

## Press Release:

### Couchmans LLP advises Shankai Sports on UEFA rights role

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Specialist sports law firm Couchmans LLP is delighted to have advised leading Chinese sports marketing agency [Shankai Sports](#) in its recent negotiations with European football's governing body, UEFA.

The negotiations have resulted in UEFA granting Shankai key exclusive marketing and digital media sale rights in China from 2015-2022. The agreement positions Shankai Sports at the centre of the growing relationship between Chinese business and European football over the next six years.

Last week UEFA announced that Chinese electronics giant Hisense has become the tenth and final official partner for Euro 2016, UEFA's flagship international football tournament, to be held in France this summer.

The partnership was brokered by Shankai, as part of the firm's agreement with UEFA, and sees Hisense become the first Chinese company to sponsor Europe's leading international football competition in its 56-year history.

Describing Couchmans' role in the process, **Francois von Zedtwitz, Co-Founder Shankai Sports AG said:**

*"This new partnership between Hisense and UEFA is a highly significant one and we are grateful to Couchmans LLP for their expert counsel in helping Shankai Sports negotiate its arrangements with UEFA. Couchmans' unrivalled expertise in both sports marketing and digital rights contracts proved invaluable to us as we continue to explore global opportunities for both ourselves and our clients."*

**Nic Couchman, Chairman of Couchmans LLP, said:**

*"This deal represents another significant step forward in the growing relationship between Chinese markets and European sport and we are proud to have helped Shankai spearhead this activity."*

*"European sport, and football in particular, offers an unrivalled platform for businesses wishing to enhance their brand among global audiences and more and more Chinese companies are seeking such opportunities. We look forward to working closely with Shankai as they continue to roll out their specialist business model, developing and delivering China strategies for international sports organisations."*

**ENDS**

For more information, please contact Tal Donahue ([tdonahue@infinitespada.com](mailto:tdonahue@infinitespada.com)) or Peter Barrett ([pbarrett@infinitespada.com](mailto:pbarrett@infinitespada.com)). 020 7269 1430

#### **About Couchmans LLP**

Couchmans LLP is a leading specialist international sports law firm based in London, providing legal, commercial and strategic advice to sports federations, leagues, agencies, brands and athletes internationally. The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach.

**The leading independent legal directories say the following about Couchmans LLP:**

*“If you want someone who knows the sports business inside out, these are the guys to call” (Chambers & Partners)*

*“Formidably strong line-up ... the firm dominates the commercial side of the sector” (Legal 500)*

*“A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry” (Legal 500)*

*“The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings” (Chambers & Partners)*

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