

*By Jeje Muhinde;*

Paris Saint-Germain (PSG) on Wednesday announced the signing of mega football star Lionel Messi on a two-year agreement with an option for an extension till 2024.

The 34-year- player from Barcelona in Spain successfully underwent his medical tests and wore apparel with the inscription at the back 'Visit Rwanda'.

The move has generated massive attention for the people of Rwanda as one of the best tourist places on earth.

The player who played for FC Barcelona for close to two decades was very teary when he signed for his new club, PSG.

In a one minute video, Messi is seen wearing a very beautiful white shirt with an inscription at the back 'Visit Rwanda', Rwanda has since been trending number one across the globe minutes after Paris Saint Germain dropped the video on their official page during Leo Messi's physical and medical check.

Here's the connection. Rwanda is a French colony and this is the best way to promote Rwanda as one of the best places if not the best in the world, a tourist hub.

PSG is such a giant club in France, across Europe and the world, and linking it to this great club, and an outstanding player like Lionel Messi in a very important moment like this is nothing but absolutely strategically well put.

Following a successful partnership with Arsenal, Rwanda signed a deal with French football club, Paris Saint-Germain (PSG) in 2019, arguably the most successful club in French history.

The PSG deal aims at promoting the visibility of Rwandan brands and tourism.

The Paris-based club, that goes by the nickname, Les Parisiens, has recently attracted world-class players such as Neymar Jr, Kylian Mbappé and Edinson Cavani.