

“Swedish Trade Days in Bosnia and Herzegovina” Seminar, 24-25 October 2011

The Swedish Trade Council, the Embassy of Sweden in Bosnia and Herzegovina (BiH) and the Chamber of Commerce of Sweden and Norway will on 24-25 October, 2011, organize a seminar in Sarajevo with focus on matchmaking opportunities for Swedish companies active in the manufacturing industry and the environmental sector, which are interested in exploring the market of BiH.

The seminar will allow participating Swedish companies an insight in the economic situation in BiH, the needs and long-term investment plans within the sectors of environment as well as potentials within the manufacturing industry. The Swedish company representatives will be given the possibility to network with officials, key persons and decision makers from the industry in BiH and present their companies, products and/or solutions to important decision makers and potential business partners in BiH. The overall purpose of the event is to create a platform for dialogue and exchange of knowledge between Swedish companies interested in opportunities in Bosnia and Herzegovina, local stakeholders and potential partners, as well as funding agencies and organizations of relevance. The event aims at raising the image of Sweden and to highlight Swedish companies' intentions to intensify their trade relations with BiH.

Environmental Sector

BiH is a country with needs and potentials in various sectors. Amongst others is the environmental sector which is in great need of improvement of local environmental infrastructure, focusing on waste management, water and sewage. The environmental sector is an area that will continue to attract large investments, not least as a result of Bosnia's EU integration.

Sweden supports the improvement of environmental infrastructure in BiH through the Swedish International Development Agency (Sida). The support includes both capacity building and investments at the municipal level. The Swedish development assistance to environmental infrastructure will probably amount to 30 MEUR in the period of 2011-2014.

The International Development Banks will invest large amounts in environmental infrastructure in BiH the coming years as is the European Union through its pre-accession program, IPA.

Swedish profile questions such as environment, sustainable development and energy efficiency together with Swedish companies who through exports and investments have acted as role models, have contributed to the creation of the internationally known and positively regarded Swedish trademark. The Swedish Embassy and the Swedish Trade Council see business opportunities for Swedish companies, consultants and suppliers of environmental technology who can provide the market with advanced knowledge, products and solutions.

Manufacturing Industry

The manufacturing industry in BiH is building on a strong industrial tradition and involves business opportunities for Swedish companies that are interested in locating their production (wood, metal, IT programming, textile, organic food, etc) to BiH. Relocating the production to BiH may for some companies be an important step in reaching out to competitive offers and markets in the region. Swedish industry offers numerous examples of companies that specialize in the manufacturing of equipment and machinery for the manufacturing industry and thus can use business opportunities in the Bosnian market. Within the manufacturing industry there should also be opportunities for Swedish companies to explore possibilities of finding sub-contractors in BiH.

Reception 24 October, 2011

The Swedish ambassador to Bosnia and Herzegovina will host a reception in the Swedish Residence on the evening before the Seminar for participating Swedish companies.

Seminar 25 October 2011

The seminar will be held in Hotel Holiday Inn. Officials, customers, suppliers, partners, and contacts of the participating Swedish companies are expected to participate. Each participating Swedish company is given the opportunity to invite guests to the seminar. All invitations will be managed by the STC in order to avoid that overlapping invitations are sent out. The Embassy, the STC and the Chamber of Commerce of Sweden & Norway will also add additional invitations to relevant contacts and institutions, as appropriate.

Exhibition

Swedish companies participating on level one (1) and two (2) will be given the possibility to exhibit their products and services in the premises of Hotel Holiday Inn.

Media coverage

Relevant media will be invited and a press conference will be held in connection with the seminar.

Language

Simultaneous translation to/from English will be available during the seminar.

Preliminary programme

Reception for participating Swedish companies

When: 24 October 2011
Where: Residence of the Ambassador of Sweden
Time: TBC

Seminar

When: 25 October 2011
Where: Hotel Holiday Inn, Sarajevo, Bosnia and Herzegovina (TBC)
Time: TBC

Programme:

- Registration and coffee
- Opening remarks and words of welcome by the Swedish Ambassador
- Presentation by representative from Government Offices of Sweden
- Needs and long-term goals: presentations from relevant ministries (depending on the profiles of the participating Swedish companies)
- Swedish success cases: Swedish companies which have located their production to BiH
- Swedish know-how and experience in the manufacturing industry and environmental sector: Presentations from Swedish companies with solutions, products and success cases. Presentations from relevant Swedish experts
- Financing of Projects: presentation by financial institutions/banks/etc.
- Summing up – questions, remarks and closing discussion
- Networking lunch



Participation fees

Participation level 1 - 2.200 EUR (excl. VAT) per company

- o participation in the seminar
- o 20-30 minute company presentation at an attractive point in the programme
- o place for rollup in the conference room next to the speaker podium
- o logo (large) in seminar invitation and in the printed programme
- o company description in the seminar programme
- o table for printed material and place for rollup outside the conference room

Participation level 2 - 1.000 EUR (excl. VAT) per company

- o participation in the seminar
- o 5 minute company presentation
- o logo in seminar invitation and in the printed programme
- o company description in the seminar programme
- o table for printed material and place for rollup outside the conference room

Participation level 3 - 300 EUR (excl. VAT) per company **

**** (NOTE: This level is only offered to Swedish companies/corporate groups with less than 50 employees and a turnover of less than 10 MEUR)**

- o participation in the seminar
- o logo in seminar invitation and in the printed programme

Conditions

The seminar is partly financed by the Swedish government. Please note that flights and accommodation are NOT included in the participation fee. Also note that responsibility for reservation of flights and hotel rooms is on the participants. The Swedish Trade Council can however assist with recommendations. Confirmation is binding. The deadline for confirmation to participate in the Seminar is 8 September 2011.

SEND YOUR APPLICATION BEFORE 8 SEPTEMBER 2011

TO: Dajana Kazazic, Swedish Trade Council in Belgrade **E-mail:** dajana.kazazic@swedishtrade.se

FAX: +381 (0)11 311 3161 **PHONE:** +381 (0)11 311 3017

I/WE WILL ATTEND THE SEMINAR "SWEDISH TRADE DAYS IN BOSNIA AND HERCEGOVINA" AT THE LEVEL OF:

- Participation level 1 - 2.200 EUR (excl. VAT) per company
- Participation level 2 - 1.000 EUR (excl. VAT) per company
- Participation level 3 - 300 EUR (excl. VAT) per company **

THE ORGANIZERS OFFERS THE POSSIBILITY OF ARRANGING A VISITING PROGRAMME IN RELATION TO THE SEMINAR FOR YOUR COMPANY TO MEET RELEVANT ACTORS IN BIH.

- Yes, we could be interested in participating in a visiting programme arranged by the organizers and would like to be contacted about this.

Company _____
Corporate ID no _____
Address _____ Postal code and City _____
Phone _____ Fax _____
Name _____ Position _____
E-mail _____