

BUSINESS SWEDEN

HIGH LEVEL BUSINESS DELEGATION TO DENMARK

COPENHAGEN 16-18 SEPTEMBER 2019

INVITATION

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Business Sweden invites you to participate in a high-level business delegation to Copenhagen, Denmark the 16-18 September 2019.

Business Sweden is arranging a high-level business delegation, in conjunction with the Royal visit, of HRH the Swedish Crown Princess Victoria and Prince Daniel to HRH the Danish Crown Prince Frederik and Princess Mary. The visit will take place in Copenhagen on the 16-18 of September and coincides with Dansk Industri's annual summit to which the business delegation is invited, providing a unique opportunity to meet Denmark's industrial and political leaders and gain valuable insights into our important neighbour market. The Minister for Infrastructure and Transport Tomas Eneroth will be attending the delegation.

The two-day programme will focus on two business areas under transformation with significant Swedish-Danish market synergies, namely **The Green Transition** and **Modernising Healthcare**. The programme will include a visit to the UN City to discuss partnerships for the SDGs, participation at Dansk Industri's annual summit, a Swedish Danish Business Forum and site-visits to the most interesting ongoing Danish projects within abovementioned business areas.

UN City

The UN City located in Copenhagen consists of two campuses that house 11 United Nations agencies. UN City currently accommodates 1,500 employees from 108 different countries. The relationship between the UN and the international business community has over the years been transformed. Business entities embracing corporate responsibility now work side by side with the Organization to make the world a better place. The United Nations represents a global market of over EUR 15 billion annually for all types of products and services.

Market transformation in Denmark

Denmark is investing heavily in greening their economy to get an early mover's advantage in the global transition towards fossil-free economies, which creates a lot of opportunities for Swedish cleantech, energy and transport solutions. The theme at Dansk Industri's summit this year is "The Green Transition", where industry leaders, the Government and the opposition will present their green plans for the coming years.

Another sector in Denmark which is undergoing a major transformation is the Healthcare and Life Science sector. EUR 6.5 billion is currently being invested in 16 new hospital projects to be completed by 2022 and 2025. The construction of 5 new national super hospitals with state-of-the-art health IT infrastructure is well underway, and 11 existing hospitals are being renovated and expanded. EUR 0.9 billion is allocated for the procurement of medical equipment and information technology.

We view your presence as very important, since this visit will be a major effort on the highest industrial level towards one of Sweden's key export markets.

About the Organizers

The business delegation is organized by Team Sweden, represented by Business Sweden and the Embassy of Sweden to Denmark.

Business Sweden's purpose is to help Swedish companies grow global sales and international companies invest and expand in Sweden.

For more information, please contact: eric.baffoy@business-sweden.se

PRELIMINARY PROGRAMME

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DAY 1 - MONDAY, 16TH OF SEPTEMBER

- Arrivals to Copenhagen according to individual schedules
Check-in at Admiral Hotel or Hotel Scandic Front

- **17.30 Welcome reception with TRH the Crown Princess Couple and the Minister for Infrastructure Tomas Eneroth at the Swedish Ambassador's Residence in Copenhagen**
Venue: The Swedish Residence, Sankt Annæ Plads 15
Dress code: Business attire

- **19.00-21.00 His Excellency Ambassador Fredrik Jörgensen hosts the business delegation to a dinner**
Venue: The Swedish Residence, Sankt Annæ Plads 15

DAY 2 - TUESDAY, 17TH OF SEPTEMBER

- 08.30-09.30 Pick-up at hotel for transport to the UN City, registration and Security screening

- **09.30-11.30 Visit to the UN City in Copenhagen on the theme "Innovation partnerships with the UN to accelerate the SDGs"**
The delegation is received by United Nations Under-Secretary-General and UNOPS Executive Director Grete Faremo and Head of UN City Public Diplomacy and Communications Office Lars Peter Schaumburg-Levy. Appointed member of the SDG Advocates for Agenda 2030, HRH the Crown Princess Victoria will hold a speech on partnership possibilities with the UN to accelerate the SDGs. The Swedish delegates will have the opportunity to pitch to UN Agencies, while UNOPS explains the importance of innovating with the private sector.
Venue: UN City, Marmorvej 51

- 11.30-11.45 Pick-up at UN City for transport to Dansk Industri

- **11.45-13.00 Networking lunch at Dansk Industri**
Venue: Dansk Industri, H.C. Andersens Blvd. 18

- **13.00-18.00 Participation at Dansk Industri's annual summit on the theme "The Green Transition".**
The summit will be divided into three parts with opportunity for break-out sessions, separated by two one-hour Networking breaks for individual meetings with Danish high-level business executives and political representatives
Venue: Dansk Industri, H. C. Andersens Blvd. 18

PRELIMINARY PROGRAMME DANSK INDUSTRI SUMMIT

- **13.00-14.00 Part One**
Part One will focus on Denmark's vision for sustainability with speeches by new Prime Minister of Denmark - Mette Frederiksen, Leader of the Social

Democrats and new Opposition leader – Lars Løkke Rasmussen, Leader of the Liberal Venstre. A Panel with three young and green entrepreneurial enthusiasts will inspire continued ambition for sustainability

- **14.30-15.15 Networking Break and opportunity for one-to-one meetings**

Venue: Meeting rooms at Dansk Industri, H. C. Andersens Blvd. 18

- **15.15-16.15 Part Two**

Part Two will focus on the importance of corporate responsibility and sustainable development with speeches by international experts and three Danish CEOs. The launch of "The Green Business Alliance" will facilitate and contribute significantly to the public debate on green economic growth

- **16.15-17.00 Networking Break and opportunity for one-to-one meetings**

Venue: Meeting rooms at Dansk Industri, H. C. Andersens Blvd. 18

- **17.00-18.00 Part Three**

Part three will highlight Swedish-Danish relations within sustainability with speeches by **HRH the Crown Princess Victoria** and Volvo Group President and CEO Martin Lundstedt. HRH the Crown Prince Frederik will close the summit by awarding the 2019 DI Prizes to the most sustainable Danish companies.

- **18.00-19.00 Pick-up at DI for transport to Hotel and recovery time at hotel**

Time to freshen up and change attire

Location: Admiral Hotel or Hotel Scandic Front

- **19.00-20.00 The Swedish Crown Princess couple hosts the Danish Crown Prince couple, the Minister for Infrastructure Tomas Eneroth, the business delegation and Danish guests to a cocktail reception on vessel**

(By invitation only)

Venue: The Royal Yacht Dannebrog, alternatively another vessel

Dress code: Dark suit

- **20.00-22.00 The Swedish Crown Princess couple hosts the Danish Crown Prince couple, the Minister for Infrastructure Tomas Eneroth, the business delegation and Danish guests to a dinner**

(Invitation only)

Venue: The Swedish Residence, Sankt Annæ Plads 15 TBD

Dress code: Dark suit

DAY 3 - WEDNESDAY, 18TH OF SEPTEMBER

- **08.30-09.00 Pick-up at hotel for transport to House of Green**

Location: Admiral Hotel or Scandic Front Hotel TBD

- **09.00-13.00 Swedish Danish Business Forum**

Networking and roundtable meetings with Danish high-level business executives, political representatives and the royal couples

Venue: House of Green, Vesterbrogade 1

Dress code: Business attire

PRELIMINARY PROGRAMME BUSINESS FORUM

- 09.00-09.25 Registration and networking
- **09.25-09.30 Welcome address by HRH the Crown Princess Victoria and HRH The Crown Prince Frederik**
- **09.30-09.35 Welcome remark** by Svenskt Näringsliv Chairman Fredrik Persson and DI General Director and CEO Lars Sandahl Sørensen TBD
- **09.35-09.50 Keynote addresses by the Swedish Minister for Infrastructure Tomas Eneroth and by Danish Minister TBC**
- **09.50-10.00 Keynote Address on Swedish-Danish relations by Vestas and TDC Chairman Bert Nordberg**
- **10.00-10.30 Networking Break and opportunity for informal networking**
Venue: Meeting rooms at House of Green, H. C. Andersens Blvd. 18
- 10.00-10.20 Greetings opportunity with TRH the Crown Princess Couple of Sweden and TRH The Crown Prince Couple of Denmark
- **10.30-12.00 Separate roundtables on the themes “The Green Transition”, “Modernising Healthcare” and “Connectivity and infrastructure”**
- Suggested Themes for “Transport and infrastructure”:
 - A sustainable transport sector
 - A fixed link between Scandinavia to the rest of Europe
 - The Greater Copenhagen Expansion
- Suggested Themes for “The Green Transition”:
 - Urban planning as method for climate resilient cities
 - Digitalisation as enabler for the green transition (5G roll-out impact)
- Suggested Themes for “Modernising Healthcare”:
 - Digital healthcare solutions
 - Advancement in cancer treatment
 - Construction and design of super hospitals and the children’s hospital
- **12.00-13.00 Standing networking luncheon with opportunities for networking**
Venue: House of Green, H. C. Andersens Blvd. 18
- **13.00 End of business Forum. However, opportunity for B2B meetings between Swedish and Danish companies to continue**
- **13.00-16.00 Site visits** (separate programmes for The Green Transition and Modernising Healthcare – two different buses)
To gain first-hand experience and direct contact with the proposed project's key players, location, and community

SUGGESTED SITE VISITS

- **The Greater Copenhagen expansion:** TBD
 - The Fehmarn Belt Fixed Link is a planned immersed tunnel that will connect the Danish island of Lolland with the German island of Fehmarn, spanning 18 km and providing a direct link between northern Germany and the greater Copenhagen. It will become the world's longest road and rail tunnel, potentially a major connection

between Central Europe and Scandinavia, and shortening the travel time between Denmark and Germany to just ten minutes by car and seven minutes by train

- **The Green Transition:** TBD
 - Amager Bakke also known as Amager Slope or Copenhill, is a combined heat and power waste-to-energy plant in Amager, Copenhagen. The 85 m tall sloped roof doubles as a year-round artificial ski slope, hiking slope and climbing wall, which opened to the public in early 2019
 - Lynetten water treatment plant purifies water from Copenhagen and surrounding municipalities and converts sludge into biogas. The upgraded gas is then delivered to over 100,000 customers via the urban gas network

- **Modernising Healthcare:** TBD
 - Site visit to Rigshospitalet to meet the project leader for Borneriget, the state-of-the-art children's hospital that is to be built at Rigshospitalet. Focus on advanced cancer treatment for children, digital solutions, construction and design for the new hospital e.g. sterilization rooms, design for cancer treatment technologies, and a new patient hotel
Venue: Rigshospitalet, Blegdamsvej 80

REGISTRATION

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COPENHAGEN 16-18 SEPTEMBER 2019

Date: 16-18 September 2019

Location: Copenhagen

Participant Fee: SEK 50 000 per person and company (Large Companies).

SEK 25 000 per person and company (SME).

SEK 15 000 per additional representative from the same company.

The fee covers: Participation in the programme, local transports and meals within the programme, and other arrangements within the programme.

The fee does not cover: Airfare, accommodation, transfer to/from the airport/hotel, and other arrangements outside the programme.

We hereby register as a large company for the High-level business delegation to Denmark

We hereby register as an SME for the High-level business delegation to Denmark

Registration to be sent no later than 22nd August 2019

To: Luciano Benitez, luciano.benitez@business-sweden.se

Contact with delegates regarding more detailed programme will be commenced by Business Sweden after registration.

Business Sweden's General Conditions for Participation in Joint Export Activities (June 2011) are enclosed.

Company: _____ Corporate ID: _____

Invoicing address: _____

Postal Code: _____ City: _____

Phone/Switchboard: _____

Name 1: _____ Title: _____

Email/Mobile: _____

Name 2: _____ Title: _____

Email/Mobile: _____

Contact Person: _____

Email/mobile: _____

Date: _____ Signature: _____

General Conditions for Participation in Joint Export Activities (exhibitions, delegation travels, etc)

1. General

BUSINESS SWEDEN undertakes to carry out the export activity described in the invitation on condition that the necessary number of companies signs up by giving binding notice of participation and no obstacles specified in section 5 below exist in regard to the performance of the activity.

2. Participation fee

Companies taking part in the activity undertake to cooperate in order to achieve its aim and facilitate its performance and also to pay the fee specified in the invitation. Participation in the activity may not be made available or assigned to a third party without the prior written consent of BUSINESS SWEDEN. Unless otherwise expressly stated, all prices are exclusive of VAT. The participation fee shall be paid in advance.

If the price has been specified in SEK and BUSINESS SWEDEN has to pay certain costs in local currency, the price shall at the time of payment be adjusted if the exchange rate has changed by more than 5% between the date of the invitation and the date of invoicing.

In the event of fewer companies signing up for the activity than required in the invitation, the participating companies undertake to pay an increase not exceeding 10% of the participation fee.

The term of payment is 30 days from the invoice date. In the event of late payment, penalty interest is payable at the current Swedish reference rate (“referensränta”) plus eight (8) percentage points. Any costs for collection or other measures to obtain payment will be charged to the company.

3. Business Sweden’s undertakings

Business Sweden’s undertakings are limited to what is stated in the invitation and the present conditions. Payments for services that BUSINESS SWEDEN has undertaken to perform by written agreement, over and above what is included in the activity, shall be made as they fall due after invoicing.

Business Sweden is entitled to depart from the method specified in the invitation of performing the activity if its performance requires this.

4. Cancellation etc

Registration is binding. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date BUSINESS SWEDEN has received and confirmed the company’s binding reservation.

5. Force majeure etc

BUSINESS SWEDEN may cancel the activity or postpone carrying it out for a reasonable period if any obstacle to or unreasonable increase in the cost of carrying it out arises or if carrying it out would jeopardise the safety of persons or property affected by the activity, due to an event or circumstance outside BUSINESS SWEDEN’s reasonable control (force majeure). Such events or circumstances include acts of violence or a risk of acts of violence of all kinds (including war, hostilities, acts of sabotage etc.), natural phenomena (earthquakes, hurricanes, floods etc.), sudden events which cause injury or damage (fires, explosions etc.), labour conflicts (strike, lockout, blockade, working to rule etc.), events and interventions of an official nature (changes in the law, new legislation, a change in the exchange rate), and other unforeseen events or unforeseen consequences of foreseeable events such as lack of transport, a shortage of skilled workers, power cuts etc.

BUSINESS SWEDEN shall inform the participating companies in an appropriate manner as soon as possible after force majeure is deemed to exist.

In addition to what is stated in the first paragraph of this section, the effect of invoking force majeure is that BUSINESS SWEDEN will be absolved from economic consequences, including damages for delay in carrying out the activity or for the activity not being carried out at all or not being carried out as agreed.

6. Disputes etc

These general conditions shall be governed by and are construed in accordance with Swedish law. Any dispute in connection with these general conditions shall be finally settled by arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce.

7. Data Privacy

BUSINESS SWEDEN is keen on protecting customer privacy and undertakes to process personal data in accordance with its Data Privacy Policy, <https://www.business-sweden.se/System/webbplatsen/data-privacy-policy/>. The personal information we receive in connection with your registration to participate in the export activity will be used to administer your participation. This also implies that we may share your contact details, for registration purposes and other similar purposes, in order to facilitate your participation in the export activity. We may share your information with partners essential for the export activity. We may also use your contact information to follow up on the export activity and to share information about similar arrangements that you may be interested in.

8. Sustainability

BUSINESS SWEDEN actively supports sustainable business development and considers it important from a sustainability as well as business perspective to respect human rights, to offer fair terms for labor, to protect the environment and to work against corruption. The companies taking part in the activity undertake to always follow Swedish laws, the laws of the country of visit and shall as a minimum requirement, also in markets where national legislation does not reach international standards, strive to adhere to the guidelines of UN Global Compact, the OECD guidelines for multinational companies, the ILO core conventions and the UN Guiding Principles for Business and Human rights, in line with Agenda 2030. Companies may, at their own discretion, follow stricter or more comprehensive guidelines than the ones stipulated here. BUSINESS SWEDEN will, when applicable, provide information on sustainable business as part of the activity, in order to support the companies to comply with their obligations under this provision.