
The Catalanian Minister of Trade, Tourism and Consumer Affairs, and the President of the Reial Club Deportiu Espanyol soccer club sign an agreement by which the first team will wear the Brand Catalonia on its shirt

The objective of the contract is the joint promotion of the Brand Catalonia during the summer 2005 international tour of this Barcelona soccer team in the friendly matches that it will play in China, Great Britain, France, Portugal and Italy.

Wednesday, 14 July 2005.— Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, and Daniel Sánchez Llibre, the President of the Reial Club Deportiu Espanyol soccer club, agreed today that Espanyol's first team should display the Brand Catalonia logo on the players' shirts during all the international matches that the team will play during their summer 2005 tour. Today's event also counted with the presence of Ignasi de Delàs, the Head of *Turisme de Catalunya*.

The objective of the contract signed today is the joint promotion of the Brand Catalonia during the international friendly matches that the team will play this summer in China, Great Britain, France, Portugal and Italy — key sending markets to Catalonia, all of them — within the framework of their international tour. Minister Huguet said that ***“this agreement forms part of a marketing strategy designed by Turisme de Catalunya to position the Brand Catalonia”***, and added that ***“sports move the masses today and, within sports, football is specially the sport that mobilises the greatest number of people and, consequently, is the sport with the greatest repercussion over audiovisual communication media”***.

The contract, according to which *Turisme de Catalunya* — a body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs — will pay RCD Espanyol a fee of 100,000 €, lays down that the logo of *Turisme de Catalunya* will feature on the front of the Espanyol first team players' shirts during the friendly matches that the team will play in the months of July and August. The President of Reial Club Deportiu Espanyol was grateful for the fact that ***“it can bear the name of Catalonia during its tour abroad, and can contribute to make Catalonia greater”***.



Espanyol's tour starts off in China next 17th July with a friendly match against Feyenoord to be played in Shanghai, and on 20th July with a match against Nacional de Montevideo in Suzhou. On 27th July, Espanyol will travel to France to play a match against Toulouse in Perpignan, and in August it will play two matches in Great Britain: on the 6th against Blackburn Rovers, in Blackburn, and on the 7th against Middlesbrough, in Middlesbrough. The tour will end with a match against FC Porto, in Portugal, on 13th August, and will close on 21st August in Palermo, with a friendly match against US Palermo.

Espanyol's international tour will enjoy a notable informative coverage, that will make it possible to reach a million TV viewers from the three continents. The matches that the team will play in China will be broadcast by state channels of China, Uruguay and Holland; a British channel will broadcast both friendlies to be played in Great Britain; a French TV station will televise the match to be played in Perpignan; and a Portuguese chain, the match against FC Porto. Catalanian Television will also broadcast all the matches.

In addition, the Brand Catalonia logo will be present throughout the pre-season of RCD Espanyol during the press conferences of players and technical staff.