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Nasser AL KHELAÏFI elected 2011 Sport Business Personality

On Thursday, 9 February, Nikola KARABATIC presented the 2011 Sport Business Personality Award to Nasser AL KHELAÏFI, Chairman of Paris Saint Germain, before an audience made up of the nominees, numerous sports industry personalities and the event's organisers, NZConsulting and Kantar Media. He succeeds Jacques LAMBERT, the last winner of the only award dedicated to Sports Business.



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Nasser AL KHELAÏFI said: *"To be awarded the Sport Business Personality Award encourages us to continue working towards the objectives set up by OSi, which aim to firmly place Paris at the centre of the footballing community—the French one, first of all, and then on the top European tier. Paris truly deserves to be a football capital! I am naturally flattered to receive this award but I would like to underline that we haven't won anything yet. We are only on the cusp of a terrific project which is making quick and successful progress both in sporting terms as well as outside the realm of sport. Our primary aim is to launch PSG into a higher orbit in order to make it into a genuine long-term rival to the best European clubs."*

Nasser AL KHELAÏFI, age 38, is Chairman of QSi (Qatar Sports Investments) since June 2011.

As of the purchase of the Paris Saint-Germain football club by QSi on 20 June 2011, Nasser Al-Khelaifi is also the Chairman of the Board and CEO of PSG, underscoring Qatar's great interest in French football.

The 2012 podium

Along with the award winner, who received 30.3% of the votes, the podium was completed by Pascal GRIZOT, President of the 2018 Ryder Cup France Commission (14.8%), and Noël LE GRAËT, President of the French Football Federation (14.8%).



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Pascal GRIZOT: “I was very happy to be among the 10 candidates who received the most nominations, and I am very proud to now be the runner-up. As an elected official of the French Golf Federation, its President, Georges Barbaret, charged me with the task of mounting and defending France’s bid to host the Ryder Cup. After 3 exciting years, we emerged victorious. Thanks to the hosting of the Ryder Cup, the emergence of a great French champion, and the energy of the French Golf Federation, we believe that we will succeed in more rapidly expanding the sport of golf in this country.”

Noël LE GRAËT: “*It is obviously with great joy and pride that I find myself on the podium for this Award amongst such prestigious nominees. I am even more touched because it comes from such eminent leaders within the sports industry and leading sports business personalities. Firstly, I’d like to share this honour and recognition with those men and women who have helped me to bring to fruition the challenge that fell to me in 2011. In football, as is the case with any team sport, a captain cannot aspire to win without a united team around him or her, with each team member dedicating their individual abilities and personal conviction to a common purpose and goal. I’ve always found managing teams to be highly satisfying, whether my own club or at the municipality of Guincamp, in my business or within the Professional Football League. At present our common goal is to equip the French Football Federation with a new governance model, one that is clearer, more efficient, more professional, and above all to meet the many demands that are asked of our institution. During my electoral campaign, I always found it a joy to be able to listen, discuss, and welcome the expectations of all those involved in our sport - who are more united and unified than one might think. Our task is huge but also highly motivating. It requires action and determination in order to ensure that French football continues to make strides, both now and in the future. It requires discipline and responsibility to make the Federation—which is a business entity in its own right—financially sound and ready to meet the formidable challenge of Euro 2016.*”

Nathalie ZIMMERMANN-NENON, co-founder of the Award, celebrated the success of the third Sport Business Personality Award: “*The list of nominees reflects the major Sports Business trends in France during 2011, including the successes of winning the right to host the 2018 Ryder Cup and the 2017 World Handball Championship, the results of the Europcar cycling team, the levelling off of online betting, and of course the prominent position of football both at the club and federation levels, and in terms of TV broadcast rights.*”

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The Sport Business Personality Award is once more supported by partners who have placed their trust in it:

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 - NZConsulting, management consultants in sports marketing strategy



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All available information about the Sport Business Personality Award may be found on the event's website, with a list all of those involved with and participating in the 2012 event, as well as a historical record of previous years:

<http://www.prixdelapersonnalite.com>

About the Sport Business Personality Award:

Born of an initiative launched by Nathalie Zimmermann, founder and Managing Director of NZConsulting (management consultants for sports marketing strategy and business development, based in London) and Bruno Lalande, the Sport Business Personality Award is awarded to a leader who has made a mark on the development of Sports Business in France through actions which they have initiated and their results.

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