

Beat: Sports

## **SWISS TISSOT RENEWS ITS PARTNERSHIP WITH THE CHINESE BASKETBALL ASSOCIATION**

### **TOP PLAYER IN THE WORLD OF BASKETBALL**

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**USPA NEWS** - In 2008, Tissot became the Official Timekeeper of the International Basketball Federation (FIBA). More recently, on October 5, 2015, it signed the biggest contract of its history and became the first Official Timekeeper of the National Basketball Association (NBA)....

In 2008, Tissot became the Official Timekeeper of the International Basketball Federation (FIBA). More recently, on October 5, 2015, it signed the biggest contract of its history and became the first Official Timekeeper of the National Basketball Association (NBA). Today, to add to this impressive list, Tissot renews its partnership with the Chinese Basketball Association (CBA), which positions the Swiss watch brand as the Top Player in the world of Basketball Timekeeping.

Tissot's initial commitment to basketball was in 2008. It signed a deal with the International Basketball Federation (FIBA), which is the world governing body for basketball and organiser of the FIBA Basketball World Cup.

The French NBA star Tony Parker was then added to the equation as one of the brand's main ambassadors. The partnership was already starting to grow. Today, Tissot is the first ever to be the Official Timekeeper and Watch of the NBA, Women's National Basketball Association (WNBA), and NBA Development League (NBA D-League).

To complete the picture, it renews its contract with the CBA, the pre-eminent professional basketball league in Asia, of which it was already Official Timekeeper in 2007. These deals make Tissot the global actor in the field of Basketball Timekeeping.

François Thiébaud, Tissot President, said: 'We are very proud to play an active role in one of the most popular sports worldwide. We are a global brand and a global association in the world of basketball seemed only fitting.'

Source : Tissot

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)