

## PRESS RELEASE

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### **NUSSLI receives ISEM Gold Award for Overlay Planning at 2010 FIFA World Cup in South Africa**

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Hüttwilen, November 8, 2010. **The SportBusiness Group distinguishes NUSSLI with the International Sports Event Management (ISEM) Award 2010. The company receives the “Gold” Award in the category Event Overlay/Facilities for the planning of the temporary event infrastructures at all ten venues of the FIFA World Cup in South Africa. “We are proud to have contributed to the success of the World Cup in South Africa with our work”, commented Rainer Quenzer, Head of Planning at NUSSLI, in regard to the presentation of the award. He personally accepted the coveted award at the Sports Event Management Conference in London on November 3<sup>rd</sup>.**

In addition to the Olympic Games, the FIFA World Cup is considered one of the most important worldwide sport events. Since 1930, up to 32 nations meet every four years to compete for the golden trophy. As a result of the sustainable overlay planning by NUSSLI for the FIFA World Cup 2010 in South Africa, it was possible to successfully establish an exemplary balance between the use of the infrastructures for the event and their subsequent use.

Recently, NUSSLI’s pioneering work generally contributes in promoting innovative thinking on the part of the organizers. Sustainable planning allows venues to grow temporarily and also to shrink back to size. This takes all the aspects of the development into consideration, as well as the time following conclusion of the event. With well thought out overlay services, the existing event infrastructures are optimally upgraded for the realization of the event.

As the principle agent, in August 2009 NUSSLI received the contract from the Organization Committee of the FIFA World Cup 2010 to realize the planning of the expansion of the ten World Cup stadiums in compliance with the requirements of the World Football Association FIFA. “From the accreditation center on to the access control, the contract included the planning and specifications for all constructional measures tendering with support of a local partner, and the support of the Organization Committee for the evaluation of the companies for the design as well as the on-site supervision during the implementation in the stadiums“, explains Rainer Quenzer, Head of Planning at NUSSLI.

For the execution of the overlay planning for all ten stadiums within a period of only nine months, NUSSLI received the ISEM Gold Award in the category Event Overlay/Facilities at the Sports Management Conference in London on November 3<sup>rd</sup>, 2010. “We are pleased that we could make such an important contribution with our work”, Quenzer proudly notes. “The team effort is key here, and this team not only includes experts from NUSSLI, but the entire

organization of the World Cup – the OC, the FIFA, HBS as the broadcaster, suppliers, and specialized construction companies along with many other involved parties. Everyone worked together to make it happen.”

With the award, the SportBusiness Group distinguishes peak performance in the sport event industry. The award was presented for the fourth time in this year and includes a range of nine categories. This is the second ISEM Gold Award for NUSSLI. The company was previously honored in 2008 for the implementation of temporary infrastructures for the Grand Prix Formula 1 in Valencia, Spain.

#### **About NUSSLI**

NUSSLI is a leading, global supplier of temporary constructions for events, trade fairs, and exhibitions. The combination of long-standing expertise, in-depth know-how and an international network ensures focused, cost-efficient realization of customer specifications. NUSSLI's success is driven by its reliability and commitment to excel. The company provides individual, custom-tailored integral solutions from the initial concept on to the final execution. These are hallmarked by short completion times and high quality.

Core products are grandstands and modular stadiums, trade fair stands and pavilion constructions, including the entire infrastructure for events. The wide-ranging services and products combined with in-house planning and production capabilities make NUSSLI unmatched in events around the globe.

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#### **Service**

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#### **Images**

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