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Continued cooperation with IFK Göteborg in 2018

Steeltech will continue its cooperation with the IFK Göteborg football club in 2018 by renewing its club partner status. This collaboration began last year and has proven very successful in developing new leads and business contacts.

“The purpose of the partnership is of course to support the sport and invest in social efforts, but also to build local relationships and this way broaden our customer base in the Gothenburg region,” says Thomas Lavstrand, CFO at Steeltech. He continues:

“We can also bring our customers along to the matches and combine business with pleasure. Before kick-off, we usually have something to eat over business dealings and

there is always an opportunity to make acquaintances with other entrepreneurs in the club network.”

According to Thomas, the Gothenburg region is undergoing brisk expansion with many promising industrial sectors for Steeltech.

“This applies especially to our service support offering and our role as a subcontractor,” says Patrik Strandberg, Sales Manager at Steeltech.

“The partnership with IFK Göteborg also gives us added value in meetings with new clients in the region,” he adds.

Now we will wait and see if IFK Göteborg can also deliver on the field, and not just next to it...

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