

Welcome to Seattle, WA, and the Sweden Week Business
Focus-Edays Special Edition

May 5-7, 2010 at the Swedish Cultural Center

Cluster Program, for days 2 & 3, May 6 & 7

This conference will delve deeply into three of Seattle's largest industry clusters, clusters where Sweden and the US find common ground:

- ▶ *Clean Tech/Sustainable Development*
- ▶ *Mobility & IT*
- ▶ *Med Tech/Global Health*

This event will assemble entrepreneurs, CEOs, venture capitalists, keynote speakers, government officials and policy-makers from both Sweden and the US with an eye towards driving demand and opening new markets.

Clean Tech/Sustainable Development program

As the US is turning more and more to green practices, more business opportunities will be available for Swedish companies, which, in general, have made greater advances in areas such as energy from waste and biomass, as well as sustainable design. We will explore these opportunities so that Seattle and the Pacific Northwest can continue to be a US market leader in sustainable development and clean technology.

Sweden, with its high green standards, has the knowledge and tools to capitalize on these opportunities. However, the US has made more progress in areas such as alternative fuels and forest products, where companies like Weyerhaeuser have had a major impact. On a global scale, Clean Tech/Sustainable Development is a sector that is undergoing rapid innovation. The European Union (EU) – of which Sweden is a member – is the world leader in environmental protection policymaking, legislation and projects. The US market, meanwhile, is the largest in the world, and provides a unique and rich opportunity for business and policy development.

A selection of keynote speakers, moderators and panelists:

- ▶ *Roger Garratt, Director Puget Sound Energy Inc, Seattle*
- ▶ *KC Golden, Policy Director, Climate Solutions*
- ▶ *Philipp Schmidt-Pathmann, Executive VP, Green Conversion Systems, Seattle*
- ▶ *Hans Gulliksson Energy Agency Southeast, Sweden,*
- ▶ *Claes Olsson, CEO & President, PowerIt Solutions, Seattle*

Panel discussions will include the following topics:

- ▶ *Clean Energy, Green Design & a Sustainable Community*
- ▶ *Biomass & Waste to Energy – Holistic ways to a solution*
- ▶ *Energy Storage & Transportation: Working towards a sustainable future*

Mobility & IT program

Sweden and the Seattle area have been leaders in the mobility space since "car phones" first become available to consumers during the 1980s. The Seattle area has a vibrant community of mobile application developers and start-ups, as well as more established companies, and serves as the US headquarters for handset makers.

The global mobile revolution started in Sweden where Ericsson had the foresight to combine a highly flexible switching platform with a military radio platform. Ever since those days, Sweden has been in the forefront of mobile development. Anyone who wants to try out something "new" in the mobile space turns to Sweden because of its high mobile penetration, advanced users, excellent infrastructure, and its role as a gateway to Europe. It's easy to do mobile business in Sweden!

The US market, meanwhile, is the largest in the world, and provides a unique and rich opportunity for business and policy development. The Mobility & IT cluster will bring these two worlds together for an intensive day of exchanging views, ideas, and information, of making new business connections, and of finding potential partners.

A selection of keynote speakers, moderators and panelists:

- ▶ *Mark R Andersson, Strategic News Service & Future in Review Conferences*
- ▶ *Mathew Barzun, US Ambassador to Sweden*
- ▶ *Tom Huseby, Managing Partner, SeaPoint Ventures*
- ▶ *Jeff Giard, Director Strategy, Clearwire*
- ▶ *Hank Skorny, Senior Vice President, RealNetworks*
- ▶ *Dr. Sailesh Chutani, CEO and co-founder, Mobisante*
- ▶ *Chetan Sharma, Technology & Strategy Consulting*

Panel discussions will include the following topics:

- ▶ *Venture Capital and Start Ups – the dynamics of the mobile marketplace*
- ▶ *Mobile Monetization - how to make money from apps and services*
- ▶ *Open Mobile- What works and what doesn't?*

Med Tech & Global Health program

Global Health encompasses both the for-profit and nonprofit efforts in advancing science, technology, infrastructure and philanthropy directed at addressing world health problems such as developing vaccines for infectious diseases and providing health care delivery solutions to all parts of the world.

An international leader in Global Health, Washington state is home to pioneering research and development, education and training, and has the resources, innovation, and commitment to improve the lives of people around the world. Washington state is also home to world-class research institutions and innovative companies. The state's organizations are developing revolutionary improvements in the prevention, detection, and treatment of cancer, heart disease and multiple sclerosis, and they are leaders in research in ultrasound technology. Sweden, meanwhile, has an advanced, export-oriented Med Tech industry, which today employs approximately 9000 persons and has an annual turn-over of more than 2 billion USD. The current global Med Tech market is estimated at about 200 billion USD, and some 7% of gross revenues are invested in R&D. The Swedish Med Tech industry includes the technologically sophisticated medical equipment which is needed in highly specialized care such as cardiac surgery, renal dialysis and radiation therapy to name a few areas. In the future, both the Swedish and the international Med Tech industry will face new challenges related to support systems for an aging population. This will create a need for individual as well as preventive monitoring. The future Med Tech industry will aim to make use of emerging biomedical discoveries on a genetic, molecular and cellular level in order to predict, diagnose and monitor disease processes. In addition, the industry is likely to face increased regulatory demands as well as an increasing internationalization, which will change and globalize this sector.

A selection of keynote speakers, moderators and panelists:

- ▶ *Lisa Cohen, MA, Executive Director, Washington Global Health Alliance*
- ▶ *Filippo Randazzo, PhD, Senior Program Officer, Global Health Discovery, Global Health Program, Bill & Melinda Gates Foundation*
- ▶ *Bengt Nielsen, GE Healthcare*
- ▶ *Per Ask, Professor Linköping University, institution for medical technology)*
- ▶ *Donald McKenry, Founder & President, Mardon International Healthcare Services*
- ▶ *Orwar Gustafsson, ass. Professor, Blekinge Institute of Technology, specializing in use of IT for distance radiology and picture diagnostics*

Panel discussions will feature the following topics:

- ▶ *Global Health*
- ▶ *Virtual Surgery and Modern Med Tech*
- ▶ *Technical Innovations vs. Interoperability of Data*

Business Focus - Edays Cluster Program May 6-7, 2010

On the second day of the conference there will be three concurrent programs, one for each cluster. After lunch there will be one joint session. During both days you will have a chance to network and participate in business matchmaking.

Thursday, May 6

8.00am-9.00am

Business Matchmaking

9.00am-10.30am

Clean Tech

Clean Energy, Green Design & a Sustainable Community

Mobility and IT

Venture Capital and Startups

Med Tech/Global Health

Global Health

11.00am-12.30pm

Clean Tech

Biomass & Waste to Energy – Holistic ways to a solution

Mobility & IT

Mobile Monetization, how to make money from apps and services

Med Tech/Global Health

Virtual Surgery and Modern Med Tech

12:30pm-1:30pm

Lunch with Business Matchmaking

2.30pm-4.00pm

Clean Tech

Energy Storage & Transportation: Working towards a sustainable future

Mobility & IT

Open Mobile what works and what doesn't

Med Tech/Global Health

Technical Innovation vs. Interoperability of Data

Friday, May 7

7:30am-9:00am

Europe Day Celebration Breakfast hosted by the Council of European Chambers of Commerce of the Pacific Northwest

8:30am-12:00pm

Optional Industry Specific Visits #1

Microsoft Includes box lunch

Bus leaves the Swedish Cultural Center at 8:30am and picks up at the EU breakfast 8:50am and returns at approx. 12:00

12:00pm-5:00pm

Business Matchmaking

12:00pm-5:00pm

Venture Capital and International Investment

12:30pm-4:30pm

Optional Industry Specific Visits #2

Boeing, Includes box lunch

Bus leaves at 12:30 from the Swedish Cultural Center and returns at 4:30pm

9:00am-4:00pm

Optional Combined Industry Visit

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

Bus leaves the Swedish Cultural Center at 8:30am and returns at approximately 4:30pm

Note: This agenda is constantly being updated as more speakers and panelists are added. Check www.swedenweek.org/businessfocusedays for updates.