

We invite you to participate in the Swedish Pavilion at the largest healthcare fair in the Spanish speaking world:

ExpoMedical Trade Fair

October 13-15, 2010

As the largest multi-sector healthcare event in the Spanish speaking world, ExpoMedical's¹ 10th edition will take place in Buenos Aires, Argentina 13-15 October 2010. The trade fair is the best opportunity to have face-to-face contact in Buenos Aires with the main healthcare buyers from Argentina and South America.

Argentina's healthcare sector has shown strong continuous growth, with total health expenditure now surpassing 25 billion USD per year. There are more than 1,500 hospitals, with a significant growth of the important private sector. Facilities are being modernized and a rapid expansion in the number of premium beds takes place. More than 2,000 companies sell medical products in Argentina, of which as much as 75% are importers.

ExpoMedical presents an opportunity for Swedish companies to show their portfolio of products and services for the healthcare sector to over 15,000 Argentine and South American decision-makers who attend ExpoMedical in search of new solutions.

Swedish Pavilion – a cost efficient turnkey solution

For the second consecutive year, the Swedish Trade Council and the Swedish Embassy will arrange a Swedish Pavilion at ExpoMedical 2010 which offers you a convenient and cost efficient way of having a professional presence at the trade fair.

Exhibiting together = more impact and more contacts

By exhibiting in the Swedish Pavilion you will benefit from being associated with Sweden as a world-leader within the healthcare sector. The Swedish Pavilion will provide you with a strategic location, attractive design and marketing in order to ensure high impact presence.

Focus on making business – we take care of the rest

Arranging practical details and setting up a presence at the exhibition is time consuming. As an exhibitor in the Swedish Pavilion you don't have to worry about practicalities, we will take care of them for you.

¹ Visit the official site: www.expomedical.com.ar

Participation in the Swedish Pavilion includes a complete trade fair package:

1. Stand

- Individual company stand (approx 4-5 sqm) including complete set of standard equipment (floor, walls, tables, chairs, lighting etc)
- Access to common meeting area for you and your guests
- Design, mounting and dismantling of the stand
- A manned information desk at all times for all co-exhibitors
- Access to shared Internet connection at stand
- Access to storage space and common multimedia equipment
- 2 exhibitor passes and 15 guest passes
- Continuous support with practicalities during trade fair

2. Events

- Cocktail inauguration of pavilion (invitation for company guests)
- Seminar on key topic on the local healthcare market

3. Marketing

- Full page with company profile in the Swedish Pavilion brochure
- Company profile and contact details in the ExpoMedical exhibition printed catalogue and webpage
- Company logo and description in the special invitation to the Swedish Pavilion, which is sent out to 2,000 healthcare decision makers
- Company description in press release.

Registration, fees & conditions

To sign up, please fill in the registration form on following page, where all further details and conditions for participation are specified.

Fax your registration form to the Swedish Trade Council in Argentina: +54 11 5093 0090.

We kindly ask you to send your application with anticipation as space is limited.

Contact

Fredrik Udd

Swedish Trade Council in Argentina

Phone: +54 11 5093 0080

Email: fredrik.udd@swedishtrade.se

We look forward to seeing you in Argentina in October!

Best Regards,

Arne Rodin
Ambassador
Swedish Embassy in Argentina

Fredrik Udd
Trade Commissioner
Swedish Trade Council in Argentina & Chile

Registration form

Swedish Pavilion, ExpoMedical Trade Fair 2010

We hereby apply to participate in the Swedish Pavilion according to the General Conditions for participating in joint export activities, dated 1 October 2002, with:

- Company stand at the Swedish Pavilion 50,000 SEK
 ___ extra company representative(s) 2,200 SEK / additional exhibitor pass

| | |
|----------------------------|---|
| Company name | Contact person |
| Org. no. | Title |
| Address | Phone Fax |
| Zip Code and City | Mobile |
| Web | E-mail |

This proposal is valid until May 20th 2010.

Included in the price: Your company profile will be published in the ExpoMedical exhibition catalogue and website, and in the Swedish Trade Council's Swedish Pavilion brochure; access to a manned information desk; the mounting and dismounting of the stand; access to storage space; electricity, shared Internet connection at the information desk, Project Management from The Swedish Trade Council such as coordination of activities and contacts with organizers and contractors, cocktail reception with drinks and appetizers in the Swedish Pavilion, basic press coordination activities to the Swedish Pavilion.

Not included in the price: production, build-up and take-down of your own exhibits, transportation, insurances, travel expenses, parking, extra installations, and Internet connection to your space, lunches/dinners (food and beverages) unless specified, local travel (in Buenos Aires) that is not with the group, translation services and equipment

Please note: Insurance for your own products and transport of the same is not included.

The registration is binding. Upon cancellation of participation the fee will be invoiced in full after the Swedish Trade Council has received and confirmed your binding reservation. See "General Conditions for Participation in Joint Export Activities (exhibitions, delegation travels, etc), 1 October 2002". The fee will be invoiced after the binding registration has been received and confirmed by the Swedish Trade Council. Payment 20 days.

.....
Date

.....
Signature

GENERAL CONDITIONS FOR PARTICIPATION IN JOINT EXPORT ACTIVITIES (1 October 2002)

1. General

The Swedish Trade Council (hereinafter referred to as STC) undertakes to carry out the export activity described in the invitation on condition that the necessary number of companies sign up by giving binding notice of participation and no obstacles or difficulties of the kind specified in section 5 exist in regard to the performance of the activity.

2. Participation fee

Companies taking part in the activity undertake to cooperate in order to achieve its aim and facilitate its performance and also to pay the fee specified in the invitation. Participation in the activity may not be made available or assigned to a third party without the prior written consent of STC.

Unless otherwise expressly stated, all prices are exclusive of VAT.

The participation fee shall be paid in advance.

If the price has been specified in SEK and STC has to pay certain costs in local currency, the price shall at the time of payment be adjusted if the exchange rate has changed by more than 5% between the date of the invitation and the date of invoicing.

In the event of fewer companies signing up for the activity than required in the invitation, the participating companies undertake to pay an increase not exceeding 10% of the participation fee.

The term of payment is twenty days from the invoice date. In the event of late payment, penalty interest is payable at the current Swedish reference rate ("referensränta") plus eight (8) percentage points. Any costs for collection or other measures to obtain payment will be charged to the company.

3. STC's undertakings

STC's undertakings are limited to what is stated in the invitation and the present conditions. Payments for services that STC has undertaken to perform by written agreement, over and above what is included in the activity, shall be made as they fall due after invoicing.

STC is entitled to depart from the method specified in the invitation of performing the activity if its performance requires this.

4. Cancellation etc

A company which is bound by having given notice but which subsequently wishes to abandon or reduce its participation in the activity shall pay a participation fee minus any reduction in STC's outlays arising thereby, subject to a minimum of 25% of the participation fee.

5. Force majeure etc

STC may cancel the activity or postpone carrying it out for a reasonable period if any obstacle to or unreasonable increase in the cost of carrying it out arises or if carrying it out would jeopardise the

safety of persons or property affected by the activity, due to an event or circumstance outside STC's reasonable control (force majeure). Such events or circumstances include acts of violence or a risk of acts of violence of all kinds (including war, hostilities, acts of sabotage etc.), natural phenomena (earthquakes, hurricanes, floods etc.), sudden events which cause injury or damage (fires, explosions etc.), labour conflicts (strike, lockout, blockade, working to rule etc.), events and interventions of an official nature (changes in the law, new legislation, a change in the exchange rate), and other unforeseen events or unforeseen consequences of foreseeable events such as lack of transport, a shortage of skilled workers, power cuts etc.

STC shall inform the participating companies in an appropriate manner as soon as possible after force majeure is deemed to exist.

In addition to what is stated in the first paragraph of this section, the effect of invoking force majeure is that STC will be absolved from economic consequences, including damages for delay in carrying out the activity or for the activity not being carried out at all or not being carried out as agreed.

Participating companies may – if the activity is postponed – cancel their future participation, in which connection the relevant parts of section 4 shall apply.

6. Disputes etc

Any dispute, controversy or claim arising out of or in connection with this agreement, or the breach, termination or invalidity thereof, shall be finally settled by arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce. This agreement shall be governed by the substantive law of Sweden.