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Conceptum Logistics to be partner of Michi Halilovic

„With speed, precision and timing to success“

Conceptum Logistics, a global premium concept logistics provider headquartered in Germany, continues to expand its winter sports sponsorship activities and will now be a partner of the German champion and Olympic athlete Michi Halilovic.

This lends a certain charm to the company's recent commitment to the International Luge Federation (FIL), the Bobsleigh and Toboggan Federation for GERMANY (BSD) and the International Bobsleigh and Skeleton Federation (FIBT).

In the coming season, the logo of Conceptum Logistics will be present on the helmet, racing suit, and sled of the congenial Munich Skeleton pilot Halilovic, who is expected to have a very good chance at winning a medal in the Olympic Winter Games in Vancouver.

"The attributes of accuracy, speed, and timing are absolute performance criteria in both skeleton—the fastest runner sport in the world—and in our company, which has a very fast and flexible network even in the most remote areas on earth", stated Sebastian Stahl, Managing Director of Conceptum Logistics, on the forthcoming partnership, which has an initial term of one year.

"With Michi Halilovic we were able to connect Conceptum Logistics and an athlete who, with his extremely positive and congenial appearance as well as his athletic successes, brings an emotional charge to the company's prior winter sports activities" said Sascha Fabian of the marketing agency Burda Sports Group.



Photo: Michi Halilovic