

News

SGL – a company filled of entrepreneurship

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Three years ago, Jörgen Söderberg, Forwarder Air Freight Export at SGL Sweden, Stockholm office, started to record his own pod cast together with two friends. They call the pod cast PREMIER LEAGUE PODDEN, which tells us that they are crazy about soccer.

"It all started with a friend of mine listening to a pod cast about soccer and the premier league in England. His comment was – "I can do it better", says Jörgen Söderberg.

"We brought a third friend along and together we started recording the pod cast. In the beginning, we recorded in a basement but quick the pod cast grew and we had our first sponsorship in place, which meant that we could rent a small office to record in. Our sponsors at this time was Carlsberg and Svenska Spel".

Through the Carlsberg sponsorship the three guys got the opportunity to interview soccer players like Peter Schmeichel, Rami Shaaban and Magnus Hedman, all being famous soccer players in Europe. Carlsberg also invited them to England to watch Liverpool VS Manchester United as well as having dinner with "Liverpool Legends". Since then, the pod cast has grown even more and they are now eight people working with the pod cast. They also have new sponsors - Viaplay and Nordicbet. The pod cast has about 18,000 listeners per episode; it is recorded on Tuesdays and published on Wednesdays. You can subscribe to the pod cast via your iPhone and the app: Podcasts [PREMIER LEAGUE PODDEN].

"We do this work without any salary, the money we earn goes to our trips over to England so that we can watch more soccer live", says Jörgen Söderberg. The next trip will be in late November, to London to watch Arsenal at the Emirates and Chelsea at Stamford Bridge.



The pod cast has also made it all the way to the cover page of a local newspaper in Stockholm.

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