

Messe Düsseldorf Shanghai is the new partner of table tennis star Dang Qiu

Messe Düsseldorf is pleased to announce a new partnership with the German table tennis player Dang Qiu. For the next two years, the Borussia Düsseldorf player will wear the Messe Düsseldorf Shanghai logo on his jersey. The cooperation underlines Messe Düsseldorf's commitment to sport and the region.

Düsseldorf, May 7, 2024. Dang Qiu, player of Germany's record champion Borussia Düsseldorf, is one of the most successful table tennis players in Europe. As a long-standing partner of Borussia Düsseldorf, Messe Düsseldorf Shanghai, a subsidiary of Messe Düsseldorf, is now deepening its commitment to the sport of table tennis and becoming the sponsor of the German national player.

"Dang Qiu is a remarkable athlete and an inspiring personality. He embodies values such as motivation and dedication, which Messe Düsseldorf also shares," says Wolfram N. Diener, CEO of Messe Düsseldorf. "We look forward to supporting him in the coming years and building another bridge to the Chinese market, which is so important to us. Especially in the final intensive weeks of qualification for the Olympic Games in Paris."

As the reigning European champion and currently the best-ranked German table tennis player in the world rankings, Dang Qiu will present the Messe Düsseldorf Shanghai logo at the world's most prestigious table tennis tournaments, many of which take place in China. There he will compete against the world's best players, which will make a significant contribution to increasing the company's brand awareness in China. The fact that Qiu speaks fluent Mandarin also contributes to this. "For me, the partnership with Messe Düsseldorf Shanghai connects my home in Düsseldorf with my family's roots in China. It is a great opportunity to create more visibility for this great sport regionally and internationally," explains Dang Qiu.

"We can only congratulate Messe Düsseldorf Shanghai on having gained such an exemplary athlete as Dang Qiu as a partner, both inside and outside the sports hall. And we are delighted that he recently extended his contract and will remain loyal to Borussia and Düsseldorf in the coming years. The partnership strengthens the great connection we have had at club level for years," says Alexander Schilling, Managing Director of Borussia Düsseldorf.

Messe Düsseldorf Shanghai has been a partner of Borussia Düsseldorf since the 2020/21 season. The new cooperation reinforces the company's commitment to strengthening relations with the Chinese market. Table tennis enjoys a special status in China as one of the most important sports.

Messe Düsseldorf's multifaceted commitment to regional and international sport is also reflected in other sponsoring activities and partnerships such as with Fortuna Düsseldorf and Düsseldorf EG. Messe Düsseldorf has also been organizing the German House at the Olympic and Paralympic Games on behalf of Deutsche Sport Marketing for many years.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 m² exhibition center. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" including metallurgy and foundry technologies (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 65 events and participations. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

Media Contact:

Dr. Andrea Gräндörffer

Director Corporate Communications / Spokesperson

Phone: +49 (0) 211/4560-555

Email: GraenzdoerfferA@messe-duesseldorf.de