



February 18th, 2025

## **Premier Padel and Hexagon Cup form major strategic partnership supporting International Padel Federation drive padel growth globally**

**Madrid, Doha, Lausanne** – Three of the foremost and pioneering institutions in padel – **Premier Padel** (the world’s leading professional padel tour, majority-owned by *Qatar Sports Investments*); **Hexagon Cup** (the ground-breaking team franchise padel competition and entertainment event, launched and inspired by a group of people that founded Formula E, and operated and managed by an elite group of padel and sports industry professionals), and the **International Padel Federation** (the governing body of padel worldwide and overseeing nearly 100 national federations globally), have announced a strategic partnership aimed at supercharging the growth of padel worldwide.

The strategic *partnership* will encompass a range of collaborations, initiatives and projects, drawing on the experience, networks and connections of all groups to drive the development of padel globally.

In the immediate term, Premier Padel and Hexagon Cup will promote each others’ existing events, while Hexagon Cup has already started the process of becoming a recognised FIP tournament. In addition, the parties will explore a further expansion of the Hexagon Cup circuit – which currently comprises one single tournament in Madrid – in new and emerging padel territories worldwide.

A second immediate project is the delivery of the first-ever FIP Intercontinental Cup, taking place in Europe this summer, where the Hexagon Cup team has been appointed by FIP to be a partner of the event. The tournament, which will also be supported by Premier Padel, will see further details – including date, venue and name of the tournament – in the coming months.

At the highest level, Premier Padel and Hexagon Cup will merge their strong foundations in the world of sports and entertainment to work on a range of initiatives aimed at launching new tournament concepts, brands and ideas (including at potential motorsport and football events), all geared towards raising awareness of the sport, engaging new audiences and markets, and ultimately supporting FIP’s Olympic pathway for padel.

**Luigi Carraro, President of the International Padel Federation (FIP) said:** *“This strategic partnership between Premier Padel and Hexagon Cup is an important milestone for the development of professional and amateur padel – bringing together institutions that support the whole ecosystem of the sport and who focus on the*



*collective interests. The International Padel Federation looks forward to working with both Premier Padel and Hexagon Cup to enhance opportunities for women's, men's and youth players worldwide and supporting our Olympic ambitions in the coming years".*

**Enrique Buenaventura, Founder of Hexagon Cup, added:** *"We want to take padel to a new level internationally and this is why we are so excited about this alliance with Premier Padel. Together, with the support of FIP, we have the shared goal of globalising the sport and achieving its Olympic inclusion at the earliest opportunity. In three years, Premier Padel has elevated the sport worldwide – a remarkable achievement built on dedication and excellence. We are very proud to have recently delivered a successful second edition of the Hexagon Cup – and through this partnership, we will work together to expand the sport by organising events in key territories where the fan base is growing and accelerating its development".*

**David Sugden, CEO, Premier Padel commented:** *"We are delighted to become partners with Hexagon Cup – an organisation that shares our values, together with our commitment to excellence and innovation across sport and entertainment. Our collective mission is to support the International Padel Federation elevate the sport on a global scale, and our worldclass teams will work on a range of creative collaborations, initiatives and projects for the benefit all players, fans, and the whole padel ecosystem to support the sport's continued growth".*