

Linné Group wins General Electric assignment

In strong competition with other suppliers, Linné Group AB, whose name is being changed to Cell Network AB, has won a contract from General Electric Power Controls, headquartered in Barcelona, Spain, to develop and implement an e-business strategy and solution. Linné Group AB has previously signed an agreement with General Electric Corporation (USA) for the Nordic market to develop a strategic partnerships for e-business services.

G E assignment

General Electric Power Controls is a leader in the market segment for low- and medium-power components and systems. A team of 10 persons will work on the assignment, which calls for developing an e-business strategy.

“This assignment includes all of Europe, and we hope that it will be the first step in a long-term partnership with General Electric Power Controls,” says Pernilla Röjdmarm, account manager for the strategic partnership with General electric.

The assignment is expected to be completed during the first quarter of 2000.

The Internet company Linné Group (publ), whose name is being changed to Cell Network AB, is listed on the OM Stockholm Stock Exchange's O-list. The Group is Scandinavia's largest Internet consulting company for business development via new digital media and intends to become Europe's leading Internet company. Customers include Volvo, Renault, Saab, Bank Nationale de Paris, Ericsson, Astra-Zeneca, Procordia, De norske Bokklubbene, Svenskt Flyg, Micro Bildelar, Bonnier, Torget (Sweden Post) and Electrolux Home. To subscribe to press releases online, visit www.huginonline.se.

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