



Pressrelease
1997-09-21

Whitbread takes Swedish Match around the world

For Swedish Match, taking part in the Whitbread Round the World Race is more than a just a yacht race. At the turn of the year the group's five companies came together under the Swedish Match name. At the same time as the name change a new organization was introduced. Taking part in the Whitbread race means using this global sporting event to familiarise all employees world-wide with the new organization and to increase awareness of the new company.

The race is followed in all the group's factories and offices. When the boat arrives at a harbour the company's business activities in that region will be featured in a global education program. The venture is being undertaken to create a greater flow of information, better exchange of experiences, open communication and team spirit in all parts of the group.

The connection with sailing and the Whitbread race is natural when you consider the similarities between the requirements for success. "A successful company is characterised by communication, teamwork, innovation, trust, growth and recognition," says Göran Lindén, Managing Director and CEO of Swedish Match, who is himself an experienced sailor.

"The same demands apply to the boat's crew if they are to complete the race. So we are using them as key words in our efforts towards a borderless company imbued with shared values."

(Photos available free of charge
at Pressens Bild, tel +46 8 738 38 00)

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