**Beat: Entertainment**

# THE SPARBAR LEGENDS: INTRODUCING DEMEE KOCH AS ADVOCATE

**conscious entrepreneurship & GIVING BACK**

PARIS - NEW YORK, 19.08.2020, 11:35 Time

**USPA NEWS -** SPARBAR, the original pioneer of SPARBARâ„¢ boxing, Mixed Martial Arts (MMA) and fitness equipment, is excited to introduce Demee Koch as part of its international renowned committee of Board Advisors.

Demee Koch is an advocate for conscious entrepreneurship and social branding. The Swiss-based serial entrepreneur with a solid experience of 21 years in the health and beauty industry was awarded GLOBAL FWN100 2019 MOST INFLUENTIAL FILIPINA IN THE WORLD in Paris. She became a trusted business advisor to successful global brands run by social entrepreneurs.

"Not only needs the product to be truly purpose driven. SPARBAR's mission is to make boxing accessible to anyone, no matter what age, gender or fitness level," says the mother of two boys and adds: "Brands I work with focus on giving back as a way of conscious entrepreneurship."

Boxing is a challenging way of getting to know one's own strength, endurance and mental wellness. And it is one of the most rewarding ones out there when it comes to personal gain regarding such traits as character building, self-confidence and self-improvement. SPARBAR understands that as a philosophy, and puts social responsibility at the forefront of their activities. Founder Jasvinder "Jazz" Gill set up the SPARBAR Kids & Youth Academy. "We want young people to succeed, to actively create their personal journey, and to be full of self-esteem and able to take care of and to stand up for themselves," says Jazz and adds "Demee is a valuable source to provide a strong business foundation, that is able to give back to society."

The SPARBAR kids ambassadors such as 13 year old world kickboxing champion, sandee muay thai champion and K1 British champion Tiah Ayton and youth Olympic gold medallist Karol Itauma, 19, are the heartbeat of SPARBAR, and (unintentionally) became the secret sauce for the social media viral success of the brand which proves, that social activities provide shareholder value.

"You need a sustainable company to be able to do sustainable charity," says Demee, who received her MBA in International Marketing from the Swiss Business School in Zurich, and operates from a strong network of global business connections across multiple sectors of products and services. "My focus right now is on setting up the exclusive manufacturing of the innovative SPARBAR fitness equipment in the Philippines, where the whole production process will be connected to a groundbreaking local social support system and talent development by SPARBAR," Demee adds.

* Photo Cover : Demee Koch is an advocate for conscious entrepreneurship and social branding.

Source : SparBar Inc.

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**Article online:**
https://www.uspa24.com/bericht-17407/the-sparbar-legends-introducing-demee-koch-as-advocate.html

**Editorial office and responsibility:**
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists-Director)

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