



WSBSPORT AND YVES PREISSLER COME TOGETHER TO INSPIRE A NEW GENERATION OF SPORTS AND LEISURE FACILITIES.

WSBSPORT and YVES PREISSLER BUSINESS CONSULTING are teaming up to design and build the best soccer and paddle concepts specially made for Fitness clubs and Hotels worldwide. The partnership caters for hospitality venues looking to introduce sports concepts to maximize its member's social experience. The goal is to create destinations where fitness and leisure activities like 5-a-side soccer and paddle not only co-exist but are fully integrated to the hospitality offer.

Based on decades of international experience in the sports and hospitality industries, the partnership will expand and deepen WSBSPORT's footprint in the Middle East Market (with focus on the GCC countries) and East African Market (with focus on Kenya). WSBSPORT will provide critical knowledge of the key trends and solutions for the sports industries in that market. Yves Preissler's extensive experience in state-of-the-art Fitness, Wellness and Leisure facilities will expand to key stakeholders working on global projects.

"The idea to join forces is to create value for clients and jointly work on projects leveraging on each other's skills, experience and business network" said Yves Preissler Founder of YP Business Consultancy. "The Partnership is expected to accelerate growth for both companies and create opportunities in the global leisure, hospitality and sports sector."

"Our partnership enables us to focus on our core sports business, while leveraging the strength of the YP Business Consulting team's powerful and innovative knowledge of the fitness, leisure and hospitality sectors," said Piero Iazeolla, WSBSPORT's Global CEO. "We expect this agreement to significantly strengthen our presence in the Arabian Gulf and East African regions." Iazeolla added.

About YVES PREISSLER BUSINESS CONSULTING

Yves Preissler Business Consulting is a privately owned business consultancy company headquartered in Kuwait. With combined 40+ years in the fitness, leisure & wellness industry, Yves Preissler and his team provide **Gym, Fitness, Wellness, and Hospitality Consulting**, create tailor-made concepts, and deliver projects end-to-end. The services of YP include feasibility and market studies, strategic planning, financial projections, fitness equipment and procurement planning, management coaching, recruitment services, digital services and industry networking services. With a worldwide, growing network of partners and suppliers, Yves Preissler and his team services clients in Europe, the Middle East, East Africa, and Asia: <https://yvespreissler.com>

About WSBSPORT

WSBSPORT is the leader in consultancy and construction of **indoor soccer, multisport and padel clubs** combining extensive and undisputed know-how with state-of-the-art playing



equipment exclusively **made in Italy**. Starting from designing the centre up to its promotion and management, WSBPORT's top class services cover all the legal and logistic issues. We provide expertise, skills, and a complete global solution for those who want to start a new project or transform an existing facility. We offer the know-how required to turn businesses into more profitable venues through the rational use of space and a series of initiatives geared to generate engagement and more revenues.

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