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PR 59 - FINA World Championships 2021 & 2023: potential bidders meet in Lausanne

FINA Communication Department

Lausanne (SUI), June 30, 2015 – Potential bidders to the organisation of the FINA World Championships and FINA World Masters Championships in 2021 and 2023 gathered today in Lausanne (SUI) for an information meeting on the bidding procedure for these two events. Cities/National Federations of Abu Dhabi/Dubai (UAE), Buenos Aires (ARG), Doha (QAT), Fukuoka/Tokyo (JPN), Istanbul (TUR), and Nanjing/Wuhan (CHN) were briefed on the benefit, economic impact and legacy generated with the organisation of these Championships. Presentations on marketing, digital strategy, TV broadcasting, accommodation/travel, and milestones on the bidding procedure were provided to the participants in the meeting. “The FINA World Championships is presently one of the most popular and successful sport events in the planet, massively followed by media and showed to billions of TV viewers in the five continents. To have so many potential candidates at this stage demonstrates the value of our major event. With your support, Aquatics continues to be a brand of excellence at global scale”, considered Mr. Cornel Marculescu, FINA Executive Director. The meeting was also attended by FINA’s Marketing Agent Dentsu, and some FINA partners and suppliers, namely Myrtha Pool, Omega, Nüssli, Sportcal and RedTorch. Vladimir Leonov, minister of Sport of the Republic of Tatarstan, was also in Lausanne to underline the benefits and the successful activities related to the organisation of the upcoming 16th FINA World Championships (July 24-August 9) and FINA World Masters Championships (August 5-16, 2015) in Kazan (RUS). After this meeting, bidding Cities/NF will have to present FINA an executed Host City Agreement by October 26, 2015. Finally, on November 8, 2015 in Dubai (UAE), each of the bids will make a formal presentation to the FINA Bureau, who will then vote and publicly announce the Organisers of the 2021 and 2023 rendezvous. Following Kazan 2015, the following two editions of the FINA World Championships and FINA World Masters Championships will take place in 2017 in Budapest (HUN) and in 2019 in Gwangju (KOR). Participants in the meeting

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