

Messe Düsseldorf Shanghai and REHACARE are pleased about the partnership with Borussia Düsseldorf



The close partnership between Messe Düsseldorf Shanghai and Borussia Düsseldorf is entering the next round. Both parties have agreed on a contract extension that extends the cooperation for another four years. The close ties between Messe Düsseldorf and the record table tennis champion will be further intensified: REHACARE, the leading international trade fair for rehabilitation, prevention, inclusion and care, will become the new sponsor of the successful team in the German Wheelchair League.

Düsseldorf, June 19, 2024. Both partnerships are currently visible through the new jerseys for the 2024/25 season, the perimeter advertising and jointly planned events with the professional team and the wheelchair team.

"We are delighted to be able to continue our positive collaboration with Borussia. Table tennis is a sport that stands for precision, speed and team spirit - values that also characterize our company," says Wolfram N. Diener, CEO of Messe Düsseldorf.

The Messe Düsseldorf Group attaches great importance to its commitment to sport both regionally and internationally. "The partnership not only strengthens our role as a partner of the sports city of Düsseldorf, but also our internationality due to the great popularity of table tennis in the People's Republic of China," says Marius Berlemann, General Manager of Messe Düsseldorf Shanghai Co., Ltd.

Starting this season, the REHACARE logo will adorn the chest of the wheelchair team led by Valentin Baus. Hannes Niemann, Director REHACARE, is convinced: "Top-class sport clearly shows that diversity and equal opportunities are possible through perseverance and teamwork. The new partnership enables us to facilitate inspiring encounters that set real social change in motion and help to overcome barriers in all areas of life."

The new and old partnership strengthens the good relationship that Borussia and the trade fair have had at club level for years. "With its professional and wheelchair team, Borussia Düsseldorf is one of the most successful clubs in Germany. Thanks to its international triumphs and its players, Borussia also has global appeal and is particularly well known in China. We are therefore very pleased that Messe Düsseldorf Shanghai will continue to be our partner and that we can further strengthen our cooperation with REHACARE as a new partner," says Alexander Schilling, Managing Director of Borussia Düsseldorf.

Messe Düsseldorf Shanghai has also been a partner of Dang Qiu as an individual player since this season. The reigning European champion recently extended his contract with Borussia Düsseldorf.

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 show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 70 events. The corporate group's global network encompasses 77 foreign representatives for 141 countries – including seven international subsidiaries.

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