



Study Trip Stockholm

August 30 – 31, 2018

Welcome to join the Swedish Chamber of Commerce's study trip to Stockholm – A 48-hour program to get to know more about the dynamic Startup ecosystem and how the city's entrepreneurial culture has nourished numerous successful global companies.

PROGRAM

30 August 2018

10.00 – 11.30 Visit to the Royal Dutch Embassy in Stockholm

Welcome by H.E. Ambassador of the Netherlands Ms. Ines Coppoolse

Presentation by Wilco Schuttelaar, Officer of Innovation Technology & Science Holland Innovation Network and Start up Stockholm.

Presentation by Ariane Bucquet Pousette, Invest Stockholm, about the Startup Scene in Stockholm and the Story of the Unicorn Factory.

Address:

Embassy of the Kingdom of the Netherlands

Götgatan 16A

Stockholm

12.00 – 13.30 Lunch Gondolen together with Wilco Schuttelaar and his colleagues from the Royal Dutch Embassy in Stockholm (lunch on own expenses)

14.30 – 16.45 World Trade Day by Stockholm Chamber of Commerce

World Trade Day 2018 will highlight the growing importance of the service

sector and the contribution of Swedish global corporations to building Sweden's brand, where leadership, values, sustainability and innovation play a key role.

Over the past three decades, the world economy has increasingly become a service economy, with cross-border trade in services being one of the main drivers of worldwide economic growth. In global value chains, goods and services are often interrelated, and hence interdependent.

In Sweden, services account for about one-third of total exports, and are growing rapidly. Over the past ten years, service industries have created more jobs than the production and sale of goods.

For Sweden to maintain and enhance its prominent role on the global market, its ability to compete, innovate and create value through international trade is critical.

PROGRAM

15.00

Welcome

Ms. Maria Rankka, CEO of The Stockholm Chamber of Commerce

The Growing Service Sector

Dr. Andreas Hatzigeorgiou, Chief Economist, The Stockholm Chamber of Commerce

Keynote Speaker: From Business-Driven Management to Society-Driven Leadership

Mr. Juvencio Maeztu, CFO and Deputy CEO of the IKEA Group, former CEO of Ikea India

Boosting the Power of Services — Moderated Discussion

Ms. Annette Magnusson, Secretary General of the SCC

Mr. Dag Andersson, CEO of Diaverum

Ms. Erica Wiking Häger, Partner, Mannheimer Swartling

Ms. Annette Rampe Brundin, CEO, Internationella Engelska skolan

Using the Power of Services

Ms. Lena Johansson, Secretary General, ICC Sweden

The Way Forward—Windows of Opportunity

MODERATOR: Dr. Andreas Hatzigeorgiou, Chief Economist, The Stockholm Chamber of Commerce

16:45 Networking Reception
Showcasing Sustainable Fashion Products
The Association of Trade Partners Sweden

The World Trade Day is organized in cooperation with ICC Sweden and The Association of Trade Partners Sweden.

17.15 PROGRAM TOGETHER WITH DUTCH CHAMBER OF COMMERCE

Company Presentation and Mingle together with the Dutch Chamber of Commerce hosted by Pinq Mango Capital Partners, the Behavioral Investment Bank

Address: Pinq Mango, Vasagatan 7 – 3rd floor

17.15 Welcome by Magnus Myrenberg, partner at Pinq Mango

17:45 Presentation by Magnus Myrenberg, time for discussion afterwards.

18:30 – 20.30 Mingle and drinks together with Dutch Chamber of Commerce at Clarion Sign Hotel which is just around the corner.

Address: Östra Järnvägsgatan 35, 101 26 Stockholm

31 AUGUST

09.00 -10.00 Visit to Klarna

Address: Sveavägen 46, 111 34 Stockholm

10.30 -11.30 Visit to Norrsken, including presentation and tour of the Norrsken House

Norrsken is an ecosystem consisting of Norrsken House, a coworking space for impact entrepreneurs, and seed fund Norrsken Founders Fund which invests in companies with potential to radically improve the world.

Address: Birger Jarlsgatan 57C, 113 56 Stockholm

12.00 Lunch Fotografiska together with COO John Dekker (lunch on own expenses)

13.30 –14.30 Presentation and Tour Fotografiska by John Dekker

Fotografiska is no ordinary museum.

Fotografiska is an international meeting place where everything revolves around photography. Located in the heart of Stockholm, the museum has an exhibition space of 2,500 square meters and features 4 major exhibitions per year and approximately 15-20 minor exhibitions. Our exhibitions are among the city's most popular attractions. In addition to visiting our exhibitions you can listen to concerts, eat, drink, take a photography course or even arrange an event or a conference in a creative environment.

14.30-16.00 Own time to visit the Museum

16.00 End of Program

The program starts at 10.00 on August 30, 2018 and end at 16.00 on August 31, 2018. More information regarding the program will be announced continuously.

We kindly request all participants to take care of their own flight and hotel reservations.

We are very happy to collaborate with Hobo.se for this unique trip and that Hobo.se offers a special rate from August 29-31, 2018. The price is SEK 1295 including breakfast. To book go to www.hobo.se and use the following code SWENL . The code is valid until 29 July and after that upon availability only. We therefore recommend booking your hotel room as soon as possible.

The price of the Study Trip to Stockholm is Euro 225 including 2-days program, Entrance World Trade Day, mingle and Presentations by Dutch Chamber of Commerce.

All other costs such as flight, hotel, transfers, luncheons and dinners are at own expense.