

## PRESS RELEASE

# Top manager Alexis Schäfer becomes Chief Operations Officer of the Rhine-Ruhr 2025 FISU Games gGmbH

**Alexis Schäfer (44) will become Chief Operations Officer (COO) of the Rhine-Ruhr 2025 FISU Games gGmbH as of February 1, 2022. The leadership of the major sports event will be strengthened with another sports industry top executive with the former Commercial and Marketing Director of the International Paralympic Committee (IPC) joining the team.**

Schäfer is an experienced executive with international reputation in the organization of major sporting events in the Olympic and Paralympic environment. Through his previous 20-year tenure with the IPC, he has outstanding knowledge and experience as well as a strong global network in the sports business. His professional activities focused on marketing and brand development, sponsoring, ticketing, licensing, media rights and TV production.

Jörg Förster, Chairman of the Board of the German University Sports Federation, emphasizes: "With our concept for the Rhine-Ruhr 2025 FISU World University Games, we are breaking new ground and want to set standards for future events. With Alexis Schäfer, we were able to win a proven expert for the opportunities and challenges involved."

Stefan Kürten, CEO of Rhine-Ruhr 2025 FISU Games gGmbH, added: "Alexis Schäfer is intimately familiar with the complex processes involved in planning, organizing, implementing, and executing major international sporting events. I am very pleased that he, as the new COO, will bring his experience to the conception and execution of the Rhine-Ruhr 2025 FISU World University Games, taking responsibility within the management team and thereby contribute to the success of the event in Germany."

Schäfer, an international business economist who, as a former member of the German National Team in sport shooting, has also successfully participated in international events as an athlete, is looking forward to his new task: "I am convinced that the Rhine-Ruhr 2025 FISU World University Games will become a blueprint for a creative, innovative and sustainable sporting event and will be to the benefit of sport and society in the region of North Rhine-Westphalia and beyond. I am proud to be able to contribute my experience and knowledge as COO to the Organizing Committee."

## **Further information on the Rhine-Ruhr 2025 FISU World University Games**

The FISU World University Games, formerly known as Universiade, are the world's largest multi-sport event after the Olympic and Paralympic Games. They are being held in Germany for the first time since Duisburg in 1989, and for the first time they intend to integrate para-sports into the 18-sport programme.

Germany and North Rhine-Westphalia, along with the Rhine-Ruhr region, will host more than 10,000 athletes and officials from 170 countries at the Rhine-Ruhr 2025 FISU World University Games from July 16 to 27, 2025. Athletes will compete in 18 sports over twelve days in Bochum, Duisburg, Düsseldorf, Essen, and Mülheim an der Ruhr.

Apart from high-level sport competitions the aspects of science, sustainability, and innovation as well as intercultural exchange will also be highlighted during the event.

Host of the Rhine-Ruhr 2025 FISU World University Games is the German University Sports Federation (adh), organizer is the International University Sports Federation (FISU). The Rhine-Ruhr 2025 FISU Games gGmbH, based in Düsseldorf, is responsible for the organization and implementation of the major sports event.

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### **Cost-free Photo and Video Materials**

- [Alexis Schäfer](#)
- [Photos and videos of the attribution event in Düsseldorf](#)
- [Highlight Sport Photos](#)

### **Further Information**

Website	<a href="http://rhineruhr2025.com">rhineruhr2025.com</a>	<a href="http://adh.de">adh.de</a>
Instagram	<a href="https://www.instagram.com/rhineruhr2025">@rhineruhr2025</a>	<a href="https://www.instagram.com/adh.de">@adh.de</a>
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