



RUGBY WORLD CUP 2021 ANNOUNCE ALTRAD AS OFFICIAL SPONSOR

07.03.2022: Altrad, a leading global provider of industrial services and construction equipment, has today been announced as Official Sponsor of Rugby World Cup 2021, playing in 2022. The tournament, contested by the top 12 women's teams in the world, will be hosted in New Zealand in October and November 2022.

Today's announcement, on the eve of International Women's Day, demonstrates not only Altrad's passion for rugby but, more importantly, Altrad's desire to promote role models for girls and encourage equality and inclusion in society. This global event bolsters Altrad's Rugby portfolio which includes Global Main Partner of New Zealand Rugby (including the Black Ferns), Official Major Partner of the French Rugby Federation, Principal Partner of Australia's Western Force and owner of French club Montpellier Hérault Rugby.

Speaking on the announcement, Mohed Altrad, President and Founder of the Altrad Group said: "Rugby World Cup 2021 symbolises Altrad's commitment to support both men's and women's rugby. Our existing support of the Black Ferns and French women's team, as well as the Western Force Women's team, reflects our strong desire to promote equality and diversity through women's rugby to our employees and customers around the globe. We look forward to participating in the biggest and most successful women's rugby tournament yet, and one which leaves a legacy not just for rugby but for women's sport around the world."

Rugby World Cup 2021 Tournament Director, Michelle Hooper, said: "Today's announcement is testimony to Altrad's continued and meaningful support of the women's game not only in New Zealand, but in the Northern Hemisphere too. The Black Ferns and France's les Bleues have a great rivalry and one we hope to witness firsthand as the teams progress through the pool stages of the tournament in October. We are delighted to be working with Altrad as an already valued partner of New Zealand Rugby and look forward to welcoming them to New Zealand."

Rugby World Cup 2021 is the pinnacle event in women's 15s rugby. The event is aimed at super-charging the women's game at a global level and creating a lasting impact throughout New Zealand.

For more information go to [Home | Rugby World Cup 2021](#)

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Rugby World Cup 2021

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About ALTRAD

ALTRAD is a world leader in the provision of industrial services, generating high-added value solutions principally for the Oil & Gas, Energy, Power Generation, Process, Environment and Construction sectors. The Group is also a recognised leader in the manufacturing of equipment dedicated to the Construction and Building market. ALTRAD'S multidisciplinary services range from engineering and technical services to maintenance, access solutions and specialised services for industry leaders. Headquartered in France, the Group employs around 42,000 people and is still led by its Founder and President Mohed Altrad.2

About ALTRAD in Rugby

ALTRAD is also the Global Major Partner of New Zealand Rugby (NZR), Major Partner of the French National Teams (FFR), Principal Partner of the Western Force as well as owner of Montpellier Hérault Rugby Club. ALTRAD is championing rugby's ability to connect communities, cultures, and fans with the aim to "Build a future, together". The growth of the ALTRAD business is founded on strong values upheld by each and every member of the group – Respect, Solidarity, Courage, Humility and Conviviality. These values are also brought to life through the rugby partnerships.