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**Gfi:**

**Sports sponsorship**

## **Gfi sponsors Paris Saint-Germain Handball: a new season with a shared ambition**

**Gfi and Paris Saint-Germain Handball have unveiled the new team jersey for the 2019-2020 season. An opportunity for Gfi to reaffirm its commitment to top-level professional sport and its position as a key partner to the club since 2012.**

As a long-standing sponsor of Paris Saint-Germain Handball, Gfi proudly features on the new jersey for the **2019-2020 season** designed by Nike. This is the 8<sup>th</sup> jersey since the partnership was signed between the Parisian club and the Group.

A photo shoot with the players proudly wearing their new outfit was organised at the Pierre de Coubertin Stadium (see below). Luc Abalo and his team mates will wear it officially during the first match of the season against Montpellier on 31 August in Limoges for the French “Trophée des Champions” competition. Six-time French Champions Paris Saint-Germain Handball are one of the top teams in Europe and stand a good chance to win the EHF Champions League. A powerful ambition that is supported and shared by Gfi’s 19,500 employees worldwide.

### **Partners with shared values and a global ambition**

Gfi and Paris Saint-Germain Handball come a long way: it’s a story of values and ideals that are shared both on and off the court. A taste for challenge and excellence is cultivated from day to day.

For Gfi Group CEO Vincent Rouaix, “the team spirit of these talented players is something you’ll find at the core of our Group’s DNA. *It’s the spirit we apply with our customers by focusing on a co-building approach to the solutions we offer, and by cultivating a readiness among our employees to give their personal best. An ambitious new season is lying ahead of us in which we’ll unite our shared values under the team colours.*”

Paris Saint-Germain and Gfi today also join hands to prepare for the future: *“The quality and relevance of this partnership lie in the commitment that Gfi and Paris Saint-Germain Handball have to unifying principles. We are driven by the same desire to promote both team and personal effort. It’s a privilege to have the Gfi Group at our side to build the future achievements of the Club and remain one of the best in the world, year after year”*, says PSG’s Deputy General Manager, Jean-Claude Blanc.

A goal that also characterises Gfi, *“now established in 21 countries”*, as Vincent Rouaix gladly points out, evoking the Group’s integrative growth strategy that relies on the acquisition of expert companies around the world, but also recruiting the best professionals in the market. A focus on talent that is shared by Paris Saint-Germain of which the team today includes some of the best international players in this sport.



**With a new year of partnership lying ahead, Gfi wishes a great sporting year to Paris Saint-Germain Handball.**



## About Gfi

The Gfi Group, present in more than 20 countries, is a leading provider of value-added IT services and software. Gfi occupies a differentiating strategic position between global firms and niche entities with its multi-specialist profile, the Group serves its clients with a unique combination of proximity, sector-based organization and industrial-quality solutions. The Group, with more than 19,500 employees, generated revenue of €1 395 million in 2018.

For more information: [www.gfi.world](http://www.gfi.world)

## About Paris Saint-Germain Handball

8 years ago, Paris Saint-Germain set itself the target to become one of the top brands in world sport by embodying the values of elegance, excellence and respect that are associated with Paris, the city whose name it proudly carries. In just a few years, the Club became one of the best in Europe. Since it was bought by QSI in 2012, Paris Saint-Germain Handball have become one of the top European handball teams and won no less than 15 domestic titles, qualifying for the Final4 of the Velux EHF Champions League three years in a row. A feat that only four clubs have accomplished in the history of the sport. The team's line-up has been strengthened with the addition of some of the world's best players like Mikkel Hansen, the Karabatic brothers and of course Luc Abalo, while also encouraging the inclusion of young home-grown players - a combination that has enabled the club to beat records of invincibility over the course of seasons.

For more information: <https://www.psg.fr/equipes/handball/actualite>

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