

## WAIPA Study Tour Program in Sweden September 28-October 4, 2008

Organized by Invest in Sweden Agency (ISA)  
Sponsored by UNCTAD

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### 29 Sep (Mon)

- 09.00 Venue: World Trade Center (WTC), Room: Stockholm
- Welcome address by Mr. Per-Erik Sandlund, Director-General of Invest in Sweden Agency, (ISA)**
- Introductory remarks by Mrs. Alexandra Tokareva, WAIPA and Mr. Vladimir Pankov, UNCTAD**
- Introduction to Invest in Sweden Agency  
ISA the one stop shop for information**  
*- Mission and organization*
- 12.30 **Lunch**
- 14.00-17.00 *- Market communication – how can that be done?  
- Investors contacting ISA – how are we set up to answer their questions?  
- Benefiting from a multiplier network*
- 17.30 **Reception at the premises of Invest in Sweden Agency,**  
WTC, Entrance B, 6<sup>th</sup> floor
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### 30 Sep (Tue)

- 09.00 Venue: WTC, Room: Stockholm
- Introduction to Invest in Sweden Agency (contd)  
ISA as a sales organization**  
*- The sales process  
- Sweden's key sectors – the base for proactive work  
- Methods of leads generation*
- 12.00 **Lunch**
- 13.30-17.00 *- How to follow-up and add value throughout the sales process  
- How to evaluate an investment*
- The role of policy advocacy**
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**1 Oct (Wed)**

09.00

Venue: Spårvagnshallarna, address: Birger Jarlsgatan 57 A

**Transnational cooperation in investment promotion****Internationalization of Swedish companies – cooperation with other government agencies**

12.30-14.00

**Lunch given by the Swedish Ministry for Foreign Affairs**

Host: State Secretary to Minister for Trade, Mr. Gunnar Wieslander

14.30-16.30

**The Swedish Institute**

Mr. Thomas Carlhed, Director, Dept. for Branding and Coordination

- Branding of a nation – the Swedish experience
- The Swedish Institute and the cooperation in the Council for the Promotion of Sweden

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**2 Oct (Thu)**

09.00

Venue: WTC, Room: New York

**The link between investment promotion and economic development**

- The development of a strong regional network
- Swedish Governmental Agency for Innovation Systems (Vinnova) and the Swedish Agency for Economic and Regional Growth (Nutek)

12.00

**Lunch**

14.00-16.30

**Visit to Kista Science City - a regional cluster**

- Kista Science City, Mats Hedenström, International relations
- Kista Mobile Showcase, Tomas Bennich, Project Manager

19.00

**Informal buffet dinner** at Annika Rembe's residence,  
Rådmansgatan 76, entrance B, 5<sup>th</sup> floor, # 0498

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**3 Oct (Fri)**

8.45

Bus to Västerås from, Hotel Hellsten, address: Luntmakargatan 68

10.30-12.00

**Study tour to Robotdalen in Västerås**

Visit at Robotdalen/Automation Center

- Welcome by Mr. Erik Lundqvist, General Manager, Robotdalen
- Automation Region, Ms Helena Jerregård, Deputy General Manager

12.00

Lunch at Smalls restaurant

13.30-14.30

Visit at ABB Robotics and the Development Laboratory and Production Facility

- Mr. Staffan Elfving, Manager R&D Projects

15.00

Bus back to Stockholm

**4 Oct (Sat)****Wrap-up discussions****Individual departures from Stockholm**