

PRESS RELEASE



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Schouten Global sponsor Dutch team in Volvo Ocean Race 2014-2015

Schouten Global, the professional training company, will back Bouwe Bekking's Team Brunel as sponsor for the next Volvo Ocean Race 2014-15. Schouten Global, parent company to training institute Schouten & Nelissen, has signed a contract with Sailing Holland and title sponsor Brunel International. The 12th edition of the Volvo Ocean Race will start on October 4th 2014 in Alicante (Spain) and ends on June 27th 2015 in Gothenberg (Sweden).

Schouten Global (in short: Schouten) is a major player in the field of training, coaching, leadership and organisational development and is the parent company of training institute Schouten & Nelissen which is the market leader in the Netherlands.

The Dutch company said that the Race and the challengers from the Netherlands make a natural fit for them as sponsors. It will be assisting Team Brunel in their crew recruitment process which starts next Monday (January 13).

Furthermore Schouten will be assisting with the coaching of both the sailors and shore crew during the Race which starts in Alicante on October 4 and ends on June 27, 2015 in Gothenburg.

Skipper Bouwe Bekking said: "Team building is a huge part of being successful in the Volvo Ocean Race and now we have the best in the business as part of our team. Also having them with us is going to help me professionally, I can become better as a team leader myself - you're never too old to learn."

Schouten CEO Marcel van Bronswijk added: "We were originally a purely Dutch company and therefore we support the Dutch team. Like them we will become an "around-the-world" team. It was time for us to get on board.

"We were founded 35 years ago by Jan Schouten with the slogan 'The ship is only as strong as the crew'. That was and still is a call for organisations to invest in employees and teams in order to get the best out of their business.

"For the first time in the Race's 40-year history, all crews will compete in a one-design boat – the Volvo Ocean 65 – ensuring that teamwork and seamanship will be the deciding factors in performance..This makes the match between the event and Schouten ideal."

Van Bronswijk continued: "The sponsorship is in our opinion not a one-time affair. It is our ambition to be a main sponsor of a team in the Race in 2017-18.

"This is consistent with our approach to our training of employees and teams: set yourself a goal, make a plan, try it, learn from it, adjust your plan and do it again. This creates lasting improvements in organisations."

Volvo Ocean Race CEO Knut Frostad said he was delighted to welcome such a respected and ambitious company to the "family" of offshore sailing's most prestigious professional event. "Equally, I am delighted that Schouten are already planning well ahead and have revealed their ambitions to have their own boat in the following edition in 2017-18 as a team main sponsor. With exciting partners like this coming through, we are building very strong foundations for the future," he said.

(Not intended for publication)

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