

## HiQ DEVELOPS THE COMMUNICATION WHEN MATCH CUP SWEDEN RENEWS ITSELF

**The Match Cup Sweden sailing competition is one of Sweden's largest sports events with around 100,000 visitors every summer. For this year's sailing regatta on 4-9 July, almost everything is renewed – from the boats to a record-breaking prize sum. HiQ is in charge of the communication, yet another step in a successful partnership.**

"We're happy and proud to have earned the trust to create a completely new concept for communication, including advertisements, radio commercials, graphic profile, and digital communication. We have worked with Match Cup Sweden for a couple of years now and for example developed a new user-friendly digital communications platform, that simplifies and makes it more fun for the spectators to follow the races," Jerker Lindstén, Managing Director at HiQ in Gothenburg, explains.

Match Cup Sweden is the final of the World Match Racing Tour, consisting of competitions all over the world with the top match racing sailors. Some of the news at Marstrand are that the races will be sailed with identical boats and that the prize amount in the final battle, between the two best teams, is 1 million US dollars – the biggest ever in the history of sailing.

"Everything is new. The boats, the speed, the race format, the name, the fact that it's a World Championship final, and of course the prize sum. There is a lot to communicate, in an attractive, creative, and energetic manner," says Patrik Hermansson, Brand Manager at the event organiser Brandspot.

"We have worked with HiQ around the digital communication on site, which is vital in order for the spectators to keep up. Since HiQ masters communication and marketing above their technical know-how, it was a given to choose them for this task too, as the commercial communication of tomorrow is shaped in the midpoint of innovation, technology, and communication," Hermansson adds.

HiQ is not only a leading player within technology and communication – the company has also been involved in sailing before, with the successful HiQ Sailing Team project.

"HiQ has been strongly connected to sailing so that obviously adds an extra flavour. This assignment also displays the range of our offer. All events need user-friendly digital solutions and winning communication – it's all about creating the best experience for the audience," Lars Stugemo, President and CEO at HiQ concludes.

HiQ will also take part in the Brand & Business Forum in connection to the regatta – HiQ's Patrik Sahlstén is one of the speakers together with top real estate broker Fredrik Eklund. On the topic "Dare to think new", Patrik will talk about the possibilities of digitalisation and marketing communications, through Internet of Things and Virtual Reality.

### **For more information, please contact:**

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