



## Israel Start-Up Nation welcomes Premier Tech as co-title sponsor

**Israel Start-Up Nation is set to become Israel – Premier Tech with Canadian company Premier Tech joining as co-title sponsor from 2022 to mark a new chapter for the team.**

After five years in UCI WorldTour cycling, Premier Tech will join forces with the Israeli team replacing Start-up Nation Central, which had been a co-title sponsor since the team joined the UCI WorldTour in 2020.

For team owner Sylvan Adams, the partnership with technology and industrial company Premier Tech signals a continued focus on innovation and a commitment to advancing cycling in Israel and Canada, as well as on a global scale.

*“With the presence of all four Israelis, and five of the six Canadians competing in the UCI WorldTour, this team is, in many ways, a reflection of my two nationalities. As a Canada-based, international company, Premier Tech is a natural partner for us, and we are the natural home for Premier Tech. I am proud that Jean Bélanger and Premier Tech have joined our project,”* declared Sylvan Adams. *“Premier Tech will help us reach the lofty goals we’ve set for this team, and I am thrilled to welcome Premier Tech as co-title sponsor and unveil our new jersey today.”*

*“I wish to also express my gratitude to Tel Aviv based Start-Up Nation Central, for their trust and support these last two years. And, although they will not be a title sponsor, I am pleased that SNC will continue to support the team, while generating exposure around the world where Israel – Premier Tech races for the Israeli start-ups SNC nurtures and supports,”* added Adams.

Premier Tech president and chief executive officer Jean Bélanger hailed the partnership as a perfect fit with a shared vision securing Premier Tech’s involvement in professional cycling and long-term commitment to the sport.

*“When it came time to decide Premier Tech’s next chapter in WorldTour cycling, we were determined to take our time to find the best possible fit for a long-term partnership. From the moment I started conversations with Sylvan Adams, whom I have known for many years, it was clear we saw things in common and shared a vision. Through the course of our discussions and interactions between Sylvan and myself, as well as other leaders from the team, that feeling was reinforced and led us to make this announcement today,”* said Jean Bélanger.

*“The team already has a solid Canadian presence as well as a strong international focus, which was a crucial factor for a company like Premier Tech, that has some 5000 team members in 28 countries and a commercial presence in more than a hundred. We are all very excited here at Premier Tech to hit the ground running in 2022 as Israel – Premier Tech in what, I am sure, will be a successful year for our team.”*

Israel – Premier Tech not only welcomes Premier Tech to the team in 2022, but significant firepower in the rider roster including new additions Giacomo Nizzolo and Jakob Fuglsang.

*“2022 is shaping up to be an exciting year for Israel – Premier Tech,”* added General Manager Kjell Carlström. *“As a team, we have always aimed to grow with each year and now, after two years at the WorldTour level, we are embarking on a significant new chapter with the arrival of Premier Tech. We have added some important names to our rider roster, in addition to an already strong team, and together with partners Sylvan Adams, Ron Baron, Kevin Ham, and Jean Bélanger from Premier Tech, we believe we can aim for an ambitious first season as Israel – Premier Tech, building on what has been a successful trajectory for Israel’s first professional cycling team.”*

### **About Premier Tech**

Premier Tech is a global Canadian company, with deep local roots around the world driven by 5000 team members in 28 countries. Through a broad portfolio of products, services and technologies, Premier Tech is active in many market sectors including horticulture, agriculture and home and garden, automation and efficiency enhancement of manufacturing facility and water management, treatment and recycling. At Premier Tech, we are all about making a difference. For more information, visit [www.premiertech.com](http://www.premiertech.com)

To download the new Israel – Premier Tech jersey and logo graphics, [click here](#).