

# SF International Malaysia Sponsoring Female Esports Lugiami

**Kuala Lumpur, Malaysia Aug 8, 2022** ([IssueWire.com](https://IssueWire.com)) - SF International Malaysia, the Malaysian branch of SF Group, the leading integrated express logistics service provider in China, announced that they will be Lugiami Entertainment's key logistic sponsor, thus helping women empowerment in eSports within Asia.

SF Group is a comprehensive express logistics service provider with the vast strong network scale advantage of "Aviation Network + Ground Network + Information Network", with 69 self-operated cargo planes. SF International is an international business segment within the SF system. In 2020, it implemented 3580 international routes, with 30 international routes such as Shenzhen - Kuala Lumpur, Shenzhen - Singapore, and Wuhan - Hanoi. In recent years, it has continuously improved the international route network, especially the route network in Southeast Asia, and its international operation capacity has been greatly strengthened.

ESports have been growing rapidly in recent years, many international logistic companies have been sponsoring eSports teams to achieve win-win situations for all parties involved.

However, SF International Malaysia has taken a bold and daring step further by fronting women in eSports through this sponsorship of Lugiami Entertainment, thereby taking a courageous stance on the lack of female representation in the male-dominated industry.

SF International Malaysia will be Lugiami Entertainment's exclusive logistic sponsor, making them the sole logistic support of the eSports organization, as well as one of the main funders of

Lugiami Entertainment's Gamehouse. This collaboration will display SF International Malaysia's advertisements on Lugiami Entertainment's brand and campaign activities, streamers' activation, and countless other activities.

In addition to the above-mentioned, the collaboration will be taken one step further through Lugiami Entertainment's appearances on custom-branded digital content features with SF International. Such content will be published through social media and digital channels, taking advantage of the accessibility of both platforms in this day and age.

This momentous collaboration is only another stepping stone in SF International's local and regional expansion plans. Following its recent 10th anniversary last year, SF International Malaysia has stepped onto a larger stage and upheld the corporate vision: to become a logistics business partner with an excellent reputation and work hard with enterprises and partners in the rapidly changing market.

For more information on SF International Malaysia, visit <https://www.sf-international.com/my/en/>.

To support Lugiami Entertainment's efforts in creating opportunities and resources for the female gaming community, visit <https://lugiami.gg/>.

## Media Contact

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Source : [www.lugiami.gg](http://www.lugiami.gg)

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