**Häfele hardware technology and FC Bayern see eye to eye**

**Partnership in Asia**

World-class football and world-class hardware technology in the same boat – Häfele and Bayern Munich have signed a partnership agreement in five Asian countries. A win-win for both companies and their fans in Thailand, Vietnam, India, Bangladesh, Myanmar, and Sri Lanka.

It is true that the global player for hardware technology and electronic access control systems, based in Nagold, is rather a hidden champion here at home. However, in many Asian countries, Häfele supplies not only general contractors, interior fitters, joiners/cabinet makers and the furniture industry, but also directly to the end consumer, on a large scale and with appropriate advertising. “That is how we have achieved a high profile in these markets and we are at least as popular as the German football record champion there,” says CEO Sibylle Thierer.

At the beginning of May, the regional alliance between the two global enterprises was sealed in the Häfele Thailand showroom in Bangkok, in the presence of the German ambassador. Häfele is the new “Official Regional Home Improvement Partner”. Two strong brands will join forces in the region in the future.

“We are very pleased to welcome Häfele as a regional partner. Both, FC Bayern and Häfele, stand for quality “Made in Germany” and have a strong presence in Asia. Both brands embody top performance and international strength. They fit together perfectly,” stated Jörg Wacker, executive board member with responsibility for internationalisation and strategy of FC Bayern München AG at the signing ceremony.

Volker Hellstern, Managing Director of Häfele Thailand, who initiated the partnership together with his two colleagues Jürgen Wolf of Häfele India and Dominik Fruth of Häfele Vietnam, declared at the press conference: “The partnership between FC Bayern and Häfele represents an excellent combination of two strong brands.”

The German ambassador in Thailand obviously agrees. In his short speech, Peter Prügel acknowledged “the new combination of world-class football and world-class hardware technology”.

Further information is available from

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Captions:

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Häfele and Bayern Munich, partnership sealed in Asia. (from left): Jürgen Wolf, Häfele India, Jörg Wacker, Bayern Munich, Peter Prügel, German Ambassador to Thailand, Volker Hellstern, Häfele Thailand, and Dominik Fruth, Häfele Vietnam, signing the partnership agreement in the Häfele showroom in Bangkok.

Photo: Häfele

**Häfele** is an internationally organized family owned and operated business with headquarters in Nagold, Germany. It was founded in 1923 and today serves the furniture industry, architects, planners, cabinet makers/joiners as well as dealers in over 150 countries around the world with furniture fittings and architectural hardware as well as electronic access control systems. Häfele develops and manufactures hardware fittings and electronic access control systems in five factories in Germany and Hungary. In the 2017 financial year the Häfele Group achieved exports of 80% with over 7600 employees in 37 subsidiaries and numerous additional dealerships around the world and revenue of 1.38 billion Euros.