

Shanghai 30 October 2009

Press release

THE SWEDISH COMMITTEE FOR EXPO 2010 IN SHANGHAI

Sweden Expo Week unzipped Captures Spirit of Innovation

Sweden Expo Week was today opened by Ms Annika Rembe, the Swedish Commissioner General, in the presence of leaders from Expo Bureau and members of Sweden's Expo Committee.

The theme for Sweden's participation at Expo is Spirit of Innovation. Creative thinking and a talent for invention have made Sweden a world leader in many areas. Swedish minds are behind numerous inventions we take for granted – automated cash machines, the computer mouse, GSM and Skype to name just a few. The country ranks as one of the most innovative in the world.

A small exhibition displayed in the World Expo Exhibition Center at Hong Kong New World Tower will show innovations often emerge from a need to solve everyday problems and challenges.

The Sweden Expo Week exhibition is a teaser to the much more elaborated exhibition and program to come. Sweden's participation next year will show that an inventive flair often arises at the frontier between city and countryside; that the balance between the urban and rural environment lays the foundation for a sustainable society.

The Expo theme – Better City, Better Life – has inspired Sweden greatly. The pavilion, exhibition and activities will showcase smart, resource efficient solutions for cities. These are Swedish solutions founded on systems tailored to people's everyday lives – to promote more habitable cities and improve people's lives.

Sweden's program at Expo 2010 in Shanghai has four interlinked dimensions: Business, Culture, Science and Society. Events will take place at the Swedish pavilion as well as on the Expo area's stages and in the city of Shanghai.

Sweden's participation enjoys strong support from the government, business, regions, organizations, universities and the arts, reflecting a desire to help develop and strengthen Sino-Swedish relations. Swedish corporations see China as a key market, Expo as a prime meeting place and Sweden's participation as important for establishing long-term relations and for laying the foundations for future business. Well-known Swedish industrial corporations have been present in China for many years. With 9 million people, Sweden is the small country whose brands enjoy worldwide recognition.

The opening ceremony was held in the presence of Mr Jacob Wallenberg, Chairman of the Board of Swedish Investor AB, who is visiting Shanghai in connection to the IBLAC meeting (International Business Leader Advisory Group, Shanghai), as well as some of the participating partners, such as Ericsson, Volvo, Alfa Laval, Atlas Copco, Ikea, SKF and Swedish cities Malmö and Göteborg.

The ceremony was followed by a high-level luncheon hosted by Mr Carl Cederschiöld, Chairman of the Swedish Expo Committee and former Mayor of Stockholm, with the participation of Chinese leaders from government, business, academia and society, and Swedish Expo Committee. Both sides shared ideas and expectations of World Expo 2010 in Shanghai as well future cooperation.

For further information please contact

Tove Engstrom
Communications Director
The Swedish Committee for Expo 2010 in Shanghai
Mobile: +86 150 2136 0622
Email: tove.engstrom@expo2010.se

Rebecca Zhao
Marketing & Communications Manager
The Swedish Committee for Expo 2010 in Shanghai
Mobile: +86 138 1809 1684
Email: rebecca.zhao@expo2010.se

Images can be downloaded from www.swedenexpo.cn