



## **PRESS RELEASE**

### **SpoBiS 2012: Thomas Bach in 1:1 chat on his expectations of the London Olympics and other current sports policy issues in Germany**

#### **Exclusive discussion with the DOSB President on the first day of the SpoBiS**

**Düsseldorf, 26 January, 2012** – The countdown is on: in less than three weeks time, the leading names in the sports business industry will come together for the 16<sup>th</sup> Sports Business Summit (SpoBiS). Europe's leading sports business conference is due to take place at the CCD Congress Center Düsseldorf on 13-14 February.

This year, the SpoBiS programme is more varied and features more high-profile participants than ever before, offering 14 forums, around 130 national and international top speakers, and Main Stage events involving top industry players.

The exclusive 1:1 chat on the Main Stage with Thomas Bach at 16:15 on 13 February counts among the highlights of this year's event. The DOSB President will discuss various sports policy issues, and also reveal his outlook for the 2012 Olympic Games taking place in London this summer and review Munich's failed bid to host the Winter Olympics in 2018. Bach, who is himself an Olympic champion in fencing, will also field questions on the possibility of future Olympic bids by Germany – for both winter and summer Games (Hamburg and Berlin have expressed an interest in hosting the latter, for example).

A further topic of discussion will be the elections for a new IOC president coming up in September 2013. Jacques Rogge sees a possible successor in Bach: "He would be a good candidate," says the current IOC President. In his chat with SPONSOR<sup>S</sup> Editor-in-Chief Marco Klewenhagen at the SpoBiS, Bach will also discuss how the financial situation of sport has changed in light of liberalisation of the gambling market, and what the DOSB is doing to boost media coverage of other sporting disciplines besides football.



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### **Journalist accreditation**

Journalists can once again apply for accreditation for the SpoBiS. Please contact Sabine Klüner at SPONSOR<sup>S</sup> (Tel.: +49 (0)40 41 33 008 57; email: [kluener@sponsors.de](mailto:kluener@sponsors.de)) to register your interest.

### **The organisers**

SpoBiS GmbH  
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The SpoBiS GmbH partners and organisers of the SpoBiS conference are SPONSOR<sup>S</sup> Verlags GmbH and ESB Europäische Sponsoring-Börse

### **SPONSOR<sup>S</sup> Verlags GmbH**

SPONSOR<sup>S</sup> Verlags GmbH has published the SPONSOR<sup>S</sup> specialist magazine, which is the leading German-language sports business publication, since 1996. SPONSOR<sup>S</sup> offers information, background reports, facts, data and services via its print media, special reports, website ([www.sponsors.de](http://www.sponsors.de)) and daily newsletter. For several years now, SPONSORS has also organised numerous specialist conferences. In addition to Europe's leading sports business conference, the SpoBiS held in Düsseldorf, it also organises the Sports Media Summit (Düsseldorf), Sports Venue Summit (Munich) and Club Manager Summit (Cologne).

### **ESB Europäische Sponsoring-Börse**

The ESB Europäische Sponsoring-Börse operates the leading network for the sports and events industry. Its network brings companies, agencies and service providers in the sports, sponsoring and event industries together. Since 1994, ESB has also organised conferences such as the SpoBiS, sport.forum.schweiz and other industry meets.

In 2004, the two companies joined forces to host the Sports Business Summit, SpoBiS (formerly known as the ISPO Sports Sponsoring Conference) at the start of each year.



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