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FC Bayern and Viessmann expand regional partnership in Southeast Asia

Allendorf (Eder) - FC Bayern Munich and the family-owned global business Viessmann are expanding their regional partnership. Following the 2018 launch of the very successful cooperation for the Chinese market, Viessmann will in the future also be the official climate partner of FC Bayern Munich in South East Asia.

Jörg Wacker, FC Bayern München AG Board Member for Internationalisation and Strategy: "Our partnership with Viessmann is a story of success, and we are now adding further chapters to this story. We are very pleased to continue this extraordinary cooperation, which focuses on our shared idea of sustainability. The brands are an excellent fit, as we stand for the same values such as success, reliability and sustainability."

As a family business with a history spanning more than 100 years, Viessmann understands its responsibility as creating and increasing the well-being of people in their living spaces. Viessmann Chief of Sales and Marketing Officer (CSO) Thomas Heim explains: Our collaboration with FC Bayern München in China has proven to be the perfect vehicle for this message. With bringing the Viessmann brand now to South East Asia, we are building on this success story and we are excited to develop joint activities with FC Bayern München to convey our company's purpose of creating living spaces for generations to come in this growth region as well. The extension of our partnership in the historic "six-trophy year" makes it even more special for us.

FC Bayern Munich President Asia Rouven Kasper: "Viessmann's market entry in various countries in the region fits perfectly with our ambitions in Southeast Asia. Taking this partnership, which was originally focused on the Chinese market, to other Asian countries together is a great sign of our unifying values, sustainable management, and our very trusting relationship."

The aim of the partnership is to promote sustainable use of resources for future generations in the region. The cooperation focuses on the sustainable improvement of air quality, considerate use of resources and the promotion of youth. To achieve these shared goals, various activities are planned in the field of youth promotion, corporate social responsibility and within institutional cooperation agreements.

Caption: Viessmann and FC Bayern München expand their successful partnership in Southeast Asia: Dario Damati, Managing Director Viessmann China Hong Kong, Rouven Kasper, President Asia FC Bayern München and Alexander Ziehe Director of Business Development Asia-Pacific (from left to right).