

## PRESS RELEASE

Number of characters: approx. 2,800

### **NUSSLÍ has now become a partner of Visit London for events infrastructure**

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Basingstoke/UK, March 31, 2010. **Nussli (UK) Ltd and the Events for London team at Visit London announce their strategic partnership. In future NUSSLÍ will support Events for London, the partnership between the Major of London, the London Development Agency and Visit London. Events for London was developed to attract major sporting and cultural events to the British capital. Partnership is awarded to only seven organisations in categories covering business sectors involved in creating world class events. NUSSLÍ will support the team with consultation and planning services in the event infrastructure area.**

Nussli (UK) Ltd is a branch office of the internationally operating NUSSLÍ Group, a leading provider of temporary structures for sporting and cultural events, trade fairs and exhibitions. "We are happy to have achieved the status of Strategic Partner for Events for London. This partnership is a splendid opportunity for us to strengthen our activities in the UK and we look forward to working together with the Events for London team," says Anne Johnston, Head of Sales at Nussli (UK) Ltd.

The partnership of NUSSLÍ and Events for London (EFL) will create synergies for both organisations and enable the strengthening of the event business in London. A maximum of seven companies enter into a strategic partnership with EFL. As leading companies in their categories, the strategic partners have the opportunity to influence and take part in the design of the London event strategy for the Olympic Games in 2012 and beyond. NUSSLÍ holds partnership status in the Event Overlay and Event Infrastructure categories. The company will bring its skills, knowledge and world-wide experience in temporary buildings to support EFL in positioning the capital as a leading location for large-scale events.

Iain Edmondson, Head of Events for London, says: "We are delighted that NUSSLÍ is the fourth Events for London strategic partner. EFL's vision is to make London the world's most exciting city for sporting and cultural events and NUSSLÍ understands this vision and I'm sure will be instrumental in our future bidding and feasibility work. NUSSLÍ is an excellent compliment to our other strategic partners in international experience, innovation and area of technical expertise".

EFL is involved in many of London's most high-profile sporting and cultural events. In 2009 alone it has already worked with major cultural events such as Pride London and the London Restaurant Festival. In the world of sport it has supported the ITU Triathlon World Championship Series, RedBull X-Fighters, the World Artistic Gymnastics Championships, the

NFL, the NBA, the Barclays ATP World Tour Final and London's bid to become a candidate host city in England's 2018 World Cup bid.

Over the next year, EfL to carry out all the necessary actions to enable the Mayor and the Olympic Park Legacy Company to make key decisions necessary to secure major events for the Olympic Park and its venues, demonstrating a balanced portfolio of social and economic benefits. The strategic partners will play a key role in this process, providing different qualities and expertise.

**About NUSSL**

NUSSL is a leading, globally operating supplier of temporary structures for events, trade fairs and exhibitions. The combination of long-standing expertise, in-depth know-how and an international network ensures focused, cost-efficient realization of customer specifications. NUSSL's success is driven by its reliability and commitment to excel. The company delivers individually tailored, integrated solutions whose hallmarks are high quality and quick turnaround time – from concept to final implementation.

Key products are grandstands and modular stadiums, trade fair stands and pavilions. NUSSL also provides the entire infrastructure for events. The wide-ranging services and products combined with in-house planning and production capabilities make NUSSL unmatched in events around the globe.

**About Visit London**

Visit London is the official visitor organisation for London. A leader in best practice destination marketing, Visit London promotes the UK capital internationally, across Britain and to Londoners targeting leisure and business visitors. Visit London works in partnership with the Mayor of London, the London Development Agency, London Councils and the tourism industry.

**About Events for London**

Events for London (EfL) is a partnership between the Mayor of London, the London Development Agency and Visit London and is tasked with attracting, developing and staging major sporting and cultural events. EfL acts as a central point of leadership and expertise to develop the capital as the world's leading major events destination and is delivered by project teams within each of the partner organisations under the guidance of a strategic steering group.

**Pictures – impressions of NUSSL's work** (we are happy to provide high-resolution material on request):

Ontario House at Olympic Winter Games 2010 Vancouver



Cypress Mountains Snowboard, Grandstand, Olympic Winter Games 2010 Vancouver



UEFA European Soccer Championships EURO 2008 Switzerland and Austria, Fan Parks



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