



Welcome to ABCup Kiel!

Alumni Business Cup & Conference 24-27 August
Kieler Yacht-Club (Germany)

We are happy to host you in Kiel!

Why Kiel

- Kiel was chosen as sailing center for the Olympics in Germany in 1972
- “Kieler Woche” is one of the world’s biggest sailing events, organized by the Kieler Yacht-Club (KYC) for over 140 years
- The tourist office tag line for Kiel is “Kiel. Sailing. City.” 😊

[Kieler Yacht-Club, since 1887](#)

[Kiel Tourist Office homepage](#)



The Boats

We have partnered with the organisers of the German sailing "Bundesliga" and will use their J70 boats

See the separate race notice for the race rules

Boat deposit: EUR 1 000 (via Paypal or credit card)
To be paid back once the boat is returned without damage

The Kieler Yacht-Club

The "KYC" is our base for the weekend

Kiellinie 70
24105 Kiel



KIELER YACHT-CLUB

gegründet 1887



The Hotel

We are all staying at the "Unique Atlantic" lifestyle hotel
It's located directly by the Kiel Fjord ("Kieler Förde")
close to the main train station

Check-in: After 15:00 on 24 Aug

Check-out: Before 11.00 on 27 Aug

[Unique Hotel homepage](#)

Kaistrasse 30
24103 Kiel



lille

BRAUEREI

KIEL

Eichkamp 9c
Eichhof-Quartier
24116 Kiel

Communication

Add yourself to the "Sailors Chat" on WhatsApp

- To get important updates from the race organisation
- To ask questions
- To share relevant information
- <https://chat.whatsapp.com/L3EzyqjXhOe11AXv5hF6c3>



AB Cup Kiel 24-27 Aug 2023

WhatsApp Sailors chat



Program Thu 24 Aug

- Sailors arrive in Kiel
- 14.00 onwards registration of the teams at KYC (15.00 onwards hotel check-in at Unique Atlantic)
- 15.00-17.00 Practice sailing for those who wish
- 19.00-20.30 Welcome drinks & fingerfood at KYC (dress code casual)



20.30 Free time

Nearby restaurant suggestions:

- AHOI (beside KYC), Seebar, Gosh

Bar suggestion:

- Sandhafen, Moraliste



Program Fri 25 Aug

- 9.30-10.30 Coffee & croissants at KYC
- 10.00 Skippers briefing
- 10.30-15:30 Sail racing (1st start 11.00)
- 17:45 Transfer hotel to Lille brewery
- 18.15 Lille brewery tour & beer tasting
- 20.00 "Curry" dinner & drinks at KYC (dress code casual)



Program Sat 26 Aug

- 9.30-10.30 Coffee & croissants at KYC
- 10.00 Skippers briefing
- 10.30-16.00 Sail racing
- 18:00 Transfer hotel to KYC
- 18:30 Welcome drink at KYC (dress code: smart - cocktail dress/ jackets)
- 19.00 Key note speech by WHU Prof. Dr. Sascha L. Schmidt
- 19:30 "Ostsee" dinner moderated by Tim Staufenberg & award ceremony
- 23.00 *Free party time in center of Kiel, suggestions: Subzero, Luna Club*



Conference Speaker

"21st Century Sports: How will technology change sports, business and society in the digital age"?

Professor Dr. Sascha L. Schmidt
*Director of the Center for Sports and Management
WHU Otto Beisheim School of Management*



WHU 
Otto Beisheim School of Management



Sunday 27 Aug

- Sleep in after the sailing :-)
- Check-out from the hotel by 11.00
- Say goodbye to old and new friends
- Enjoy your free time in and around Kiel before you return home!



The famous light house "Friedrichsort"