World Championships Aarhus 2018 was a global success for World Sailing and for Hempel,” says World Sailing President Kim Andersen. “The global reach of the event and activation within Aarhus and Denmark truly inspired the city and millions of people worldwide.”

“We are delighted that Hempel is continuing its journey with World Sailing and building on the successful partnership from the 2018 World Championships.”

“World Sailing and Hempel share many parallel values. From sustainability initiatives and reducing environmental impact to improving efficiency, the world of sailing provides a positive context to bring Hempel’s and World Sailing’s values to life.”

Hempel Group President and CEO Henrik Andersen says: “Based on the positive experience we had as title sponsor at Sailing World Championships this summer, we feel it is natural to continue the great collaboration. We wish to become a long-term active partner, who makes a difference for sailing while, at the same time, Hempel is exposed globally as part of our global growth strategy.”

“Hempel shares several elements with elite sailing,” Henrik Andersen continues, “we, too, see every challenge as achievable and every race worth winning. Because the will to win creates the skills to do. Therefore, the sponsorship is also an investment in our 6,700 employees around the world as we wish to engage them in our first global sponsorship.”

About Hempel

As a world-leading supplier of trusted coating solutions, Hempel is a global company with strong values, working with customers in the protective, marine, decorative, container and yacht industries. Today, Hempel employs 6,700 people in 80 countries.

Across the globe, Hempel’s coatings protect structures and equipment from corrosion. They extend asset lifetimes, reduce maintenance costs and bring colour to homes and places of work.

Hempel was founded in Copenhagen, Denmark in 1915 and is proudly owned by the Hempel Foundation, which forms a solid economic base for the Hempel Group. It also supports cultural, humanitarian and scientific objectives around the world.

See more at www.hempel.com or contact
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About World Sailing

World Sailing is the world governing body for the sport of sailing, officially recognised by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC).

Founded in 1907, World Sailing's vision is for a world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature; we all work to protect the waters of the world.

World Sailing is made up of 144 Member National Authorities, the national governing bodies for sailing around the world and 117 World Sailing Class Associations.

Visit www.sailing.org or contact marketing@sailing.org to find out more.