

## SWEDISH-AMERICAN ENTREPRENEURIAL DAYS

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### **Entrepreneurial Days Will Bring Swedish Technology and Innovation to San Diego for Business Development and Competence Exchange**

*Swedish and U.S. life science, telecom, aerospace and defense, clean tech and entertainment industry companies will meet to establish business relationships, find partners and share news and ideas*

San Diego, CA March 20, 2008 – The Swedish American Chambers of Commerce (SACC) San Diego/Tijuana invites aerospace and defense, life science, telecom, clean tech and entertainment industry companies to Entrepreneurial Days (Edays) on April 6 – 9, 2008. SACC SD/TJ, the largest Swedish business organization in San Diego, promotes trade and commerce between Sweden and the San Diego region.

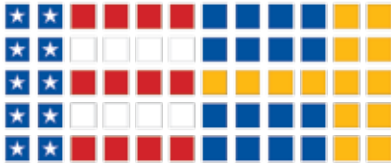
Edays San Diego will focus on five industries where Swedish and San Diego business share large common interests. Aerospace and defense, life science, telecom, clean tech and entertainment focused organizations from both Sweden and the US will meet in San Diego and take part in planned industry-specific programs. The event has a joint kick-off on Monday, April 7, including opening remarks by Jonas Hafström, Ambassador of Sweden to the United States and speakers such as Harvey White, co-founder Qualcomm, founder Leap Wireless; Dr. Jay Kunin, vice president, BioMed Track, San Diego Tech Coast Angels; David Hood, director of the US Army Medical Research and Material Command and André Heinz, Founder, Sustainable Technologies Fund. For the main part of the event, industry programs involving tours of local facilities and institutions and industry-specific discussion forums and speaker topics are planned.

“We decided to focus on the five key industries that bond Sweden and San Diego together – allowing us to construct a conference and exhibit that will truly take advantage of the key innovative thinkers and companies from both regions,” explains Christian Braemer, president of the Swedish-American Chambers of Commerce San Diego/Tijuna.

“The Swedish American Entrepreneurial Days is giving our member companies the possibility to meet Swedish companies on the cutting-edge of technology that they otherwise would not have the opportunity to do,” says Rory Moore, CEO of CommNexus. “Aside from the matchmaking, we’re excited about the conference program with opportunity for exchanging lessons learned and new innovations”.

Edays will facilitate a medium where U.S. organizations have the chance to meet Swedish new-thinking and build a mutually better and more effective business relationship. Participants will benefit from promoting their company and ideas to a qualified and tailored audience, take part in business matchmaking, attend panel discussions and listen to key speakers that bring expertise and experience of cross-continental successes.





# Program

Swedish-American Entrepreneurial Days San Diego, April 7–9 2008

“Since San Diego is home to many of the nation’s leading telecom and life science businesses it has a lot to offer Swedish companies wanting to expand and build business into the US,” says Duane Roth, CEO of Connect. “The region here is well suited for start-ups and Edays suggests a great forum for gathering international, entrepreneurial thinking and knowledge sharing on a very high level!”

## **About SACC San Diego/Tijuana**

The Swedish-American Chambers of Commerce San Diego/Tijuana promotes trade and commerce between Sweden and San Diego/Tijuana while providing a broad spectrum of services to members and enhancing Swedish-American networks in the United States and Sweden. For more information, visit [www.sacc-sandiego.org](http://www.sacc-sandiego.org) or call (619) 338-4020