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PRESS RELEASE

Stockholm School of Economics establishes Peter Wallenberg Professorship in International Marketing

The Stockholm School of Economics has received an endowment of 15 million kronor to establish a Peter Wallenberg professorship in international marketing. The board of directors of Investor AB made a decision on the grant at a meeting today. The endowment is meant to honor former Chairman of the Board Peter Wallenberg for his invaluable international contributions to Swedish industry over several decades.

"The Stockholm School of Economics has, for some time now, recognized the need for further strengthening research and education in international marketing. This generous donation from Investor AB lends powerful support to our educational and research efforts in the field of international marketing," says Claes-Robert Julander, president of the School of Economics.

"Throughout its entire existence, the Stockholm School of Economics has always had close links to Swedish business. This has allowed the School, in a most fruitful way, to combine ideas and thinking in practice with scientific work.

"Know-how about international marketing and sales comes naturally through research efforts, but profound multifaceted knowledge in this area is what singles out the leading personalities in Swedish business. We want to utilize this knowledge within the framework of the Peter Wallenberg professorship in international marketing.

"The professorship reflects Peter Wallenberg's particular interest for international marketing of the products of Swedish industry, as well as his conviction that research and qualified training are the pre-requirements for continued development of the competitive strength of Swedish business.

"The present professorship means that we now have better conditions for developing realistic case studies and for attracting leading representatives of the business world as guest lecturers in teaching, in both basic education courses and in more company-oriented executive advanced training programs. This way, knowledge about and developments in international marketing can be further improved," Claes-Robert Julander concludes.

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