

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 Integrating Mobile Bandwidth and Intelligence: A 10-Year View - Panel discussion

- Mark R. Anderson, CEO Strategic News Service & Chair, Future in Review Conferences
- Microsoft, Dan Reed, VP Technology Policy & Strategy
- 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, Vice 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, Karl Elfstadius, Group Vice President
- Gunnar Nordfeldt, President, Byggvesta
- 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
- 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

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: Dan Hendricks, Boeing Global Technology, 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!