

H.I.S. Partners with Borussia Dortmund in Singapore

Singapore, 30 August, 2016: H.I.S. International Travel Pte Ltd, the Singapore branch of Japanese travel industry giant H.I.S., and Borussia Dortmund, a leading club in the Bundesliga, Germany's top-tier professional football league, have jointly announced that they have become regional partners in Singapore. H.I.S. and Borussia Dortmund already have an ongoing regional partnership in Japan formed last January. The new regional partnership based in Singapore will see H.I.S. offering exclusive tours from Singapore to Borussia Dortmund's matches, starting from the 2016-17 Bundesliga season.

On the partnership, H.I.S. Singapore GM Kenji Kobayashi said, "H.I.S. is honoured and proud to call Borussia Dortmund a partner. We not only hope to foster greater fan interest in Borussia Dortmund and the Bundesliga, but also wish to assist fans in Singapore who wish to experience the intensity of watching a match live with 80,000 other fans".

In recent years, the Bundesliga has greatly expanded its international prestige and popularity. With the inclusion of many top Japanese players igniting a surging wave of popularity both in Japan and in overseas Japanese communities like in Singapore, H.I.S. will leverage upon its international travel network to cater to the largely-untouched sports-travel market, offering package tours that may include meet & greet sessions with players and other exclusive benefits.

About H.I.S.: Founded in 1980 with a vision of revolutionising the Japanese travel industry, H.I.S. began as a retailer of air tickets at reasonable prices. 36 years on, it is currently the number 1 travel agency in Japan based on the number of outbound tourists. With a goal of showing more of the world to more people and encouraging more interactions between more peoples, H.I.S. has expanded to a network of over 224 branches in 141 cities across 66 countries, including branches in Frankfurt, Munich, and Düsseldorf. H.I.S. has also diversified into hotels, ferries, theme parks, and other travel-related businesses. Information about the Bundesliga package tours will be uploaded to the retail page at <http://his.com.sg/> (English) and <http://his-travel.com/> (Japanese).

About Borussia Dortmund: Eight-time German Champion, most recently of the 2010-11 and 2011-12 Bundesliga seasons, and runner-up in the 2012-13 UEFA Champions League, Borussia Dortmund is also the football club with the highest average home game attendance in the world. Following "Echte Liebe" – True Love – and inspired by its definitive traits of Intensity, Authenticity, Loyalty, and Ambition, Borussia Dortmund continues to build upon its burgeoning brand value. More information about the club is available at <http://www.bvb.de/eng/> (English) and <http://www.bvb.jp/> (Japanese).

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