

Occident brings Conde de Godó Trophy to the public with special event at CEM Tennis L'Hospitalet

The hallmark trophy can be seen and photographed on Thursday 3 April as part of the Trophy Tour in a Fundación Occident initiative which seeks to take the thrills of tennis beyond the centre courts

Fundación Occident's passion for sport and sharing its values has prompted it to organise a special event in the Trophy Tour for the Barcelona Open Banc Sabadell – Conde de Godó Trophy which will take the tournament's iconic trophy to CEM Tennis L'Hospitalet's facilities at Camí Pau Rodó, 10 (L'Hospitalet de Llobregat).

The event, to be held on Thursday 3 April, will give people the chance to come to the club to get a close-up look at the historic trophy and have their photograph taken with it. The activity is open to all and designed to bring the spirit of the tournament to new audiences, thus enhancing the ties between tennis and society.

Fundación Occident will take advantage of the display of the trophy to host a technical training day for the club's tennis students aged 8-12 to help them hone their playing techniques, including serving and other key strokes in the sport.

This initiative means that Fundación Occident is once again sponsoring activities to foster sport among the public. CEM Tennis L'Hospitalet, which has a long track record in promoting grassroots sport, is the venue chosen for this leg of the Trophy Tour, further cementing its role as a local leader in tennis.

Fundación Occident has also announced that in 2025, CEM Tennis L'Hospitalet will host the Barcelona provincial stage and the Catalonia Grand Final of the Xpress Tennis Cup, the children's tennis championship in which the Foundation encourages new talent in the sport and brings tennis to youngsters in Catalonia, the Basque Country, the Region of Madrid and the Region of Valencia.

Occident sponsors the competition for the third year in a row

Occident is once more the official insurance partner of the Barcelona Open Banc Sabadell – 72nd Conde de Godó Tennis Trophy for the third year in a row. At this year's event, which is to be held from 12 to 20 April, Occident will have a brand presence on and off court, again naming the Fan Corner by Occident, an exclusive venue designed for the enjoyment of the tournament's supporters. The insurer will additionally have a booth in the Hospitality area and run several actions to give fans a special chance to take in the tournament as it unfolds, including a social media competition for three pairs of tickets to share the full event experience.

About Fundación Occident

Fundación Occident, formerly Fundación Jesús Serra, is a private non-profit entity, created in memory of Jesús Serra Santamans, a renowned businessman and patron, who was the founder of GCO (Grupo Catalana Occidente). Its activity consists of developing and supporting initiatives in the fields of research, business and teaching, social action, sport, and promotion of the arts, with a common objective: responsible commitment to society.