

“Capitalizing on Today’s Realities for Tomorrow’s Sustainable Success”

—Enter, Access & Expand on the U.S. and EU Markets—

Building on SACC-USA’s successful E-Days recipe of business matchmaking, expert panels, seminars, exhibits and very effective networking, the 2010 Entrepreneurial Days in Gothenburg will bring attention to Sustainable Global Business Development, with emphasis on West Sweden’s world leading expertise and innovative research within Sustainable Transport Systems, Waste Recycling & Bio-fuels Production and Energy Efficient Buildings & Sustainable Community Planning.

At the Gothenburg E-Days you’ll get the big picture of what’s happening on the U.S. and EU markets at the same time as you will connect with the local business partners needed to successfully expand your business. We’ll also talk about the how to best combine U.S. and Swedish business know-how with new entrepreneurial tools and strategies for accessing global market opportunities. We will not dwell on the past, especially not the recession that the world is recovering from...but rather focus on how to best access and capitalize on the opportunities that are available now and in the next five years. In other words: “Capitalizing on Today’s Realities for Tomorrow’s Sustainable Biz Success”

If you have never been to E-Days before, you need to know that this is the most “hands-on-practical-business-networking-and-matchmaking-event” for accessing, expanding and accelerating on the U.S. and EU markets. SACC-USA’s Entrepreneurial Days is one of the most important annual business trade and networking event between Sweden and the U.S.—all categories. The E-Days have proven to be an unmatched success in Trans-Atlantic trade, commerce and investment. The program works just as well for small- and medium sized companies as it does for larger corporations. And with the help of our custom tailored business matchmaking service we help you find potential partners, distributors, agents, and/or consultants that meet the specific needs of your company. Our most recent E-Days in Stockholm and in Savannah, GA, attracted nearly 800 participants from all over Sweden and across the U.S. representing many different industries. More than 1,200 pre-scheduled business matchmaking meetings took place during these two events which have resulted in a number of new business relations.

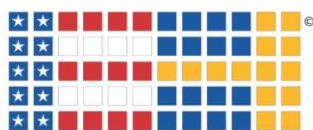
Welcome to Gothenburg!

We look forward to Your participation!

*The Swedish-American Chambers of Commerce of the USA, Inc
Region Västra Götaland
Business Region Göteborg
Ecoex*



SWEDISH - AMERICAN ENTREPRENEURIAL DAYS
www.sacc-edays.org/goteborg



Program DRAFT as of October 27, 2010

Swedish – American Entrepreneurial Days, Gothenburg, November 8 – 10, 2010

Sunday, November 7

Location: Volvo Trucks Demo Center

1:00 pm – 5:00 pm **VIP Lunch with test driving of Volvo trucks, Volvo cars, and Tour of Volvo Trucks exhibit**

5:00 pm – 7:00 pm **VIP Reception at Volvo Truck Corporation**

Welcome remarks by:

- Volvo Truck Corporation, Name TBA
- Urban Lundberg, Chairman, SACC-USA
- Swedbank, Name TBA

5:00 pm – 7:00 pm **E-Days Happy Hour for E-Days conference attendees**

Location: Elite Park Avenue Hotel, Kungsporsavenyn 36-38, Gothenburg

Monday, November 8

Location: Elite Park Avenue Hotel, Kungsporsavenyn 36-38, Gothenburg

7:30 am – 9:00 am **Registration, Business Matchmaking & Exhibit**

9:00 am – 9.20 am **Grand Opening & Welcome**

- Urban Lundberg, Chairman of the Board, SACC-USA
- Bertil Törsäter, Regional Development Director, Region Västra Götaland
- Patrik Andersson, CEO, Business Region Göteborg

9:20 am – 9:40 am **“Accessing and Navigating Business Opportunities in the 50 U.S. States of America; Top 10 Biz Opportunities in the U.S. for Swedish Companies”**

- Matthew Barzun, Ambassador of the United States to Sweden

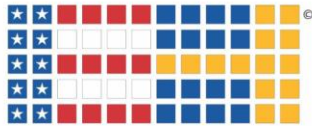
9:40 am- 10:00 am **Key note**

- Catharina Håkansson-Boman, State Secretary to Minister of Enterprise and Energy, Ministry of Enterprise, Energy and Communications (*invited*)

10:00 am – 10:45 am **“How did the Financial Crisis Change the Market Conditions and how have we Moved Forward?”**

- Introduction by: Anna Hallberg Vice President & CFO, Almi Företagspartner
- Cecilia Skingsley, Head of fixed income & fx research, Swedbank large corporates & institutions
- Doreen Mogavero, Founder & President, Mogavero Lee & Co Inc.

10:45 am – 12:45 pm **Business Matchmaking & Lunch**

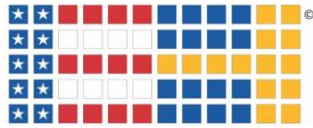


- 12:45 pm – 1:30 pm **“News from the Swedish Automotive Industry”**
- Jan-Åke Jonsson, CEO, Saab Automobile AB
 - Victor Muller, CEO and Founder, Spyker Cars
 - Lennart Stegland, Director Special Vehicles, Volvo Cars.
- 1:30 pm – 2:00 pm **“Bringing Swedish Green Tech to the U.S.”**
- Doug Domenech, Secretary of Natural Resources, Commonwealth of Virginia
- 2:00 pm – 2:45 pm **“Global Mobility for Global Business; New Swedish Entrepreneurship by 70,000 Swedish Immigrants”**
- Moderator: Maroun Aoun, President, IFS
- Panelists:
- Andreas Hatzigeorgiou, Project Manager, Swedish Foreign Ministry
 - Sara Wallin, President, Almi Väst
 - Pierre Elzouki, CEO, Raviteq AB
- 2:45 pm – 3:45 pm **“Entrepreneurs using New Tools and Strategies for Smart Business Development”**
- Moderator: Runar Sögaard, Founder, Next Level Consulting
- Panelists:
- Annica Fornäs, Vice President, Human Resources, SAAB AB, Business Area Electronic Defence Systems
 - Bengt Wallentin, CEO, e-Builder
 - Stephen Spoonamore, CEO, ABSMaterials
- 3:45 pm - 4:45 pm **Business Matchmaking & Exhibit**
- 7:00 pm - **E-Days Banquet Dinner w/ Fashion Show & Entertainment**
- Location: Valand, Kungssportsavenyn/Vasagatan
- Fashion Show sponsored by City of Borås
- “How to use Networks to Build Your Business Success”**
- Dinner Speaker: Cynthia deLorenzi, Founder, Success in the City

Tuesday, November 9

Location: Elite Hotel Park Avenue, Kungssportsavenyn 36-38, Gothenburg

- 8:00 am – 9:00 am **Business Matchmaking & Exhibit**
- 9:00 am – 9:45 am **“Sustainable Transport Systems”**
- Malin Norén, Head of Automotive Sweden
 - John Boesel, President & CEO, CALSTART
- 9:45 am -10:15 am **Company Pitch Session**
- An interactive ‘Dragon’s Den’ format where Swedish Entrepreneurs present their businesses to American Venture Capitalists. The panel will critique and question in this fast pace simulated VC pitches that lets the audience and the Swedish companies get a taste of how VCs evaluate a business plan.



Moderator: Gregory Carson, Principle, OceanBridge Capital LLC / Institute of Innovation and Entrepreneurship

Panelists:

- Damien Callaghan, Investment Director, Intel Capital

10:15 am -11:00 am

“Boot Camp for Doing Business in the U.S.” (Parallel sessions)

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.

Track 1:

“Financing, Venture Cap, and Government Procurement”

- Urban Smedeby, co-Founder, Bridgewater Capital
- Steven D. Young, Engagement Manager, Winvale Group

Track 2:

“US Business Law to Succeed and Avoid Mistakes”

Focus on providing practical legal information and essential tips for entering the US market

Moderator: Charlotte Danielsson, Founding Attorney, Infiniti Law

- Hampus Thofte, Senior Associate, Mannheimer Swartling
- Peter Peyser, Managing Principal, Blank Rome Government Relations LLC
- James F Pedersen, Partner, Dorsey & Whitney

Track 3:

“How to Sell to Americans – U.S. Business Culture”

Moderator: Lena Malmberg, Partner, LM Broking AB

- Harlan Jacobs, President, Genesis Business Centers
- Don McKeny, President, Mardon Medical
- Mike Miller, Director, CFO 911 Solutions

11:00 am – 1:00 pm

Business Matchmaking & Lunch

1:00 pm – 1:45 pm

“Waste Recycling & Bio-fuels Production”

- Anders Rydåker, CEO, District Heating, Minneapolis
- Christer Forsgren, Head of Technology and Environmental Science, Stena Metall

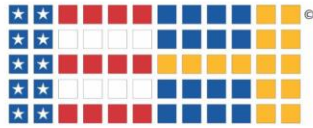
1:45 pm – 2:15 pm

Company Pitch Session

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Moderator: Gregory Carson, Principle, OceanBridge Capital LLC / Institute of Innovation and Entrepreneurship

Panelists:



2:15 pm – 3:00 pm

- Damien Callaghan, Investment Director, Intel Capital

“Boot Camp for Doing Business in the U.S.” (Parallel sessions)

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.

Track 1:

“Financing, Venture Cap, and Government Procurement”

M&A, Government Trade Assistance, and Preparing Your Company

- Beth Topolovsky, Founder, Stinson Partners
- Jeffrey Phillips, International Trade Representative - Europe and Russia
Minnesota Trade Office
- Raymond Skoglund, Managing Director, McNamee, Lawrence & Co

Track 2:

“US Business Law to Succeed and Avoid Mistakes”

Complying With U.S Laws and Regulations: How Simple Steps Can Help Avoid Complex Legal Problems

Moderator: Beata Krakus, Associate, Greensfelder, Hemker & Gale P.C.

- Bradley J. Olson, Counsel, Dickstein Shapiro
- James McDonald, P.A. Of, McLuskey & McDonald P.A.
- Michael J. Schewel, Partner, McGuire Woods

Track 3:

“How to Sell to Americans – U.S. Business Culture”

Moderator: Mark Podemski, Vice President, Rockford Area Economic Development

- Britt-Marie Bäcke, Founder, Wineentertainment LLC
- Ola Östlund, Partner, OCIM
- Jeff Borling, Director, Business Development, APEX get business

3:00 pm – 3:45 pm

“Energy Efficient Buildings & Sustainable Community Planning”

- Lars Björklund, President, Skanska AB Residential Development Nordic
- Thomas Lagö, Dr. Green Valley Development

3:45 pm – 4:00 pm

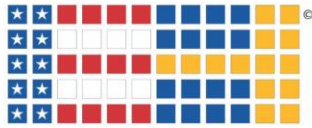
Announcement of winner of Company Pitch session and Closing Remarks

4:00 pm – 5:00 pm

Business Matchmaking and Exhibit

5:00 pm –

Happy Hour at nearby restaurant



Wednesday, November 10

Parallel Industry specific programs, seminars & company visits in these three focus areas:

▪ **Waste Recycling & Bio-fuels 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 and Göteborg Energi and the Waste Refinery project in the City of Borås.

Program Coordinator: Hans Larsson, Project Manager, Biogas Väst, Business Region Göteborg

▪ **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 save energy, money and environmental resources. Passive houses can recover up to 85 % of the energy. This program will provide valuable insights on how to build and use passive houses to work and live in. 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.

Program Coordinator: Adam Wandel, Export Coordinator, Ecoex, Business Region Göteborg

▪ **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 also 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.

Program Coordinator: Bernt Svensén, Business Developer, Business & Environment, Business Region Göteborg

▪ **Swedish Venture, 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. E-Days Gothenburg will acknowledge this with a specific industry program focusing on the exceptional innovations coming from unique collaborations between academia and the private sector, which drive the future industries of Sweden. In this program participants will be given a deeper look into the Swedish Innovation and Entrepreneurship industry and how academia, incubators and corporations collaborate for growth and development.

Program Coordinator: Gregory Carson, Principle, OceanBridge Capital LLC / Institute of Innovation and Entrepreneurship