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Press release

THE SWEDISH COMMITTEE FOR EXPO 2010 IN SHANGHAI

Sweden hits the Expo ground with Spirit of Innovation

Sweden celebrates its participation in Expo 2010 and starts with a Ground Breaking Ceremony.

The first Ground Breaking Ceremony of a Northern European Country took place on Monday, 20 April 2009. In the presence of high officials from the Shanghai Expo Bureau, the Swedish Vice Minister for Trade Mr. Gunnar Wieslander declared that Sweden now takes another important step towards the opening of the Swedish pavilion on May 1st 2010.

- This is a great day for Sweden. Our participation in Expo 2010 will mark an important continuation of the excellent and long lasting Chinese - Swedish relations. In spite of the global economic downturn we experience an impressive interest from many different partners in Sweden to participate, said Mr Wieslander.

Mr Wieslander took the opportunity to follow a Swedish tradition placing a number of symbolizing items in a shrine. The shrine will be placed in to the pavilion representing Sweden's relation with China since many hundred years.

- *Spirit of Innovation* is Sweden's theme for Expo 2010. Sweden found it natural as we are one of the most innovative countries in the world. In all our activities here at the Expo 2010 in Shanghai we will try to improve this image, said Mr. Wieslander.

- Let me assure you how pleased we are with China's brilliant choice of theme for the Expo 2010: *Better city, better life*. Sustainability has to be the focus in everything we do, continued Mr Wieslander.

- Life in the city, innovation and sustainability are fundamental when talking about the Swedish 3 000 sqm pavilion, designed by Swedish architects Sweco. As a consequence the pavilion is designed to be reused after the Expo. Among other things, the pavilion will be built with a Swedish sustainable approach that includes environmental technologies, social and economic aspects, said Ms. Annika Rembe, Sweden's Commissioner General in her speech.

Inspired by the Swedish theme *Spirit of Innovation* the Swedish Ground Breaking was celebrated with an "Excavator performance". The performance was presented as a "dance" by two excavators from Swedish Volvo to newly composed music by the Swede Anders Rimpi and choreographed by Veera Suvalo Grimberg,

- We are celebrating this day with a performance inspired by interaction, communication and collaboration, said the Sweden's Commissioner General Ms. Rembe.

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You could also find pictures of the pavilion on the Swedish Expo website <http://www.expo2010.se/en/>