

SJ is concluding a three year contract with Framtidsfabriken

In order to be a major force in the transport industry of the future, SJ Cargo Group has signed a contract with Framtidsfabriken for a strategic partnership. Over the next three years, Framtidsfabriken will be SJ Cargo Group's partner for Internet related business development.

Trade over the Internet is one part of the new economy, which just at present is expanding explosively. This will mean changes in both society and business. The transport and logistics industry is one of the areas which will be most affected.

- To us the Internet means undreamed of opportunities. It is therefore important to find a long-term collaborative partner with in-depth knowledge and creativity to make the Internet a powerful instrument for our business development. This is a strategic matter just like our commitment to Green Cargo's environmentally adapted transport services. Our goal is to create the transport and logistics company of tomorrow, says Christer Beijbom, CEO of SJ Cargo Group.

To Framtidsfabriken the development of a long term contract with Internet stakes and senior management commitment is welcome. Internet projects have often previously been seen as advertising ventures rather than a matter for top management. Framtidsfabriken has about a dozen strategic clients of which SJ will be one.

- We are beginning by doing an evaluation of the company's total situation. The first stage will later turn into developing an Internet strategy, which can take SJ Cargo Group into the 21st century. We will focus on developing the brand and business over the Internet and on the organisation and technical infrastructure's ability to support future development, says Björn Alberts, key account manager at Framtidsfabriken.

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Framtidsfabriken's business concept is to increase its clients' competitive strength and create new business opportunities in the growing network economy by producing digital and interactive services.

Framtidsfabriken currently consists of 360 co-workers spread over ten offices situated in Gothenburg, Copenhagen, London, Lund, Malmö and Stockholm.

Framtidsfabriken is a general contractor for Internet services to Volvo Car Corporation, Vattenfall, IKEA and Electrolux. Other clients include Astra, GE Capital, the SAAB Group, Tele Danmark and Unibank.