The World Expo 2010 will be the largest ever

- May 1 – October 31, 2010
- 230 participating countries and international organisations
- Sweden among the 45 countries that are building their own pavilion
- Seventy million visitors expected from which 95% Chinese
The World Expo 2010 is located in central Shanghai

3,2 sqm on both sides of the Huangpu River

Pudong side:
- National pavilions
- Chinese pavilion
- Auditorium and Conference Center
- Expo village

Puxhi side:
- Corporate partners pavilions
- Best Urban Practice Area
- Expo Museum

Links across Huangpu
- Subway
- Cross River Buss Tunnel
- Ferries
Chinese theme

城市,让生活更美好
Better City, Better Life

Swedish theme

Spirit of Innovation

Key words:
- Sustainability
- Communication
- Innovation
Nation branding and creating business opportunities

Target groups:
- Official China – selection from national, regional and local level
- Chinese Business Community – in particular the partners’ target groups
- Young Urban Society (18-40)
Why participate in the Sweden pavilion?

- The World Expo 2010 is a prestigious project for China, on a par with the Olympic Games in 2008. Participation is noted and yields appreciation by the Chinese administration.

- A distinct marketing value to be official contributor to the Swedish pavilion, a value that lasts before, during and after the World Expo 2010.

- Potential to emphasize the advantageous Swedish origin towards Chinese partners and clients.

- An opportunity to create different types of events for different target groups.

- A unique opportunity to showcase products and services to a wide Chinese audience and gain immediate feedback.
Four official partner categories

- Official Partner – contributor to the Swedish pavilion with 1 – 10 MSEK
- Official Sponsor – sponsoring of the Swedish pavilion with goods or services for a value of SEK 300,000
- Official Organisation - ministries, government agencies, organisations etc
- Official Supplier – contracted suppliers of goods and services

Other alternatives:
- Meeting place in VIP-section for group of companies
- Seminars in VIP-section for group of companies
- Renting of VIP-section for half a shared day for SME’s
What’s included in the offer to the Official Partners?

- Visibility in the general exhibition
- Number of days in the VIP-section
- Number of dinner seats in conjunction to high-level visits from Sweden
- General VIP-invitation cards to customers visiting the pavilion on other days than scheduled
- Representation in the National Committee

-----------------------------------------------------------------------------------------------

- Visibility in the VIP-section
- Visibility on the Swedish Expo web site
- Visibility in all marketing of the Swedish participation
- Usage of the designated Swedish Expo logo
Official Partners

ABB
AB Volvo
Alfa Laval Corporate AB
Atlas Copco AB
Envac AB
Ericsson, Telefon AB LM
Fagerhults Belysning AB
IKEA
Malmö Stad

Munters AB
Region Skåne
SCA
SEB
SKF AB
Skogsindustrierna
SSAB
Stockholm Business Region
Trelleborg AB
What’s included in the offer to Official Sponsors?

- Number of days in the VIP-section – depending upon value
- General VIP-invitation cards to customers visiting the pavilion on other days than scheduled

-----------------------------------------------------------------------------------------------

- Visibility in the VIP-section
- Visibility on the Swedish Expo web site
- Visibility in marketing of the Swedish participation
- Usage of the designated Swedish Expo logo
Official Sponsors

Assa Abloy
Green Carrier
ISS
Lotus Travel
Primetec
Vinge
Official Organisations

Consulate Generals Shanghai, Guangzhou, Hong Kong
Embassy of Sweden, Beijing
Invest in Sweden Agency
Government Offices of Sweden
Sweden China Trade Council
Swedish Chamber of Commerce in China
Swedish Institute
Swedish Trade Council
Visit Sweden
Official Suppliers

DMG
Eastwei
Futurniture
New Wave
Springtime
Sweco
Taste of Nordic
Tengboms
Nordic cluster
Sweco has designed the 3,000 sqm pavilion
The Springtime consortium* is producing the 1,400 sqm exhibition
*including Futurniture, Eastwei Relations and Tengbom Architectual firm
Ground floor – entrance, coffee shop and shop
First floor – exhibition area and office
Second floor – VIP-section incl. kitchen and terrace
For further information:

Annika.Rembe@expo2010.se
Commissioner General
Tel 08-402 78 51

Nina.Ekstrand@expo2010.se
Deputy Commissioner General
Tel: 08-402 78 56

Jonas.Linder@expo2010.se
Project Consultant
Tel: 08-588 661 96