

French football club Paris Saint-Germain (PSG) will wear the “Visit Rwanda” logo on their sleeves during the 2025 FIFA Club World Cup, which will take place in the United States during the summer.

This is part of a renewed partnership agreement between the club and Rwanda, now extended until 2028.

According to the Rwanda Development Board (RDB), this updated deal includes a new provision that will see the “Visit Rwanda” branding appear on the sleeves of PSG’s match jerseys during the Club World Cup—unlike before, when the logo only appeared on the back of warm-up shirts, was displayed in stadium advertisements during matches, and featured in the club’s coffee offerings at their stadium.

Another new aspect of the partnership is that PSG’s U.S.-based academies will also feature the “Visit Rwanda” logo on their kits.

From Rwanda’s side, RDB CEO Jean-Guy Afrika said the partnership has helped position Rwanda as a hub for tourism and investment, while also aligning with national goals to support talent development, promote sports, and showcase cultural innovation. PSG Managing Director Victoriano Melero emphasized that the collaboration goes beyond marketing—it’s rooted in shared values, genuine opportunities, and long-term impact.

As part of its commitment to developing football talent in Rwanda, PSG established a football academy in the country, which has trained over 400 young players. In 2022, the academy’s under-13 team won PSG’s global youth tournament.