

PRESS RELEASE



Zaltbommel, November 11, 2014

Volvo Ocean Race Team Brunel sponsor and coach has international ambitions **Schouten Global wants a foothold in South Africa**

Schouten Global is more than a sponsor's name on the sail of Dutch entry Team Brunel in the Volvo Ocean Race. Schouten Global is part of the Schouten & Nelissen group, Dutch market leaders in the training and coaching of soft skills, leadership and organization development. Schouten Global has a dual role in Team Brunel. In addition to being a sponsor, the company has also deployed one of its top trainers to the team, for a year.

For Team Brunel's skipper, Bouwe Bekking, Schouten Global's coaching is an indispensable part of his yacht's success formula. "Our coach, Anje-Marijcke van Boxtel, gets the best out of me and the crew. She both supports me in my role as skipper and coaches the crew. She is a full member of our team." This did not ensure a win in the first leg of the Volvo Ocean Race. Team Brunel was narrowly beaten on the Alicante to Cape Town leg, ending in third place. Bouwe Bekking is undeterred, however: "If you make it to the podium on each of the nine legs, you have a good chance of eventually winning the Volvo Ocean Race."

For Schouten Global the sponsorship is a significant step towards becoming a global leader in its training field. "We already work in more than 40 countries and have offices in countries like China and Russia", says CEO Marcel van Bronswijk. "We experience the international need for skills training, placement of employees and leadership development on a daily basis. In the longer term we expect more than half of our turnover to come from international business."

The fact that the Volvo Ocean Race's first stop is in South Africa is in itself a new opportunity for Schouten Global. Van Bronswijk: "As in other emerging economies, South Africa has a need for skills training and management development at all levels of business and government. Our training courses can meet this need. The courses are developed in the Netherlands, but delivered by local trainers with a feeling for the culture and customs of the countries concerned."

Schouten Global will introduce itself to South African companies at its own pavilion at the Volvo Ocean Race Village on The Waterfront in Cape Town, holding catered networking events and mini seminars on a daily basis. On 18 November 2014, in the Dôme, in the heart of the Volvo Ocean Race Village, the company will host a Network Seminar: 'Leadership - The Human Factor'. This event will be attended by more than 125 managing directors, HR managers and potential managers, and will share Schouten Global's Team Brunel coaching experiences in a broader context.

(Not intended for publication)

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For an impression of the seminar go to: <http://bit.ly/1tZJK1N>

For more background information go to: www.schoutenoceanrace.com

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