
Mittal Steel to sponsor Poland's bid for UEFA European Football Championship

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It is reported that Mittal Steel will become the Polish Football Association's lead sponsor in its joint bid with Ukraine to host the UEFA European Football Championship in 2012. Poland – Ukraine's bid will compete against those from the football associations of Italy and a joint bid from Croatia and Hungary. Mittal Steel's exclusive sports sponsorship consultants TWI and World In Motion brokered the deal.

Mr Aditya Mittal president and CFO of Mittal Steel is reported to have said that "We are one of the largest foreign investors in Poland and believe that the investment we have made will have significant economic benefit for the country. However, we want our involvement to be more than this and view our position as lead sponsor as a sign of our commitment to the people of Poland. Football is the number one sport in the country and if the bid is successful it would give Poland a unique opportunity to host a global sporting event of unprecedented magnitude."

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