

15 July 2025

CEV and ZEREN Group Announce Naming Partnership for Women's Champions League

As it continues to grow in global appeal and affirm its status as the world's most prestigious club competition, the women's **CEV Champions League Volley 2026** will now run under the **naming partnership of ZEREN Group**. This landmark agreement marks a significant milestone for European Volleyball, particularly the women's game which enjoys immense popularity and success in Türkiye, the country where ZEREN Group was founded before expanding across four continents and into eight sectors, including energy, shipping, trading, media, hospitality, professional services, manufacturing, and banking.

This ground-breaking collaboration is the result of strategic efforts made by the CEV leadership to elevate the CEV Champions League Volley to new heights and further cement its status as the exclusive stage where the world's best players come together to deliver thrilling action in a spine-tingling atmosphere. It marks the first naming agreement of its kind in nearly a decade, with further commercial partnerships to be announced in due course.

*"My goal, which I expressed clearly during my CEV presidential campaign, was to capitalise on the immense and still largely untapped potential of the CEV Champions League Volley. With ZEREN Group by our side, I am confident that we can unlock that potential and elevate the competition to unprecedented levels. Players and fans alike can expect an unforgettable experience, as we develop this synergy with our naming partner to make the women's **CEV ZEREN Group Champions League Volley** a benchmark in international Volleyball and a true reference for women's sport globally,"* said **CEV President Roko Sikirić**.

Seda Zeren Adigüzel, Board Member of Zeren Group, expressed his great pride and enthusiasm in becoming the naming partner of the world's premier volleyball league and stated, *"As we continue our efforts to contribute meaningfully to the Turkish economy through our investments and operations, we remain deeply committed to supporting team sports and athletes, especially women's volleyball. This partnership with CEV marks a significant milestone not only for our organization but also for the future of Turkish volleyball. I firmly believe that the CEV ZEREN Group Champions League Volley will elevate the sport to new heights and inspire a new generation of young girls to chase their dreams and realize their full potential."*

As per the agreement, the 2026 edition of the competition will carry the official title **CEV ZEREN Group Champions League Volley 2026 Women**. The season will kick off in October with early rounds.