



Press Release

## **International Electric Sports Association partnering with WES from 2021**

**Monaco (P.ty) Thursday 15 April 2021** – WES Management is delighted to announce its participation as a Founding Member in the newly-born International Electric Sports Association (IESA). Going forward IESA will be a permanent Institutional Partner of the series.

Following a couple of years of market research and study, IESA was created in the Monaco Principality in 2020, in order to promote electric sports and encourage the networking among global electric event organisers and promoters. This new Association also supports the use of renewable resources and helps the institutional conversations within global sports governing bodies.

The Association aims to optimise the work and effort of every player in the electric sports industry by sharing expertise, case histories, relations and experiences. There will be a focus on the correct positioning of emerging sports in the events market.

**WES CEO & Founder Francesco Di Biase** declared: *“We are glad to be part of IESA project since its inception. We believe this to be the first step towards a new vision of sport event organisation and the overall electric sports culture”.*

The emergence of electric based sports is a very important moment in history. Through information sharing and discussion, IESA hopes to promote unified outcomes and development strategies that make all parties involved from athletes, event locations, industry and even environmental groups feel their growth is doing something positive at a global level.

Affiliated and partners will be announced in due course throughout the racing season, as well as specific collaborations and activations at the WES events.

For further information:

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