

## *Opening Ceremony & Press Conference Rundown Sweden Expo Promotion Week*

09:30-10:00	Registration
10:00-10:03	M.C. introduce leaders and VIP
10:03-10:09	Opening Remarks by Ms Annika Rembe, Commissioner General, Swedish Expo Committee
10:09-10:15	Welcoming remarks from Shanghai Expo Bureau leader
10:15-10:21	Key note address by Mr Jacob Wallenberg
10:21-10:26	Inauguration ceremony co-hosted by Swedish and Chinese VIP
10:26-10:30	Exchanging gift
10:30-10:40	Ms Annika Rembe leading Chinese VIPs and media to visit and introduce the exhibition
10:45	Chinese EB leaders leave
10:45-11:00	Ms Annika Rembe with Swedish VIPs and all participants to visit the exhibition
11:05-11:30	Individual interviews by Chinese media with Swedish board members in the VIP lounge
11:30-11:40	End