



With its own "Team GRISU", MHP will once again be participating in the Drachenboot Cup 2023.

PRESS RELEASE

22. August 2023

„Team spirit to the fore!": MHP at the 2023 Drachenboot Cup in Wolfsburg

MHP again main sponsor – and an active participant with its own "Team GRISU"

- Drachenboot Cup in Wolfsburg to be held on 2nd and 3rd September 2023
- MHP is both the main and a boat sponsor
- Company boat "Team GRISU" once again at the starting line
- Not just in the boat: "Teamwork is the strongest element in our daily work at MPH."
- The management and IT consultancy has been a partner of the Wolfsburg Canoe Club from the outset
- Social responsibility and partnership: principles the management and IT consultancy MHP has been practising for decades

Wolfsburg – After a successful Drachenboot Cup (Dragon Boat Cup) on the Allersee in Wolfsburg last year, it's finally time to hear "Are you ready - Attention - GO!" once again. This year's dragon boat race is taking place on 2nd and 3rd September 2023 on Wolfsburg's Allersee, with the management and IT consultancy MHP once again the event's main sponsor.

For the Porsche AG subsidiary, its continued support for the Wolfsburg Drachenboot Cup as a boat partner and sponsor is not only a matter of the heart. MHP's "Team GRISU" is also looking forward to gliding through the water in their boat and taking part in the competition again this year.

"The team is the strongest element in our everyday work at MHP - and in a boat, as well, of course. And that's precisely what distinguishes us as MHP employees: We all live the team spirit. Experiencing and feeling this in the boat is an incredible experience", says Dr. Andreas Hirning, partner and head of consulting at MHP, making no attempt to hide his enthusiasm. This passion has led to the management and IT consultancy being an avid supporter

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of Wolfsburg's dragon boat culture for a number of years.

Over 900 athletes and around 50 teams – all over Europe

The Wolfsburg Drachenboot Cup is the highlight of this partnership: over a thousand sportsmen and women compete together in teams and have fun taking part in the races. And mastering challenges cooperatively as a team is the spirit MHP also stands for.

The Drachenboot Cup is organised and hosted by the Wolfsburg Canoe Club and will be taking place on 2 and 3 September 2023. Around 50 teams have registered for the races.

About the Wolfsburg Canoe Club e.V.

The 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, for example, is to promote recreational sports. Great importance is also attached to giving young people opportunities to take part in sporting activities. The club currently has around 200 members.

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The trees are vibrant green, and the road is dark grey. A few small cars are visible on the road, emphasizing its scale. The overall scene is peaceful and natural.

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Über MHP

Als Technologie- und Businesspartner digitalisiert MHP seit 27 Jahren die Prozesse und Produkte seiner weltweit rund 300 Kunden in den Bereichen Mobility und Manufacturing und begleitet sie bei ihren IT-Transformationen entlang der gesamten Wertschöpfungskette. Für die Management- und IT-Beratung steht fest: Die Digitalisierung ist einer der größten Hebel auf dem Weg zu einem besseren Morgen. Daher berät die Tochtergesellschaft der Porsche AG sowohl operativ als auch strategisch in Themenfeldern, wie beispielsweise Customer Experience und Workforce Transformation, Supply Chain und Cloud Solutions, Platforms & Ecosystems, Big Data und KI sowie Industrie 4.0 und Intelligent Products. Die Unternehmensberatung agiert international, mit Hauptsitz in Deutschland und Tochtergesellschaften in den USA, Großbritannien, Rumänien und China. Über 4.500 MHPlerinnen und MHPler vereint der Anspruch nach Exzellenz und nachhaltigem Erfolg. Dieser Anspruch treibt MHP weiter an – heute und in Zukunft.

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