

October 30, 2009, in Shanghai

Media information about Sweden's PROGRAM AND EVENTS

Smart living, Nobel thinking – Urban Expo events by Sweden

*Sweden's program at Expo 2010 will cover many aspects of every day life. In Shanghai we will show that Sweden's innovative flair often emerges 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 us. Our pavilion, exhibition and events will showcase smart, resource efficient solutions for cities. These solutions, founded on our quintessentially Swedish approach and systems, are based on people and scientific advances – to promote more livable cities and better lives. **Spirit of Innovation** is the Swedish theme at Expo 2010. H.M. King Carl XVI Gustaf and H.R.H. Crown Princess Victoria will be visiting Sweden's pavilion.*

Inspiring Swedish events for 184 days in Shanghai

Sweden's program at Expo 2010 in Shanghai is founded on four interlinked dimensions: Business, Culture, Science and Society. Events during Expo's 184 days will take place in the Swedish pavilion, as well as on the Expo area's stages and in the city of Shanghai.

Street by Sweden

We will stage a vibrant program of street culture in the public areas of Sweden's pavilion outside the innovative and lively exhibition rooms. The creativity and zest of artists, dancers, actors, musicians and choirs will set the scene for all our pavilion visitors. Cirkus Cirkör, the Swedish leading contemporary circus company with big international successes, will coordinate the special Street by Sweden program (artists to be announced in April 2010).

New angles on city sustainability

Together with Chinese experts and decision-makers, Sweden's program will explore different aspects of the principal issues at Expo 2010. Taking the Spirit of Innovation to an international audience is a joint enterprise in which many Swedish players are involved, reflecting the scale of interest in sustainable cities. Sustainable city issues are one of Sweden's core activities. See below:

- *Sustainable City Forum* will take place in the Swedish pavilion on July 1-2, showcasing the best of the technologies that Chinese delegations visit Sweden to see. New urban areas with clean and smart solutions attract strong international attention and the Sustainable City Forum is one of four high level forums in the Swedish pavilion. The secretariat for Sino-Swedish collaboration in cleantech, the Symbiocity concept of the Swedish Trade Council (et al) and the Delegation of Sustainable Cities are organizing the forum with the Swedish Expo Committee. Business community representatives and Chinese experts and decision-makers will attend this invitation-only event in the pavilion's VIP section.
- *Down to Earth* is a recently launched Swedish project commercializing space technologies for a sustainable planet. It targets current and global challenges in areas such as energy, healthcare, transport, water, climate change, megacities and innovation in large and small companies. Space missions deal with scarce resources (energy, water, air and living space), allowing innovations in lighter, smarter, durable and sustainable space technologies (IT, materials and design) to be creatively applied to new products and services. The project brings advanced and high-tech solutions down to earth. The first ideas will go on display at Shanghai 2010.
- *Collaboration* is a Swedish specialty. The Swedish government recently assigned four state agencies to cooperate in promoting sustainable cities. To contribute and share important new perspectives on urban development these agencies will collaborate with the Delegation for Sustainable Cities. The agencies are: the National Heritage Board, the Museum of Architecture, the National Board of Housing, Building and Planning and Formas (the Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning). At Expo 2010 in Shanghai they will demonstrate visions for sustainable design focusing on cultural heritage, innovation and urban landscape quality. All in line with the Swedish theme Spirit of Innovation.

Urban design and architecture

The city of Malmö enjoys an international reputation for dedicated and strategic work on sustainable urban development and is taking part in the Urban Best Practice Area at Expo

2010 in Shanghai. The best known example of sustainable urban development in Malmö is the Western Harbor, a former shipyard that has been undergoing urban renewal and now provides housing and office space for 10,000 people. The energy supply for a major part of the harbor is 100% renewable and locally produced.

Spirit of Innovation at the Expo Summit in Beijing 2009

The dialog between Sweden and China flows from a mutual interest in innovations and the spirit that creates them. Sweden's Expo Commissioner General Ms Annika Rembe has been invited, as one of few international speakers, to the 7th 2010 Shanghai World Expo China Forum in Beijing on November 12, 2009. The summit theme is Harmonious Community: Urban-Rural Integration. We are of course very proud to be part of this and see it as a sign of China's interest in the Swedish mindset on urban design and sustainable cities.

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