

Welcome to Sweden Week Business Focus – Edays Special Edition 2010

The Sweden Week Business Focus – Edays Special Edition is a business-to-business **matchmaking** event held in conjunction with Sweden Week, May 2-9, and in cooperation with the Consulate of Sweden. It focuses on topics in and the current needs of Pacific Northwest industries working in Sustainable Development, Medical Technologies & Global Health, and Mobility/Information Technology. 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.

Medical Technologies & Global Health

New technologies are said to have made the world smaller. Can they also make it healthier?

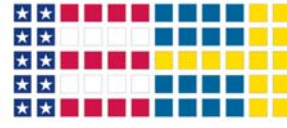
Global Health encompasses both the for-profit and nonprofit efforts in advancing science, technology, infrastructure and philanthropy directed at addressing world health problems such as developing vaccines for infectious diseases and providing health care delivery solutions to all parts of the world.

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. Bill & Melinda Gates Foundation, The Fred Hutchinson Cancer Research Center, PATH, Institute for Systems Biology, Pacific Northwest National Laboratory and Seattle Biomedical Research Institute are just some of the organizations that are tackling the big challenges and are trying to find solutions for epidemic disease such as malaria, HIV/AIDS, and tuberculosis.

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. Washington also has an extensive education and training network to support its knowledge-based economy. Given these and many more advantages, Washington is becoming a major center for Global Health. Areas of special strength include: Bio-Agriculture, Bio-Informatics, Clean Technology & Bio-Fuels, Global Health, Healthcare IT, Medical Devices, Oncology & Immunology, and Veterinary Medicine.

Forbes Magazine recognized Washington State as one of the top two best states for business in 2009. An innovative and entrepreneurial spirit together with a culture of collaboration has formed an ecosystem of knowledge-based workers and industries, which attracts companies from around the world, in turn allowing businesses to pull in and retain talented workers.

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 addition to that, there is also a significant Med Tech laboratory sector involved in sophisticated biochemical analysis, signal analysis and biosensors.



Strong research areas and emerging industrial areas within Med Tech in Sweden today include biosensors ("lab on a chip"); micromechanical sensors; bio-optics; spectroscopy; nanostructures; image analysis (X-ray technology, MR, ultrasound); signal analysis (diagnostic and therapeutic applications, visualization, systems for e-health and information); and therapeutic technology (radiation therapy, blood separation, various drug-delivery techniques, prosthesis and tissue bioengineering).

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.

The Med Tech & Global Health portion of the conference will kick off with the introductory keynote speech on Wednesday May 5th: "Med Tech, Global Health, and Innovation: the next frontier." And during the next two days, panel discussions will be held on "Global Health", "Virtual Surgery and Modern Med Tech", and "Technical Innovation vs. Interoperability of Data."

Speakers include **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), Professor **Per Ask** (Linköping University, institution for medical technology), **Bill Crouse** (MD, Senior Director, Worldwide Health and Executive Producer of Health Tech Today, Microsoft Corporation), and others.

On the agenda are industry specific discussions; key note speakers; business and knowledge matchmaking sessions with delegates from Sweden and the U.S.; the Wallenberg Banquet Dinner; seminars; optional company visits to Boeing, Microsoft, University of Washington; as well as many networking opportunities. Please visit www.swedenweek.org for up-to-date information, changes to the agenda, and to register.



Med Tech & Global Health Cluster Program Overview

Thursday, May 6

8.00am-9.00am

Business Matchmaking

9.00am-10.30am

Global Health

Panel Participants:

- Filippo Randazzo, PhD, Senior Program Officer, Global Health Discovery, Global Health Program, Bill & Melinda Gates Foundation
- Dan Dixon, VP, External Affairs, Swedish Hospital
- Bengt Nielsen, GE Healthcare

Moderator:

- Lisa Cohen, MA, Executive Director, Washington Global Health Alliance

11.00am-12.30pm

Virtual Surgery and Modern Med Tech

Key Note Speech: *TBD*

Panel Participants:

- Per Ask, Professor, Linköping University, Department of Biomedical Engineering

2.30pm-4.00pm

Technical Innovation vs. Interoperability of Data

Panel participants:

- Bill Crouse, MD, Senior Director, Worldwide Health and Executive Producer, Health Tech Today, Microsoft Corporation
- Orwar Gustafsson, PhD, Adjunct Professor, Blekinge Institute of Technology
- Dr. Henric Johnson, Platform Manager, Blekinge Institute of Technology

Moderator:

- Donald McKeney, Founder & President, Mardon International Healthcare Services

Note: This agenda is provisional and subject to change



**BUSINESS
FOCUS**
MAY 5–7, 2010



Why go to Seattle?

With 11% of its inhabitants proudly claiming their Swedish heritage, Seattle is, without doubt, the best place for Swedish and US businesses to come together. Not only do surnames like Carlson, Olson and Larson make one think of Sweden, but the scenery in much of Washington State is similar to Sweden's, and is probably one of the reasons to why so many Swedes once decided to settle here.

Seattle means Starbuck's coffee, Bill Gates and the birth of grunge rock, but the city has a lot more to offer. Over three million Pacific Northwesterners call Seattle home, and the city is, along with Portland, Oregon, considered one of the greenest cities in the US. Seattle is also a premier gateway for international trade with Asia. The combined ports of Seattle-Tacoma form the fifth largest port in the US (2005). Home to the University of Washington, Seattle is one of the nation's most educated cities, with a high percentage of college graduates. And the City is justifiably proud of its professional sports teams – football, baseball and, of course, the Seattle Sounders soccer team, led by Swedish star player Freddie Ljungberg.

Seattle offers its residents a high quality of life and provides travelers a memorable visit, with opportunities to golf, sail, ski, kayak, camp and hike, as well as top-class restaurants, stylish shopping, luxurious hotels and vibrant nightlife.

The conference will be held at the historic Swedish Cultural Center, with a fantastic view of Seattle and Lake Union. For lodging and accommodation opportunities, please visit www.swedenweek.org!

We look forward to seeing you in Seattle!