

Program Sweden Week Business Focus

May 4-7, 2010

The Sweden Week Business Focus-Edays is an industry conference in Seattle, WA, with three of Seattle's largest clusters: Clean Technology/Sustainable Development, Mobility & Information Technology and Med Tech and Global Health. The Business Focus-Edays is organized under the Sweden Week umbrella in order to highlight local and Swedish businesses. It is presented in partnership with SACC-USA as an E-Days Special Edition in order to exchange ideas, views, and to stimulate trade between Sweden and the U.S.

May 4, Tuesday

NOTE: optional programs are arranged by cluster leaders and SACC-USA outside of the official program

11:00-5:00 **SACC-USA Regional and Annual Board Meetings**

6:00 **VIP Reception for specially invited guests**

*Remarks by Lars Jonsson, Sweden Week Founder and Swedish Consul to WA
Remarks by Official from City of Seattle*

May 5, Wednesday

7:00 **Opening of registration and exhibits at the Swedish Cultural Center**

7:30-8:00 **Press conference**

8:00-9:00 **Grand Opening of Sweden Week Business Focus-Edays Special Edition**

Welcoming Remarks:

- Lars Jonsson, Sweden Week Founder and Swedish Consul to WA
- Urban Lundberg, SACC-USA Chairman
- News and Views from the U.S. Embassy in Sweden by Matthew Barzun, the Ambassador of the United States to Sweden
- Trade between Sweden and the U.S. by Representative from the Swedish Government

9:00-9:30 **City of Stockholm – European Green Capital, 2010**

9:30-11:00 **Concurrent sessions: includes coffee**

- "Speed-networking" sessions
- Business Matchmaking

11:00-12:30 **Panel Discussion - Examining the Future of Integration**

- Mark R. Anderson, CEO, Strategic News Service and Chairman, Future in Review Conferences
- Microsoft
- Ericsson
- Followed by Questions and Answers, Moderator Mark R. Anderson

May 5, Wednesday, continued

12:30-1:30 Lunch and Business Matchmaking

1:30-2:30 Keynote Speech: Med Tech & Global Health

Global Health, and Innovation: the Next frontier

- Thomas Hedner, PhD, MD, MBA, professor in Clinical Pharmacology and head of the Department of medical innovation and entrepreneurship at Sahlgrenska Academy
- Questions and Answers

2:30-3:00 Coffee Break

3:00-4:00 Clean Tech Panel Discussion on Smart Grid with three company leaders, Introduced and moderated by Matthew Barzun, US Ambassador to Sweden

- Claes Olsson , CEO, PowerIt Solutions
- TBD

4:00-5:15 Company Pitch Sessions with Moderator

5:30-7:30 Welcome Reception

Speakers: Senior Officials from the City of Seattle and City of Stockholm

May 6, Thursday

7:30 Opening of registration and exhibits

8:00-9:00 Business Matchmaking

9:00-10:30 Concurrent cluster programs with Keynote Speakers & Panel Discussions #1

- [Sustainable Development/Clean Tech](#): Clean Energy - Green Design & Sustainable Community
 - [Mobility and IT](#) : Venture Capitals and Start Ups
 - [Med Tech and Global Health](#): Global Health
- (See separate cluster programs for details)*

10:30-11:00 Coffee Break

11:00-12:30 Concurrent cluster programs with Keynote Speakers & Panel Discussions #2

- [Sustainable Development/Clean Tech](#): Bio Mass and Waste to Energy
 - [Mobility and IT](#): Mobile Monetization
 - [Med Tech and Global Health](#): Regenerative Medicine
- (See separate cluster programs for details)*

12:30-1:30 Lunch and Business Matchmaking

- 1:30-2:30** **Key Note Speech: "Strategies for a Green Society"**
- Tomas Kåberger, General Director Energy Dep. Sweden
Questions and Answers moderated by KC Golden (Policy Director, Climate Solutions)
- 2:30-4:00** **Concurrent cluster programs with Keynote Speakers & Panel Discussions #3**
- [Sustainable Development/Clean Tech](#): Bio Fuels and Transportation
 - [Mobility and IT](#): Open Mobile-What works and what doesn't?
 - [Med Tech and Global Health](#): Technical innovation vs. Interoperability of data
(See separate cluster programs for details)
- 4:00-4:30** **Closing Remarks**
- 4:30-6:00** **Happy Hour with Networking and Business Matchmaking**
- 6:30** **Raoul Wallenberg Dinner with Speaker**
Hosted by the Nordic Heritage Museum

May 7, Friday

- 7:30-9:00** **EU Breakfast hosted by the Council of European Chambers of Commerce of the Pacific Northwest**
- 9:00-12:00** **Optional Industry Specific Visits #1**
***Boeing** 9:30-11:30. Includes lunch
Bus leaves at 8:30 from the Swedish Cultural Center and 8:50 from the EU Breakfast, and returns at 12:00*
- 12:00-5:00** **Business Matchmaking**
- 12:00-4:00** **Optional Industry Specific Visits #2**
***Microsoft** 12:30- 4:00. Includes box lunch served before the tour
Bus leaves the Swedish Cultural Center at 12:00 and returns at approximately 4:30*
- 9:00-4:00** **Optional Combined Industry Visit**
*Combined **Boeing** and **Microsoft** visits. Includes box lunch.
Bus leaves the Swedish Cultural Center at 8:30 and from the EU breakfast 8:50, and returns at approximately 4:30*

Welcome!