



PRESS RELEASE

Hans-Joachim Watzke at SpoBiS 2012: "Borussia Dortmund has the winning gene"

Düsseldorf, February 13 2012 – Hans-Joachim Watzke (Chairman of the Board, Borussia Dortmund) declared at the SpoBiS in Düsseldorf: "Borussia Dortmund has the winning gene. There are clubs that never make it, and there are clubs that make it." Watzke continued: "I still believe that Bayern Munich has the best chances of winning the championship. But should they not want to win again, then perhaps the club with the winning gene will have their chance."

Watzke also commented on the cooperation with trainer Jürgen Klopp and manager Michael Zorc during the discussion at the sports business conference: "We're really up for it and have a lot of fun. We've been working together for four years now and will continue to do so for a further four. We have complete trust in one another. And that's fertile terrain where greater things can also happen."

Hans-Joachim Watzke said of trainer Jürgen Klopp: "I rule out having to part company with Klopp again. The fact is that Klopp was already a topic of discussion at FC Bayern and this is undoubtedly still the case. But the fact is also that Klopp isn't actually a topic of discussion, as he's with us until 2016."



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Accreditation for journalists

Accreditation for journalists is once again possible at SpoBiS 2012. To express an interest, please contact Sabine Klüner at SPONSOR^S: Tel.: +49 40/ 41 33 008-57, email: kluener@sponsors.de.

Event organisers

SpoBiS GmbH

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SPONSOR^S Verlags GmbH

SPONSOR^S Verlags GmbH has been publishing the leading German-language sports business magazine since 1996 with its trade journal SPONSOR^S. SPONSOR^S is able to provide information, backgrounds, facts, data and services by means of its printed titles, special reports, the www.sponsors.de website and a daily newsletter. SPONSOR^S hosts a number of leading professional conventions. In addition to Europe's largest Sports Business Summit, the SpoBiS in Düsseldorf, these include the Sports Media Summit (Düsseldorf), the Sports Venue Summit (Munich) and the Club Manager Summit (Cologne).

ESB European Sponsoring Exchange

The ESB European Sponsoring Exchange runs the leading network in the sport and events business. The ESB network brings together companies, agencies and service providers in the sport, sponsoring and events market. The ESB has been hosting conventions such as the SpoBiS, sport.forum.schweiz and other industry gatherings since 1994.

The two companies have been jointly hosting the SpoBiS Sports Business Summit (previously known as the ISPO Sport Sponsoring Congress) at the start of each year since 2004.

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