

# CHINA SUMMER TOUR

presented by ALL – Accor Live Limitless  
24th July to 3rd August 2019



MACAU  
7.27.19



SUZHOU  
7.30.19



SHENZHEN  
8.3.19

# A SUMMER FOR ALL IN CHINA

The Parisians' schedule includes three matches, across three different cities and frequent opportunities for Chinese fans to meet their idols, thanks to operations organised by the Club and its sponsors ALL – Accor Live Limitless, Nike/Jordan and EA Sports.



Paris Saint-Germain travel from Paris for Shenzhen on Tuesday 23rd July to ignite its long-established tradition of Summer tours. With the exception of South American players who took part in the Copa America and are set to arrive later in the tour, the whole squad is present, including new recruits Ander Herrera, Pablo Sarabia and Abdou Diallo. When they touch down in Shenzhen on 24th July, they will be greeted by large numbers of fans at the prestigious Raffles Hotel in Shenzhen around 12.30pm.

During the pre-season tour of China between 24th July and 3rd August, 2019, the Rouge & Bleu will contest matches against Inter Milan in Macau on 27th July and Australian champions Sydney FC on 30th July in Suzhou, before attempting to win their first trophy of the season, the French Trophée des Champions, on 3rd August in Shenzhen against French side Stade Rennais.

Team Coach Thomas Tuchel announced: ***“We visited China just last year and it’s a really beautiful country. I’m delighted to be back in Shenzhen and to visit Macau and Suzhou for the first time. Our growing number of Chinese fans are very passionate, and I’m thrilled to see them again.”***

The 2019 China Tour presented by ALL-Accor Live Limitless is the team’s third tour to China in the last six years. It is a unique opportunity for ALL – Accor Live Limitless, the Club’s new principal sponsor, to showcase its expertise in hospitality and entertainment by hosting unique and innovative experiences.

During Paris Saint-Germain’s Summer tour in China, ALL – Accor Live Limitless will invite members to enjoy exclusive experiences with Paris Saint-Germain’s players and ambassadors, as well as having access to creative digital content.

The operation will come to a climax when the leading hotel company hosts a brand-new lifestyle experience in the prestigious Raffles Hotel in Shenzhen, to showcase the Parisian club’s sporty and stylish side and ALL – Accor Live Limitless’ ability to create the highest level of entertainment.

Paris Saint-Germain’s players will showcase the latest designs from the Nike and Jordan collections, namely the season’s home and away strips decorated with the ALL – Accor Live Limitless’ logo, as well as a selection of items from the Parisian wardrobe that have been given a revolutionary twist by fashion designers who are also fans of the club, such as KOCHÉ.

## 2019 CHINA SUMMER TOUR FIXTURES

**SATURDAY 27TH JULY  
AT 7.30PM:  
PARIS SAINT-GERMAIN  
V. INTER MILAN FC**

Macao Olympic Stadium  
in Taipa / 16,272 seats

**TUESDAY 30TH JULY  
AT 7.30PM:  
PARIS SAINT-GERMAIN  
V. SYDNEY FC**

Suzhou Olympic  
Sports Centre in Suzhou /  
40,933 seats

**SATURDAY 3RD AUGUST  
AT 7.30PM:  
PARIS SAINT-GERMAIN  
V. STADE RENNAIS**

Shenzhen University Sports  
Centre / 60,334 seats



# FOREWORD

## FROM NASSER AL-KHELAIFI

Chairman & CEO of Paris Saint-Germain

At a time when our Club is determined to continue developing its international influence, Paris Saint-Germain has made the decision to prepare for the upcoming season in China.

Nurturing a close relationship with the most-populated country on the planet, whose passion for football is ever-growing, is an important priority in our eyes.

For the third time in six years, our football team, which includes several world-renowned players, is coming to train and compete on Chinese soil. This country has proven lucky for us so far, since we have won two Trophée des Champions titles here, in 2014 and 2018. Another victory in this competition in 2019 would constitute the Club's 40th major trophy, and would make the road to Paris Saint-Germain's 50th anniversary celebrations in 2020 all the more glorious. We will have the pleasure of hosting a number of our Chinese friends in Paris for this historic event.

In the run-up to this historic milestone, we are delighted to pay another visit to our Chinese fans. The number of PSG supporters in China increases year by year, rewarding the Club and its staff for their hard work. Everyone at the Club is proud to witness the enthusiasm shown by the fantastic community of Chinese fans on our digital platforms, which now brings together over 3 million fervent football fans from China.

I pay great attention to the influence and popularity of Ligue 1 across the world, particularly in Asia. With this pre-season trip, we are continuing our ambition to secure Paris Saint-Germain's status as French football's main ambassador in China. Today, we are extremely proud to see that Paris Saint-Germain's popularity in this magnificent country is helping establish Ligue 1 as one of the most-followed leagues by the country's football fans.

Over the two weeks, we will have the opportunity to demonstrate everything that PSG can offer to Chinese football fans and, more generally, to football fans worldwide. This trip will be a key step in consolidating the global reputation of the Club, which is now firmly established as one of the sporting world's most iconic brands. In 2019-2020, we are going to continue nurturing the bonds we have with our fans, wherever they may live. It is during our trip to China that this important ambition will really take off.



# THREE QUESTIONS FOR THOMAS TUCHEL

## Q: Are you pleased to be back in China for Paris Saint-Germain's Summer tour?

**A:** It's a real pleasure, most definitely! We visited China just last year and it's a beautiful country. I'm delighted to be back in Shenzhen and to visit Macau and Suzhou for the first time. Our growing army of Chinese fans are very passionate, and I'm thrilled to see them again. On a personal level, I won my first trophy as a Paris Saint-Germain coach here in China, in last year's Trophée des Champions, which will always remain a great memory for the club and for myself.

## Q: What are the main objectives of the Summer tour?

**A:** There are a few. First and foremost, we're here to continue to pick up the pace of our preparations for the new season, having put in two weeks of intensive work at the Ooredoo Centre. Our players are going to step up and test themselves against Inter Milan and Sydney FC, with some of them seeing their first action of the season. And, of course, the main objective is to win the Trophée des Champions. The players are competitors and it's a trophy we're very fond of. It's vital that we go and attack with real intent and start off the season to a real flyer.

## Q: What advice would you give to any young Chinese player who wants to play for Paris Saint-Germain?

**A:** In football, it all comes down to hard work. You have to train a lot, always strive for more, and pick yourself up when you fall. The other piece of advice I'd give is always believe in your dreams. Being a Paris Saint-Germain player is the best job in the world.



## A word from 2018 World Champion PRESNEL KIMPEMBÉ

*"I'm delighted to be back in China. It's amazing to see the passion for PSG growing worldwide, and so far away from Paris! This tour marks the final stage of our preparation. We are going to continue training hard. I can't wait for the competition to start and I hope we'll head home to Paris with the Trophée des Champions in our hands!"*





# CHINA

A LAND OF CONQUEST  
FOR PARIS SAINT-GERMAIN



PRESENTED BY All ACCOR  
LIVE  
LIMITLESS

# THREE QUESTIONS

## FOR SEBASTIEN WASELS

Managing Director of Asia Pacific



### Q: What are your reasons for returning to China this year?

**A:** Following two successful campaigns in China and the wider Asia region in 2014 and 2018, this tour presents a fresh opportunity for the Parisian club to consolidate its profile in the Chinese market, where football has enjoyed notably significant growth.

This season, we have decided to focus solely on China to offer even more experiences to our local fans. For the first time, the team will spend 12 days in the country and visit three great cities. This demonstrates the strong commitment the Club has towards China.

We are delighted to be reunited with our fans in Shenzhen and to meet the Rouge & Bleu communities in Macao and Suzhou. We look forward offering them exciting and unique experiences with the Club.

### Q: What activities will be organised locally around the team's visit?

**A:** We want to strengthen the close bond we have with our Chinese fans and we will be arranging get-togethers with our local fans and offer them unique experiences that bring them into close contact with the first team.

This season, we are thrilled to be joined by our new sponsors, ALL - Accor Live Limitless, who are the presenting partner of the 2019 China Summer tour and have some very big ambitions to pursue as we begin our journey together.

Paris Saint-Germain is committed to contribute to the development of football in China and work **on projects that will inspire Chinese football's stakeholders**. The Paris Saint-Germain Academy will team up with Pingan to organise tournaments for talented young Chinese footballers. During the tour, Paris Saint-Germain coach Thomas Tuchel will join a dedicated Paris Saint-Germain Academy session with local children as well as meet and greet local coaches to share his experience.

Last but not least, loyal to its long-term commitment through the Paris Saint-Germain – Children first initiative, the players will engage with the local community and visit the Shenzhen children's hospital to bring some joy to sick children.



## **Q: What are your objectives in terms of developing the Paris Saint-Germain brand during the tour?**

**A:** In the recent years, we've noticed a growing passion among our fans in the country, particularly on Chinese social media, where we now have a community of 3 million fans. With the tour, we aim to grow this fanbase by showing them how unique Paris Saint-Germain is and offering unique experiences. The club's teams are all geared up to make this tournament a success and make the Paris Saint-Germain brand visible right across the country.

Paris Saint-Germain project goes far beyond sport. Since 2011, Paris Saint-Germain has transformed. It has attracted the best players on the planet, winning numerous trophies. It is now popular all over the world.

For two seasons, the Club is considered by many as the reference for lifestyle in the world of football. The club participates in the catwalks of the Paris and New York fashion shows. Designers such as Koché and Manish Arora have already developed exclusive collections. This positioning attracts numerous fans as well as influencers in the movie, music and sports industries all over the world who choose to wear the Parisian jersey. Last season, Jordan chose Paris Saint-Germain to be its exclusive representant in football.

Innovation is another key pillar of the club's development. As an example, the Club has pioneered esports in 2016. It now runs a team, based in Shanghai, who is engaged in Dota 2 competitions, as well as a Chinese team on Fifa Online. No other club has gone that far in this way.

That is why supporting Paris Saint-Germain is such a special club. We have a unique offering to make to the Chinese fans and this Tour is great opportunity to let them know.



# PARIS SAINT-GERMAIN IN CHINA

Paris Saint-Germain momentum is strong in China. Following the opening of the Paris Saint-Germain APAC office based in Singapore in 2018, the Club launched a dedicated China branch in Shanghai, signed its first ever Chinese regional partnership with leading Chinese insurance company Pingan, and set up an esports team with LGD - one of the main challengers to compete at the upcoming Dota 2 international Championship in Shanghai this August.



All these activities underscore the club's increasing commitment in China and comes at an opportune time, in the build-up to the Chinese Summer tour.

Paris Saint-Germain is proud to be the first French club represented in the Chinese market and to be one of the top ten European clubs in the country.

The popularity of the Parisian club took off in 2012/13, with the arrival of some world-renowned names, such as David Beckham, Zlatan Ibrahimovic and Edinson Cavani, followed more recently by Kylian Mbappe and Neymar Jr. Similarly, the arrival of Wang Shuang in 2018, the first Chinese player to spend a season at Paris Saint-Germain, led to a considerable increase in Chinese media interest in the club from the French capital.

The popularity of the players, combined with a revamped digital strategy launched in 2013 with the creation of Chinese social media, has allowed the club to significantly enhance brand awareness. Paris Saint-Germain is now present on four Chinese social media sites: WeChat, Weibo, Douyin and Dongqiudi, with the club now attracting 3 million fans in total. It has also developed a digital strategy specific to the Chinese market and created localised content to improve the way it interacts with local fans and to adhere to the rules and culture of China's digital world.

Although Paris Saint-Germain is hampered by the fact that its domestic matches are not broadcast on Chinese TV, the recent agreement between the French Professional Football League (LFP) and CCTV will redress this imbalance and provide a valuable showcase for the French Ligue 1. A record audience of 1.6 million people watched the match between Paris Saint-Germain and Nice in China in March 2018, and the club is hoping to make the most of this fresh opportunity to consolidate its presence in the country.



# PARIS SAINT-GERMAIN FANS IN CHINA

Paris Saint-Germain has five official fan clubs in China, in the cities of Harbin, Canton, Shanghai, Shenzhen and Hong Kong. A sixth fan club will open in Macao during the Summer tour, when the Paris Saint-Germain players will take time from their schedule to meet with fan club members in the three cities where they will be staying.



## A WORD FROM SEVAG BAROUDJIAN, Head of the Guangzhou Fan Club:

*“The previous tours generated real passion, last summer’s in particular, memories of which will remain forever. The fans came from all four corners of China to watch the Trophée des Champions match and to come into the club’s orbit for a few days. They travelled from Shanghai, Harbin, Xian, Chengdu and elsewhere, with most of them taking special leave to be there. Our groups on social media really took off. We went from two groups of 300 people to six of more than 1,000, all of them in support of the club. This year the Rouge & Bleu will tour exclusively in China. A lot of French people living in China and our Chinese friends have been asking us for information about the tournament. We have a few surprises in store and we can’t wait to share these moments with all of Paris Saint-Germain’s fans.”*



# FOCUS ON ALL

## ACCOR LIVE LIMITLESS

The 2019 China Summer Tour presenting partner

Accor is a global leader in augmented hospitality. The Group offers unique experiences in nearly 4,800 hotels, resorts and private residences in over 100 countries. With an unparalleled portfolio of brands ranging from luxury to economy, Accor has been providing hospitality expertise for more than 50 years. Beyond accommodations, Accor connects and elevates modern lifestyles with exciting offerings in workspaces, food and beverage, entertainment, sport and well-being. To maximise the business of hospitality, Accor's portfolio of business accelerators provide cutting-edge services and technologies that boost hospitality distribution, operations and experiences. Accor shapes the way we live, work, and play, by augmenting and reimagining hospitality as a series of connected moments, driven by a holistic ecosystem of brands and the services to power them.

As a leader within Asia Pacific region, Accor has 1,135 hotels and over 212,000 rooms. Whilst 350 hotels with 60,000 rooms are scheduled to open in Asia Pacific. This booming region continues to boost Accor's worldwide development. It represents nearly 50% of Accor's secured pipeline. Today, Accor is the second largest luxury hotel group and the largest lifestyle player in the world. We continue to strengthen our development in the luxury and lifestyle space with some significant openings recently including Raffles Maldives Meradhoo, Raffles Shenzhen, MGallery Kyoto Yura Hotel; upcoming openings include Raffles Singapore (relaunch after full renovation), Fairmont Wuhan, The Silveri Hong Kong, MGallery and projects in the pipeline include Raffles Sentosa Resort & Spa, Raffles Jaipur, Raffles Udaipur and Raffles Bali, just to name a few.

### SÉBASTIEN BAZIN Accor Chairman & CEO



*“At Accor, we are so proud to be one of the first global hospitality companies to be welcomed into China in 1985. More than thirty years later, China remains one of our most important and strategic markets globally. It is also incredibly humbling to know that Chinese travelers, domestic and international, closely connect with the curated experiences Accor provides across all of our brands from luxury and lifestyle to economy.”*

*Presenting the Paris Saint-Germain Summer Tour to the China market represents our French heritage as a company and passion for the China market.”*

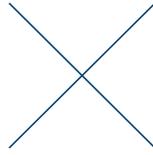




In February 2019, Accor announced its new lifestyle loyalty program ALL - Accor Live Limitless, a fully integrated global platform integrating rewards, services, and experiences across Accor's entire ecosystem, including 4,800 hotels worldwide across a unique and iconic portfolio of over 30 hotel brands including Raffles, Fairmont, Sofitel Legend, SO/, Sofitel, MGallery, Pullman, Swissôtel, Mövenpick, Grand Mercure, Novotel, Mercure and Ibis, to bring value everyday life whether you work, live or play.

As suggested by its name, "Live Limitless" captures the spirit that boundless hospitality brings inspiration to life. It expresses our expertise for limitless performance and success; it is a rallying cry to go beyond what's possible; it conveys our mission to unlock limitless experiences not just in travel, but in life. ALL is created first and foremost to offer wider choice, at the same time more personalized experiences.





Accor and Paris Saint-Germain have signed a global multi-year partnership agreement. ALL becomes the Principal Partner and official jersey sponsor of the club starting from the 2019/2020 season. The partnership will bring together a global, pioneering leader in the hospitality industry with the world's fastest-growing football club; Accor's 265 million guests join the 395 million fans who follow the club and its players on social media worldwide.

This summer, the recently-crowned French Ligue 1 Champions Paris Saint-Germain will come to China. The first squad will travel to Shenzhen, Macau and Suzhou from July 24 to August 3 in preparation for the 2019/20 season as part of its pre-season tour in partnership with ALL. During this period, Accor will activate a taste of the new lifestyle loyalty program ALL - Accor Live Limitless (with its official launch slated for the end of 2019) for its loyalty members, guests, partners, employees and local community through a series of events for an exclusive 'money can't buy' experience.

Nothing encompasses the lifestyle of ALL – Accor Live Limitless quite like the thrill of sports. And no team consistently reaches for its limitless potential like Paris Saint-Germain. We hope to bring to our partners, owners, loyalty members, media and consumers a distinctive experience of Paris Saint-Germain during their showcase tour of China this Summer.

Following an extensive study, three main passion points resonated with our loyalty members: Entertainment, Dining and Culinary & Sports. Our Group also has several brands with sport ambassadors such as David Beckham with sbe entertainment Group, Teddy Riner and Le Club AccorHotels, etc. We want to continue this story and PSG made complete sense. We share a common passion for football!



PRESENTED BY ALL ACCOR LIVE LIMITLESS