

PR 17 - FINA and NongFu Spring partner for FINA's top tier events

FINA Communications Department

FINA is delighted to announce it has teamed up with natural mineral water supplier NongFu Spring, leader in the Chinese market.

NongFu Spring is well-known and respected for the natural and healthy products it commercialises and for its commitment towards sustainability and protection of natural water sources in China.



The partnership between FINA and NongFu Spring applies to the following events and periods:

- FINA World Championships 2019/2021 (2 editions)
- FINA World Swimming Championships (25m) 2020/2022 (2 editions)
- FINA/CNSG Diving World Series 2019-2022 (4 editions)
- FINA Swimming World Cup 2019-2022 (4 editions)

As China's leading natural drinking water brand with the largest market share, NongFu Spring ensures the best and safest quality products and promote a healthy life style through its bottled water.

As part of its commitment to sustainability and water, NongFu Spring's partnership with FINA, whose slogan is Water is Our World, was sealed naturally as both brands fundamentally share the same values.



FINA President Dr. Julio C. Maglione said:

“FINA is extremely honoured and pleased to partner with China’s leading water supplier for FINA’s signature events. Our World Championships, as well as our major swimming and diving series will definitely benefit from this new agreement with NongFu Spring which will provide more visibility for our athletes in an important sports market, China.”

NongFu Spring Vice President Mrs Zhong Xiaoxiao said:

“It is an honour for Nongfu Spring to establish this global partnership with FINA. Nongfu Spring has sponsored several FINA events in the past and we are impressed by the professionalism of FINA and the high value of its competitions. Through sponsoring FINA we hope Nongfu Spring can contribute to the further development of World Aquatics.”

The deal was negotiated by China Sports Media Co., Ltd. (CSM), who commits to collaborate with our top-level sports organisation, providing accurate and customised marketing and activation solutions to FINA and NongFu Spring for the following four years.

