

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 3-9, 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.

Mobility & IT

Sweden and the Seattle area have been leaders in the mobility space since "car phones" first become available to consumers during the 1980s.

Seattle is home to mobile pioneers such as Craig McCaw, John Stanton, and many others who have followed in their tracks. Mobile operations headquartered in the Seattle area today include T-Mobile USA and Clearwire, and AT&T Mobility also retains a strong presence here.

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 such as HTC. It is also home to Microsoft, Amazon.com, Motricity, development offices of Google, Adobe, Getty Images, Expedia and countless other players in the Mobile and IT arenas.

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. The Mobility & IT portion of the conference will focus on the rapid development and current opportunities that are available in the ever-changing mobile industry, as well as on a two-way knowledge and business-to-business exchange between the US and Sweden.

Keynote speakers will include **Matthew Barzun** (US Ambassador to Sweden), **Mark R. Anderson** (Strategic News Service and Future in Review Conferences), **Tom Huseby** (SeaPoint Ventures), as well as representatives from Ericsson, and Microsoft.

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.

Mobility & IT Cluster Program Overview

Thursday, May 6

8.00am-9.00am

Business Matchmaking

9.00am-10.30am

Venture Capital and Startups - The Dynamics of the Mobile Marketplace

This panel will explore how capital is raised and what the drivers are for an investor in the mobility sector. Is corporate taxation a major factor for start-ups and what factors might play a far bigger role than just low taxes. Do startups need capital these days? How is the venture and mobile startup world changing?

Key Note Speech:

- Tom Huseby, Managing Partner, SeaPoint Ventures

Panel participants:

- Dr. Sailesh Chutani, CEO, Mobisante
- Mike McSherry, CEO, Swype
- Enrique Godreau, Managing Director, Voyager Capital

Moderator:

- Dan Shapiro, Entrepreneur

11.00am-12.30pm

Mobile Monetization: how to make money from apps and services

There seem to be an insatiable appetite from the consumers for new applications and services, but with monthly data access fees "fixed", how do application developers, content, and service providers make money on their mobile efforts?

Key Note Speech:

- Michael Lunsford, EVP, Strategic Ventures, RealNetworks

Panel participants:

- Rick Hennessey, CEO, Cequent
- Gowri Shankar, CEO, Singlepoint

Moderator:

- Chetan Sharma, President, Chetan Sharma Consulting

1.30pm-2.00pm

Special Key Note: Internet Freedom

Key Note Speaker:

- Matthew Barzun, US Ambassador to Sweden

2.30pm-4.00pm

Open Mobile: What works and what doesn't

"Open Mobile" has been on everyone's lips for the past few years but what does it really mean? And more importantly, how can we benefit from it? This panel will discuss the ins and outs of "Open Mobile" and you will hear from device makers, operators and software developers. What Open means from their vantage point and how do they see it evolving over the next few years?

Key Note Speech:

- Abhi Ingle, VP, AT&T Mobility

Panel Participants:

- Jeff Giard, Director Clearwire
- Sandeep Sinha, Director Motorola
- Keith O'Neill, VP Business Development, IceBreaker

Moderator:

- Mike Foley, Executive Director, Bluetooth SIG

Note: This agenda is provisional and subject to change

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!