



May 30, 2025

## International Award

# MHP Arena wins Gold Award

- The event and marketing platform Eventex honored MHP Arena Stuttgart with a top international award
- VfB Stuttgart's home stadium impressed in the categories of Concept, Creativity & Innovation, as well as Achievements & Results
- In addition, the international expert jury paid particular attention to the arena's innovative event space and usage concepts, its unique interior design, and the sustainable modernization

**Ludwigsburg** – As part of the annual Eventex Awards, MHP Arena Stuttgart was recently honored by an international jury of experts with the Gold Award in the Arena/Stadium category. With a score of 83.404 out of 100, the home stadium of Bundesliga club VfB Stuttgart stood out in the categories of Concept, Creativity, and Innovation, as well as Achievements and Results. The jury also praised the arena's innovative event space and usage concepts, its unique interior design, and its sustainable modernization approach.

Rouven Kasper, VfB Stuttgart's Executive Board Member for Marketing and Sales, explains: "We are delighted to receive this special award. It underscores that, thanks to the comprehensive modernization and our marketing and operating concept, MHP Arena has evolved into an innovative and highly attractive top location for events. For Stuttgart, our economic region, VfB Stuttgart, and our partners, the modernized MHP Arena – unparalleled in terms of spatial flexibility and staging – is an important milestone."

## MHP Arena sets new standards with 2024 modernization

On April 13, 2024, the modernization of MHP Arena was completed after two years of intensive renovations. The stadium is now the third-largest in the Bundesliga and features the Porsche Tunnel Club – a unique hospitality area with a 360-degree view of the players' tunnel.

The management and IT consultancy MHP has held the naming rights to MHP Arena Stuttgart since 2023. Ingo Guttenson, Director Head of Sponsoring & CSR at MHP, adds: "Our commitment to the Stuttgart arena is a clear commitment to the region and contributes significantly to the visibility and emotional impact of our brand. Our national and international presence at sporting events, concerts, and business gatherings greatly strengthens our brand awareness and image. Furthermore, MHP Arena Stuttgart – with its numerous events and the home games of VfB Stuttgart, one of the world's largest clubs by



A PORSCHE COMPANY

## Contact

MHP Management- und  
IT-Beratung GmbH

### Benjamin Brodbeck

Head of Public Relations  
+49 (0) 152 33 14 58 09

[Benjamin.Brodbeck@mhp.com](mailto:Benjamin.Brodbeck@mhp.com)



### Ann Holz

Spokesperson SAP Digital Enter-  
prise, Cybersecurity, Future of  
Work & CSR

+49 (0) 152 22 60 56 61

[Ann.Holz@mhp.com](mailto:Ann.Holz@mhp.com)



MHP Media / Newsroom

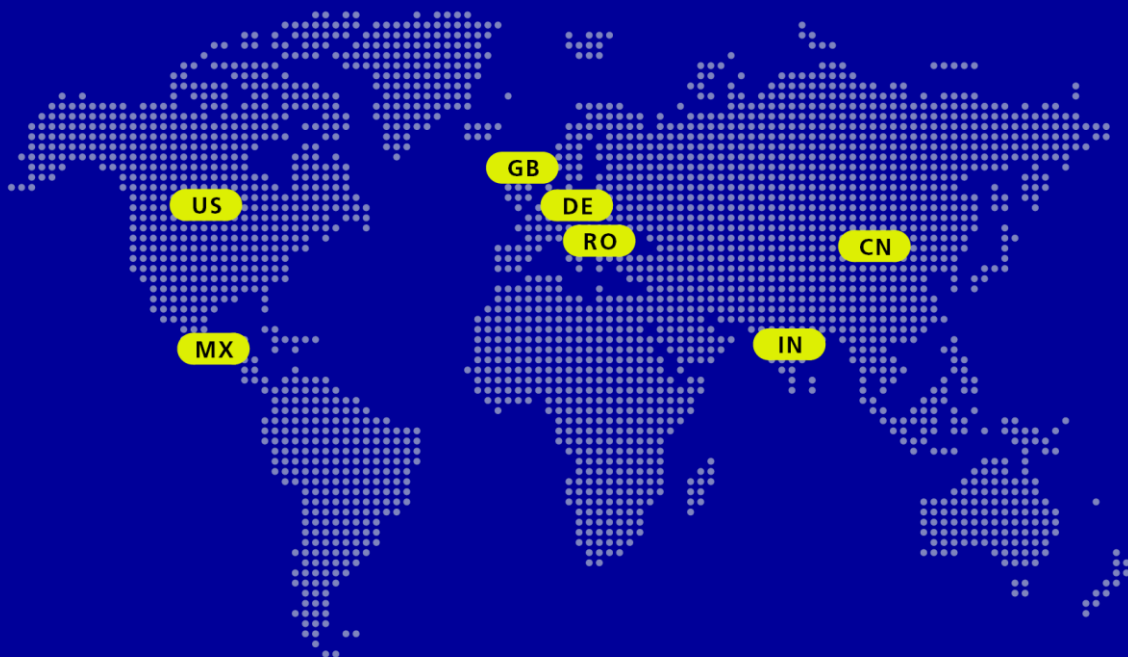
[www.mhp.com/newsroom](http://www.mhp.com/newsroom)

membership – represents the people and fans of the region. As a company, we bear responsibility and want to preserve and enable this unique experience for as many people in the region as possible. We, too, are delighted to receive the Gold Award – Arena/Stadium. It is further proof that MHP Arena Stuttgart is among the best and most modern arenas and event venues in Germany and beyond. We are very proud of this.”

### **About Eventex**

Eventex is a global platform founded in 2009 that specializes in awards for the event and experience industry. The Eventex Awards are presented annually and represent a mark of excellence as the most recognized award in the event industry. Their primary goal is to showcase outstanding achievements, first-class service, and captivating creativity in the production of innovative events and experiences.

# ENABLING YOU TO SHAPE A BETTER TOMORROW



## 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 MHP, a Porsche AG company, 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, Mexico, the UK, Romania, India 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.

[mhp.com](https://mhp.com)