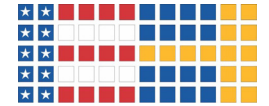


Conference Program Overview

November 8-10, 2010



Monday & Tuesday, November 8-9

8:00 am to 5:00 pm at Elite Park Avenue Hotel, Kungssportsavenyn 36-38. Exhibits and conference including keynote presentations, panel discussions, business matchmaking and networking between Swedish and American participants.

Business Matchmaking Service

Business Matchmaking is the backbone of the Entrepreneurial Days. Short, prescheduled one-on-one meetings help you find potential partners, distributors, agents, consultants and customers. Pre-register online, at www.sacc-edays.org/goteborg. Meetings are selected based on your needs. Business Matchmaking is the perfect way to maximize your E-Days experience.

E-Days Exhibit

A presence in the E-Days exhibit is essential for anyone who wants to expand their Swedish-American network. You can expect the exhibit to attract a large crowd of business leaders and entrepreneurs from Sweden and the U.S. as well as media. With seminars, business matchmaking, and networking in and around the expo area, E-Days participants will be encouraged to browse through the exhibits.

Boot Camp for Doing Business in the U.S.

Parallel sessions giving hands-on advice for Swedish small and medium sized companies that are interested in entering the U.S. market, avoiding common mistakes and taking advantage of the shortcuts that the SACC-USA network can offer.

Company Pitch Sessions

The first impression means a lot! These sessions will be held in an interactive 'Dragon's Den' format where Swedish entrepreneurs present their business plans to American venture capitalists. The panel will critique and question in a fast paced manner, which will enable the audience and the Swedish companies to get a taste of how venture capitalists evaluate investment proposals.

Some E-Days Conference Topics

- Accessing and Navigating Business Opportunities in the 50 United States of America
- How have Market Conditions Changed after the Financial Crisis
- Bringing Swedish Green Tech to the U.S.
- News from the Swedish Automotive Industry
- Entrepreneurs using New Tools & Strategies for Smart Business Development
- Global Mobility for Global Business; New Swedish Entrepreneurship by 70,000 Swedish Immigrants
- How to use Networks to Build Your Business Success
- Financing, Venture Capital & Government Procurement
- U.S. Business Law to Succeed & Avoid Mistakes

The SACC-USA E-Days Banquet Dinner

You are cordially invited to attend the SACC-USA E-Days Banquet Dinner

November 8, 2010

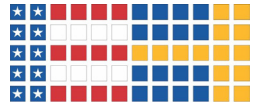
Valand, built as an arts palace in 1886, now a grand facility for festivities

7:00 pm

E-Days Banquet Dinner with dinner speaker Cynthia deLorenzi, Founder of Success in the City, entertainment and a Fashion show sponsored by the City of Borås!

Industry Specific Program

November 10, 2010



Wednesday, November 10

We offer three different industry specific programs, where we concentrate on below sectors, all with attractive business opportunities between Sweden and the U.S. Swedish clean tech companies have developed world leading technologies often in collaboration with government and academia for the most innovative progress. The company programs will include some of Western Swedish leading companies within these specific areas. Program drafts are available on our web site.

Track 1: Waste Recycling & Biofuels Production

In Sweden waste from households, agriculture and the forestry industry is recovered, recycled or transformed into renewable energy used for heating and vehicle fuels. This is an industry with great business opportunities considerably reducing damage to the environment.

The participants will learn and see how world leading technology and the transformation of waste have produced new and useful products while creating new jobs. We will meet with industry peers from both the U.S. and Sweden to exchange experiences, ideas and discuss business opportunities. The program includes company presentations by GoBiGas, Göteborg Energi and the Waste Refinery project in the City of Borås.

Track 2: Energy Efficient Buildings & Sustainable Community Planning

Swedish companies are in the forefront of designing and constructing energy efficient buildings and passive houses and the market demand is very high for these types of solutions that saves energy, money and environmental resources. Passive houses can recover up to 85 % of the energy use.

Today's consumers demand sustainable solutions for everything in life. This track will provide a broad perspective of buildings you live in, work in and use for community services. Participants will visit Skanska's new energy efficient office building in Gårda, Hamnhuset in Gothenburg and the Passive House Center in Alingsås.

Track 3: Sustainable Transport Systems

Sweden's automotive industry is widely known for its expertise in vehicle safety and telematics and is in the forefront of developing renewable fuels solutions. The Gothenburg region's sustainable transport programs include an environmental zone for heavy duty vehicles and the development of energy efficient vehicles.

The focus for this track will be on land transport systems with a closer look at heavy and light duty vehicles including visits to Volvo, SAAB, and to AVF and a presentation of the Climate Smart City Distribution project. The program will show the region's strengths in sustainable transport systems and demonstrate the benefits to customers, investors and organizations interested in joint ventures and other collaborations.

Track 4: Venure, Innovation & Entrepreneurship

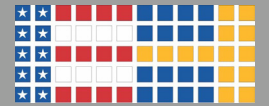
Sweden has for a long time held a high ranking position as one of the world's most innovative and corporate friendly countries. Swedish academia and industries have a long standing relationship and have developed a platform for innovation for new businesses. Sweden has the most corporate friendly university innovation system, allowing professors to have more control and flexibility to work with corporations to develop and commercialize their inventions

This track will focus on highlighting the Bio Tech, Clean Tech and High Tech innovation capabilities coming from unique collaborations between academia and the private sector, which drive the future industries of Western Sweden.

To register visit www.sacc-edays.org/goteborg or call
SACC-USA +1 703.836.6560 / e-mail info@sacc-usa.org
Business Region Göteborg +46 31-61 24 02

Invited Speakers

Maroun Aoun, Internationella Företagsföreningen i Sverige, Matthew Barzun, Ambassador of the United States to Sweden, Lars Björklund, Skanska AB, Residential Development Nordic, Gregory Carson, Ocean Bridge Capital, Cynthia deLorenzi, Success in the City, Annica Fornäs, SAAB AB, Business Area Electronic Defense Systems, Jonas Hafström, Ambassador of Sweden to the United States, Ross Harding, Energy Launch Partners, Andreas Hatzigeorgiou, Swedish Foreign Ministry, Harlan Jacobs, Genesis Business Center, Jan-Åke Jonsson, SAAB Automobile, Anders Kyrkander, Alingsås Passive House Center, Jacob Lagercrantz, Green Motorists, Kevin Lancaster, Winvale Group, James E. McDonald, P.A. McLuskey & McDonald P.A., Mike Miller, CFO 911 Solutions, Doreen Mogavero, Mogavero Lee & Co Inc, Bradley J. Olson, Dickstein Shapiro, Jeffery Phillips, International Trade Representative - Europe & Russia Minnesota Trade Office, Erikki Raasuke, Swedbank, Anders Rydåker, Ever-Green Energy, Urban Smedeby, Bridgewater Capital, Raymond Skoglund, McNamee, Lawrence & Co, Runar Sögaard, Next Level Consulting, Beth Topolovsky, Stinson Partners, Sara Wallin, Almi Väst, Bengt Wallentin, e-Builder



Conference Packages

Three Day Conference Registration - USD 445

Fees include conference registration, seminars, business matchmaking service, lunches, and coffee breaks during the conference (banquet not included). VAT must be added to all participation fees for the Entrepreneurial Days.

Exhibit Package - USD 1,350

Includes registration for two people for three days conference and a exhibit space 2 m x 3 m (4ft x 8 ft)

E-Days Banquet Dinner - USD 125

One- and Two- Day Conference packages and Student discounts are available.

Advisory Board

ALMI Väst, Awapatent, BioBusiness Alliance of Minnesota Business Region Göteborg, Chalmers University of Technology City of Lidköping, Connect Väst, Ecoex, Göteborg Energi, Göteborgs Köpmannaförbund, Swedish Federation of Business Owners Gothenburg, Handelsbanken, Innovationsbron West, Innovatum Trollhättan, Invest in Sjuhärad, Lindholmen Science Park, Region Västra Götaland, Renova, SAAB AB Business Area Electronic Defence Systems, SAAB Automobile AB, Smart Textiles, SP - Technical Research Institute of Sweden, Stena Bulk, Swedban, SwedCal Invest, Swedish Foreign Ministry, Swentec, U.S. Embassy to Sweden, U.S. Defense Services, Vattenfall, Volvo Truck Corporation

Book Your Hotel & Flight Today!

Special E-Days Hotel Rooms and Flights! SAS offers flights from most U.S. destinations to Gothenburg. Stay at Elite Park Avenue or Elite Plaza hotels in Gothenburg for a discounted rate! For more information visit www.sacc-edays.org/goteborg



Scandinavian Airlines

Special offer with SAS from the U.S. to Gothenburg

Scandinavian Airlines is our official airline partner, From most US destinations directly to Gothenburg

- lowest prices ever offered to E-Days attendees!

Accommodation in Gothenburg

SACC-USA recommends the Elite Park Avenue Hotel for E-Days participants! Please note that the 1500 SEK room offer is no longer guaranteed and can be subject to change. Contact Christina Persson at christian.persson@meritustravel.com for more information.

