



SOIRÉE FRANCO-SUÉDOISE



PRIX D'EXCELLENCE

6th of December 2021 at 6.30 p.m.

LE PAVILLON VENDÔME
7 PLACE VENDÔME, 75001 PARIS

In the presence of
H. R. H Crown Princess Victoria of Sweden

Networking Evening

French-Swedish Tech & Innovation Exhibition

Inauguration Pioneer the Possible

Cocktail

Dinner conceived by Swedish chef Paul Svensson

in partnership with Electrolux

Innovate & Act for Green Transition and Sustainable Businesses

Start-up pitches

Prix d'Excellence Award Ceremony

*Sankta Lucia by the choir of the Swedish Church in Paris under the
direction of Björn Åkerhage*

Top Swedish chef, **Paul Svensson** is world renowned for his innovative gastronomy as part of saving our planet and his passion for zero food waste. While seeking the perfect balance between pleasure, health, and the environment, he especially conceived our evening menu for a true green gastronomic experience.

**PAUL
SVENSSON**

Prix d'Excellence is the annual award of the Swedish Chamber of Commerce in France, recognizing innovative Swedish companies for their outstanding performances on the French market.

Sankta Lucia, challenge to the dark and hymn of hope, is one of the finest Swedish traditions. Rich in both mysteries and signs, it evokes the day that is reborn and the Christmas festivities that are approaching. Celebrated on December 13th, the longest night of the year according to the ancient Julian calendar, Sankta Lucia was originally a religious festivity that came from Sicily in the 18th century. The ceremony we know today dates from 1927. Sankta Lucia is elected, crowned with candles and surrounded by young girls dressed in long white dresses, singing the arrival of the light.

Le Pavillon Vendôme, the historic landmark of Banque de Suède et de Paris was created in 1913 and later acquired by Ivar Kreuger, famous Swedish businessman at the origin of many of our large Swedish multinationals of today. Banque de Suède et de Paris remains an iconic symbol for Swedish companies and for French-Swedish businesses.

Warmly welcome to this evening of excellency
in the honor of French-Swedish friendship.



Gita Paterson

Gita Paterson
President
Swedish Chamber of
Commerce in France

