

## SONY ERICSSON COMPANY

Semydotska I.I., *student E-72*

Sony Ericsson is one of the top, global mobile phone manufacturers, which serves the worldwide communications market with innovative and feature-rich mobile-phones.

History of this company started in 1849 with start-up of Ericsson company.

SE, a 50/50 joint venture between Sony and Ericsson, celebrated its 10<sup>th</sup> anniversary on 1<sup>st</sup> of October 2011.

The first joint products were announced in March 2002.

SE has a total workforce of approximately 7600 people. Its global corporate functions are located in London and the company has operations in major markets around the world. The four research and product development sites are located in Tokyo, Japan; Beijing, China; Lund, Sweden; Silicon Valley, USA.

SE doing everything to making mobile-phones environmentally friendly throughout their entire life cycle. That's why Green Heart is the result of years of research to bring phones that offer you a greener choice.

Sony Ericsson has phased out all PVC in our products and nearly all halogenated flame retardants to date.

Sony Ericsson do not directly purchase raw materials such as tin, tantalum, tungsten or gold, but company purchases components that may contain these metals.

SE believes that mobile technology and communications bring new opportunities to people. They are associated with a number of social support project events and humanitarian activities around the world, including helping in disaster relief.

Also SE cooperates with the Federation International Football Association (FIFA), UEFA Champions League and Woman's Tennis Association (WTA) and Facebook.

Its slogan always say: "Actions speak louder than words. We just don't talk, we live it".

Main philosophy of this company is "Make. Believe". It means turning your dreams into reality.

And finishing my story, I want to add, that SE products have high quality and it's are valley for money. So that is why SE is company of future.

Gladchenko O.R., *EL adviser*