Hisense Extends Long-Term UEFA Partnership as Official Partner of UEFA EURO 2028

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BERLIN, Sept. 3, 2026 /PRNewswire/ â?? Hisense, a leading brand in global consumer electronics and home appliances, announced at IFA 2026 that it will continue its partnership with UEFA as an Official Partner of UEFA EURO 2028, marking the fourth consecutive UEFA European Championship supported by Hisense.

Hisenseâ??s football journey began with UEFA EURO 2016 and has grown ever since, extending across successive UEFA EUROs and the FIFA World Cups in 2018, 2022 and 2026. For Hisense, the final whistle is not the end of the journey, but the beginning of the next chapter.

â??Great partnerships are built over time, and our journey with UEFA reflects that belief,â?• said Catherine Fang, VP of Hisense Group and President of Hisense Global Commercial Center. â??As the first Chinese sponsor of the UEFA EURO, over the past decade we have grown beyond pure brand sponsorship to become UEFAâ??s dedicated display technology partner, progressing hand-in-hand. Through cutting-edge technology and immersive experiences, we bring audiences closer to the thrill of football. Looking ahead, we are eager to write the next chapter together with UEFA, creating more meaningful moments for fans everywhere.â?•

UEFA marketing director Guy-Laurent Epstein said: â??We are delighted to continue our partnership with Hisense for UEFA EURO 2028. Their sustained commitment to European football across four consecutive EURO tournaments demonstrates the strength of our relationship and a shared ambition to create meaningful experiences for fans. We look forward to working together to make the next EURO memorable.â?•

At IFA 2026, visitors can explore a dedicated UEFA EURO 2028 activation zone at the Hisense booth, featuring a football challenge with goals tracked and photos automatically generated for sharing.

Together with Hisenseâ??s latest innovations, the activation reflects the brandâ??s vision of â??Innovating a Brighter Lifeâ?• â?? using technology to make moments that bring people together more engaging and memorable.

About Hisense

Hisense, founded in 1969, is a globally recognized leader in home appliances and consumer electronics with operations in over 180 countries, specializing in delivering high-quality multimedia products, home appliances, and intelligent IT solutions. According to Omdia, Hisense ranks No. 1 globally in the 100-inch and over TV segment (2023-2026Q1). As The Origin of RGB MiniLED, Hisense continues to lead the next-generation RGB MiniLED innovation. As the official sponsor of the FIFA World Cup 2026TM, Hisense is committed to global sports partnerships as a way to connect with audiences worldwide.

About UEFA

UEFA is the governing body of European football and a not-for-profit organisation which supports and ensures the worldâ??s most popular sport continues to thrive at all levels across its 55 member associations. As part of its commitment, UEFA invests 97.5% of its revenue in football-related activities, projects and initiatives that ensure the continued development of the menâ??s and womenâ??s professional game as well as youth, grassroots and futsal.

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