****

**Press Release**

**Chinese skipper successfully builds up**

**an international team to challenge Arctic Ocean world sailing record**

La Trinite sur Mer，August 8 --- Chinese navigator Guo Chuan, who holds a world record of solo non-stop circumnavigation in a 40ft yacht announces today that the crew team of Arctic Ocean world record challenge has been successfully built.

All crews in Guo’s team are present at the media briefing hosted by Guo’s partner Demedia. Boris Herrmann from Germany is the youngest crew in the team and one of the greatest sailing crews in Germany presently. Jochen Krauth and Quentin Monegier from France both have many years’ experience in top-class international events on big yachts. Sergei Nizovtsev earns his nationwide fame in Russia as an exploring legend. And Tim Frank from Germany who will be media crew on the trimaran is highly appreciated for his professionalism in factual shooting and producing.

Very pleased to have such a strong team, Guo Chuan said, “we have spent two years building the team, finally now we get all six crews on the trimaran. Every crew are among the most excellent in sailing industry, but everyone keeps humble and easy-going. Yesterday was the first time for all crew to sail together at sea, we work together and everything runs smoothly. It is great team spirit. As a first Chinese skipper to lead an international team, I feel quite honored.”

**Demedia to produce a documentary of Guo’s epic to promote Chinese sailing**

To record this historic voyage and witness another new world sailing record, Guo’s strategic partner Demedia will finance production of a documentary temporarily named as “Chuan’s Ocean”. The documentary will be directed by the famous British historian and documentary filmmaker Stewart Binns, who won over 30 international awards for factuals. It will be produced into a movie, documentary series and video clips and released in over 40 countries and regions.

Guo Chuan looks forward to this documentary, he said: "to have the opportunity to record my voyages in the form of a documentary is very special. I cannot help feeling excited about it. As we have a very strong production team and media crew on the trimaran, I am confident that the documentary will be high quality. This documentary will not only record my sailing stories, but also all about the team. It is the first time that a trimaran bearing the name of a Chinese city ‘China Qingdao’ was led by a Chinese skipper with an international team to challenge a world record in North Pole. Therefore, regardless of the results of this challenge, this documentary will witness the courage and determination of Chinese sailing to explore the world.”

“Chuan’s Ocean” will be Demedia’s first product with independent intellectual property rights. “Guo Chuan will definitely be a hero in Chinese sailing history. His sailing stories encourage and enthuse me a lot. I am so motived by Guo that I even want to explore the sea myself. We hope that the documentary can showcase every moving moment during Guo’s voyages. We also wish the Chinese sailing epic and spirit could be known and understood across the globe and the world will see the growth of China.”

Demedia is an important part of Desports international sports project. By introducing outstanding sports copyrights to China and sharing original sports programme created in China, Demedia focuses on original sports contents and copyrights to bridge China with international sports industry. As for Guo’s documentary, Demedia’s partner SuNing is launching a crowd financing project today. In the next two months, general public can surf SuNing’s crowd financing online platform to finance and support Guo’s documentary production.

**Guo keen to spread "Peace and Sport" message along the voyage**

As a Champion for Peace of Peace and Sport, Guo Chuan is keen to spread a peace message along his voyages. Guo Chuan said: "This year is the 70th anniversary of the victory of World War II, as an ambassador of Peace and Sport, to challenge Arctic Ocean world record this year is very special. I’d like to promote ‘Peace and Sport’ spirit to more people. For this reason, we put 'Peace and Sport' logo on the prominent position of the mainsail. Now besides me, our team has two French crew, two German crew and one Russian crew. I believe that peace and friendship exist by no means only on our trimaran. And I hope that my voyage can help spread the message of ‘Peace and Sport’ wider.”

Joël Bouzou, President and Founder of Peace and Sport, sent a video to congratulate on Guo’s achievement. He spoke in the video, “I really want to give you Peace and Sport’s great support as a Champion for Peace, as the first Chinese to do the things you do on the sea, having done a trip around the world recently and carrying the message of Peace and Sport throughout the ocean. You will start in Russia to go to China, passing close to the North Pole. We think it’s a fantastic journey you will do. You will carry the message of peace and tolerance 70 years after the end of the Second World War, celebrated between China and Russia, this a great anniversary. The fact that you do this this year is very special for us. All of the Champions for Peace, Peace and Sport, the Prince of Monaco, and everybody within the family of peace through sport is very happy and is giving you very very warm greetings and wishes of great success.”

Laurent Dupont, managing director of Peace and Sport, was present at the media briefing to explain the partnership between the Chinese sailor and the Monegasque organization. He said, “This project will enable us to spread a peace message thanks to our logo on the main sail, but also to raise funds to finance a field project that we will choose with Guo Chuan. Peace and Sport will recycle the main sail to produce items, such as wallets or computer cases. The funds raised through the sale of these items will go exclusively to the chosen field project. Guo talked about making a difference with this challenge. Our philosophy, as written under our logo, is to be part of what matters. I believe that Guo and ourselves will do great things together. “

Guo Chuan will start Arctic Ocean world record challenge on September 3 from the northern Russian port of Murmansk, sailing “Qingdao China” non-stop to the finish line at the Bering Strait. If the challenge is successful, Guo will set the first world record of non-stop sailing with a team along the Arctic Northeast route. The journey is expected to be completed within two weeks.

Now Guo and his team are busy with refitting and testing of the trimaran. On August 11, “Qingdao China” will depart from La Trinite sur Mer for north Europe until it arrives in Russia for final preparation.

**Appendix 1:**

**Guo Chuan’s Introduction**

Born in Jan 1965, Guo Chuan has a master's degree in aircraft control at Beijing University of Aeronautics and Astronautics, and an MBA at Peking University, he used to work on commercial satellite launch projects at China Great Wall Industry Corporation.

At the age of 33, Guo Chuan found himself falling into love with sailing when he boarded a 40-foot keelboat with a friend in Hong Kong. His devotion to the sport made him determined to be a professional sailor and persue his career on ocean. He has made history in creating many "firsts" for China, even the world record.

Guo Chuan is

* the first and only professional offshore sailor in China
* the first Chinese who participated in the Clipper Round the World in 2006
* the first Olympic torchbearer to pass the torch by sailboat during the Qingdao leg
* the first Chinese who completed the VOLVO Ocean Race in 2008-2009
* the first Chinese who participated in the Mini Transat sailing event and successfully sailed across the Atlantic Ocean single-handed in a mini yacht (6.5metre) in 2011
* the first Chinese “Peace Champion” for Peace and Sport
* the first one to complete solo non-stop circumnavigation in a 40ft yacht and create a new world record, recognized by WSSRC and Guinness

**Appendix 2:**

**Crew Member Archive**

**Boris Herrmann**

Nationality: Germany

DOB: 28.05.1981

* MSC in Economics
* The youngest German participant in the [Mini Transat](https://en.wikipedia.org/wiki/Mini_Transat) race in 2001
* 2nd in the European Championship and the German Championship in the [505](https://en.wikipedia.org/wiki/505_(dinghy)) class in 2006.
* Winner of [Portimão Global Ocean Race](https://en.wikipedia.org/wiki/Portim%C3%A3o_Global_Ocean_Race), a five leg regatta around the world for Class 40 boats. The first German professional team (with co-skipper [Felix Oehme](https://en.wikipedia.org/wiki/Felix_Oehme)) on a German yacht to win a leg of an international trans-ocean race and the whole race itself.

My sailing roots are about dinghy racing as well as cruising with my family. My dad is a passionate cruising sailor aged 73 and still sailing currently in the pacific. I did the Mini-Transat race from France to Brazil at the age of 19. Lately I worked in projects with international teams on larger boats like Esimit Europa, Maserati, Lending Club. I am usually navigator, dealing with the weather forecast, strategy as well as the electronics on board. The arctic challenge with Guo will be a great highlight of my young career.

**Jochen Krauth**

Nationality: France

DOB: 23.02.1965

* AA Degree in English and German
* Professional Sailor. Sailor on SODEBO maxi-trimaran (2007-2013) and ORANGE 2 Maxi-catamaran(2005-2006).
* Race Manager of international nautical events.
* P.W.A (Professional Windsurfers Association) World Champion 1996.
* First man over 40 knots on open ocean (74 Km/h) 10th july 1990 – Tarifa/Spain.
* Number two World champion in speed windsurfing I.W.S.A. 1991 - Number two World champion in speed windsurfing on production board 1996 - 1997.
* Lakeland & Inland Waterways Ireland Sailing Raid 2012: 1st in Shannon One Design class.

I grow up in the French “Sailing Riviera” of the Baie de Quiberon. I started sailing at the age of 4, discovered the multihulls at 13 and became pro windsurfer at 21. I had been pro windsurfer and catamaran sailor for 15 years and became professional sailor and developer on maxi-multihulls from 2002. I raced 4 seasons on the Ocean Racing Multihulls Association circuit and attended many off-shore races and deliveries on super maxi-multihulls like Orange 2, Sodebo 105, Gitana, Bayer, Team Academy, etc. It is an honor for me to be part of “Qingdao China” for the next extreme and exiting sailing challenges with Guo Chuan.

**Quentin Monegier**

Nationality: France

DOB: 24.07.1978

* Boat builder, sailing project manager with over 20 years’ experience.
* Sailing in 10 transatlantic races from 1995 to 2005, including 8 full seasons in IRC4 and IRC1.
* Winner of three World Championship 8MJ Hispania IV (Porto San Stephano, Helsinki, La trinité sur mer) and two French Championship of Classe 8 ( Lorient, Le havre).
* Skipper of Mini transat 6.50 la rochelle Salvador de Bahia (2004-2007), Boat capitain of multihull 50 feet Prince de Bretagne (2010-2011).

I am a French sailor who has been navigating since childhood. I have acquired technical, design and construction experience from working on two one design boats as well as over a dozen solo or crew loungers. I have also been participating in sailboat racing for over 20 years. The first navigators and explorers have always fascinated me so, after a stay in the South Atlantic I am delighted to be able to discover the Far North and to take part in this adventure with this legendary trimaran and the incredible Guo Chuan.

**Sergei Nizovtsev**

Nationality: Russia

DOB 14.11.1957

* BA in International Relations
* Director of Sauna-Pro
* Qualified Yacht Master Ocean. The captain of the yacht "Scorpius" and leader of the first Russian-Ukrainian sailing polar expedition.
* Honoured Polar Explorer. Numerous voyages in Arctic and at the North Pole with skydiving and diving expeditions.

Mikalojus Čiurlionis (Lithuania) is one of the artists I like. He said once, “I will fly to far worlds, to the land of eternal beauty, sun and fantasy, into an enchanted country...”

**Tim Bastian Frank**

Nationality: Germany

DOB: 29.03.1984

* BA in Cameraman for Movie and TV
* Director of Blackbird Productions GmbH
* Ads, images, documentaries shooting and production for Audi, Bosch, Financial Times, Stern Magazine, Škoda, Claas, DEDON, etc.
* Adventure documentary filming with the most famous german adventurer Arved Fuchs on his wooden sailing boat 'Dagmar Aaen' on the North Atlantic.
* Love sailing, scuba diving and driving

I was fascinated by filming since I was a little boy and I love outdoor activities. Luckily I could use this my passion for my professional career. I shot my first adventure documentary with the most famous german adventurer Arved Fuchs on his wooden sailing boat 'Dagmar Aaen' on the North Atlantic during wintertime. This project was followed by a tour to Greenland where I documented the exhausting way on historical routes over endless glaciers to the highest mountain of Greenland. I am excited to join “Qingdao China” for the extreme voyage, continue my professional adventures and follow my passion.

**Appendix 3:**

**“China Qingdao” Yacht**

|  |  |  |
| --- | --- | --- |
| Length Overall | 29.70 m |  |
| Length of floats | 24.5 m |
| Beam | 16.5 m |
| Weight | 11 t |
| Upwind sail surface | 350 m² |
| Downwind sail surface | 520 m² |
| Mast height | 32 m |

**Appendix 4:**

**Schedule**

* July 23, Trimaran back in water
* August 7, helicopter shooting
* August 8, Press event hosted by Demedia in La Trinite sur Mer
* August 11, leave for Murmansk
* September 1, Press conference in Moscow
* September 3, estimated departure time from Murmansk
* September 18, estimated arrival time to finish line at sea
* Early October, back in Qingdao
* Early November, estimated departure time from Qingdao for Maritime Silk Road
* End of December，back in Europe to conclude the Maritime Silk Road

**Appendix 5:**

**About Demedia**

****

Demedia is an important part of Desports international sports project. By introducing outstanding sports copyrights to China and sharing original sports programme created in China, we focus on original sports contents and copyrights to bridge China with international sports industry. Together with Suning, we managed to host Primera división de Liga on all media in mainland China, Macau and Taiwan for the next five years, while Guo Chuan, the greatest skipper nowadays in China, has become our strategic partner. To make more people see the growth of Chinese sports, Demedia looks forward to sharing the great Chinese captain’s spirit and story to the world.

Established in 2004, Desports has been focusing on traditional sports marketing for over a decade while the key is to produce sports resources with our own intellectual property. We are about to kick off diversified projects such as Demedia focusing on sports copyrights, Detech on sports technologies and Detour on tourism. A matching big data platform will be established based on these projects to support marketing section. Our goal is to create a sports ecosphere upgraded by sporting events operation, copyrights, tourism, sponsorship and marketing, technologies and big data.

**Appendix 6:**

**About Peace and Sport**

****

**Peace and Sport**

*Peace and Sport* is a **politically neutral and independent** organization based in the Principality of Monaco, which works to promote sport as a tool for peace. Founded by current President Joël Bouzou in 2007, Peace and Sport is a global initiative under the High Patronage of His Serene Highness Prince Albert II of Monaco.

Peace and Sport acts to put sport at the heart of concerted, effective and relevant political action, to make sport a catalyst for peace.

The organization is committed to:

**Raising awareness** on the potential of sport as a peace-building tool

**Fundraising** to finance and carry out field projects

**Acting** on the groundby supporting local stakeholders and developing educational tools

**Promoting** best practices of stakeholders of the peace through sport movement

**Key figures:**

Peace and Sport has built a unique platform that allows anyone and everyone to be an actor for peace. Since its inception in 2007, Peace and Sport has had a significant impact through the following actions:

- Annual Peace and Sport International Forum attended by more than 500 high-level delegates from over 100 countries. 2015 will see the eighth edition of the event.

- 82 ‘Champions for Peace’ – renowned athletes representing over 35 countries and 32 Olympic and non-Olympic sports.

- More than 80 partnerships and/or strategic alliances with international sports federations, major organizations and institutions.

- Field programs in eight countries worldwide.

- More than 300,000 young people practising structured sport in affected areas.

- Developing methodology for adapting sport and sports equipment to address the varying needs of communities.

**Peace and Sport joins Guo Chuan’s sailing challenge**

Chinese sailor Guo Chuan, a Champion for Peace since 2012, has set himself the challenge of sailing from Murmansk, Russia to Bering Strait – a world record attempt – in Peace and Sport colours. The logo of the Monegasque organization will be displayed on the mainsail of *Qingdao*, Chuan’s boat.

Chuan’s challenge will also enable Peace and Sport to raise funds for its field projects. Once the challenge is complete, the mainsail of *Qingdao* will be used to make objects such as computer cases and wallets, which will be sold during the sailor’s voyage. The proceeds of these sales will go towards Peace and Sport’s field programs.

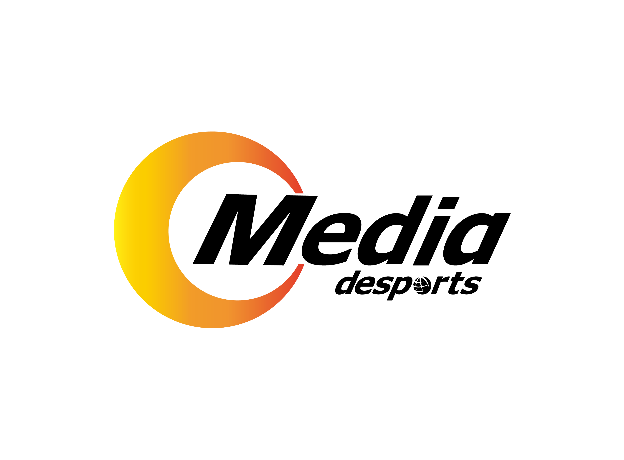
**Appendix 7：**

**Partners**

|  |
| --- |
| **Naming and City Partner** |
| qingdao |

|  |  |
| --- | --- |
| **Partner** | |
| main corporate logo(redbull china) | nanfu-c |

**Documentary Partner**

****

**Charity Partner**

|  |  |  |
| --- | --- | --- |
| 01 | 姚基金logo（中文） | goals for children |

**Supplier**

|  |  |  |
| --- | --- | --- |
| t01 | 听 | raymarine |
| MONO LOGO | t05 | blue-c |

**Supporting Organisation**

|  |  |
| --- | --- |
| russia logo | china logo |

**Media Partner**



**媒体垂询，请联系：**[**jessie.zhou@chinasportbusiness.com**](mailto:jessie.zhou@chinasportbusiness.com)

**更多其他信息，请访问：**www.[**guochuansailing.com**](mailto:info@chinasportbusiness.com)