



Team MHP GRISU during training. (source: MHP)

PRESS RELEASE

**Drachenboot Cup 2024: MHP main and boat sponsor once again this year**

30th August 2024

# “With dedication and as one unit” – MHP at the starting line with team MHP GRISU

- 5th Wolfsburger Drachenboot Cup to be held on 31st August and 1st September 2024
- MHP resumes its role of main and boat sponsor
- Company team MHP GRISU competing this year as well
- The management and IT consultancy has been a partner of the Wolfsburg canoe club from the outset

**Wolfsburg** – This year’s Drachenboot Cup (Dragon Boat Cup) will take place over the weekend of 31st August and 1st September 2024 on the Allersee in Wolfsburg. The management and IT consultancy MHP – with two office locations and over 700 employees in Wolfsburg alone – continues to act as main and boat sponsor for the event and will be at the starting line with team MHP GRISU.

MHP is keen to continue supporting the Wolfsburger Drachenboot Cup in 2024 as the main sponsor. Team MHP GRISU is looking forward to once again take part in the competition and to demonstrate the team’s skills on the water.

Dr. Jan Wehinger, MHP partner and senior MHP manager based in Wolfsburg, emphasizes: “The dynamics of a dragon boat race is something very special. While the individuals’ strength is important, all team members working together harmoniously is of paramount significance. This sport symbolizes perfectly the way we collaborate: with precision, dedication and, above all, as one unit. Our MHP GRISU team is looking forward to accepting the challenges on the water and to sharing its enthusiasm for this sport with the spectators.”

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## **Over 40 teams will line up at the start**

The races will begin on Saturday, 31st August 2024, and end on Sunday, 1st September 2024 with the award ceremony. The participants will compete in different racing categories, including 100 meter sprints and long-distance races over 1,000 and 2,000 meters. The Drachenboot Cup is organized by Wolfsburger Kanu-Club e. V. and offers an excellent opportunity to celebrate team spirit and sporting achievements. MHP is looking forward to joining in as a partner and to supporting the event once again this year.

## **About Wolfsburger Kanu-Club e. V.**

Wolfsburger Kanu-Club e.V. (WKC) was founded in 1952, making it the oldest water sports club in Wolfsburg. The club sees its purpose in promoting and cultivating all branches of canoeing. One of the club's aims is to promote recreational sports. Great importance is also attached to giving young people opportunities to take part in sports activities. The club currently has around 180 members.



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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG company MHP provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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