Icom proud to be Official Partner to ISAF ‘Connect to Sailing’ initiative

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The Icom brand name is synonymous with both Sailing and Power boating but also commands a strong presence in the Yachting Marketplace. With this in mind, Icom is proud to become a global partner with the International Sailing Federation (ISAF). ISAF is the world governing body and Olympic International Sport Federation for Sailing and has about 138 different Member National Authorities throughout the globe.

Icom will be partnering a global initiative called ‘Connect to Sailing’. The initiative is already supported by a number of other established marine brands. Connect to Sailing aims include growing awareness of and increasing accessibility to the sport of sailing and subsequently increasing participation in developing countries and ultimately internationally.

Acting in a Corporate Social Responsibility capacity, ‘Connect to Sailing’ provides the means for any individual to enter the sport and experience the challenges and excitement of sailing across all types of recreational and competitive activity…worthy aims for the Icom brand to be involved with.

Icom will be supplying a large quantity of its latest Marine Professional radio IC-M73PLUS to ISAF Nominated Experts delivering Training and Development courses globally. ISAF staff that require them for their day-to-day ISAF activity at International Sailing Federation (ISAF) World Sailing Championships, ISAF Youth Worlds or ISAF Sailing World Cup event will also be using the radios. There will also be a provision of other radios that will be issued to ISAF via Icom UK for the duration of premier events that it organises.

The IC-M73PLUS is Icom’s latest professional marine VHF which incorporates a voice recording function and Icom’s Active Noise Cancelling Technology. This
new model also features IPX8 submersion rating, 6 watts high output, long battery life and a compact ergonomic body amongst many other features. As such, it will be ideal, dependable tool for all the ISAF team!

Hiroshi Nakaoka, President of Icom America and Director of Icom Incorporated said, ‘Icom America is proud to be part of this Global agreement; it brings together two great Marine organizations. Icom’s strong worldwide distribution makes us uniquely qualified to support an initiative such as this. We look forward to assisting to make this a successful endeavor for all concerned’.

Sam Taylor-Nobbs, Sales Director at Icom UK Ltd, ’For Icom to be associated with the world governing body for sailing who are also recognized by the International Olympic Committee is an incredible accolade for us. We are looking forward to working with ISAF on various projects especially the development of youth sailing.

Communication is a vital part of people being able to enjoy their sport, whether it be training the next potential Olympic sailor in an Optimist or a member of the crew of a Volvo Ocean 65 talking to their support team as they arrive in port after just sailing a gruelling 2,500nm.... connecting to each other via communication is vital’.

For more details about the ISAF Connect to Sailing initiative, please follow these links:

Icom/ISAF website: http://www.icomuk.co.uk/ISAF.

ISAF Website: http://www.sailing.org/training .

Corporate background (www.icomuk.co.uk)

Icom UK Ltd was established in 1974 and is the sole UK and Republic of Ireland importer and distributor for Icom Inc., of Osaka, Japan. Based in Herne Bay, Kent the company is privately owned with 31 staff.

The company is one of the country's leading distributors of two way radio communications products and has built a reputation over the last 35 years for providing the business, marine, aviation, Amateur radio markets with high quality products and excellent service.