

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 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**
- 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

May 5, Wednesday, continued

- 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*
- Karl Elfstadius, Group Vice President, 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**
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|---|--|--|
| CleanTech/Sustainability:
<i>Clean Energy, Green Design &
A Sustainable Community</i> | Mobility & IT:
<i>Venture Capitals and
Start Ups</i> | Med Tech & Global Health:
<i>Global Health</i> |
| (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**
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|--|---|--|
| CleanTech/Sustainability:
<i>Biomass and Waste to Energy</i> | Mobility & IT:
<i>Mobile Monetization</i> | Med Tech & Global Health:
<i>Virtual Surgery and Modern
Med Tech</i> |
| (See separate cluster programs for details) | | |
- 12:30-1:30** **Lunch and Business Matchmaking**

May 6, Thursday, continued

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
- Rich Franko, Principal, Mithun

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**

- Petra Hilleberg, Chairperson, Business Focus – Edays Special Edition

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**

(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!