

*Shanghai 30 October, 2009*

## *Press release*

### *The Exhibition in the pavilion*

The exhibition in the Swedish pavilion will illustrate that sustainability living is possible in any city, because all you need is the Spirit of Innovation. The visitors will be guided through five rooms with different perspectives on nature, innovations and sustainability. Swedish examples will tell the story about how nature has inspired us to new technology and how these innovations improve our everyday life.

The exhibition will promote Sweden in various exciting ways – the small country with some of the most innovative people on earth, where development and sustainability go hand in hand. The exhibition will present Swedish business, using our major brands and innovations as a point of departure.

The focus is on concepts closely linked to sustainability and communication. We hope that all visitors to the Swedish pavilion and exhibition will enjoy a playful experience. That they will bring home lasting memories of positive associations and a wish to stay in a future relation with Sweden. Everyone will get to experience the feeling that they can also become innovators.

The Swedish pavilion and exhibition will communicate that the value of the whole is greater than the sum of its parts  $1+1 = 3$ . Just add Sweden.