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Vattenfall develops a European sponsorship strategy with a focus on ski sports

Vattenfall today presents a new partnership deal with the International Ski Federation, FIS.

"We are very happy with our 16 year-long collaboration with the Swedish Ski Association. And we have now decided to increase our investment in ski sports through a long-term partnership with FIS," says Elisabeth Ström, Head of Communications at Vattenfall.

The aim of the agreement is to reach our European markets through ski sports to build a strong European brand.

"We are extremely happy to welcome Vattenfall onboard as one of the main partners of international skiing. As a well-known company, Vattenfall will have a great opportunity to deliver a major contribution to the development of ski sports in the future," says Gian Franco Kasper, President of FIS.

Internal and external activities will be made possible by the collaboration and it will also generate exposure in markets which are important for Vattenfall.

During the 2010/11 season, Vattenfall will partner the FIS Alpine World Ski Championship in Garmisch Partenkirchen, Germany, the FIS Cross Country World Cup, the FIS Alpine Skiing World Cup in Åre, Sweden, and the FIS Four Hills Tournament in Ski Jumping in Germany.

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