

P R E S S R E L E A S E 0 7 0 8 0 9

BTD supports the African Cup of Nations 2010

Zurich, August 7th, 2009. The „Local Organising Committee of the 2010 African Nations Cup“ (COCAN) has awarded the mandate to BTD International Consulting AG with their headquarters in Zurich, to support the „African Cup of Nations 2010“ in Angola with their consulting skills.

Following the official invitation from FIFA and the LOC, Stefan Leibhard, President of BTD Group and Johannes Lippert, CEO of BTD International Consulting AG, accompanied a delegation of the COCAN 2010 committee while the FIFA Confederations Cup 2009 in South Africa took place.

Based on the observations of the “Ellis-Park-Stadium” in Johannesburg and the „Loftus-Versfeld-Stadium“ in Pretoria, BTD International Consulting AG organized several workshops with representative members of the COCAN 2010 afterwards. Based on the observations made and the expertise of BTD International Consulting AG, a concept was developed in joint cooperation for the “African Cup of Nations 2010” in Angola.

BTD International Consulting AG and the COCAN defined the requirements in view of the systems and services of the four stadia as well as general functionalities (such as ticketing, media services, access control, etc.) for the African Cup of Nations 2010.

Johannes Lippert and Stefan Leibhard also participated in a trip to South Africa at further various FIFA-workshops, which had been organized by the „South Africa 2010 Local Organizing Committee“ (LOC).

This offered an excellent opportunity to gain insight into the latest requirements and plans within the world football association, which standards need to be fulfilled in every sector in a stadium such as security, infrastructure, media services and furthermore at a later date. Last week BTD International Consulting already made a start with an additional major project. The biggest sports congress in Brazil took place in Sao Paolo and workshops and initial preparations regarding planning and stadium management for the FIFA World Cup 2014 have occurred.

Johannes Lippert, CEO of BTD International Consulting AG: „We are very happy about the experienced support and the good cooperation with FIFA and the LOC before and after the Confederations Cup in South Africa. Furthermore we would like to thank the COCAN 2010 for the trust in BTD, that we have got the possibility to be able to support the African Cup of Nations and the four involved stadia in Angola with our consulting service.“



Stefan Leibhard, President of BTD Group: „IT-based solutions takes a more and more important part in nearly all sectors of a newly to be build stadium. This we experienced once again with our invitation to Brazil. We are looking forward to exciting projects within the scope of the World Cup 2014.“

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About the BTD Group:

The BTD Group was founded in 1997 by Stefan Leibhard and Kersten Kröhl in cooperation with BTD Telekommunikation GmbH. Three additional companies, BTD Newmedia, BTD Service and BTD System followed, each devoted to new media, mobile communications and IT-services, respectively.

As the official IT-services provider for the Munich Allianz Arena, the company was responsible for the entire technical conception and project management even before the first screw was turned. It is also active as a full-service web agency for arenas and sport providers.

Since April 2008, the newly founded BTD International Consulting AG have been responsible for modernizing and constructing unique venues at sport clubs, leagues, associations, organizers as well as the operators of stadia and arenas.

The company currently consists of over 120 employees in its various business sectors and is fully self-financed by its shareholders. See: www.btd.ch

About BTD International Consulting AG:

BTD International Consulting AG supports sport clubs, leagues, federations, organizers as well as operators of stadia and arenas when building and modernizing venues for all IT-based questions. The portfolio includes all consulting services prior to conception and implementation as well as in the current operations of event arenas. The independency of the Group of corporations and external investors is hereby an important guarantor for the optimum selection of suppliers and a long term investment protection.