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wee ARENA SUMMIT 2019: a visionary title sponsor

Following the successful premiere of the ARENA SUMMIT 2018 with more than 600 participants, 70 speakers and 23 partners the organisers are looking forward to a very special partnership this year: an exclusive title partnership with the weeConomy AG has been established for the year 2019.

“wee”, the innovative mobile payment and cashback system is successfully entering the European market and can be experienced first-hand at the wee ARENA SUMMIT on 21st and 22nd November 2019 in the Frankfurt Commerzbank-Arena. Equipped with the weeCard visitors on site will get an immediate impression of the system’s capability.

Cengiz Ehliz, founder of “wee” and multi-entrepreneur in the m-commerce sector from Munich, says about the title sponsoring: “I am particularly happy about this partnership. Because where if not at the wee ARENA SUMMIT 2019 could we better present our worldwide first open payment system to the 600 to 800 stakeholders from professional stadium and arena management?”

The weeConomy AG is already looking back on positive experiences in the weeArena Bad Tölz, currently the multiplication of this technological blueprint takes place at the weeEisArena in Weißwasser (Lausitz) as well as within the partnership with the Swiss football club FC Sion. Over the next five years 25 new arenas are to be digitalised Europe-wide and synchronised with “wee”. The loyalty programme of the weeConomy AG connects the stationary retail trade that is made visible via the weeApp as a search engine with e-commerce and venue digitalisation—with particular focus on the fans’ wishes. Oliver Kaiser, Chairman of the Advisory Board of the “wee” Division Sports & Entertainment, is pursuing the strategy to integrate the relevant surrounding area into the “wee” system with the respective regional weeArena as a beacon and to link these regions in line with arena operators, retailers, fans and consumers.

“For our event the title sponsoring of “wee” is a significant step in the evolution of our event. We are delighted to have a strong, innovative and reliable partner as a title sponsor this year. And thanks to its own forum the weeConomy AG will also superbly contribute to the convention in terms of content”, comments René Simon, Head of Marketing for Stadionwelt.

The preparations for the wee ARENA SUMMIT 2019 on 21st and 22nd November in the Frankfurt Commerzbank-Arena are in full swing. Gigahertz, Lufthansa Industry Solutions, Neovend and Panasonic are already on board as premium partners. They are presently joined by Siteco, a forum presenter, as well as 16 exhibition partners.

Stadionwelt, ESB Marketing Netzwerk and Commerzbank-Arena are presenting initial programme highlights soon – on stage will be among others: FIFA, DFB, DFL, FC Bayern Munich, Borussia Dortmund and many more!

Additional information: www.arena-summit.de



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