



The Club 55 Challenge . . . Sponsorship and more

Click GSM, Egypt's first private mobile phone operator, always seeks to innovate and develop areas in which it becomes involved. Click GSM has been an active corporate citizen in the field of sports sponsorships, sponsoring many different athletic disciplines such as football, tennis, sailing, golf, croquet, shooting and the paralympics to name a few.

Recently, those same corporate aspirations to better serve and benefit the Egyptian society lead the Click GSM Sports Sponsorship Manager (Mr. Zohair Ammar) and the Club 55 showjumping coordinator (Mr. Sherief Abdelbaki) to meet with General Elwi Ghazy (Secretary General of the Ferousia Club) to share their viewpoints as to the future of equestrian sports in Egypt. It is noteworthy to mention that the Ferousia Club is the sole club in Egypt that is specialized and has prominent stature in the local equestrian field.

The outcome of the meeting was fruitful and Club 55 agreed to sponsor future equestrian show jumping events to be held at the Ferousia Club grounds. "Sports sponsorships are more than just branded billboards," explains Mr. Zohair Ammar, Sports Sponsorship Manager at Click GSM. This idea is clearly evident through Click GSM's various sports sponsorships in addition to the human resources dedicated to this particular function. Click GSM is proud to be the only company in Egypt that has a separate department whose sole purpose is to oversee the development of sports in Egypt through mutual co-operation with the relevant entities.

Club 55

A New World Of Exclusivity

Dependence on Click GSM for sports sponsorship is nothing new to a company already supporting more than 1 million subscribers in their telecommunication needs. Click GSM under the brand name Club 55 will also rise to the challenge in supporting equestrian sports starting with organizing a show jumping clinic followed by a two-day show jumping competition at the Ferousia Club located in Gezira; the club has been very supportive in providing all the essential elements to make both events successful.

Click GSM bears in mind what the consumer needs and develops appropriate services to meet those needs. In the field of telecommunications, Club 55, Egypt's equestrian sponsor, is the most appropriate voice service for jockeys as it gives them a new world of exclusivity. A world in which they can separate their private lives from their professional lives by means of a SIM card containing two GSM subscriptions (a primary number and a secondary number).

Equitation is an exclusive discipline and the equestrian shows to be held in the future sponsored by Club 55 will have an exclusive atmosphere that is mutually shared by both the sport and the service. I would like to personally welcome all the participants to the Club 55 Show Jumping Challenge and hope for an abundance of exclusive activities now and in the future.

Click GSM is proud to support telecommunications for the Club 55 Challenge by providing a suite of communication methods through its various channels: Click Office, me@click, and Click Gold. For more information, please contact us on the following numbers, e-mail addresses and fax numbers:

Tel 010 - 547 - 8800
 010 - 547 - 8801

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