

## PRESS RELEASE

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### **Hamburg industrial company WISKA becomes official sponsor of HSV young talents**

**Kaltenkirchen / Hamburg, 21 September 2017** – The Hamburger SV (HSV) can once again look forward to a sponsorship from WISKA during the season 2017/18. The company is a supplier to diverse industries, trade and shipbuilding and has extended its partnership as sponsor of the long-established German Bundesliga football team. Furthermore, WISKA is also one of the first companies to get involved in HSV's newly formed association for young talents.

'The fact that WISKA is continuing to sponsor the HSV demonstrates great trust in the partnership. As a sponsor of our junior teams, our partner is now also getting involved in the vocational and advanced training of our young football players. There isn't enough praise that can be said for this commitment,' said HSV CEO Heribert Bruchhagen, commending the further collaboration.

'With its newly built campus, the HSV has established an intensive training centre in which young talents have the opportunity to launch their careers in professional sports. As a family-run company, we know how important this support is. Young people need an opportunity to prove themselves. This is a very good way to build a bridge into the future. That's why we expanded our partnership to include sponsoring young talents,' said WISKA general manager Ronald Hoppmann, who leads the company in its third generation together with his sister Tanja Hoppmann.

The head of the youth training centre, Dr. Dieter Gudel, is also pleased about the new sponsor's involvement: 'We are very happy to have gotten WISKA on board as a dedicated partner for our youth training centre. We believe that people should always have more than one option – a leg to stand on and a leg to kick with. It's important to give our young players deep insights into another working environment. In this regard, WISKA is an important sponsor.'

Supporting young people has always been extremely important to WISKA – which is demonstrated by the company's vocational trainee to employee ratio of 10 %. In addition to providing young people with comprehensive vocational training, a focus is also on self-responsibility. From internal projects to representing the company at established trade fairs – at WISKA, vocational trainees learn what it

means to play an active role in shaping the company and to assume responsibility.

‘People still learn best from their own experiences,’ said Ronald Hoppmann, and added: ‘Our experience is that vocational trainees are particularly happy here. After all, over 15 % of our employees are former trainees.’

### **About WISKA**

WISKA manufactures electrical equipment, maritime lighting products and CCTV camera surveillance systems for trade, shipbuilding and diverse industries. Founded in Hamburg in 1919, the family-owned company today employs over 260 employees worldwide. The product range includes, for example, searchlights, floodlights, reefer container sockets, cable entries, junction boxes and is completed by digital CCTV technology. WISKA operates its own research and development facilities and production plants next-door at its headquarters in Germany and has a global network of representatives and subsidiaries who ensure a quick and effective on-site customer service.  
[www.wiska.com](http://www.wiska.com)

### **Picture subtitles**

Picture „HSV-WISKA\_2017\_PM3\_DIR8263.jpg“



‘A strong team for another season: Dr Dieter Gudel, head of the HSV youth training centre, U21 players Matti Steinmann and Moritz-Broni Kwarteng and Heribert Bruchhagen, CEO of the HSV, together with WISKA vocational trainees Benedict Rüter, Leah Schmidt, Yessica Flohr, Monja Blödorn and Marvin Rühren as well as Ronald Hoppmann, WISKA general manager (from left to right)’

Picture „HSV-WISKA\_2017\_PM1\_DIR8295.jpg“:



'The young talents at HSV and WISKA look forward to their continued collaboration: Monja Blödorn, Yessica Flohr, Benedict Rüter, Matti Steinmann, Marvin Rühnen, Moritz-Broni Kwarteng and Leah Schmidt near HSV's stadium (from left to right)'

Picture „HSV-WISKA\_2017\_PM2\_DIR8266.jpg“:



'Working together for youth development: Dr Dieter Gudel, head of the HSV youth training centre, Ronald Hoppmann, WISKA general manager, and Heribert Bruchhagen, HSV CEO, in front of the sport club's newly built campus building'

## Tags

HSV, WISKA, youth, development, football, campus, sport, sponsoring, vocational training, supplier

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