



NTT Global Triathlon Summit

Date: Wednesday, 12/07/2023 – 09:00 to 16:00
Venue: Hamburg Chamber of Commerce – Commerzsaal
Adolphsplatz 1 / 20457 Hamburg

Future Triathlon – Status – Opportunities & Threats

8:30 – 8:55 Welcome Desk/ Registration:

From 8:30

Check-in

In the foyer small „market place“ Exhibitor & gallery
Chamber of Commerce
Hamburg / Active City
LD Pool System GmbH (swimming system)
Green Events Hamburg

9:00 – 10:45 first competition block („imaginary swim“)

9:00 – 9:15

Official welcome



City of Hamburg

Christoph Holstein – State Councillor of the Ministry of the Interior and Sport, Sports Division

Chamber of Commerce

Niels-Helge Pirck – Vice President Chamber of Commerce Hamburg

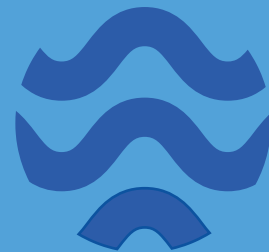
World Triathlon

Marisol Casado – President

Deutsche Triathlon Union e.V.

Prof. Dr. Martin Engelhardt – President





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09:15 – 09:45am Triathlon Quiz – Hamburg

09.45 – 10:15 **Lecture Daniel Unger: “WTCS Hamburg – 21 years of development Similarities and differences from the perspective of a World Champion“.**
Daniel Unger

10:15 – 11:15 **Block 1 : ,Responsible design of major events for the city and the population – field reports“**

10:15 – 10:30 Active City Hamburg
„How do major sporting events fit into the Active City Strategy?“
Christoph Holstein – State Councillor of the Ministry of the Interior and Sport, Department of Sport

10:30 – 10:45 GREEN EVENTS HAMBURG
„Sustainability aspects at major sporting events – challenges and opportunities“.
Lena Hansen – Member of the organising committee

10:45 – 11:00 HAMBURG WASSER
Ingo Hannemann – Chairman of the Executive Board

11:00 – 11:15 WORLD TRIATHLON&DTU
„World Triathlon Sustainability Certification“
PeiChen Kang – World Triathlon Development Admin & Sustainability Manager
Matthias Zöll – DTU General Secretary

**11:15 – 11:30 Transition Zone
Coffee Break**





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11:30 – 13:00 Second competition block („imaginary cycling“)



11:30 – 12:30 Block 2 "Activation and brand as an image tool for sports and host cities"

- 11:30 – 11:50 Peter Schmidt Group –
Major sporting events & marketing
"Sports events as a brand – sustainable perception and benefit generation through major sporting events".
Rüdiger Götz – Managing Director
Sven Rieckmann – Creative Director
- 11:50 – 12:10 Bergmanngruppe – Event Agency
Jascha Bergmann – Managing Director
- 12:10 – 12:30 LD Pool System GmbH – Swimming Facilities
Hans Federmann

**12:30 – 13:30 Transition Zone
Lunch break**





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13:30 - 15:45 third competition block („imaginary running“) 

13:30 - 13:45 Quiz „Facts, Figures & Benchmarks“ – Value Media

13:45 - 15:30 Block 3 "Media & Sponsors in Triathlon – Case Studies"

13:45 -14:15 ValuMedia – Triathlon 2023
"Facts, Figures & Benchmarks"
Markus Lichti – Associated partner for research conception
and sponsoring consulting

14:15 – 14:30 Suzuki – "3 Pillars"
"Reasons to get into triathlon"
Kazuyuki Yamashita – Managing Director
Daniel Schnell- Deputy Managing Director

14:30 - 15:30 CEO talk on the topic "Triathlon as a communication platform"

HAMBURG WASSER – Ingo Hannemann, Chairman of the Executive Board
Media Representative – tbd.
Sailfish – Jan Sibbersen, Managing Director
SUZUKI Germany – Kazuyuki Yamashita, Managing Director,
Daniel Schnell, Deputy Manging Director
World Triathlon – Antonio Arimany, Secretary General
DTU – Matthias Zöll, Secretary General

15:30 - 15:40 Closing words and Key Messages of the Summit



FINISH

