

12 September 2011, 8.30 a.m. - 5 p.m.

Stockholms Handelskammare, Västra Trädgårdsgatan 11



Stockholms Handelskammare

Doing Business in France – Myths and Opportunities

• Opening statements:

The French Ambassador designate to Sweden, Jean-Pierre Lacroix
The Swedish Ambassador to France, H.E. Gunnar Lund

• Keynote speakers:



Bo Dankis
Chairman
Swedish Trade Council



Pierre Forthomme
Multicultural
management
consultant



Elisabeth Elgán
Associate Professor
Stockholm University
Women leadership in
Europe



Sveneric Svensson
Managing Director
Capio Santé

- **Expert panel:** Jean-Marie Osdoit, President & CEO, Volvo AB in France
Franck Bouetard, President, Ericsson France
Bodil Sonesson, Vice President, Global Sales Axis Communications
Peter Einarsson, Managing Director, Handelsbanken France
and other business leaders and experts from France



Moderator: Rolf Gustavsson
Journalist Svenska Dagbladet & winner of the
National Press Club Grand Prize 2011

• Networking lunch

• One-to-one advisory meetings and expo

Registration by 2nd September 2011 on www.chamber.se

Participation fee

Chamber members: 495 SEK / Non-members: 750 SEK

For further information and partnership, contact:
Katarina Lööf, katarina.loof@ccsf.fr, tel: +33 (0)1 44 43 05 15
The Swedish Chamber of Commerce in France

PARTNERS



Swedish Chambers



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SVENSK-FRANSKA SPRÅKFONDEN



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FRENCH-SWEDISH BUSINESS FORUM STOCKHOLM 12 SEPTEMBER 2011



FRENCH-SWEDISH BUSINESS FORUM – Myths and Opportunities 12 September 2011, Stockholm

PROGRAM

08h30 Registration and coffee, at Odd Fellow, Västra Trädgårdsgatan 11

CONFERENCE

Conferencier Anders Lundwall, Senior Advisor, Stockholm Chamber of Commerce

9h00 Welcome Remarks

Peje Emilsson, Chairman, Stockholm Chamber of Commerce

9h05 Opening Statements

Jean-Pierre Lacroix, French Ambassador designate to Sweden

H.E. Gunnar Lund, Swedish Ambassador to France

9h15 Overview of Swedish investments in France and Business Opportunities

Gilles Debuire, Director Nordic Countries, Invest in France Agency

9h30 Keynote Speakers - French-Swedish Business climate, culture and management

Bo Dankis, Chairman, Swedish Trade Council

Elisabeth Elgán, Associate Professor, Department of History Stockholm University, specializing in gender questions and global women leadership

Pierre Forthomme, Partner and intercultural management specialist, Forthomme&Associés

Sveneric Svensson, Managing Director, Capio Group France

10h30 COFFEE

11h00 EXPERT PANEL - Business leaders and experts from France sharing their experiences

Moderator Rolf Gustavsson, journalist SvD, winner of the National Press Club Grand Prize 2011

Participants

Peter Einarsson, Managing Director, Handelsbanken France

Laure Imhaus, French attorney, specializing in labor law questions

Pierre Schoeffler, Founding Partner, S&Partners, specializing in financial and real estate investments, including finance, stock market, and start-up questions

Robert Wentrup, Director, Swedish Trade Council France

Bodil Sonesson, Vice President, Global Sales Axis Communications

Jean-Marie Osdoit, President & CEO, Volvo Construction Equipment Europe SAS and President, Volvo Holding France

Anders Fogelström, FranceOuverture Conseil, specializing in intercultural communication and management

Franck Bouetard, President, Ericsson France

Jean Tournoux, President and Managing Director of the SKF Group in France

12h40 Closing words

Gïta Paterson, Chairman, Swedish Chamber of Commerce France

12h45 NETWORKING LUNCH, at Stockholm Chamber of Commerce, Västra Trädgårdsgatan 9

14h00-17h00 EXHIBITION AND ONE-TO-ONE ADVISORY MEETINGS



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FRANSK-SVENSKT AFFÄRSFORUM SOCKHOLM 12 SEPTEMBER 2011



French-Swedish Business Forum in Stockholm on September 12, 2011

The Swedish Chamber of Commerce in France and the Stockholm Chamber of Commerce, in cooperation with the Swedish Trade Council, organize a French-Swedish Business Forum on September 12, 2011 in Stockholm.

The purpose of the day is to contribute to an increased Swedish business development in France by providing information on entrepreneurship in France and raising awareness among Swedish companies of the French market possibilities and conditions. Opportunities, challenges and French myths will be highlighted and debated, and individual counseling provided.

The Forum is aimed at those companies that are not yet established in or working with France, as well as at those that are already established.

Experienced business leaders will share their practical experiences during a morning conference and will, together with specialists, be available for private one-to-one meetings during the afternoon, in conjunction with the exhibition taking place.

Participants will be given a chance to get an answer to their questions about the French business environment and culture, investment strategies, business development, employee relations, cultural differences and French management, as well as receive information about the current French political situation. In connection with the individual counseling at the one-to-one meetings, technical issues of establishment, including those of a legal or accounting nature, may also be discussed.

We hope that the day will result in creating enthusiasm and a rethinking of France as a country for business, and help to resolve any outstanding issues for the pursuit of a successful business.

France's incoming new Ambassador to Sweden, as well as the Swedish Ambassador to France, Mr Gunnar Lund, will open the day with a brief introduction.

Swedish Trade Council Chairman, Mr Bo Dankis, with a long business management experience from France is among the keynote speakers. A number of Swedish and French business leaders from France will also share some of their practical experiences as participants in the Expert panel led by this year's winner of the Publicist club Grand prize, journalist Mr Rolf Gustavsson.

The Forum takes place in central Stockholm on Västra Trädgårdsgatan in the premises of the Stockholm Chamber of Commerce and adjoining Odd Fellow.

Invitations to the event will be sent to more than 15.000 Swedish companies and will be published on the website of the organizers and their partners.

Welcome !

For more information: www.ccsf.fr - info@ccsf.fr - Phone : 01 44 43 05 15



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