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Press release

KWC to sponsor Kiel Week in 2023

In 2023, KWC Group AG is sponsoring the world's largest international sailing regatta, the Kiel Week, for the first time.
Photo: Christian Beeck

Based in Unterkulm, Switzerland, KWC Group AG is sponsoring Kiel Week, due to take place in June 2023 for the first time. Kiel Week is the world's largest international sailing regatta, with 4,000 participants from 46 nations and 1,500 boats. The Swiss group's commitment demonstrates its corporate values, conveying the brand's essence and heightening company awareness on the platform of the internationally renowned sporting event held in the Kiel Fjord.

Frank Schnatz, CEO of KWC: „Our focus is on the two elements, water and air. We have decided to sponsor Kiel Week for the first time in 2023. Good use will be made of the synergies arising from this partnership." Some of the planned activities include branding boats, intensive customer events, placement of KWC drinking water fountains in the athletes' areas and sailing activities with partners. Kiel Week offers an attention-grabbing, international environment with 3 million visitors and over 200 million media contacts.

KWC Group's communication around the partnership is based on the unifying theme of water, coinciding with „boot Düsseldorf", the world's leading water sports trade fair and boat show. The show takes place at the end of January. It is a traditional highlight for all aspects of international water sports, for sailboat and powerboat enthusiasts. „boot Düsseldorf" has been firmly associated with Kiel Week for almost 30 years.

KWC Group Ltd.
KWC Group Ltd. is an international premium manufacturer of taps and comprehensive sanitary solutions. In 2022, the brands belonging to the corporate Group, which are KWC, Franke Water Systems, DEKO and DVS, began operating under the name KWC Group Ltd. The Group manufactures high-quality products for domestic consumers, (semi-)public institutions and the medical sector at six locations throughout Europe and Asia. KWC Group Ltd. combines more than 150 years of tradition and innovation with advanced expertise in technology and materials coupled with superior design. Sustainability, hygiene, safety and enthusiasm are among the values that best describe the Group. The headquarters of KWC Group Ltd. are in Unterkulm, Switzerland. The Group employs more than 1,000 staff worldwide.

Further information

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