
PRESS RELEASE

TSE Consulting opens a new office in Denmark

TSE Consulting, the specialised sports consultancy firm headquartered in Lausanne, Switzerland, announced today that it is furthering its international reach with the establishment of a new office to be located in Copenhagen, Denmark.

This new Danish expansion is geared towards supporting Danish and other Scandinavian cities and countries interested in developing long-term sports strategies and in hosting international and national sports events. It also enables TSE Consulting to better serve its various international clients leading up to and during the IOC Session and Olympic Congress in 2009 to be hosted in Copenhagen, Denmark

The new Danish office will be headed by Susanne Hedegaard Andersen who is the former Director of Sport at Team Denmark, the Danish sports organisation responsible for the overall planning and development of elite sports in Denmark. She comes to TSE Consulting with vast experience and competence in personal performance development and is highly connected in Danish sports.

Commenting on the expansion, Lars Haue-Pedersen, Managing Director of TSE Consulting, said: *"The Danish market is becoming increasingly vocal and important in the world of international sports and we are pleased to have an experienced and highly recognised person, such as Susanne, to now lead efforts in Denmark. This enables us to serve our important group of Danish clients even better and it is another exciting expansion for TSE and we are looking forward to sharing even more news soon."*

Susanne Hedegaard Andersen, Director of TSE Consulting Denmark, said: *"With Denmark's increasing efforts to position itself as a key player in the world of sports and with TSE's strong links to many of the decision makers of international sport in Europe and around the world, we can leverage these relationships to support local efforts. I am very excited about joining this impressive and ambitious firm and in playing a role in furthering the international strategy of TSE."*

TSE Consulting, in addition to Denmark, currently has offices in South Africa, USA, China, Kingdom of Bahrain, United Kingdom and Switzerland.

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