

Welcome to Universal Event Promotion

Philosophy of UEP: „Chess is our passion“

UEP, based in Dortmund (Germany), was founded in 2005 and is a leader in chess event management for premier competitions. The emphasis lies in outstanding international chess events which are presented to the highest level. UEP undertakes all tasks which are required for a perfect event: Overall concept, design, organisation, execution, press and public relations management as well as marketing.

In 2006 UEP organised the World Chess Challenge between Vladimir Kramnik and Deep Fritz (chess computer) that took place in Bonn. An outstanding chess event, which experienced high media and audience feedback. With this performance UEP made their first move in becoming a significant event agency.

UEP reached their highest achievement as organiser of the World Chess Championship 2008 in Bonn and looks back with great pride to this historical chess event. The match between World Champion Viswanathan Anand and Vladimir Kramnik in the Art and Exhibition Hall of the Federal Republic of Germany fascinated people and the media.

Josef Resch outlines the philosophy of UEP: „Chess is an intelligent and fascinating sport. Chess is our passion. We want to continue making exceptional and unforgettable events for premier competitions“.

Josef Resch

President and founder of Universal Event Promotion