

as of Jan 17, 2012

**Expert delegation program Feb 8-9, 2012 (Draft)**

**Wednesday 8 February**

- AM                      Arrival Narita  
                            Check-in to Hotel Okura
- 12:30-14:00          Lunch on and briefing of program with the Trade minister  
                            Venue: Hotel Okura
- 14:30-17:30          Meeting with Experts of Japan Renewable Energy Foundation (JREF)  
                            Venue: Embassy of Sweden
- 19:30-21:30          Formal Dinner – around 50 VIP:s at Embassy of Sweden

**Thursday 9 February**

- 08:30-10:00          Breakfast Meeting with Swedish Companies in Japan together with the trade  
                            minister
- 10:30-12:00          Round Table Discussion with Japanese industrial leaders
- 12:00-13:30          Luncheon with Members from the Round Table Discussion
- 14:00-18:30          Seminar on the topic "Swedish Sustainable Solutions (Temporary)"
- 19:30-21:30          Reception dinner – around 200 invitees

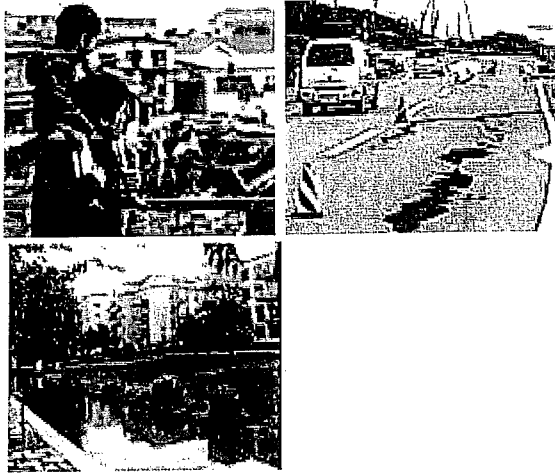
## Program for the seminar on February 9, 2012      Draft

13:30	Start registration	
14:00-14:05	Opening address	Ambassador Dr. Lars Vargö
14:05-14:15	Key note speech	Trade Minister Dr Ewa Björling
14:15-15:00	Key note lecture "Re-Creation of Japan - for implementation of Platinum society"	Dr. Hiroshi Komiyama, President of Mitsubishi Research Institute
15:00-15:30	Key note lecture Theme : To Be Decided later (TBD)	Dr. Tomas Kåberger, Chairman Japan Renewable Energy Foundation
15:30-16:00	Presentation Reconstruction plan at Otsuchi town and Program to create smart city	Mayor of Otsuchi Town Deputy Mayor of Akita City
16:00-16:20	Coffee Break	
16:20-17:20	Presentation by Swedish Experts "Sustainable Urban Development in Sweden (TBD)" "Programs for Sustainable city leaders (TBD)" Theme: (TBD) Theme: (TBD)	Dr. Ulf Ranhagen/Sweco Mr. Fredrik Lagergren/KTH Mr. Gunnar Söderholm. Stockholm City Mr. Tord Svedberg, IVL
17:20-18:40	Presentation by Swedish Companies "Smart Grid" "Bio Boiler"	
18:40-19:00	Closing Lecture "Cooperation between Japan and Sweden (TBD)"	Mr. Satoru Mizukuchi, Corporate Communication Director, Hakuholdo Inc

**Friday 10 February**

- 06:00 Departure from Hotel Okura
- 07:00 Leave Tokyo by a high speed train
- 09:00 Arrive at Sendai
- 09:30 Bus tour to disaster stricken areas, Onagawa Town, Ishinomaki City
- 13:00 Return to Sendai City
- 13:30 Lunch
- 15:00 Joint meeting with local municipalities
- Swedish solutions e.g. Sustainable Urban development, Bio Fuels
  - Reconstruction plan in Tohoku
  - Possible future cooperation and support
- 18:00 Return to Tokyo
- 20:00 Arrive at Tokyo

## Join our mobilization of Swedish innovative and sustainable solutions



Due to the events in March, 2011 Japan experienced a difficult year with a large amount of resources being directed towards the recovery from the disasters. In June 2011 the Swedish Trade Council organized a Swedish expert delegation to assess the situation and assist with expertise and experiences. The result was a realization of the significant need for innovative and sustainable solutions in Japan to ensure the recovery and meet the future energy needs. Based upon these results is STC now together with the Swedish Trade Minister, Ewa Björling, organizing a delegation to follow up on the demands and business opportunities identified.

This invitation goes out to Swedish experts and company representatives within Swedish clean tech and environmental related companies and organizations. The effort will give Swedish companies the opportunity to showcase their sustainable and innovative solutions within clean tech and sustainability, urban planning and development systems as well as knowledge, ideas and solutions related to alternative energy sources.

The theme for the event will be *"Sustainable and innovative urban development"*. Examples of subjects that will be discussed are:

- Sustainable and innovative urban planning and development
- Energy systems
- ICT solutions for smart Cities

The delegation will take place between the 8<sup>th</sup> and 10<sup>th</sup> of February, and will focus on promoting Swedish solutions, generating business opportunities and valuable connections. The business delegation, in conjunction with the official visit of the Swedish Minister for Trade, Dr. Ewa Björling, will be headed by Mr. Ulf Berg, President and CEO of the Swedish Trade Council.

### The delegation offers a great number of possible opportunities for the participants

Meetings together with our Trade minister - Get the chance to promote your company's/organization's products and solutions along with discussing current and possible challenges in Japan and how Swedish solutions can help. This will be carried out through the following activities:

- "Swedish sustainable solutions" seminar – with possibility to invite business partners & clients

MINISTER FOR TRADE DR.  
EWA BJÖRLING



Photo: Jonna Thomasson

DELEGATION LEADER ULF  
BERG



President and CEO  
Swedish Trade Council

REGISTRATION OF INTEREST

Please [click here](#) to register your interest and we will get back to you as soon as possible.

SYMBIO CITY

SymbioCity

- VIP dinner at the Ambassador's Residence – with possibility to invite business partners & clients
- Round Table discussion with Japanese business leaders/entrepreneurs
- Breakfast and lunch with the Trade Minister Ewa Björling
- Visit to Tohoku area
- Meeting with Tohoku area City Majors/representatives of City Planning and local smart city planning concept

**Exposure** – Attend and get attention, the seminar arranged by STC offers a supreme opportunity to market your company's products and solutions. More than 200 Japanese guests are invited (stakeholders, policy makers, company representatives – i.e. potential clients)

**Network** – During the events you will get the chance to meet decision makers, potential and current customers, industry experts, as well as city Mayors and city planning representatives for the Tohoku region

**On site experience** – Travel to the Tohoku region (Feb 10) and get a better understanding of the Japanese future needs within sustainability/urban planning/Innovation

**'Raise your voice'** – Get a chance to discuss the challenges and problems upon doing business in Japan (e.g. breakfast seminar, Round table etc.)

**Business relation** – VIP-dinner at Swedish Ambassador's residence with the chance to invite 2 VIP's, e.g. current/potential business partners and/or clients in Japan

**When:** 8 – 10 February 2012

**Where:** Tokyo and preliminary a visit to the Tohoku region

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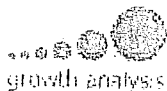
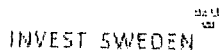
**For further information please contact**

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Welcome!

in cooperation with:



**EXPORT  
RÅDET**  
SWEDISH TRADE COUNCIL

**Invitation!**  
Join the urban development delegation to  
Japan  
8-10 FEBRUARY 2012