



Imatra and women's cycling: Vision, innovation, and growth opportunities

Investing in sport means fueling talent, igniting determination, and paving the way for a future that's not just fairer and more sustainable—but truly game-changing.

The **BePink-Imatra-Bongioanni** team has officially launched its new season, marking not just a fresh start in competition but a major step forward for women's cycling. For **Imatra**, this is more than just a sponsorship—it's a mission to fuel growth, inspire talent, and push the boundaries of what's possible in the sport.

*"We are delighted to continue this collaboration, which is much more than just sports sponsorship. It is an investment in a growth model that promotes talent, skills, and long-term vision," said **Manolo Bianchini, CEO and founder of Imatra**. "Following the continuous development of this team is inspiring—not just from a sporting perspective, but also from a human and strategic one. A group of people has come together who fully believe in the project, as evidenced by the constant innovations they introduce. This reflects the vision and openness to new perspectives that define Imatra: to inspire, to create connections and to generate value in all the areas in which we operate".*

Imatra's commitment to supporting women's cycling stems from the belief that every athlete, just like every professional, can reach their full potential when given the right tools - resources, visibility and real opportunities for growth.

While women's cycling has made tremendous strides, it still has a long way to go before achieving the full recognition it deserves. By investing in this movement, we are contributing to a cultural revolution, where sport is the catalyst for innovation, leadership, and social progress.

Walter Zini, Team Manager of BePink-Imatra-Bongioanni, emphasises that the support of Imatra and its partners plays a key role in increasing the team's competitiveness and motivation season after season. Meanwhile, **Emanuela Zini, Team President**, emphasises the strength of the group: *"Every athlete faces challenges with commitment and courage. This is not just about sport—it's about building a team that believes in its goals and never stops fighting to achieve them".*

Imatra will continue to play an active role in this journey, working alongside BePink-Imatra-Bongioanni to champion talent, performance, and the future growth of women's cycling.