

---

# The Catalanian Minister of Trade, Tourism and Consumer Affairs and the President of FC Barcelona football club agreed for *Barça's* first squad to wear the Brand Catalonia logo on the sleeve of its sports shirt

The aim of the contract is the joint promotion of the Brand Catalonia during the team's Japan Tour and in those matches played by the team before the official start of the 2005/2006 season, and to have the brand associated with Catalonia's leading sporting institution

Wednesday, 8 June 2005.— Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, and Joan Laporta, the President of FC Barcelona football club, agreed today that *Barça's* first squad should wear the Brand Catalonia logo on the sleeve of its sports shirts during all the international games played by the team during the coming pre-season period. Attending today's event were also Isabel Galobardes, the Director-general of Tourism, and Ignasi de Delàs, the Head of *Turisme de Catalunya*.

According to Minister Huguet, ***“the objective is to make use of Barça's pull and impact capacity world-wide to display a brand such as that of Catalonia, a brand still lacking some international positioning”***. In this sense, the Minister pointed out that *Barça* will be the ***“motor”*** to promote Catalonia, as is already happening with another such motor, namely Catalanian gastronomy.

For his part, Joan Laporta, the President of FC Barcelona, said he felt ***“grateful”*** to the Ministry of Trade, Tourism and Consumer Affairs for having chosen *Barça* to make Catalonia better known at the international level. According to Laporta, ***“Catalanism is part of the essence of our club”***, and added that ***“we owe a lot to the nation that harbours us, and this is an ideal way to display its image”***. The President of *Barça* said they would fulfil this commitment ***“with the pride of a team that belongs to a great nation”***.

The contract signed today, according to which *Turisme de Catalunya* will pay FC Barcelona the amount of 270,000 €, stipulates that the logo of *Turisme de Catalunya*



should be displayed on the right sleeves of the sport shirts of *Barça* players during the friendly matches to be played by the team this summer in Japan, Denmark and a third country still to be decided, which could be either China or the United States. In addition, the Brand Catalonia will be present during the whole pre-season period of FC Barcelona, not only during the players' and the members of the technical staff's press conferences, but also by way of promotional spots about Catalonia in the video scoreboards of the stadiums where *Barça* will play this summer, among other actions.

Similarly, *Turisme de Catalunya* and FC Barcelona will jointly organise a series of presentations of Catalonia as a tourist destination taking advantage of the presence of the *Barça* team in countries with a great potential as sending tourist markets. In this sense, it should be remembered that *Turisme de Catalunya* and FC Barcelona already signed a collaboration agreement in July 2004, with a view to benefiting from the synergies in both institutions and to promote the destination Catalonia. This link between both institutions has made it possible during the season ending now for the tourist promotion body to carry out presentations of Catalonia as a tourist destination in those European cities where *Barça* has played official matches, such as London, Milan and Glasgow, among others.