



100 Year Anniversary of The Swedish Chamber of Commerce in France

PROGRAM

The 2015 centenary year of the Swedish Chamber of Commerce will be a year full of events and activities entirely dedicated to the furtherance of Swedish-French business relations and the Swedish companies in France. It will be a moment to look back at the richness and variety of the Swedish company history in France and together prepare for the challenges to overcome in today's and tomorrow's competitive global world.

The principal events are:

6 JANUARY 2015 – OFFICIAL INAUGURATION CEREMONY AT OPERA GARNIER

On the occasion of the guest performance of the Swedish Royal Ballet, presenting *Julia & Romeo* by the world famous Swedish choreographer and dancer Mats Ek, the Swedish Chamber of Commerce, in collaboration with the Paris Opera, organizes a unique inauguration of its centenary year on the premier evening with 300 participating personalities within the business, political and cultural fields from both Sweden and France.

The opening of the 100-year anniversary will take place in the especially reserved "La Rotonde" in the Opera. Invited special guests include the Swedish ambassador to France, **Her Excellency Veronika Wand-Danielsson**, the French Ambassador to Sweden, **His Excellency Jacques Lapouge**, and top executives from the French and Swedish economic world.

The Ballet performance is followed by a gastronomic dinner in the Opera's Grand Foyer, dressed in unique floral decorations for this gala evening. In addition to the Chamber participants, the artists and high patrons of the Paris Opera will be present.

L'Opéra National de Paris welcomes the Swedish Royal Ballet, one of Europe's oldest dance companies founded in 1773 by King Gustav III. In conjunction with its 240th anniversary, it presents the ballet *Julia & Romeo* by Mats Ek.

Like the Swedish society and its enterprises Mats Ek's work is characterized by openness, creativity and innovation, important symbols also for the competitiveness of the companies, which the Chamber wishes to highlight in the context of its anniversary.

14 SEPTEMBER 2015 – FRENCH-SWEDISH BUSINESS FORUM IN STOCKHOLM

A "French-Swedish Business Forum" at the Grand Hotel in Stockholm is organized in cooperation with the Stockholm Chamber of Commerce, Business Sweden, the French Embassy in Stockholm, and Invest in France in order to promote Swedish-French business development and know-how.

PUBLICATION OF A BOOK ON SWEDISH COMPANIES AND ENTREPRENEURSHIP IN FRANCE 1915-2015

A book about Swedish companies and Swedish entrepreneurship in France during the past century with an outlook on the future will be published by CCSF during 2015 (in Swedish and French).

Among the topics that will be covered are also: the exhilarating history of the Swedish Chamber of Commerce in France, European issues and challenges, intercultural differences and investment climate.

Among the authors:

Frank Belfrage, former State Secretary at the Ministry of Foreign Affairs and Swedish Ambassador to France

Anders Fogelström, author, entrepreneur and business leader

Nils Ingvar Lundin, journalist

Claire Mallet, journalist

Françoise Nieto, author, journalist and former correspondent for Le Monde in Sweden

Marie Sundberg, journalist (formerly at Dagens Industri)

Pär Östberg, Executive Vice President and Chief Investment Officer, Industrivärden

30 NOVEMBER 2015 – CENTENARY CONFERENCE AND FRENCH- SWEDISH GALA EVENING WITH REMITTANCE OF THE "PRIX D'EXCELLENCE" AWARD.

Centenary Conference on the future challenges for the companies for a sustainable economic development from a global competition and environmental perspective, in collaboration with Leif Johansson, Honorary Chairman of the European Round Table, Chairman LM Ericsson and AstraZeneca, the former CEO of the Volvo Group, and other French, Swedish and European industrial leaders, top decision makers and official representatives.

Among the topics of the Conference are:

Competition Policy

Competitiveness

Energy & Climate Change

Societal Changes

Challenges for European companies in a global world

The aim of the conference, followed by the large Swedish-French Gala Evening, is to prepare for future challenges, enhance business and company development, but also to present Swedish culture and know-how in France. The "Prix d'Excellence"-Award will be attributed during the course of the Swedish-French gala diner.

The events are aimed at both large and small companies in the Swedish-French business community and represent a unique opportunity to invite partners, clients and important contacts. Leading representatives from the Swedish-French and European economic, political and cultural spheres, as well as official representatives of both countries will participate.
