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ZAIN KSA BECOMES INTER PARTNER FOR 2024/25 SEASON IN CLUB'S FIRST SAUDI ARABIA AGREEMENT



MILAN (ots) -

FC Internazionale Milano is pleased to announce the club's first partnership agreement in Saudi Arabia, with **Zain KSA** becoming Inter's first **Official Regional Partner**.

The agreement, valid throughout the 2024/25 season, will see Zain KSA, a leading provider of innovative technology in Saudi Arabia, make its debut in Italian football. Zain KSA will leverage the global visibility of the Inter brand to advance its goals of delivering innovative digital experiences that cater to sports fans in Saudi Arabia.

The partnership underscores Inter's dedication to expand its presence in the Middle East – one of the club's key global markets – and get even closer its extensive and ever-growing fanbase across the region. In 2024 Inter also secured a license from the **Ministry of Investment (MISA)** to undertake and manage commercial activities in Saudi Arabia.

"We are very happy to announce our first regional partnership in Saudi Arabia, a key market for developing the Inter brand and one that has shown growing enthusiasm for Inter," commented FC Internazionale Milano **CEO Corporate Alessandro Antonello**. "Besides being our first partnership in the Saudi Arabia market, this collaboration with Zain KSA also enables us to join forces with a brand that, like Inter, views innovation and care for their community as two fundamental pillars of their growth strategy."

Zain KSA's **Chief Sales Officer, Eng. Maher Al-Fawaz**: "This partnership with FC Internazionale Milano aims to promote a culture of sports in the Kingdom in line with our goals to promote a dynamic, connected and vibrant society. This innovative collaboration meets the growing aspirations of football fans in the Kingdom, attracts international clubs to have activities in Saudi Arabia and reflects our commitment to contribute to the empowerment of the sports ecosystem in Saudi Arabia."

Thanks to this agreement, football fans in Saudi Arabia – and Nerazzurri fans in particular – will be able to use Zain KSA's cutting-edge 5G experience with personalised home packages and special-edition Inter-themed routers.

The partnership – the first of its kind for Zain KSA in the Kingdom and in the region – is the latest in a series of innovative initiatives planned by the company to improve people's quality of life and enrich their daily experiences.

Contact:

Federica Sala
federica.sala@inter.it
+39 366 5633144



Alessandro Antonello, CEO Corporate FC Internazionale Milano; Eng. Maher Al-Fawaz, Chief Sales Officer Zain KSA; Giorgio Ricci, Chief Revenue Officer FC Internazionale Milano. / More information via ots and www.presseportal.de/en/nr/178383 / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.

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