

October 30, 2009

Press release

VIP LUNCHEON

THE SWEDISH COMMITTEE FOR EXPO 2010 IN SHANGHAI

High level meeting starts Sweden Expo Week

The Swedish Committee for Expo 2010 in Shanghai will today celebrate the launch of Sweden Expo Week by holding a VIP luncheon at the One Xintiandi private club in Shanghai. Better City, Better Life by Spirit of Innovation is the theme of the discussion which also combines China's and Sweden's themes at the World Expo 2010 in Shanghai.

Mr. Jacob Wallenberg, Chairman of the board of Investor AB, visits Shanghai in conjunction with the start of Sweden Expo Week. Mr. Wallenberg is vice chairman of IBLAC (International Business Leader Advisory Council to the Mayor of Shanghai Mr. Han Zheng) and attends this council during this stay.

Mr. Carl Cederschiöld, chairman of the Swedish Expo Committee and a former Mayor of Stockholm, hosts the event together with **Ms. Annika Rembe**, Commissioner General for Sweden.

The focal point of the luncheon is China's and Sweden's themes for World Expo 2010 and to share ideas and expectations of World Expo 2010 in Shanghai as well as future cooperation.

Mr. Zhou Hanmin, Vice Director of the Leader's Group with 2010 Shanghai World Expo Office and **Mr. Wang Dazong**, chairman of Beijing Automotive Industry Holding, Co., Ltd. (BAIHC) are among the confirmed guests. Other guests to take part include **Mr. Wang Lijun**, Deputy Executive Director of the International Channel Shanghai, Shanghai Media Group, **Ms. Zhuang Yong**, Executive Director of Tulip Mega Media, **Dr. Beatrice Bondy**, Senior Advisor, Investor AB, **Mr. Thomas Chen**, former Vice Secretary General of IBLAC, **Mr. Erik Belfrage**, Senior Vice President, SEB, **Mr. Eddie Chen**, Special Advisor to the Swedish Expo Committee and Chief Representative of Invest in Sweden Agency for China and **Dr. Alice Chang**.

The Swedish Consul General, **Mr. Bengt E. Johansson**, will also be present together with members of the board of the Swedish Committee for Expo 2010: **Ms. Annika Berglund**, Senior Vice President Corporate Communications, Atlas Copco, **Ms. Ann Follin**, Museum Director, The National Museum of Science and Technology, **Dr. Börje Ljunggren**, former Ambassador of Sweden to China and **Mr. Jonas Törnblom**, Director Corporate Marketing & Communication, Envac.

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