

HO CHI MINH CITY, VIETNAM, 01 OCTOBER 2019

## Bundesliga set to launch the first-ever Penalty Shoot-out competition in Vietnam

- Inaugural 'Bundesliga Penalty Shoot-out' set for Ho Chi Minh City
- Winners get a once in a lifetime trip to Germany to watch a live Bundesliga game



*(Image Video "Bundesliga Penalty Shoot-out")*

### A unique football event is set to unfold in Vietnam.

The Bundesliga, along with the Delegation of German Chamber of Commerce in Vietnam (GIC/AHK Vietnam) are teaming up to launch the Bundesliga's first-ever competitive penalty shootout tournament in Ho Chi Minh City, Vietnam, set to take place on 26 October 2019.

The 'Bundesliga Penalty Shoot-out', encourages all members of society to participate; with the winning team jetting off to Germany for an all-expense paid trip to witness a live Bundesliga match. The finals and 'Bundesliga Penalty Shoot-out' winners' presentation will precede a live viewing party of the FC Schalke 04 vs. Borussia Dortmund match.

To join, each team must be composed of five (5) players, including the goalkeeper. These participants will then play against each other in the group stage round robin format, with the top two (2) teams advancing to the quarter-finals, and next stages of this inaugural competition. Even if teams do not manage to win the highly coveted grand prize, each participant will receive an original Bundesliga club jersey.

Kevin Sim, Head of Asia Pacific, Bundesliga said: "We all know that Vietnam has a very passionate football culture, which is why we have chosen to host the first ever 'Bundesliga Penalty Shoot-out' here. It's a great opportunity to give local fans a taste of 'Football As It's Meant To Be', a mantra we use to share the unique qualities of German club football such

as fast paced, modern football, passionate fans and packed stadiums. Most importantly it allows us to show why Germany has been Europe's home of Asian players, having welcomed more than any other league over the years."

He continued: "Vietnam has huge potential from a football perspective, Based on research we found that there are over 69 million potential Bundesliga fans here, so there's an immense opportunity for us to convert passive fans into avid followers of our league. To do so, we must be on the ground, creating stronger connections to our fans."

The inaugural **"Bundesliga Penalty Shoot-out"** opens for registration on 1 October 2019, at 2:00pm\* (GMT+7) until 15 October 2019, 11:59 AM (Indochina Time Zone).

**Register now at** <https://forms.gle/5qJmwnWGmqtmhQJ7>

*\*Time zone in Ho Chi Minh City, Vietnam (GMT+7)*

**ENDS**

## **NOTES TO EDITORS**

### **About Bundesliga International**

Bundesliga International is a full subsidiary of the DFL Deutsche Fußball Liga and responsible for connecting and inspiring football fans around the globe. Its main focus is to drive internationalisation by driving passion for the Bundesliga with contagious 'Football as it's meant to be' content using the highest technical innovation standards. Bundesliga International is marketing the audiovisual, sponsorship (partnership) rights, brand and digital licenses through a global network of 80 partners.

### **About the Bundesliga**

The Bundesliga is the premier professional association football league in Germany and the football league with the highest average stadium attendance worldwide. The league was established in 1963 and comprises 18 teams which operate on a system of promotion and relegation with the Bundesliga 2. The Bundesliga is broadcast on television in over 200 countries and is operated by the DFL Deutsche Fußball Liga.

### **About the Delegation of German Industry and Commerce in Vietnam**

Established in 1994, the Delegation of German Industry and Commerce Vietnam (GIC/AHK Vietnam) - a representative of the German Chamber of Industry and Commerce (DIHK) in the AHK network- supports the economic exchange between Vietnam and Germany and is a first point of contact of investors to offer a wealth of services with the trade mark DEinternational including market information, business development, dual vocational training system according to DIHK Germany standard, ProRecognition service, trade fair participation, marketing and publications as well as event and delegation management.