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Media release
Speech made by Annika Rembe
Commissioner General Annika Rembe

THE SWEDISH COMMITTEE FOR EXPO 2010 IN SHANGHAI

Honored guests, ladies and gentlemen,

On behalf of the Swedish Expo Committee, I wish to welcome you all most wholeheartedly here this morning.

We are 186 days from the opening of what is estimated to be the world's largest Expo ever. Six months ago Sweden was the first Nordic country to break the ground. And, today with 6 months left, the Swedish Expo Committee is very glad to open this small exhibition as a start of the Sweden Expo Week. However, this exhibition is only to be seen as a teaser of what will come.

This exhibition aims at showing how Sweden and Swedish innovations are part of the everyday life of many people in China, and in the rest of the world. Clever solutions creating a Better City and a Better Life thanks to the Swedish Spirit of Innovation.

Innovations often emerge in response from a need to solve everyday problems and challenges. Swedish minds are behind a host of familiar modern inventions we take for granted – automatic cash handling machine, the GSM, the computer mouse and Skype to name just a few. Long ago the safety match and the adjustable wrench were results of Swedish innovative thinking.

The construction of the Swedish pavilion is proceeding. The pavilion is founded on the relation between city, nature and man – it is in the balance between urban and rural environment we find the foundation for a sustainable society.

We are developing our exhibition. It will illustrate that sustainable living is possible in any city – 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.

Also Sweden's program at Expo 2010 is being further developed. It will have 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 inside the city of Shanghai.

In the public areas of Sweden's pavilion, outside the innovative and playful exhibition, we will stage a vivid program of street culture. We will bring artists, dancers, musicians, actors and choirs to be part of the Expo 2010 and set the stage in a creative and joyful way for our pavilion visitors.

In many parts of Sweden's program we will, together with Chinese experts and decision makers, explore different dimensions of the challenges we share in how to create a Better City and a Better Life. And we will show the Swedish urbanism, or how to create sustainable cities the Swedish way.

We are very much looking forward to take part in this Expo. I would like to take this opportunity to thank the Shanghai Expo Bureau for their consistent support and friendliness. I would also like to mention that the Swedish 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. Thanks to this support Sweden will stage one of its biggest ever events in another country.