

## Program Sweden Week Business Focus

*May 4-7, 2010*

*The Sweden Week Business Focus-Edays is an industry conference in Seattle, WA, with three of Seattle's largest clusters: Clean Technology/Sustainable Development, Mobility & Information Technology and Medical Technologies and Global Health. The Business Focus-Edays is organized under the Sweden Week umbrella in order to highlight local and Swedish businesses. It is presented in partnership with SACC-USA as an E-Days Special Edition in order to exchange ideas, views, and to stimulate trade between Sweden and the U.S.*

May 4, Tuesday

**11:00-5:00 SACC-USA Regional and Annual Board Meetings**

May 5, Wednesday

**7:00 Opening of registration and exhibits at the Swedish Cultural Center**

**8:00-9:30 Concurrent sessions**

- "Speed-networking" sessions
- Business Matchmaking

**9:30-10:30 Grand Opening of Sweden Week Business Focus-Edays Special Edition**

*Welcoming Remarks:*

- Lars Jonsson, Sweden Week Founder and Swedish Consul to WA
- Urban Lundberg, Chairman, SACC-USA
- Jonas Hafström, Ambassador of Sweden to the United States
- Gunnar Wieslander, State Secretary to Minister of Trade of Sweden
- Matthew Barzun, Ambassador of the United States to Sweden
- Representative from Washington State

**10:30-12:00 Examining the Future of Integration – Panel discussion**

- Mark R. Anderson, CEO Strategic News Service & Chair, Future in Review Conferences
- Microsoft
- Jan Uddenfeldt, Senior VP and Senior Technology Advisor to the CEO, Ericsson

*Questions and Answers Moderated by Mark R. Anderson*

**12:00-1:00 Lunch and Business Matchmaking**

May 5, Wednesday, continued

**1:00-2:00 Med Tech, Global Health, and Innovation: The Next Frontier - What can we envision in the Med Tech market in 10 years?**

*Key Note Speech:*

- Bengt Nielsen, GE Healthcare
- David Galas, Institute for Systems Biology

*Panelists:*

- Thomas Hedner, PhD, MD, MBA, Professor in Clinical Pharmacology
- Per Ask, PhD, Professor of Biomedical Engineering

**2:00-3:00 Key Note Speech: "Strategies for a Green Society"**

- Tomas Kåberger, Director General, Swedish Energy Agency
- Jeff Morris, Washington State Representative

*Questions and Answers Moderated by KC Golden, Policy Director, Climate Solutions*

**3:00-3:30 Coffee Break**

**3:30-4:00 City of Stockholm – European Green Capital 2010**

- Ulf Kristersson, Deputy Mayor, City of Stockholm

**4:00-5:30 Clean Tech Panel Discussion on Smart Grid**

*Introduced and Moderated by Matthew Barzun, the Ambassador of the United States to Sweden*

- ABB
- Gunnar Nordfeldt, CEO, Byggesta
- Claes Olsson, CEO, PowerIt Solutions

**5:30-7:30 Welcome Reception**

*Speakers: Senior Officials from the City of Seattle and City of Stockholm*

May 6, Thursday

**7:30 Opening of registration and exhibits**

**8:00-9:00 Business Matchmaking**

**9:00-10:30 Concurrent cluster programs with Keynote Speakers & Panel Discussions #1**

**CleanTech/Sustainability:**

*Clean Energy, Green Design & A Sustainable Community*

**Mobility & IT:**

*Venture Capitals and Start Ups*

**Med Tech & Global Health:**

*Global Health*

(See separate cluster programs for details)

**10:30-11:00 Coffee Break**

**11:00-12:30 Concurrent cluster programs with Keynote Speakers & Panel Discussions #2**

**CleanTech/Sustainability:**

*Biomass and Waste to Energy*

**Mobility & IT:**

*Mobile Monetization*

**Med Tech & Global Health:**

*Virtual Surgery and Modern Med Tech*

(See separate cluster programs for details)

May 6, Thursday, continued

**12:30-1:30 Lunch and Business Matchmaking**

**1:30-2:30 Concurrent Sessions for Mobility & IT and Clean Tech / Sustainability**

***Mobility & IT: Internet Freedom***

*Key Note Speech:*

- Matthew Barzun, US Ambassador to Sweden

***Clean Tech/Sustainability: Lessons from Sweden; Action in Seattle***

*Panel Participants:*

- Stan Gent, President & CEO, Seattle Steam Company
- Jim Mueller, Managing Partner of JC Mueller, Real Estate Development
- Mike O'Brien, Councilmember, Seattle City Council

*Moderator:*

- Patricia Chase, Principal, I-SUSTAIN

**2:30-4:00 Concurrent cluster programs with Keynote Speakers & Panel Discussions #3**

**CleanTech/Sustainability:**

*Energy Storage and  
Transportation*

**Mobility & IT:**

*Open Mobile-What works  
and what doesn't?*

**Med Tech & Global Health:**

*Technical Innovation vs.  
Interoperability of data*

(See separate cluster programs for details)

**4:00-4:20 Ultrasound Demonstration by Great Connection**

**4:20-4:30 Closing Remarks**

**4:30-6:00 Happy Hour with Networking and Business Matchmaking**

**6:30 Raoul Wallenberg Dinner**

*Keynote Speaker: Michael Wernstedt, Wallenberg's grandnephew*

*Hosted by the Nordic Heritage Museum*

*Location: Seattle Marriott Waterfront, 2100 Alaskan Way, Seattle*

May 7, Friday

**7:30-9:00 Europe Day Celebration Breakfast hosted by the Council of European Chambers of Commerce of the Pacific Northwest**

- Mattias Sundholm, Deputy Spokesman for the European Union Delegation in Washington, DC

*Location: Columbia Tower; 701 5th Avenue #7600, Seattle*

**8:30-12:00 Optional Industry Specific Visits #1**

***Microsoft Includes lunch buffet***

*Bus leaves the Swedish Cultural Center at 8:30am and picks up at the EU breakfast 8:50am and returns at approximately 1:00pm*

**12:00-5:00 Business Matchmaking**

**12:00-5:00 Venture Capital and International Investment**

**BUSINESS  
FOCUS**  
MAY 5-7, 2010



(See separate program for details)

May 7, Friday, continued

**12:30-4:30**

**Optional Industry Specific Visits #2**

**Boeing**, Includes box lunch

Host: David Okrent, Director for Environment, Boeing

Bus leaves at 1:30pm from the Swedish Cultural Center and returns at approximately 4:15pm

**8:30-4:00**

**Optional Combined Industry Visit**

Combined **Boeing** and **Microsoft** visits. Includes lunch buffet.

Bus leaves the Swedish Cultural Center at 8:30am and picks up at the EU breakfast 8:50am and returns at approximately 4:15pm

**Welcome!**