

## **PR 66 - FINA partners with China's SPD Bank CCC for two major swimming events**

FINA Communications Department

FINA is pleased to reveal it has teamed up with China's Shanghai Pudong Development Bank Credit Card Center (SPD Bank CCC), the fastest growing company in licensed credit card centres in China, which becomes an Official Partner of both the [FINA Swimming World Cup 2018](#) [1] and the upcoming [FINA World Swimming Championships \(25m\)](#) [2]2018.

Shanghai-based SPD Bank CCC is venturing into sport for the first time with FINA aiming to enhance its global impact and the brand popularity. This new partnership will also assist FINA in promoting and spreading the universal values of swimming and elite competition to the Chinese market which are embodied in the company's mission: "**Supporting young people to enjoy life and pursue their dream**".

FINA President Julio C. Maglione commented:

*"FINA is very pleased to add SPD Bank Credit Card Centre to its Official Partners list and to team up with one of the most respected banks in China which will tremendously help promote swimming within the Chinese market. SPD Bank Credit Card Centre's support is of the utmost importance to achieve a successful strategy for those two major swimming competitions."*

Under the agreement announced today, SPD Bank Credit Card Center will become the worldwide exclusive FINA Partner for Banking and Credit Card Services. SPD Bank Credit Card Center will further explore its business initiative "Consumer Finance + Sports" to provide more products and services to the young consumers.

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