



SWEDEN PARTNER COUNTRY

1–5 APRIL 2019



We are **very honored** to have been chosen as Partner Country at the Hannover Messe in 2019. The Hannover Fair is a **world-leading platform** for global high-level dialogue between relevant stakeholders within industrial technology.

As a foundation we have the *“German and Swedish partnership for innovation”*, which is serving as an excellent platform for cooperation. The Hannover Messe is not only an important arena to manifest and strengthen the relations between Germany and Sweden but **an opportunity to connect with business representatives and media from all over the world.**

As you will see our presence is **based on teamwork**. The Swedish government, industry and research institutions together are dedicated to keeping our country at the forefront of innovation and digital transformation, making Sweden a solid base for investment and partnerships.



We invite you to innovate with us!

Collaboration will be the focus of Sweden's presence in Hannover in 2019. Through collaboration between different stakeholders and areas of society Sweden has been able to foster a creative innovation climate. Our long-standing tradition of boosting creativity and industrial innovation has resulted in multinationals like ABB, Sandvik, and Ericsson. We know how to turn cutting-edge innovations into sustainable solutions serving mankind today.

At the Hannover Messe we will highlight **Sweden as a lab for co-creation (Co) and Innovation (Lab)** - an open and strong collaborative partner committed to innovation.



We invite you to start-up together with us!

Today, **Sweden is the number one tech hub in Europe** with a thriving start-up scene, being home to companies such as **Spotify, Klarna, Truecaller and King**. Our industrial tradition has formed a solid foundation for **innovation, collaboration, and sustainability**.

- **Innovation** – has been a crucial driver for sustainable economic development and long-term inclusive job creation.
- **Collaboration** – we take great pride in our Swedish openness — our will to co-create, collaborate and share knowledge between business areas, organizations, and people - leading to more innovation and a can-do mentality.
- **Sustainability** – is a core issue for Swedish companies motivating them to be front-runners in sustainable transformation and contributing to the smart industry shift.

Around 40 highly relevant Swedish start-ups and scale-ups will attend the Hannover Messe thanks to a joint program by Vinnova - Sweden's Innovation Agency, SISP - Sweden's Incubators and Science Parks, and Ignite Sweden - enabling new collaborations between industries and start-ups – **and you can meet them all in the Swedish pavilion.**



We invite you to explore with us at the Hannover Messe 2019!

Let's meet:

- in our national pavilion – **The Swedish Co-Lab Digital Factory** – where we will take you on a digital journey through Sweden's state-of-the-art smart industry solutions;
- in our **other thematic pavilions** such as the **Swedish Energy Agency pavilion** with 20 SME companies offering solutions in the field of sustainable energy and the **Industrial Supply pavilion** managed by Elmia;
- through our exciting seminar programme, workshops, matchmaking and many other activities;
- through our cultural events around the fair. We will take the opportunity to share some of the world-famous music from Sweden at the Hannover Messe - did you know that Sweden is the third largest music exporting country in the world? - as well as some stunning performances joining arts and technology in innovative ways.

You will also be able to get a real taste of Sweden through the food and beverages served.



More information

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Photo: Niklas Hägglund/imagebank.sweden.se

Here you can see the website about the Sweden Partner Country Project and contacts details to Business Sweden, which is managing the project.

We hope this short introduction has inspired you to connect with us at the Hannover Messe in 2019. We are looking forward to seeing you there!

 Sweden
Sverige
PARTNER COUNTRY 2019

THANK YOU
