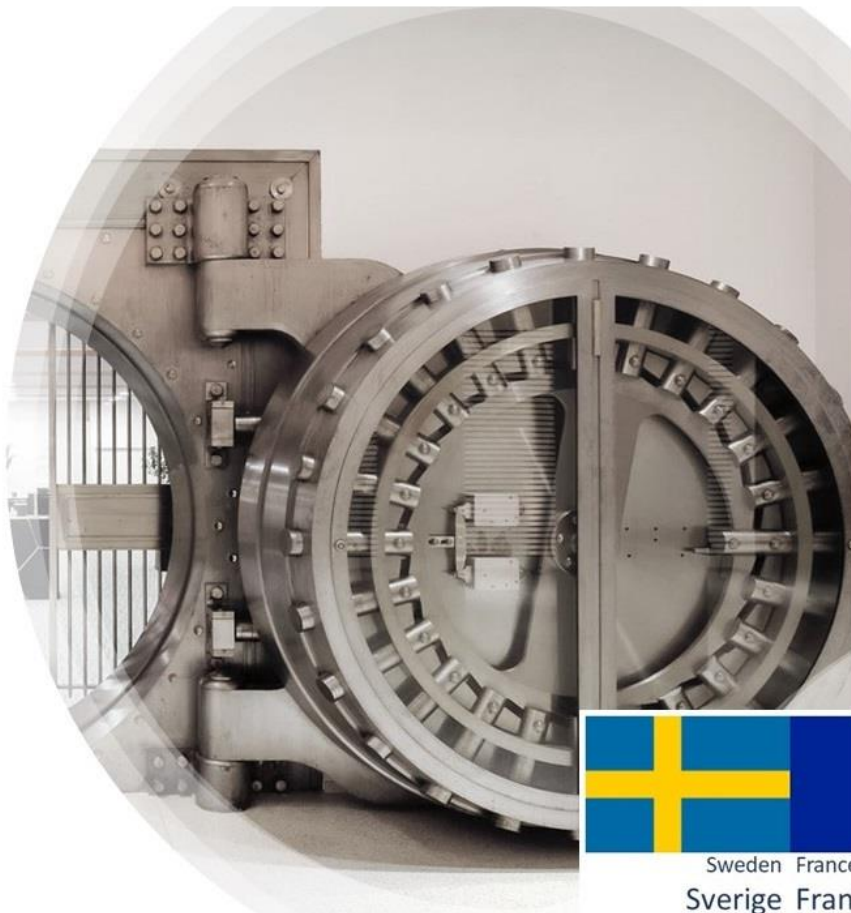




French-Swedish Business Day

6th of December
2021, Paris



Sweden France
Sverige Frankrike



6th of December 2021*

In the presence of HRH Crown Princess Victoria of Sweden
French-Swedish Business Day

High level Conference – French-Swedish Business Summit
on the decarbonisation of the economy

Networking evening Soirée Franco-Suédoise

French-Swedish Tech & Innovation exhibition
*Demonstration of innovations from the traditional industrial world and
from start-ups of the new economy*

Dinner conceived by a Swedish chef

Innovate & Act for green transition and sustainable business
Start-up pitches

Prix d'Excellence award ceremony

Sankta Lucia

* subject to the evolution of the sanitary situation

Why become a partner

Position your brand at this bilateral high-level event with leading sustainability stakeholders from both countries.

Demonstrate responsible leadership, ambition, and action in a bilateral context.

Engage with and meet influential figures in sustainable business, partners, clients, and other important stakeholders. This event provides your company and people with a unique networking platform.

Participate in a strong action of Swedish companies to jointly promote and strengthen the Swedish brand name in France.

Place your company at the forefront of your industry by partnering this summit.

About the event

The event aims to promote Swedish exports, investments and Swedish impact business in France by creating a platform that spreads knowledge about Swedish companies, the Swedish brand and values and contributes to a stronger economic, political, and cultural exchange between Sweden and France. This occasion offers an excellent opportunity for high-level networking with decision makers and entrepreneurs to develop Swedish-French partnerships, create new businesses and further trade relations between France and Sweden in both directions.

This is a Team Sweden project, organized by the Swedish Chamber of Commerce in France in collaboration with the Swedish Embassy and Business Sweden and the support of the French Embassy in Sweden and Business France.



Program

French-Swedish business summit – Decarbonisation of the economy

Half-day high-level conference on the climate goals and recovery needs, focusing on innovation with new technologies and solutions, responsibilities, challenges and opportunities for companies in a circular economy and a world to be decarbonised.

HRH Crown Princess Victoria of Sweden opens the summit.

There will be three round table focus areas with key introductions and panel discussions following the opening and key-notes.

PRELIMINARY PROGRAM

12.45 Registration

13.30 Welcome remarks

Opening by HRH Crown Princess Victoria of Sweden

13.45 Key-notes

14.05 Round table panel I – The economic value chain/circular economy

The economic value chain and opportunities for European cooperation. Focus on companies' sustainable transition in the entire value chain and organisations. What are the engagements, investments, actions, innovations, responsibilities, and challenges? The revolution in packaging, recycling, and waste management. Renewable energy investments, new materials, innovations, R&D, technologies, policy, and legislative challenges. Transitioning of business from linear to circular business models to meet climate goals. Circular economy goals - reuse, repair, recycling - innovation in business models, technology, and social innovation.

14.55 Coffee break

15.25 Round table panel II – Energy of the future / Electromobility in Europe

Renewable energies in the transport sector. Hydrogen/ electricity/ biofuel / energy mix for transports. Industrial company strategies and challenges from manufacturing to distribution and operations. Consumer car energy strategies and challenges. Road, rail, and river transports. Decarbonization of freight transport in urban areas and last mile services, R&D, business models. French-Swedish partnerships in battery efficiency solutions.

16.15 Round table panel III – 5 G for digitalisation and infrastructure, platform for the green transition

Digital technologies are essential for achieving the sustainability goals and the creation of the necessary infrastructures for transportation, smart cities, mobility and communications in all areas of industry and services. 5G is at the very heart of these technologies and of critical importance to the development of society and the world. Related impact technologies include Artificial Intelligence and Blockchain.

17.00 Closing remarks

17.10 End



Networking Evening

French-Swedish Tech & Innovation exhibition *Soirée Franco-Suédoise*

The afternoon summit will be followed by an interactive **Tech & Innovation exhibition** and the VIP networking business evening “Soirée Franco-Suédoise” with remittance by HRH Crown Princess Victoria of the “Prix d’Excellence” awards to Swedish companies which have especially distinguished themselves on the French market.

The annual **Soirée Franco-Suédoise** promotes Swedish culture, values and traditions, Swedish company know-how and French-Swedish businesses.

Special focus this year is on innovation and creative solutions developed by entrepreneurs and collaborations between start-up and large companies. French-Swedish tech & innovation exhibition will feature several companies and show-case sustainable solutions. There will be meetings, demos, networking, impact and innovation discussions, with some of Sweden’s and France’s most promising and passionate tech entrepreneurs.

Dinner prepared by a Swedish chef.

The evening will close with a traditional Swedish Lucia performance.

Target audience

Opinion leaders, official representatives, ONGs, press/media, business leaders, company representatives, partners and clients institutional contacts of partnership companies, CESE, Citizens Convention for Climate, Citeo et other Eco-organizations, waste treatment unions, Swedish Ambassadorto France, French Ambassador to Sweden, high level contacts within the French-Swedish innovation partnership.

Venue

Le Pavillon Vendôme, Paris

Pavillon Vendome Paris, the historic landmark of Banque de Suède et de Paris, Place Vendome, where the Swedish businessman Ivar Kreuger, at the origin of many of our large Swedish multinationals of today, in the 1920th founded the "La Banque de Suède et de Paris" in Cour Vendôme. A living legend of Swedish company presence in France.

The vault rooms are still in place and so are the masterpieces of artist Ewald Dahlskog, Swedish painter, ceramist, designer, and decorator of the art deco period, who created three famous frescoes along the top room wall, at the request of Ivar Kreuger. Their theme became the influence of Sweden and the Bank of Sweden on all continents and populations.



Contact

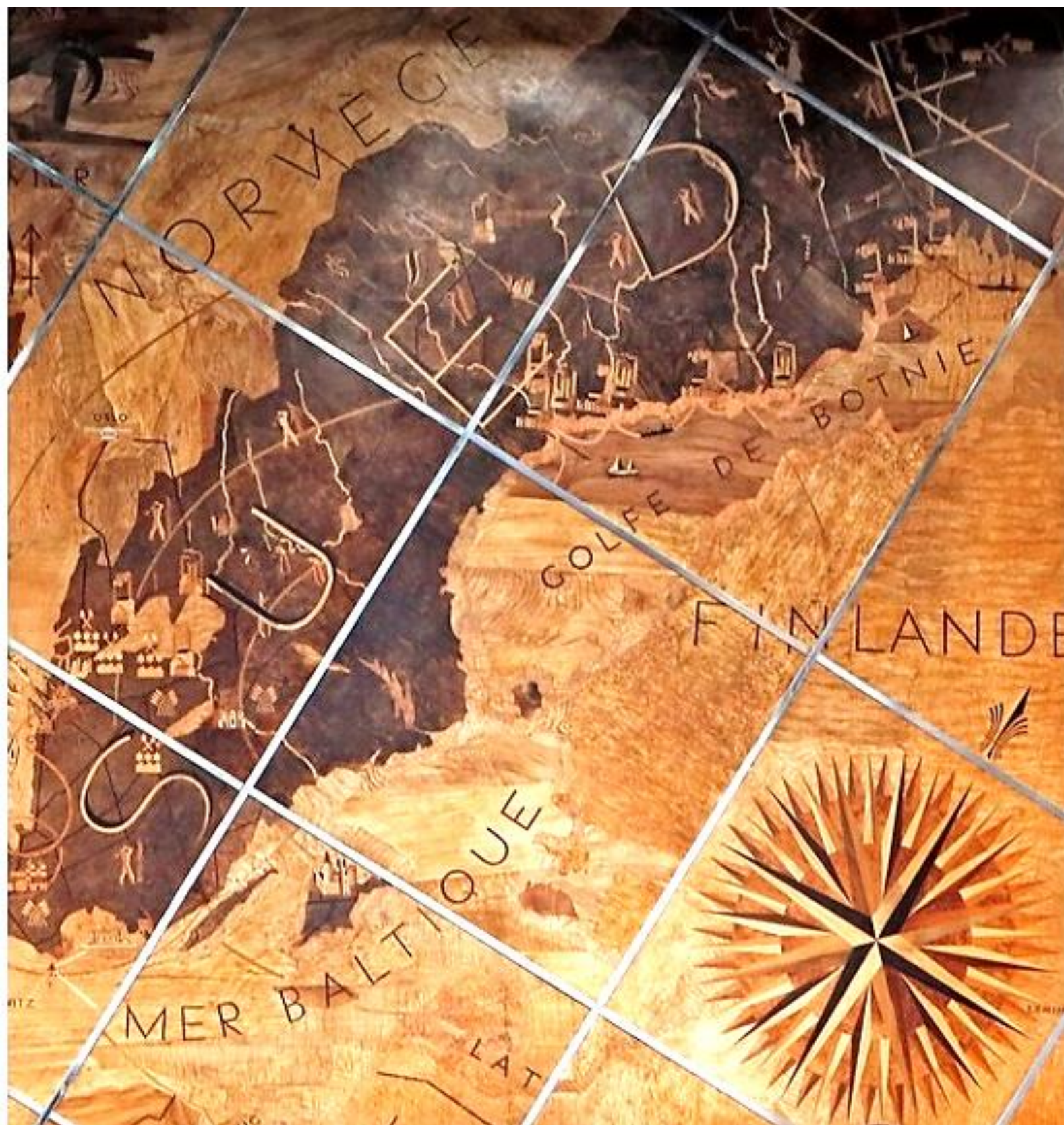
To know more about partnership possibilities or how you can participate in the different parts of the 6th of December programme, please do not hesitate to contact us.

The number of partners will be limited.

Katarina Lööf, Managing Director, Swedish Chamber of Commerce in France

Tel: +33 (0)1 44 43 05 17 / + 33 (0)6 61 36 08 61 / Email: Katarina.loof@ccsf.fr





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at
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