



INVITATION TO STARTUP PARTNERSHIP

SWEDEN TAKES CENTRE STAGE AS THE HANNOVER FAIR 2019 PARTNER COUNTRY



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Your company is invited to apply to take part in an initiative to position Sweden and Swedish companies and organisations as world leaders in Smart Industry. Chosen Startups are welcome to participate as Startup Partners to Sweden Co-Lab, a Swedish Government initiative for Hannover Fair 2019. A Startup Partnership puts your company in a global spotlight with the opportunity to take part in promotional activities towards your most important stakeholders.

With Sweden designated as the Partner Country to Hannover Fair 2019, Swedish companies and organisations 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 Startups, 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.

In Sweden Co-Lab, Startups will have pre-arranged business meetings and an opportunity to arrange their own in a dedicated area where all participants are featured. This match-making is powered by Ignite Sweden.

The **Startup Partnership** to Sweden Co-Lab is for companies in below industries and you *apply* to be selected:

- ▶ Industry
- ▶ Energy
- ▶ AI & machine learning
- ▶ Robotics
- ▶ E-mobility
- ▶ IoT
- ▶ New materials

The participation fee is co-funded by Vinnova. Chosen Startups (max 30) pay 15 000 SEK and can in addition apply for coverage of travel expenses up to 15 000 SEK. By applying, you ensure that you are willing to pay the fee and that you are available to join.

Fill out the details before **15 November**: [Apply here](#)



The Startup Partnership to Sweden Co-Lab includes:

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

Startup 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. Startup 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.** Startup 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. **Startup Partners will be part of a dedicated Startup area in the Sweden Co-Lab Digital Factory.**

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. **Startup 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. Startup 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. Startup 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. Startup 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. Startup Partners will have the opportunity to arrange conferences, business meetings or networking events under the Sweden Co-Lab brand.



4. Tailor-made Startup program

As a Startup you will in addition benefit from the tailor-made Startup program put together by Ignite and Business Sweden and other relevant partners.

- ▶ **Selected business meetings 1-1** with innovation scouts and innovation managers at large European corporates through Ignite Sweden process
- ▶ **Possibility to apply for additional matchmaking** with procurement departments at large corporates by Enterprise Europe Network
- ▶ Last but not least **sales training** before heading down to Hannover, to sharpen your pitch and prepare you better for the business matching

You will know by **end of January 2019**, the latest, if your application is granted.

Questions? Please contact Mikaela Hellberg, project manager at SISP mikaela.hellberg@sisp.se

A Startup is defined as: younger than 6 years, fewer than 25 employees and less than 25MSEK in turnover. Not publicly listed. Have you outgrown this phase please contact:

marieclaire.maxwell@business-sweden.se



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 the 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
- ▶ Startup 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
 - Tailormade Startup program