



The exceptional story of an exceptional young woman:

Sabrina Wanjiku SIMADER - the only athlete of the KENYA NATIONAL SKI TEAM

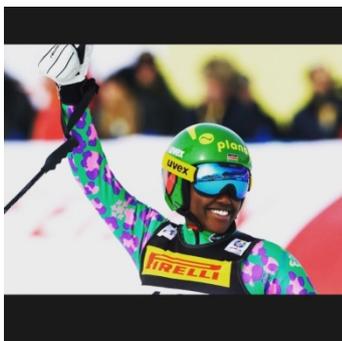
Sabrina Wanjiku SIMADER, a rising African star in alpine skiing, the first Kenyan racer that participated in the Ski World Cup and in Ski World Championships **appointed EnTri Consulting as manager.**



But who is Sabrina Wanjiku SIMADER?

- In 2001, with only 3 years of age, Sabrina moved from Kenya to Austria with her mother, experiencing snow for the very first time.
- Her Austrian step-father operated a ski-lift. So skiing soon became a passion for her too.
- Recognizing her big talent the step father enabled her to attend a secondary school in Schladming that provides a special focus on winter sports.
- In 2012/2013 she became **triple youth champion** of Styria (one of nine federal states in Austria), winning the disciplines Super G, slalom and alpine combination.
- In June 2012 Sabrina's step father unexpectedly died, leaving a huge gap in the lives of Sabrina and her mother. The young lady did not only lose a beloved one, but also the first coach in her life, who had accompanied her to all races, practically dedicating day and night to the career of his step-daughter.
- In these hard times Christian Reif, a professional ski-coach and long-time friend of the gone step-father, took the young racer under his wing. Step by step Christian helped his protégé to get back on track and dedicate all her efforts on a career as successful racer.
- The Kenya National Ski Team had to be founded to enable Sabrina Wanjiku SIMADER the participation at big international races.
- With the age of 18 years her participation in a World Cup race and the **World Championships 2017** represent **a landmark** not only for Sabrina, but **for African women** as a whole.
- Due to her constant development and good results Sabrina Wanjiku SIMADER has already achieved the qualification limits for her next big goal: **participation in the Winter Olympics 2018, held in Pyeongchang, South Korea** – again as the first skier from Africa!

Of course a racing season on that level - with Olympic Games as highlight - requires a substantial budget.



As manager of this fully determined young Kenyan lady our first and foremost aim is to find further **cooperation partners willing to share our common values:**

- ✓ sustainability,
- ✓ respect for each other, and
- ✓ fairness.

Klaus Tritscher

(Managing Director, EnTri Consulting GmbH)