

PRESS INFORMATION 2010-02-04

Main elements of Sweden's program at Expo 2010

Sweden's program will underpin and enhance Swedish participation in the World Expo in Shanghai. Relations between Sweden and China involve many different fields, and the program reflects this kind of breadth. The purpose of all program operations is to build up relationships with individuals, organisations and companies in China. Therefore, the committee has opted to focus on four dimensions which together give rise to a creative, attractive program: Trade and industry, Science, Culture and Society. The theme selected by China for the World Expo is Better City, Better Life, and the Swedish program takes this as a basis together with the Swedish theme, Spirit of Innovation.

Swedish innovation

The Spirit of Innovation theme will characterise Swedish participation in the exhibition. There are a number of areas in which China is demonstrating a particularly large amount of interest. This can be seen in delegations coming here on visits and in the contact both we and other Swedish organisations have with China. These fields provide an important foundation in terms of content, and the Committee is arranging four Forums at the World Expo: the Systems for Innovation Forum, Sustainable City Forum, Corporate Responsibility Forum and Sustainable Care Forum.

Who is creating the program?

The program will be executed by a large number of different organisations interested in reinforcing both Sweden's and their own relations with China. This program is being produced on the basis of the themes of Sweden and the World Expo. Besides the program activities for which the Committee is responsible, an extensive program for specially invited guests will be implemented by the Committee's partner companies, authorities and regions at the VIP section of the Swedish pavilion. Without a doubt, a lot of people want to help ensure successful participation in the World Expo in Shanghai.

Locations and scenes

The Swedish pavilion

Sweden's program at Expo 2010 will take place in a number of different locations. The Swedish pavilion is, of course, the hub for most of our meetings. Besides the exhibition, this also includes the entrance hall, with walkways and the immediate surroundings of the pavilion, as well as the VIP section in the pavilion for specially invited guests. Street by Sweden will have a presence here in the public areas. The Committee's four Forum and large number of meetings, seminars, conferences and meals will be taking place in the VIP section and on the roof terrace.

The Expo site

There are a lot of arenas and stages at the Expo site. Sweden has booked Europe Square, an outdoor stage for some 800 guests, on a number of occasions, including the evening of 23 May when Sweden will be celebrating its National Day. Nordic Plaza is a smaller location right next to the Swedish pavilion, and this is where we plan to hold our Midsummer celebration and a number of other activities. At the huge Expo Centre is an auditorium with seating for 2 500 and this will also become a concert hall when Orphei Drängar appears at the World Expo on 18 October. OD will also be making an appearance within the scope of Street by Sweden in the Swedish pavilion.

City of Shanghai

Sweden will also have a certain presence in the centre of Shanghai during the Expo. Cullbergbaletten will be coming to China on tour and do a guest performance in Shanghai on Sweden's National Day on 23 May. Artist Per Hüttner will be holding an exhibition at the Fei Contemporary Art Center, and the Swedish Film Institute will be taking part in the Shanghai Film Festival from 6 to 12 June. We are also focusing on the Shanghai Jazz Festival in October and know that Nils Landgren is planning to take part in that.

High points of the program

60 years of diplomatic relations

On 9 May, Sweden and China will be celebrating the 60th anniversary of the start of diplomatic relations between the two countries. Sweden was the first country in the West to arrange diplomatic relations with China, and this will be marked in several ways over the year in Stockholm, Beijing and Shanghai.

Royal visits

King Carl XVI Gustav and Crown Princess Victoria will be visiting the Swedish pavilion on two separate occasions. The King will be attending on 23-24 May for the celebrations of Sweden's National Day and on the Systems for Innovation Forum days. Crown Princess Victoria will be visiting Expo 2010 in October. Of course, we would like to celebrate the anniversary of the Royal Wedding on 19 June with a party in Shanghai.

Cabinet Council visits

Ewa Björling, Minister for Trade, will be opening the Swedish pavilion on 1 May, and Maud Olofsson, Minister for Enterprise and Energy, will be participating on Sweden's National Day on 23 May and the Committee's Forum on 24 May. The Nordic Council of Ministers will be organising a Climate and Energy Day on 25 June (Midsummer's Eve), and our Minister of Nordic Cooperation, Cristina Husmark Persson, is also invited to that.

Delegation visits and VIP guests

A lot of delegation visits and other important visits are planned for the Swedish pavilion. The Committee and our partner companies will be creating interesting meetings around these with organisations in China operating within the four program dimensions of Trade and industry, Science, Culture and Society.

Street by Sweden

The single biggest cultural program will be Street by Sweden. This program will be taking place in the public parts of the pavilion, outside the exhibition, and is created with interaction with visitors. It will include music, stagecraft and contemporary circus of many different kinds, and improvisation will be a key concept throughout. Cirkus Cirkör is coordinating and project-managing Street by Sweden, and the artistes involved will be announced in mid-April.

Innovation stage

In the last room of the exhibition is the Innovation Stage. Here, Innovation plant will be running a number of Innovation Races over 72 hours in cooperation with various companies and authorities. Dreamhack will be running a series of finals between different countries for the Digital Youth Award. Another activity taking place on the Innovation Stage is Down to Earth, which takes space as its source of inspiration for new products and business. Christer Fuglesang will be taking part, and Umbilical Design will be coordinating the project together with the Jönköping International Business School.

4 x Forum

China has demonstrated a particular interest in a number of Swedish areas in which our knowledge and thinking perhaps differ from the knowledge and thinking of others. People are anticipating some interest-arousing content when we turn up at the World Expo. As far as Sweden is concerned, it is also important to underline areas in which we are in a position of strength. Four Forums will be held with the following starting points:

- Systems for Innovation Forum
- Sustainable City Forum
- Corporate Responsibility Forum
- Sustainable Care Forum

Science and Innovations

The Committee is working in cooperation with the Ministry for Education to produce a special program for Swedish-Chinese meetings in the science area during Expo 2010 in Shanghai. A lot of advanced cooperation's are taking place between Swedish and Chinese universities, and innovations are a frequent focal point. The Science and Innovations program is based mainly on high-level enterprises already established.

Calendar

1 May	the Swedish pavilion will be opened by Ewa Björling, Minister for Trade
9 May	60th anniversary of diplomatic relations between Sweden and the Peoples Republic of China
22-23 May	Cullbergbaletten in Shanghai (date to be confirmed)
23 May	Sweden's National Day at Expo, H.M. the King and Maud Olofsson, Minister for Enterprise and Energy
24 May	Systems for Innovation Forum, H.M. the King and Maud Olofsson, Minister for Enterprise and Energy
6 June	National Day
19 June	Royal wedding in Stockholm
25 June	Midsummer's Eve and flower festival
25 June	Nordic Climate and Energy Day, Cristina Husmark Persson, Minister of Nordic Cooperation (attendance to be confirmed)
1-2 July	Sustainable City Forum
11-12 August	Corporate Responsibility Forum
19 September	Election Day in Sweden
October	H.R.H. Crown Princess Victoria to visit the Swedish pavilion
13-14 October	Sustainable Care Forum
18 October	Orphei Drängar to hold a concert at the Expo Centre
31 October	Grand Finale

The Committee's Program Council

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