

“SWEDISH SELECTION” GOES MILAN 2014

OPPORTUNITY TO EXHIBIT AT THE INTERNATIONALLY MOST IMPORTANT DESIGN ARENA

December 2013

Business Sweden Milan

OPPORTUNITY TO SHOWCASE AT THE SWEDISH DESIGN PAVILION AT SUPERSTUDIO PIÙ IN MILAN APRIL 2014

SWEDISH DESIGN GOES MILAN

- ▶ The Milan Design Week in April is the internationally most important arena for furniture design
- ▶ The aim is to create a Swedish Design platform that will facilitate valuable business contacts for the participants and to reinforce the Swedish design footprint internationally
- ▶ The pavilion will be curated by Synnöve Mork under the theme “The White Light”
- ▶ “Swedish Selection” is an opportunity for smaller and new upcoming designers to get access to an international market in an efficient way. Welcome to send us your application!





GET LEVERAGE BY THE STRONG BRAND “SWEDEN INC.” AND THE LOCATION IN ZONA TORTONA

SEVERAL SYNERGIES BY JOINING FORCES

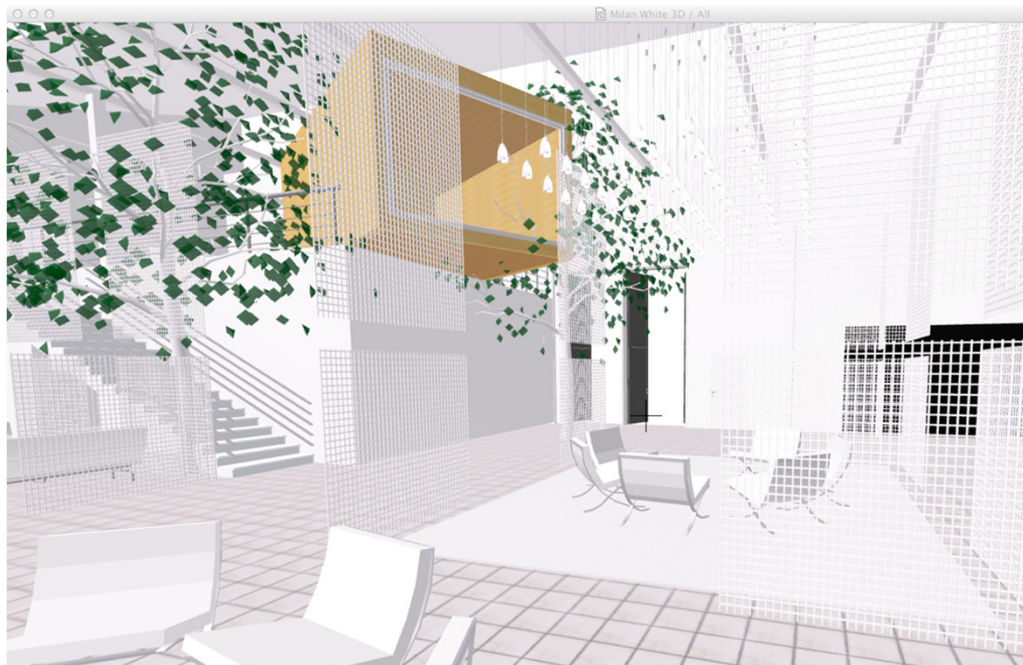


- ▶ Sweden stands for strong values such as innovation, quality and cool design
- ▶ 100 000 visitors expected to the 900 mq Swedish Pavilion – a unique branding opportunity
- ▶ Leverage by strong partners such as Tree Hotel
- ▶ Get access to professional networks both in Italy, internationally and Sweden
- ▶ Professional PR and communication support
- ▶ Presence of official Sweden such as Minister of Trade and Ambassador of Sweden secures high level attention and media publicity





BUSINESS SWEDEN AND SVENSK FORM CONTINUE THEIR STRONG PARTNERSHIP IN ORDER TO SUPPORT SWEDISH MICRO DESIGNERS



Svensk Form



- ▶ “New Makers and Doers” was a great success 2013;
- ▶ Important business contacts that in several cases lead to actual orders
- ▶ Great media attention
- ▶ All participants were invited to other exhibitions e.g. at Mint Gallery in London that generated further media and business contacts
- ▶ For 2014 we are creating “Swedish Selection”, which will represent news and innovation from Sweden and be one of the main attractions in the Swedish pavilion
 - ▶ Curator Synnöve Mork
 - ▶ Support by Business Sweden and Svensk Form
 - ▶ 100 mq exhibition area at a strategic position in the pavilion
 - ▶ Strategic position in the hall





WE OFFER YOU A TURN KEY SOLUTION INCLUDING CREATIVE CURATING, MARKETING, TRANSPORT OF FURNITURE AND OPERATIVE SUPPORT

SEND YOUR APPLICATION NO LATER THAN 18 DECEMBER



REQUIREMENTS AND HOW TO GO ABOUT:

- ▶ Your company's turnover is maximum SEK 6 m in 2013, or you have maximum 5 employees, or you have started up your business during 2013
- ▶ You have the ambition to increase your export
- ▶ You will actively represent your company during the exhibition
- ▶ Governmental subsidy via Business Sweden covers main costs. Company fee is SEK 25 000
- ▶ Send us your application within 18 December;
 - ▶ Short description of product and company, 1-2 photos of product to ewa.kumlin@svenskform.se and copy to linda.fisti@business-sweden.se
 - ▶ The Acceptance page (slide 8) to be sent to linda.fisti@business-sweden.se

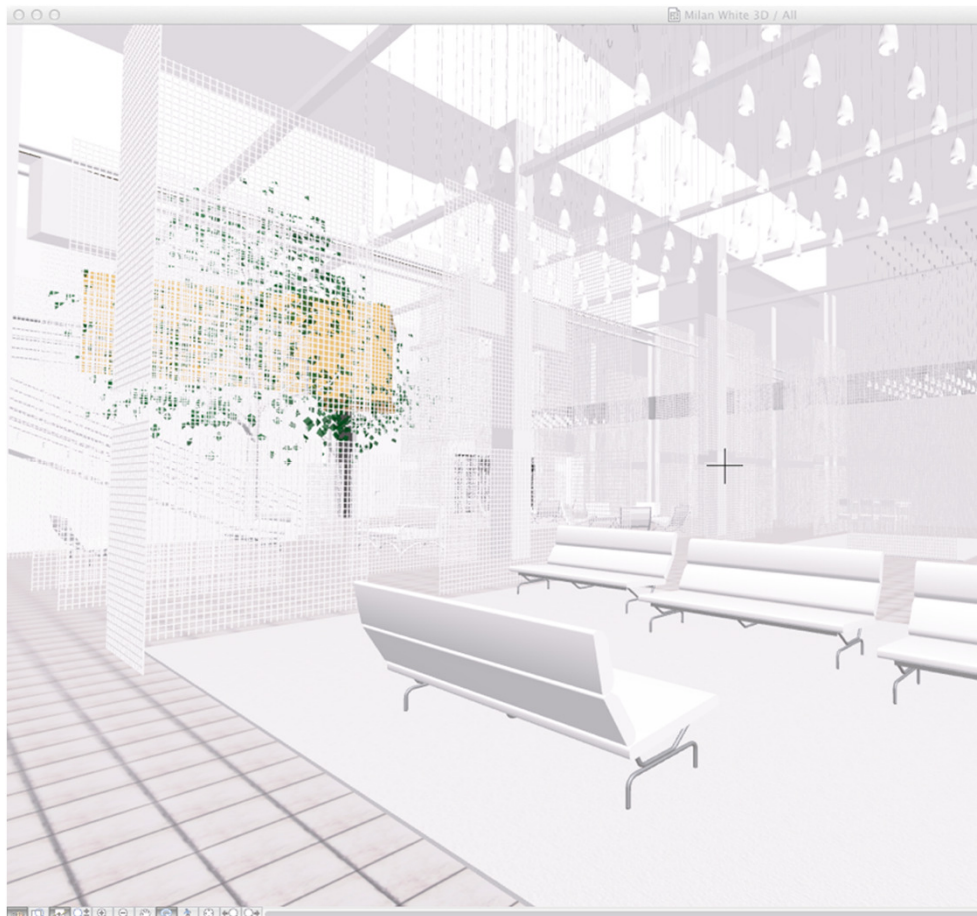
SWEDISH
DESIGN GOES MILAN

WITHIN 10TH OF JANUARY WE WILL LET YOU KNOW IF YOU HAVE BEEN SELECTED



IF YOUR TURNOVER IS >6 MSEK OR SHOULD YOU NOT BE SELECTED – YOU CAN STILL JOIN!

BECOME AN EXHIBITOR OR CREATE YOUR OWN PR EVENT IN THE PAVILION



▶ EXHIBITORS:

- ▶ **Swedish subsidiaries in Italy**, please contact Business Sweden Milan;
 - ▶ linda.fisti@business-sweden.se
 - ▶ M +39 345 397 52 11
- ▶ **Companies in Sweden**, please contact Anders Wisth;
 - ▶ anders@wisth.se
 - ▶ M +46 (0)70 5157636

▶ PR AND EVENTS:

- ▶ **Event partners**, please contact Johan Cavallini;
 - ▶ johan.cavallini@visitsweden.se
 - ▶ M +39 340 370 2147



SWEDISH
DESIGN GOES MILAN



APPLICATION AND ACCEPTANCE OF PROPOSAL “SWEDISH SELECTION”*

- Yes! I want to participate in Swedish Selection 8-13 April 2014 according to requirements on page 5 If selected my participation fee is SEK 25 000
- I will not be available during the unpacking and packing of my stuff and will therefore pay the additional service fee of SEK 5 000

I will send my application via e-mail latest 18 Dec 2013

- To: ewa.kumlin@svenskform.se
- Cc: linda.fisti@business-sweden.se
- Short description of product and company
- 1-2 photos of product
- Company name and contacts
- Web address

Conditions of payment

- ▶ The fee will be invoiced only if the company is selected. There is no application fee.
- ▶ 100% of the fees will be invoiced upon acceptance of the project.
- ▶ Invoicing will be done in SEK, based on the official exchange rate applied on the invoice date.
- ▶ Other expenditures not included in this proposal but requested by the client (example translation of brochures, printing of material etc.) will be invoiced separately.
- ▶ Terms are 30 days after the date of invoicing. VAT will be added when applicable.
- ▶ Business Sweden reserves the right to cancel the initiative should applications be too few or due to other circumstances that are beyond our control
- ▶ Business Sweden's General Conditions for Assignments (last revised January 2011) and specific conditions for Business Support Office Small Companies govern the performance of this project.

Proposal and conditions accepted by:

(Signature)

(date)

(Name in block letters)

(phone)

(Company name)

(Invoicing address)

(City and Zip)

(Organisation No.)

**Please send signed copy of this acceptance page via e-mail to:
linda.fisti@business-sweden.se**

*PARTICIPANTS IN THE ORDINARY EXHIBITION OR EVENT PARTNERS WILL RECEIVE SEPARATE PROPOSAL



BUSINESS SWEDEN

General Terms and Conditions for Assignments, January 2011

1. Applicability of the general terms and conditions

The following general terms and conditions for assignments ("Terms") apply to all assignments that the Business Sweden, including any of its foreign branch offices and privately owned companies (jointly hereinafter referred to as "Business Sweden" or "we") provide to its clients.

2. Contracts for assignments

The scope of our assignment will be based on a written proposal to you (the "Proposal"). A signed and dated Proposal is valid for one (1) calendar month, unless otherwise stated in the Proposal. A contract shall be established and become binding upon Business Sweden and you when both parties have accepted and signed the Proposal and, if specifically agreed, when we have received up-front payment, a bank guarantee and/or a parent company guarantee ("Contract").

If a Contract states that we in whole or in part shall fulfil the Contract through a project team, we reserve the right to exchange a member of the appointed project team. We will as soon as possible provide notice to you of such change taking into account the specific circumstances.

To accomplish an assignment goal, we may from time to time need to engage external professional service providers. In such case we will inform you of the identity of such external service provider and specify for which part of the agreed assignment such external service provider has been engaged for.

A Contract may only be amended if in writing and duly signed by authorized representatives of both parties.

3. Referrals

We may from time to time refer you to other professional service providers. Although we make every effort to solely refer you to external professional service providers known to perform quality services and in a professional manner, any such external professional service providers shall be considered to be independent of us and we assume no responsibility or liability for recommending them to you or for advice given by them, unless specifically agreed otherwise in a Contract. It will be your responsibility to engage and to bear accrued fees and costs for such external service providers.

4. Fees and invoicing

Unless otherwise agreed in the Contract, fees, exclusive of VAT, out-of-pocket expenses or local public charges or taxes, for assignments carried out by us pursuant to a binding Contract shall be stated in SEK. Any costs for local public charges, taxes or other out-of-pocket expenses necessary for the fulfilment of an assignment will be charged subsequently.

If we have incurred out-of-pocket expenses on your behalf in local currency, such expenses shall be charged pursuant to the current currency exchange rate in SEK at the date of invoice. If the currency exchange rate has changed by more than 5% between the date of invoice and payment, we reserve the right to adjust the invoice amount accordingly.

Our invoices shall become due and payable thirty (30) days from the date of invoice.

In the event of late payment, we will charge penalty interest at the current Swedish reference rate ("referensränta") plus eight (8) percentage points.

5. Term and premature termination of Contract

The term of an assignment shall be specified in the Contract.

Unless otherwise agreed, you are entitled to terminate a Contract in progress at any time by providing thirty (30) days prior written notice. Upon such termination, you shall pay a termination fee equal to 25% of the agreed fee for the uncompleted portion of the Contract.

We are entitled to terminate a Contract with immediate effect if you (i) are in breach of any of the material terms or conditions of the Contract and fail to cure such default within thirty (30) days after receipt of notice in writing from us; (ii) jeopardize the purpose or carrying out of the assignment; (iii) enter into liquidation, suspend your payments, are declared bankrupt, make a composition with your creditors or otherwise are found to be insolvent; (iv) supply incorrect or misleading information to us; or (v) engage in activities that are illegal, fraudulent, or against public policy in Sweden or in any other country where services are to be delivered by us pursuant to a Contract.

Termination of a Contract under this section shall not affect your obligation to pay for services provided by us until the date of termination or for reimbursable expenses.

6. Obligations of the parties

You shall provide us with accurate and sufficient information and the resources necessary for us to meet the obligations specified in the Contract.

We shall perform the duties of the Contract in a professional and workmanlike manner and in compliance with applicable local laws, rules and regulations.

Except as specified in the Contract, we undertake no written, oral or implied warranties, including but not limited to warranties of quality in the execution or specific results of assignments, merchantability, performance or suitability of the services performed for a particular purpose.

7. Confidentiality

During the term of a Contract and after termination thereof, we will not disclose to a third party any oral or written information, which you provide to us during the performance of an assignment, with the exception of information that (i) is in the public domain or will enter into the public domain other than due to breach on our part of the Contract, (ii) we are required to disclose by law, regulations or decision imposed by a public authority, (iii) we have been given your permission to disclose or if required for the fulfilment of the Contract.

If we are required to disclose information due to the circumstances described in (ii), we will consult with you before the disclosure is made, if possible.

8. Intellectual property rights

You have full right to use the work products for the purposes for which they are provided, although copyright and any other intellectual property rights in all work products that we generate under an assignment vest in us. Unless specifically agreed, you may not generally circulate document or other work product generated by us or use such documents for marketing purposes.

9. Limitation of liability

In addition to the limitation of liability set out in this section 9, we may apply specific limitations of liability for certain types of assignments. Such limitation of liability will be communicated to you before the conclusion of the Contract.

Business Sweden shall under no circumstances be liable for loss of profits, production, or other indirect damages of any kind, or for damages based on loss, consequential damages or consequential losses. We shall have no liability towards third parties based on our performance in accordance with the terms of a Contract entered into with you.

Our total liability for any claim shall under no circumstances exceed the lower of the fees paid by you under the Contract or the fees paid to us for the portion of Contract which gives rise to the claim.

10. Hiring of Business Sweden personnel

You shall not, without written consent from us, try to recruit Business Sweden's personnel during the period such personnel directly or indirectly works with you under a Contract, and a period of six (6) months thereafter. Further, you agree to give us at least thirty (30) days' prior written notice that you intend to hire any current or former employee of Business Sweden after the above-mentioned period.

11. Force majeure

Business Sweden shall be excused from performance of any of the duties of an Contract for any period and to the extent that Business Sweden is prevented from performing any services, in the whole or in part, as a result of delays caused by the client, force majeure or other unforeseeable events for which Business Sweden is not responsible and which cause Business Sweden substantial difficulties in performing, or which make it temporarily impossible to perform, the services, including war, civil disturbance, court order, labour dispute, third party non performance, or other cause beyond Business Sweden's reasonable control or which Business Sweden could not reasonably anticipate. Business Sweden shall as soon as possible inform you of the occurrence of such hindrances to performance. Should the assignment be postponed for two (2) months or more the Contract shall be cancelled, unless otherwise agreed by you and Business Sweden in writing. Claims for damages shall be precluded in such a case. Should the assignment thus be cancelled, Business Sweden is entitled to payment for accrued costs on behalf of the client up until the date of cancellation.

12. Governing law and disputes

Contracts shall be governed by and construed in accordance with Swedish law. Disputes concerning the interpretation or application of Contracts and legal matters connected therewith, shall be finally settled by arbitration in accordance with the Rules of the Arbitration Institute of the Stockholm Chamber of Commerce. The proceeding shall take place in Stockholm, Sweden. If the value of what is claimed clearly does not exceed SEK 2 million, the dispute shall be finally settled in accordance with the Rules of the Arbitration Institute for expedited arbitration procedure.

13. Invalid or unenforceable provisions

If any provision of these Terms or a Contract, or the application thereof for any reason and to any extent are deemed to be invalid, illegal or unenforceable, the remainder of these Terms and the Contract shall not be affected thereby, but instead continue to be valid in accordance with its terms. Provisions that are found to be invalid, illegal or unenforceable shall, to the extent possible under the law of the country in which they are applied, be adjusted to make them valid and enforceable and shall to the greatest extent possible be interpreted in accordance with the parties' original intentions.

14. Independent contractors

Neither these Terms or a Contract shall be interpreted as Business Sweden being an agent of you or you being an agent of Business Sweden for any purpose whatsoever, and neither Business Sweden or you shall have the right to represent the other party in respect of any issues, except in such cases and under such circumstances expressly permitted in a Contract.

15. Prior agreements

A Contract between Business Sweden and you shall constitute the final agreement between the parties as pertains to the subject matter of such Contract and shall supersede any and all prior agreements and understandings, whether oral or written between Business Sweden and you.

Sustainable business and good corporate governance

High-standard performance in terms of social responsibility and good corporate governance is an increasingly important competitive advantage in international business. Swedish companies are expected to act responsibly on international markets, in line with international principles and guidelines laid down in the OECD guidelines for multinational companies and the *UN Global Compact*.