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Playground, the French Events Management Company, joins Citec, the Swiss Engineering Group

Citec, the Swiss mobility firm specialized in events, expand its expertise by welcoming Playground, an event engineering company, in its Group. With this integration, Citec confirms its ambition in being a crucial player in the field of organizing major sporting and cultural events.

The end of 2022 marks the coming together of two key players in the organization of major events. Playground, specialist in the design, planning and operational coordination of sporting events, joins Citec, transport engineering consultancy group, particularly involved in 2024/2026 Olympic Games, 2018 and 2022 Football World Cup, or the European Football Championships since 2008.

Playground is involved in many major events in France such as the 2019 Women's Football World Cup, Roland-Garros, the 24 Hours of Le Mans, the Torch Relay of Paris 2024 Olympics and Paralympics, and produces its own events such as La Grande Course du Grand Paris, the Montpellier marathon and the Boulogne-Billancourt half-marathon via its General Public Events division.

What are the benefits of this merger for Citec/Playground customers?

Citec and Playground successfully operated on joint projects in the past already, as the Ryder Cup in 2018, among the most participated events worldwide. Both companies now share the same ambition **"To globally support event organizers, by offering a complete set of services, from planning to operations"** explains Franco Tufo, CEO and founder of the Citec group. This merger enlarges the range of both players' expertise, so that their client who will now benefit from **recognized skills in the areas of accommodation, food&beverage and transport, for the organization of major events.**

Continuity, trust, growth

This merger will allow the two companies to develop common and unique offers for organizers of major events, from strategy to the delivery of operations. Citec group will also provide the necessary support to Playground to continue its growth in a serene way, by giving it access to the financial, commercial, and administrative resources of a sustainable human-scale group.

The current management team as well as all of Playground's employees are not only maintained but reinforced, with the recruitment of new employees to support the requests which have already confirmed the interest in a complete service. Stefano Manelli, Citec Large Events Manager and Franco Tufo, Citec CEO will be the go-between with the Citec group.

PRESS RELEASE

"Since the beginning of our collaboration and exchanges, our vision of the future of major sporting events and the human and professional values that drive us have always been in perfect harmony. This merger marks a major turning point in the history of Playground, and we are convinced that this new adventure will be beneficial to all players in the sports movement, in particular our clients, partners and our teams", adds Yoann Arzur, Playground Managing Director.

After the acquisition of Interface Transport, firm specialized in logistics, in 2018, and shares in IMDM, expert in asset management, in 2021, Citec completes its range of services and continues its growth dynamic in 2022.

About Citec

Founded in 1994, Citec is an independent group of engineers and consultants specialized in the planning, management, development, and regulation of transport. The design of mobility systems for large events is at the heart of Citec activity, with more than 30 major events organized in 15 countries to its credit. Based in Switzerland, the group has a hundred employees in 9 agencies in Switzerland, France, and Italy. The group, 100% owned by its employees, achieved a turnover of CHF 14 million in 2021.

www.citec.ch/en

About Playground

Playground is an event engineering company supporting organizers in the design, planning and operational coordination of their events, with recognized expertise in accommodation, transport, and catering. Founded in 2017, this company based in Paris and Bordeaux has more than 120 events to its credit.

www.playground-event.fr/

