

SKF launches 2012 Meet the World youth football tournament

SKF sustainability program continues to give youth an opportunity to participate in the Gothia Cup held each summer in Sweden.

SKF today announced the launch of the 2012 [SKF Meet the World](#) youth football tournament. SKF has arranged the SKF Meet the World tournaments since 2007.

“The SKF Meet the World tournaments are more than just a lot of fun for SKF and our employees. They are an integral part of [SKF Care](#), our sustainability commitment. Being a responsible corporate citizen in the communities where we live and work has been part of our daily operations since SKF started over 100 years ago,” says Tom Johnstone, SKF President and CEO. “With over 40,000 employees globally, we know that the youth of today might be our future employees, customers, suppliers or even share holders. The SKF Meet the World tournaments give us a chance to make a positive impact locally and let people know a little bit more about SKF.”

The SKF Meet the World football tournaments are held in 15-20 countries where SKF has a presence. The purpose is to create global meeting points for youngsters regardless of gender, social background, age, culture or religion. The tournaments will take place from December 2011 – June 2012 and winning teams from each country will travel to Gothenburg, Sweden to participate in the [Gothia Cup](#), the world's largest and most international youth football tournament.

Sustainability at SKF

SKF Care is a guiding principle at SKF. It has four dimensions: Business Care - ensuring we have a strong financial performance and right returns for our shareholders; Environmental Care - reducing our own and our customer's negative impact on the environment; Employee Care - having a safe working environment and improving the health and education of our employees; and Community Care - playing an active role in the communities in which we operate.

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SKF Meet the World Video Competition

In addition to the SKF Meet the World Tournaments, SKF is sponsoring a video competition where youth can demonstrate their football talent. More information can be found at www.meettheworld2012.com

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More information about SKF Meet the World and Gothia Cup can be found at:

www.meettheworld2012.com and www.gothiacup.se

Pictures for free publication:

Gothia Cup: www.gothiacup.se

Facebook: www.facebook.com/SKFGroup

Flickr: www.flickr.com/photos/meettheworld

Youtube: www.youtube.com/skfmeettheworld

SKF is a leading global supplier of bearings, seals, mechatronics, lubrication systems, and services which include technical support, maintenance and reliability services, engineering consulting and training. SKF is represented in more than 130 countries and has 15,000 distributor locations worldwide. Annual sales in 2010 were SEK 61,029 million and the number of employees was 44,742. www.skf.com

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