



Tennis in Switzerland

BNP Paribas and tennis

Tennis sponsorship being one of the most effective ways of building and maintaining brand recognition worldwide, particularly in countries where the Group is expanding its activities, in 2009 we are reinforcing our involvement with tennis.

Priority has been given to projects which provide a good balance between investment and visibility for the brand, in those territories where the scope of our operations justify raising our profile..

BNP Paribas gives tennis the advantage. Find out more at www.tennis.bnpparibas.com



BNP Paribas Zurich Open

A faithful partner to all forms of tennis, BNP Paribas (Suisse) SA has decided to lend its support to a new concept initiated by Swiss Tennis and the ATP by becoming the main sponsor of the "BNP Paribas Zurich Open", a tournament that brings together former tennis champions and young tennis hopefuls of tomorrow.

The first BNP Paribas Zurich Open "where champions meet talents" will take place from March 9 - 13, 2010 in Zurich.

The eight best ITF U18 juniors will meet emblematic figures from the world of tennis who have been number one in the world, won a Grand Slam tournament or the Davis Cup, such as John McEnroe (USA), winner of seven Grand Slam titles, and the Swedish serve-and-volley virtuoso Stefan Edberg.

- Zurich Open: www.zurichopen.net



OBERER TENNIS CAMP – BNP Paribas : A Winning Team!

Thanks to the quality of the coaching it provides, combined with its humane and ethical values, the Oberer Tennis Camp has become a benchmark for all young people who love tennis. Created by Stéphane Oberer, former head of the Swiss Tennis Federation and former captain of the Swiss Davis Cup team, this camp for young people between 8 and 18 years of age doesn't just aim to create champions, but also attempts to help young people to fulfill their potential.

Perseverance and effort: the camp instills useful qualities into children that are essential for their adult life. It also promotes friendship between the children and those teaching them. The Oberer Tennis Camp enjoys enormous success each year. The children get the chance to train like "pros" for a week and to play with international champions like Martina Hingis, Jakob Hlasek, Cédric Pioline, Arnaud Boetsch and even Fabrice Santoro.

The values of the BNP Paribas Group are expressed through commitment and ambition, and are closely linked to those of the Oberer Tennis Camp, which has received support from the BNP Paribas Foundation since 2001. In 2008, and for the seventh year in succession, BNP Paribas sponsored children from modest backgrounds by offering them a week of intensive tennis. This initiative is part of our global campaign to promote solidarity, and confirms our role as a privileged tennis partner.

- Oberer Tennis Camp: <http://www.dynavie-creation.com/creation/Oberer.html>



Davis Cup and Fed Cup

BNP Paribas is the official sponsor of these two international competitions which take place every year. More than 130 countries participate in the Davis Cup for men, while 80 countries are involved in the Fed Cup for women.

The number 1 partner for tennis worldwide, since 2002 BNP Paribas has played an active role in supporting the development of the Davis Cup, the N°1 international team competition in men's tennis. It is today known by the name "Davis Cup by BNP Paribas". The Group has also been the official sponsor of the Fed Cup since 2005.

Since Switzerland is a frequent qualifier, several events are organized in Switzerland.



- Official site of the Davis Cup: <http://www.daviscup.com/>



- Official site of the Fed Cup: <http://www.fedcup.com>