
INVITATION TO SMALL-MEDIUM ENTERPRISE PARTNERSHIP

SWEDEN TAKES CENTRE STAGE AS THE HANNOVER FAIR 2019 PARTNER COUNTRY

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Your company is invited to position itself as a world leader in Smart Industry with a Small-Medium Enterprise (SME) Partnership with Sweden Co-Lab, a Swedish Government initiative for Hannover Fair 2019. A SME Partnership puts your company in a global spotlight with the opportunity to take part in promotional activities towards your customers and most important stakeholders.

With Sweden designated as the Partner Country to Hannover Fair 2019, Swedish companies will be positioned as world-leading providers of Smart Industry solutions under the theme **Sweden Co-Lab**. Sweden Co-Lab will showcase Sweden as a greenhouse for co-creation (Co) and innovation (Lab). Sweden itself will be positioned as a hotspot for innovation, labs, testbeds and trends that create solutions for the future, engaging small, medium and large companies and start-ups, as well as governmental, private and public players.

Partner countries in previous years include the United States, India, China and Japan, which have been represented in Hannover by their heads of state and/or governments. The Hannover Fair takes place in Germany, Sweden's largest trading partner and the home country of Industry 4.0. It is the world's largest platform of its kind, with more than 220,000 visitors.

The **SME Partnership** to Sweden Co-Lab includes:

1. Promotional activities and media plan in connection with the fair

SME Partners will be part of a marketing campaign in Germany, with worldwide exposure in the months leading up to the Hannover Fair. There will be promotion events, a global media tour and an online presence, including social media.

- ▶ **Positioning events.** The Sweden Co-Lab platform will be used to position Partners towards stakeholders at events during the months leading up to the fair. SME Partners will have the opportunity to arrange conferences, business meetings or networking events under the Sweden Co-Lab brand.
- ▶ **Sweden Co-Lab Media Plan.** Together with the Hannover Fair, Sweden Co-Lab will conduct a worldwide media tour to promote Sweden and Swedish companies as leading within Smart Industry.
 - **Websites and social media.** Sweden Co-Lab and Partners are promoted on the [Hannover Fair website](#), the [Sweden Co-Lab website](#) as well as in social media channels.
- ▶ **Membership in the Swedish Chamber of Commerce in Germany.** SME Partners will be offered a membership in the [Swedish Chamber of Commerce in Germany](#) from the time of signing up for Sweden Co-Lab until the end of 2019. As member you will benefit from the Chamber's platform for Swedish companies operating in Germany.

2. Positioning in Sweden Co-Lab Digital Factory 31 March – 5 April

The Swedish Pavilion will be branded as the Sweden Co-Lab Digital Factory. This will be the focal point during the fair week with extensive attention from media, political and industry leaders and other relevant stakeholders. The Sweden Co-Lab Digital Factory will showcase Sweden and Swedish companies as world leaders in Smart Industry, automation, digitisation, IoT, AI and more.

The Sweden Co-Lab Digital Factory will display a state-of-the-art value chain, from R&D and industrial sales, to smart production, and even recycling. **SME Partners will display their key solution or service in an interactive flow.** This is an excellent opportunity to showcase the value of your product in an integrated system together with other leading Swedish companies within Smart Industry.

3. High-level Delegation led by the Prime Minister 31 March – 5 April

During the fair week, Sweden Co-Lab will organise an extensive program, including an exclusive high-level delegation led by the Prime Minister of Sweden. **SME Partners will participate in the delegation and direct contact with global political and business leaders.** Representatives from several Swedish and German ministries will attend the program. Key activities include:

- ▶ **Sweden Co-Lab Digital Factory Opening Ceremony.** A key media activity with attendance from highest political level from both Sweden and Germany. SME Partners will be invited to the ceremony.
- ▶ **Hannover Fair Opening Ceremony.** A spectacular event attended by high level representatives from business and politics led by the Chancellor of Germany Angela Merkel and the Swedish Prime Minister, which will draw global media coverage. The Opening Ceremony ends with dinner and networking. SME Partners will be invited to attend the ceremony.
- ▶ **Sweden-Germany Business Summit.** A high-powered economic policy business forum with the aim of strengthening and developing economic ties with global actors. Opening speeches by the Chancellor of Germany Angela Merkel and the Swedish Prime Minister. SME Partners will be invited to network with high-level representatives and clients.
- ▶ **Sweden Partner Country Program.** The Program, including seminars, workshops and business meetings, will run in the Sweden Co-Lab Digital Factory throughout the fair week, covering topics such as Smart Industry, innovation, digitisation, IoT and AI etc. SME Partners will have the opportunity to arrange conferences, business meetings or networking events under the Sweden Co-Lab brand.
- ▶ **Sweden Partner Country Night.** An informal networking evening reception where SME Partners get the opportunity to invite customers and other stakeholders.
- ▶ **Sweden Co-Lab Start up Network.** As part of Sweden Co-Lab, a network of Smart Industry related start-ups will be participating. SME Partners will get the opportunity to interact with them and explore new collaborations.
- ▶ **Hannover Fair Programs.** The Hannover Fair organises about 80 forums and conferences. SME Partners will be pitched as speakers/panellists in the programs.
- ▶ **Worldwide media coverage.** The Hannover Fair is widely covered by media with more than 2,500 journalists from all major business channels and papers represented. As Partner Country, Sweden will benefit from extensive coverage before and during the fair. Key media activities include the Hannover Fair Opening Ceremony, the Sweden Co-Lab Digital Factory Opening Ceremony and the Sweden-Germany Business Summit.



As part of Sweden Co-Lab, other companies and organisations will also be invited as Platinum, Gold, Silver, Start up and Public Partners. These packages are tailor-made for the different groups and include various levels of influence, visibility and positioning.

Besides the SME Partnership you may also exhibit independently in any of the thematic halls at the Hannover Fair. Sweden Co-Lab Partners will benefit from a special discounted price.

In order to maximise the value for your company, we would appreciate hearing from you by 30 October. For further information, please contact Birgitta Lantz, birgitta.lantz@business-sweden.se or +46 70 872 8534. Please also see: www.swedenhannovermesse.com



About the organisers: Team Sweden is a network of authorities and organisations promoting Swedish exports and internationalisation and attracting foreign investments to Sweden. Sweden Co-Lab at Hannover Fair 2019 is driven by Team Sweden, under the project management of Business Sweden.

Sweden Co-Lab at a glance

- ▶ World-class showcase and positioning of Sweden and Swedish companies towards a global audience
- ▶ Engagement in the months leading up to the Hannover Fair, 31 March-5 April 2019, in Germany – the home country of Industry 4.0 and the largest market for Swedish industry, with a global outreach
- ▶ Anchored at highest political level in Sweden and Germany and engagement from private sector (large corps to start ups) and public sector
- ▶ Partnerships on different levels of influence, visibility and positioning
- ▶ SME Partnership includes:
 - Promotional and media activities in the months leading up to the Hannover Fair
 - Positioning in the Partner Country Pavilion: Sweden Co-Lab Digital Factory at the Hannover Fair 2019
 - High-level Delegation led by the Prime Minister 31 March-5 April 2019

REGISTRATION

SMALL-MEDIUM ENTERPRISE PARTNERSHIP

HANNOVER, 31 MARCH – 5 APRIL, 2019

Date: 31 March – 5 April, 2019

Location: Hannover

Participant Fee: SEK 50 000 per person and company. SEK 25 000 per additional representative from the same company.

The fee does not cover: Airfare, accommodation, transfer to/from the airport/hotel, and other arrangements and meals outside the program.

We hereby register for participation in Hannover Messe 2019

Registration to be sent no later than 30 October.

To: Luciano Benitez, luciano.benitez@business-sweden.se

Business Sweden's General Conditions for Participation in Joint Export Activities (June 2011) are enclosed.

Company: _____ Corporate ID: _____

Invoicing address: _____

Postal Code: _____ City: _____

Phone/Switchboard: _____

Name 1: _____ Title: _____

Email/Mobile: _____

Name 2: _____ Title: _____

Email/Mobile: _____

Contact Person: _____

Email/mobile: _____

Date: _____ Signature: _____

GENERAL CONDITIONS FOR PARTICIPATION IN JOINT EXPORT ACTIVITIES (EXHIBITIONS, DELEGATION TRAVELS, ETC)

1. General

BUSINESS SWEDEN undertakes to carry out the export activity described in the invitation on condition that the necessary number of companies signs up by giving binding notice of participation and no obstacles specified in section 5 below exist in regard to the performance of the activity.

2. Participation fee

Companies taking part in the activity undertake to cooperate in order to achieve its aim and facilitate its performance and also to pay the fee specified in the invitation. Participation in the activity may not be made available or assigned to a third party without the prior written consent of BUSINESS SWEDEN. Unless otherwise expressly stated, all prices are exclusive of VAT. The participation fee shall be paid in advance.

If the price has been specified in SEK and BUSINESS SWEDEN has to pay certain costs in local currency, the price shall at the time of payment be adjusted if the exchange rate has changed by more than 5% between the date of the invitation and the date of invoicing.

In the event of fewer companies signing up for the activity than required in the invitation, the participating companies undertake to pay an increase not exceeding 10% of the participation fee.

The term of payment is 30 days from the invoice date. In the event of late payment, penalty interest is payable at the current Swedish reference rate ("referensränta") plus eight (8) percentage points. Any costs for collection or other measures to obtain payment will be charged to the company.

3. BUSINESS SWEDEN's undertakings

BUSINESS SWEDEN's undertakings are limited to what is stated in the invitation and the present conditions. Payments for services that BUSINESS SWEDEN has undertaken to perform by written agreement, over and above what is included in the activity, shall be made as they fall due after invoicing.

BUSINESS SWEDEN is entitled to depart from the method specified in the invitation of performing the activity if its performance requires this.

4. Cancellation etc

Registration is binding. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date BUSINESS SWEDEN has received and confirmed the company's binding reservation.

5. Force majeure etc

BUSINESS SWEDEN may cancel the activity or postpone carrying it out for a reasonable period if any obstacle to or unreasonable increase in the cost of carrying it out arises or if carrying it out would jeopardise the safety of persons or property affected by the activity, due to an event or circumstance outside BUSINESS SWEDEN's reasonable control (force majeure). Such events or circumstances include acts of violence or a risk of acts of violence of all kinds (including war, hostilities, acts of sabotage etc.), natural phenomena (earthquakes, hurricanes, floods etc.), sudden events which cause injury or damage (fires, explosions etc.), labour conflicts (strike, lockout, blockade, working to rule etc.), events and interventions of an official nature (changes in the law, new legislation, a change in the exchange rate), and other unforeseen events or unforeseen consequences of foreseeable events such as lack of transport, a shortage of skilled workers, power cuts etc.

BUSINESS SWEDEN shall inform the participating companies in an appropriate manner as soon as possible after force majeure is deemed to exist.

In addition to what is stated in the first paragraph of this section, the effect of invoking force majeure is that BUSINESS SWEDEN will be absolved from economic consequences, including damages for delay in carrying out the activity or for the activity not being carried out at all or not being carried out as agreed.

6. Disputes etc

These general conditions shall be governed by and are construed in accordance with Swedish law. Any dispute in connection with these general conditions shall be finally settled by arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce.

7. GDPR

Business Sweden is keen on protecting customer privacy. The personal information we receive in connection with your registration to participate in the Hannover Fair 2019 will be used to administer your participation. This also implies that we will share your contact details with Hannover Messe in order to register you to the fair and for any other arrangements in connection with the fair. We may share your information with partners, such as assembly builders and other parties, essential for the exhibition. We may also use your contact information to follow up on the fair and to share information about similar arrangements that you may be interested in.