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## *Sweden's participation in Expo 2010 presented*

– Sweden demonstrates smart everyday solutions for “Better City, Better Life”

*Today, the Swedish Committee for Expo 2010 in Shanghai presented the content of the Swedish pavilion. Between 1 May and 31 October, around 16 000 visitors every day will find out more about one of the world's most innovative countries.*

“Our theme, *Spirit of Innovation*, is all about how Sweden became the small country with the large companies and the famous brands; how Swedes have succeeded in combining economic growth, social welfare and eco-awareness”, says Carin Lembre, Springtime.

It is thought that Expo 2010 will be the biggest world exhibition ever, with more than 200 countries and organisations participating and 70 million visitors – most of them from China. Sweden is one of 40 or so countries constructing a pavilion of its own. The country's participation is being financed by the government and business society in equal measure, aiming to create business opportunities between Sweden and China.

The Swedish pavilion has been designed by Sweco Arkitekter. Springtime, Futurniture and Tengboms created the exhibition inside the pavilion. The exhibition will extend over 1500 sq m - five rooms over two floors. Every room will have a theme demonstrating the power of Swedish innovation. The primary target groups are decision-makers, young urban society and families.

“Sweden's programme includes many dimensions, and alongside trade and industry, science and society, culture will play a significant part. Street by Sweden is creating an artistic, creative and interactive cultural programme, permitting close contact with visitors to the pavilion. The general interest for Street is increasing already”, says Anna Rygård, Head of Programmes.

The Expo 2010 as a whole has a "Better City, Better Life" theme and is taking a look at how to create sustainable life in growing cities. More than half the population of the world lives in cities, and urbanisation is continuing.

“The cities of the world face complex social, economic, environmental and architectonic challenges. Our ability to create innovations is crucial to our future. We will be demonstrating Swedish systems thinking and resource-effective solutions in an urban environment,” says Annika Rembe, General Commissioner.

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