



DLA Piper exclusive legal advisor to the Swedish Ski Association



Erik Selander
Partner

The Swedish Ski Association and Ski Team Sweden AB are now extending their collaboration with the global business law firm DLA Piper. The collaboration means that DLA Piper continues as an exclusive legal advisor.

"Having a partner who really understands our business and has the global strength that DLA Piper has is crucial in many situations. It feels comforting to continue our collaboration with DLA Piper" says Ola Strömberg, union director at the Swedish Ski Association.

As a full-service business law firm, DLA Piper has a dedicated group of lawyers with extensive experience in the media, sports and entertainment sectors. Legal expertise is available both in Sweden and internationally, which means that the agency can, among other things, contribute with experience from sports federations in other countries. The collaboration also creates value for the association in the form of supplier control and strategic planning for sport events.

"We are proud and happy to be the Swedish Ski Association's and Ski Team Sweden AB's exclusive legal advisor. The association handles ten different sports that create great values for society. Through close cooperation, built-up industry knowledge and relevant legal advice, we can contribute to the development of the sport of skiing and snowboarding. Our global presence means that we can assist no matter where in the world the ski association is involved, it is valuable" says Erik Selander, a partner in the Media, Sports and Entertainment practice at DLA Piper.

DLA Piper has been a legal advisor to the Swedish Ski Association since 2019 and are now prolonging the cooperation for two more years. Among other things, DLA Piper was a sponsor and legal advisor to the WC company Åre 2019 regarding the Alpine WC and the Alpine World Cup final 2018 as well as a sponsor for three World Cup competitions in parallel slalom in Hammarbybacken. DLA Piper's clients include several sports associations and sports federations, as well as sponsors, producers, and distributors of media rights to sporting events.