

**P R E S S R E L E A S E**

**FIFA WC 2018 / 2022 – BTD contributes to the official Bid Book of the Russian nation - "Ready to Inspire"**



**Zug, 20th September 2010**

**The bidding process for a FIFA WorldCup is increasingly becoming more complex and so are the descriptions of the technical facilities a country aims to establish.**

Following the Russian bidbooks motto "Ready to Inspire" the development of the technical part of the bidbook for FIFA WC 2018/2022 was designed by the BTD Group. Teaming up with companies Helios and Implenla, BTD was responsible for describing the complete technical infrastructure inside each stadia. In a complex process, all the measures were planned, budgeted and introduced accordingly to the Bid Book. Bernd Ingerling, COO of BTD International Consulting AG: "It was a very good experience to be part in a team of Top professionals for a WorldCup candidature. It was obvious, that technical components contribute a large part to the success of such a megaevent. We are very happy that BTD, as a technical expert, was asked to join the team at such an early stage. For BTD this is a new and thrilling field that we will definitely look to expand in."

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**About BTD Group:**

The BTD Group was founded in 1997 by partners Stefan Leibhard and Kersten Kroehl and started its business with BTD Telekommunikation GmbH, providing ICT business solutions to corporate clients.

With the business areas of Newmedia (Online Services), Mobile Management, Managed IT-Services and Technology Consultancy for Stadia and Venues the companies BTD Newmedia, BTD Service, BTD System and BTD International Consulting AG (CH) followed.

Today, with 110 employees, the BTD Group represents a provider for integrated IT and Online solutions. All business areas are completely self financed by its partners.

Also see our website [www.btd.de](http://www.btd.de)