



Ambassade de Suède
Paris



Suède
Sverige



FR_SE
INNOVATION
PARTNERSHIP



French-Swedish Business Day II

4th of December

2023, Paris



Ambassade de Suède
Paris



Suède
Sverige



4TH OF DECEMBER 2023
**FRENCH-SWEDISH
BUSINESS DAY II**

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The background of the entire page is a historical map of Northern Europe, showing parts of Norway, Sweden, Finland, and the Baltic Sea. The map is rendered in a sepia or aged brown tone. A large, detailed compass rose is visible in the bottom right corner. The text is overlaid on this map in a dark blue color.

4th of December 2023

French-Swedish Business Day II

High level Conference – French-Swedish Business Summit
Strategic innovation collaborations for a competitive Europe

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

Networking evening Soirée Franco-Suédoise

Dinner conceived by a Swedish chef

Innovate & Transform with Deep Tech
Start-up pitches

Prix d'Excellence award ceremony

Sankta Lucia

Partnership Proposal

About the event

In the wake of the Swedish Presidency of the Council of the European Union the first six months of the year, and following the state visit in Sweden of French President Emmanuel Macron October 24-25 with high-level exchanges between Sweden and France, the next edition of the French-Swedish Business Day will take place in Paris on December 4.

This is a Team Sweden France project, organized by the Swedish Chamber of Commerce in France in collaboration with the Swedish Embassy, Business Sweden, the French Embassy and Business France in Sweden, within the context and in furtherance of the Innovation Partnership Act entered into between France and Sweden in 2017 and in the process of being reviewed and to be launched in its updated version in France on the December 4th event.

On the theme "Strategic innovation collaborations for a competitive Europe", a high-level Conference and a French-Swedish Tech & Innovation Exhibition are being organised, followed by a high-level networking dinner with remittance of the Price of Excellency, an award that distinguishes Swedish companies for their exceptional performances on the French market.

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 in order to contribute to a stronger economic, political, social responsibility 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.

Partnership opportunities

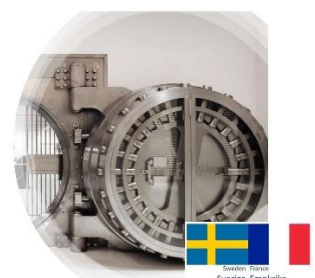
Position your brand at this bilateral high-level event with leading sustainability stakeholders from both countries.

Demonstrate responsible leadership, ambition, and action in a bilateral context for building a competitive Europe.

Engage with and meet influential personalities in sustainable businesses, partners, clients, and other important stakeholders in the economic, political and cultural fields. This event provides your company and people with a unique networking platform and an opportunity to promote innovative solutions for resilience and European economic strength.

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

Place your company at the forefront of your industry by being an active partner in this summit.



Program

French-Swedish business summit – *Strategic innovation collaborations for a competitive Europe*

A half-day high-level conference on the strengthening of the European competitiveness by a strong and resilient industry. Focus will be on the strong potential of strategic innovation collaborations and tech partnerships between France and Sweden with discussions about challenges such as regulations, energy resources, skills shortages and the green transformation. Security and defense, mobility, digitalization, and our forest resources will be in high focus.

There will be three round table focus areas with key introductions and panel discussions following the opening and high-level key-notes, in the presence and with the participation of His Excellency Etienne de Gonneville, Ambassador of France to Sweden and His Excellency Håkan Åkesson, Ambassador of Sweden to France.

PRELIMINARY PROGRAM

13.15 Registration

14.00 Welcome remarks by H.E. Håkan Åkesson, Ambassador of Sweden to France

Opening by

High-Level Key-notes

French Minister (TBC)

Swedish Minister (TBC)

14.30 Round table panel I – Setting the foundation for competitiveness by innovation and collaboration

Historically, Europe was the birthplace of some of the 19th and 20th century's most extraordinary innovations. Europe is still home to many science-led universities and world leader companies in various industrial sectors. However, globalization, political and societal changes have developed into a strenuous competitive situation for Europe with its democratic values and free trade endeavours. What are the principal European challenges for rebuilding competitiveness? What are the strengths and weaknesses for building competitive European industries? What are the French-Swedish synergies for R&D and innovation in Europe? Do we have the necessary innovation and R&D clusters in Europe? How can France and Sweden accelerate European innovation collaborations in strategic fields such as aerospace, mobility, AI, cyber security and energy with examples of best practices and implementation of collaborations.

15.15 Coffee break

15.40 Round table panel II – Talents, competences and skills for competitiveness

What are the needs of industries and businesses for building a competitive Europe in terms of talents and skills? What are the new needs for technology developments? What are the strengths and weaknesses of the European educational systems? How can we encourage more women into tech/engineering professions? How can we advance integration and retention based on the Swedish-French values of respect for individual rights, strong social protection programs, life-style values and diversity? How can we increase the talent pool by re-skilling and up-skilling our work-force and by an increased immigration from outside Europe?, What investments are needed for an enhanced educational training and an intensified co-operation between the public and private sector.

16.25 Round table panel III – Resilience for an industrial sustainable transformation

European executives are facing a challenging environment. The enduring challenges associated with the war in Ukraine, the energy crisis and a rising inflation are strongly impacting Europe. Significant government investments to foster innovation and growth, such as the US Inflation Reduction Act of 2022 and other non-European countries investments in green manufacturing are challenging the competitive position of our continent. European measures and regulations in some cases also have hampering effects. How can the European regulatory and support programs be better coordinated? How should a resilient European industrial strategy for a green transformation be conducted (regulatory, support in the transition to a green economy, state aid framework, adapted compliance obligations, critical raw materials, circularity, open autonomy, reindustrialization)?

Closing remarks by H.E. Etienne de Gonneville, Ambassador of France to Sweden

17:30 End of conference



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 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 deep tech developed by entrepreneurs and collaborations between start-up and large companies. French-Swedish tech & innovation exhibition will feature several companies and show-case innovative and deep tech solutions for impact. 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 sustainability representatives, partners and clients, institutional contacts, various eco-organisations and stakeholders within the green transition and environmental areas.

This is a moment of take-actions, reflections and shared experiences between all stakeholders working together – industry, academia, policymakers, and legislators for the acceleration of Europe's competitiveness.

Venue

Le Pavillon Vendôme, Paris

Pavillon Vendôme, the historic landmark of Banque de Suède et de Paris, created in 1913, later acquired by the Swedish businessman Ivar Kreuger, is at the origin of many of our large Swedish multinationals of today and 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. Dahlskog created three famous frescoes along the top room wall, at the request of Ivar Kreuger. Their theme aims to portray and accentuate the influence of Sweden and the Bank of Sweden across all continents and populations. At the heart of the frescoes, Sweden and France are portrayed as the two dominant countries in Europe.



Benefits	Platinum 32 000 €	Gold 16 000 €	Silver 8 000 €
High-level conference French-Swedish Business Summit			
Delegate places for the conference	30	10	5
Possibility to speaking slot keynote or panel TBC in consultation with the CCSF	✓		
Banner on CCSF website during 2-month period	✓		
One (1) full page advertisement in the event program	✓		
Video clip opportunities on the dedicated website for the event	✓		
Opportunity to exhibit at the venue in consultation with the CCSF	✓	✓	
Opportunity to participate with video content teaser on a green transition business topic in CCSF social media channels	✓	✓	
Sign with company name and logo at the entrance of CCSF HQ in Paris during 2 years (value 5 000 €)	✓	✓	
Corporate branding based on partner level on all CCSF marketing material, printed and digital, before, during and after the event	✓	✓	✓
Mention with tag in all posts related to the event in CCSF social media channels	✓	✓	✓
Logo, presentation, and link on the dedicated website. With mention of partner level.	✓	✓	✓
Logo and mention in email newsletter with mention of partner level.	✓	✓	✓
Logo on the front page of the program with mention of partner level	✓	✓	✓
Presentation in the conference program with mention of partner level	✓	✓	✓
Logo on printed and/or digital invitations with mention of partner level	✓	✓	✓
Logo on stage backdrop with mention of partner level	✓	✓	✓
Official announcement on stage of company as partner according to partner level	✓	✓	✓
Company mentioned as partner based on sponsor level in press releases linked to the event	✓	✓	✓
Company presentation and mention based on sponsor level in press kit	✓	✓	✓
Possibility to distribute company materials in the delegates bags	✓	✓	✓
Networking evening			
<i>French-Swedish Tech & Innovation exhibition</i>			
Possibility to show case an innovative collaboration or a collaboration with a start-up. TBC in consultation with the CCSF	✓	✓	✓
<i>Soirée Franco-Suédoise</i>			
Tickets for the evening including cocktail, dinner created by a Swedish chef, traditional Swedish Lucia	30	20	10
Company name and logo on displays during the event	✓	✓	✓
Official announcement on stage of company as partner according to sponsor level	✓	✓	✓

PLEASE NOTE: The list of packages described in this presentation are by no means exhaustive and are meant only as a guide to the possible partnership and brand building opportunities that are available at this event. If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget and needs while maximizing your value and visibility, and if desired, our team can work with you to create innovative partnership packages tailored to the exact needs of you and your organization.

Prices are indicated excl. VAT and in €.

Partners will be invoiced by CCSF following signature of this Order Form. Commitments are binding and non-refundable, except in case of cancellation of the event due to government restrictions, in which case reimbursements will be made after deduction of a prorata share of preliminary mandatory costs, incurred by and non-reimbursed to the Chamber in relation to the organization of this event.

Contact

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

Tel: + 33 (0)6 61 36 08 61 / Email: Katarina.loof@ccsf.fr



Partnership Agreement - Order Form

4th of December 2023

French-Swedish Business Day II

High level conference French-Swedish Business Summit – *Strategic innovation collaborations for a competitive Europe*,
French-Swedish Tech & Innovation Exhibition & Networking evening Soirée Franco-Suédoise

COMPANY NAME: _____

CONTACT NAME AND TITLE: _____

INVOICE ADDRESS: _____

MOBILE TEL: _____

EMAIL: _____

Partnership level

Platinum ☐ 32 000 € excl VAT

Gold ☐ 16 000 € excl VAT

Silver ☐ 8 000 € excl VAT

Please sign and return one (1) copy of this Agreement's order form to Katarina Lööf, Swedish Chamber of Commerce in France at Katarina.loof@ccsf.fr at your earliest convenience but no later than October 13th, 2023.

Reservations under this agreement are binding and non-refundable. The total sum pursuant to the above, incl. VAT, is due and payable in advance immediately upon receipt of our invoice.

..... the 2023

Signature.....

Name and title of duly authorized company representative

Individual participation - Order Form

4th of December 2023

French-Swedish Business Day II

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COMPANY NAME: _____

CONTACT NAME AND TITLE: _____

INVOICE ADDRESS: _____

MOBILE TEL: _____

EMAIL: _____

Individual participation: 695 € excl. VAT per person

Number of participants:

(Individual tickets only for the conference French-Swedish Business Summit will be available for purchase separately online.)

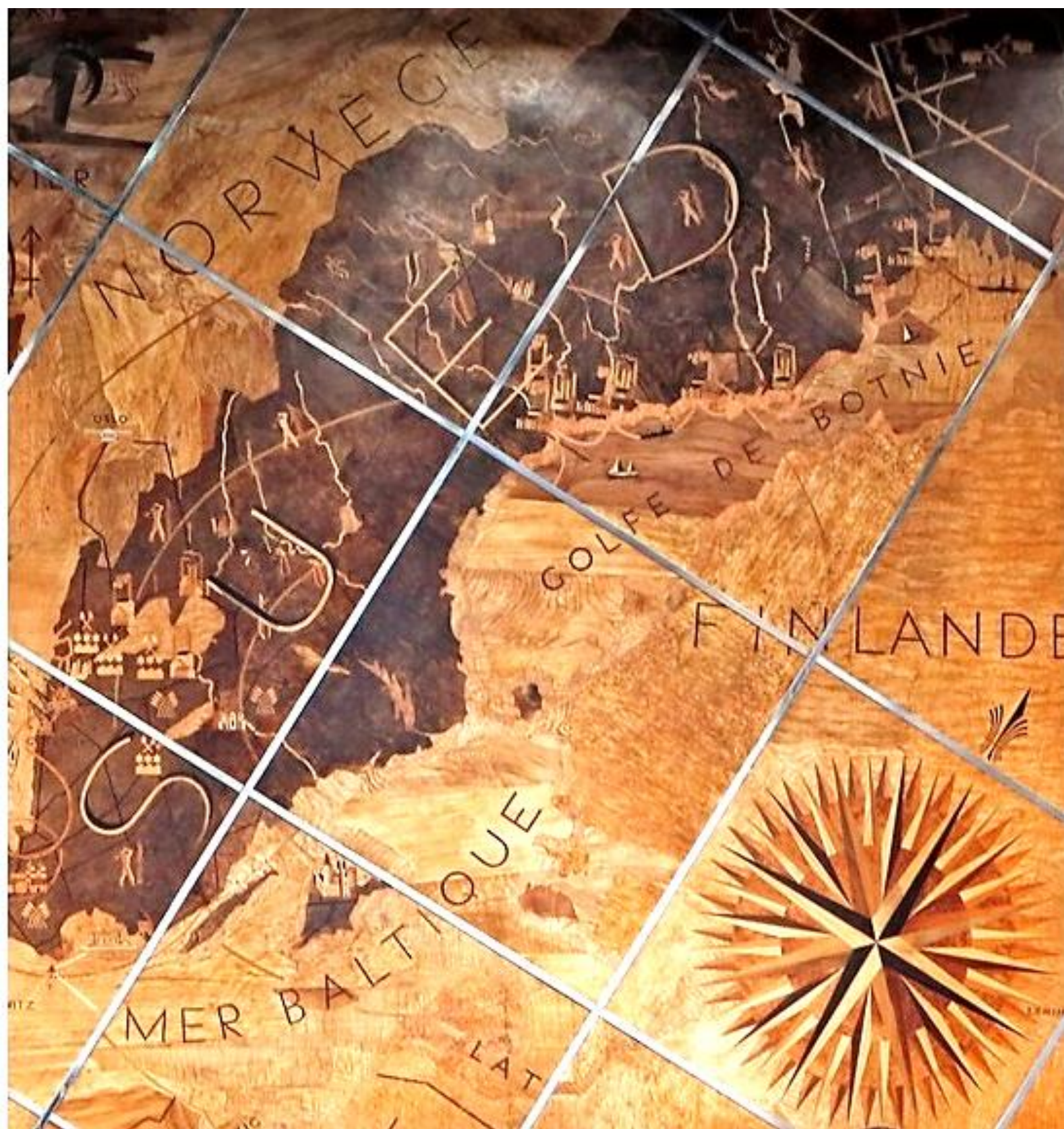
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4th of December 2023
French-Swedish Business Day II
at
Banque de Suède et de Paris