

# [PR]

## Presenting the world with an unmistakable project



Losberger GmbH was awarded the Merit Certificate by the Beijing Organizing Committee of the Olympic Games 2008 (BOCOG). The tent system manufacturer and hirer was given the certificate during an official ceremony held in Beijing. This prestigious Olympic award for services to the games is only awarded to people, groups and companies who have achieved absolute peak performances.



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Prestigious awards on the sporting events scene – Losberger GmbH

ca. 3600 Zeichen

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## **Presenting the world with an unmistakable project**

*Prestigious awards for special projects during the Olympic Games in Beijing/Losberger receives the BOCOG merit certificate/Top performance with mobile space solutions on the sporting events scene*

**Bad Rappenau/Shanghai (kms) – Losberger GmbH was awarded the Merit Certificate by the Beijing Organizing Committee of the Olympic Games 2008 (BOCOG). The tent system manufacturer and hirer was given the certificate during an official ceremony held in Beijing. This prestigious Olympic award for services to the games is only awarded to people, groups and companies who have achieved absolute peak performances.**

Together with its German parent company, Losberger GmbH, the Chinese subsidiary in Shanghai is entitled to be proud of the award. After all, it was their achievements which produced this honour for the company. Thanks to their efforts, commitment and high levels of technical competence, the consultancy, delivery and assembly work carried out by the employees at Losberger Shanghai played an important role in ensuring that the Olympic Games took place without any problems. In particular, recognition was given to the excellent implementation and high standard of quality. 920 tents with a total area of over 120,000 square metres were used on 42 competition and 27 training, including as VIP locations for functionaries and sponsors, as training and entry tents, and also as a simple storage tent. Over 100 Chinese

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employees erected the temporary tents, and a 50-strong organisational team was responsible for the logistics.

As Friedrich Losberger, managing director and partner of Losberger GmbH and the world-wide Losberger Group in Bad Rappenau recalls: "There was a great deal of organisational expertise required for this task. All of us at the company feel extremely honoured that we were given this award for what is one of the absolute highlights in the sporting world." The tent manufacturer has accompanied many sporting events in the past and was also, for example, represented with its products as the main supplier to the World Football Cup in Germany in 2006.

The Olympic Games and the Paralympics in Beijing also played the leading role in the conferring of the "Sports Event Management Award" in London on November 12, an award which was conferred for the second time. The jury of the SportBusiness Group presented Losberger with the "Silver" award in the Event Overlay category for temporary buildings used during the games. In this category, the jury considered the special creative achievements, the architectural significance and management in the field of logistics, the criteria being the availability of local resources, budgets, and the adherence to time schedules. Peak achievements at sporting events were awarded prizes in a total of ten categories. This is the only occasion on which prizes are awarded for excellence in the global sporting events scene.

Losberger is the biggest manufacturer and hirer of event tents in China, and is one of the world's leading companies in the tent sector. Since 1999, the company has worked systematically to develop the Asian market, with the result that now there are good

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contacts to trade fair sites, industry, leisure facilities and organisers. The Olympics project was the biggest order the Swabian company has had so far, and was carried out punctually and flawlessly and in accordance with a tight schedule with numerous tents for the press, VIP lounges, athletes, fan shops etc.

