



3 - 5 December 2009, New Delhi, India

The Swedish Trade Council invites you to participate in the Swedish Pavilion at the largest telecom exhibition in India.

With 3G roll-out expected in India in 2010, and strong demand for equipment to support the fastest growing telecom sector in the world, the Indian market is in an exciting stage. The Swedish Trade Council seizes the opportunity to invite Swedish companies to the Swedish Pavilion at India Telecom 2009, the largest telecom event in India.

Participating in the Swedish Pavilion gives you the opportunity to market your offers to all the major Indian operators, service- & content providers, equipment & device manufacturers and make valuable contacts. Last year more than 250 companies participated of which 93 were foreign participants, attracting 17000 attendees.

Indian Telecom market

- Fastest growing telecom sector with average subscriber addition of over 10 million per month
- Current subscriber base of over 442 million (mobile + landline)
- 2nd largest mobile network with over 360 million wireless subscribers
- Roll out of services in more than 8000 towns / cities and over 500 000 villages
- 10 mobile operators per circle

Partnerships and Match-Making

We are partnering with Sweden Mobile Association to create an interactive platform for Swedish companies to have a professional presence at the event. Strong focus will be put on networking opportunities in the Pavilion through conferences, match-making schedule and availability of individual meeting rooms.

The Swedish Pavilion – 80 m2

Through the years, we have seen the benefits of exhibiting together.

People attract more people and we have always been able to create a good atmosphere, interest and buzz around the Swedish Pavilion.

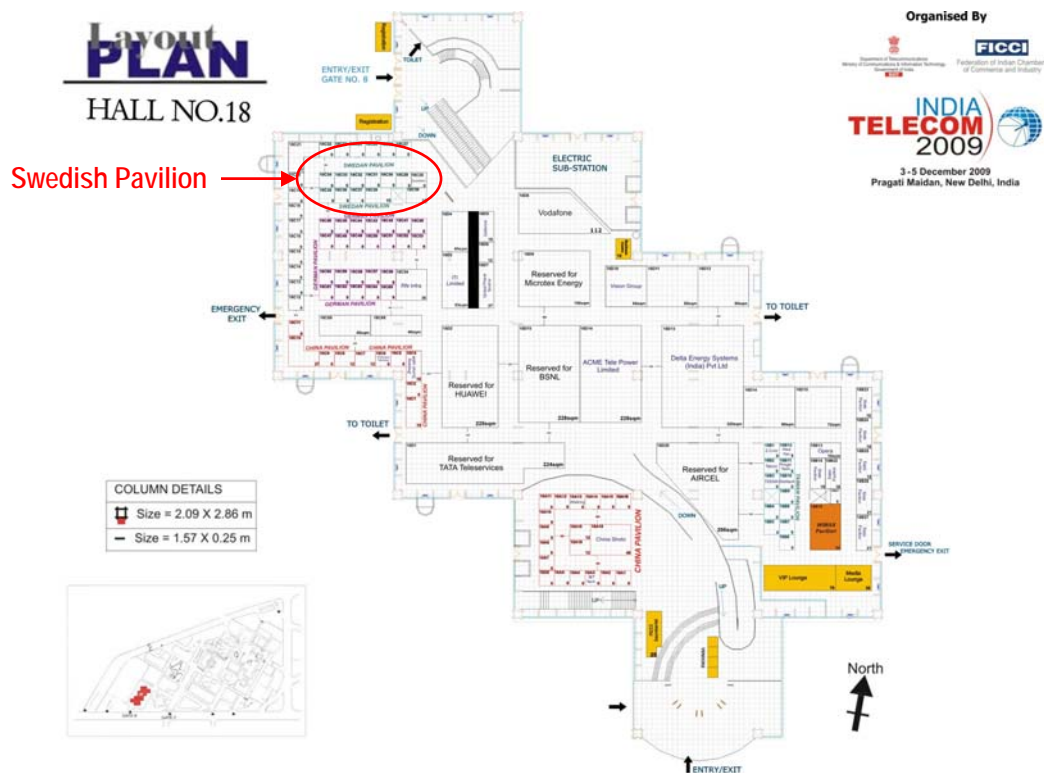
The Swedish Trade Council offers a convenient way of exhibiting in a functional stand at an attractive location at the main entrance in hall18. We offer your company a double podium, single podium or a poster spot space in the open space.

Participant Categories:

- Deliverable depend on your category of choice
 - o Double Podium – SEK 120.000
 - o Single Podium – SEK 50.000
 - o Poster Spot – SEK 15.000

Also included :

- o Match-making (organized upon company request by STC consultant)
- o Meeting room in the exhibition stand (pre-booking and in limited time slots)
- o Speaker's corner for conferences on different themes
- o A manned information desk at all times for all co-exhibitors
- o Negotiated hotel-rates, logistics by bus between hotel and fair venue
- o Project management and coordination between exhibiting companies
- o Press coordination for the Pavilion
- o Your company profile present in marketing material
- o Mounting and dismantling of the stand
- o Access to storage space, electricity and shared internet connection
- o Cocktail receptions and other events in the Pavilion



In order to secure a spot at the Swedish Pavilion, please fill in the registration form and fax it before 30 September 2009!

Best regards,

Ulrika Bohman Troubat, Office Manager STC - New Delhi

Cathrin Damsholt Andersson, Project Manager, STC Stockholm

SWEDISH PAVILION AT INDIA TELECOM 2009

Registration

Date: 3 – 5 December 2009

Place: New Delhi

..... Company Name Contact person
..... Org. No. Title
..... Address Phone Fax
..... Zip Code and City Mobile
..... Web Email

Please send the registration as soon as possible to:

cathrin.damsholt.andersson@swedishtrade.se or fax +46 8 588 661 90 before **September 30, 2009**

- We hereby apply to participate in the Swedish Pavilion with a **double podium** accordingly to the conditions in the invitation letter dated 4 September 2009. Fee **SEK 120.000 excl. VAT**
- We hereby apply to participate in the Swedish Pavilion with a **single podium** accordingly to the conditions in the invitation letter dated 4 September 2009. Fee **SEK 50.000 excl. VAT**.

We hereby apply to participate in the Swedish Pavilion with a **poster spot** accordingly to the conditions in the invitation letter dated 4 September 2009. Fee **SEK 15.000 excl. VAT**

Not included in the price: hotel and airline expenses, production, build-up and take-down of your own exhibits, insurances, parking, extra installations, and Internet connection to your space. Any promotional material or delivery (courier) of marketing packages shall cost extra.

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

Terms of Payment: 50% of the professional fees will be invoiced upon acceptance of this proposal and remaining 50% in November 2009.

Validity: This proposal is valid through 30.09.2009

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), September 29, 2006

.....
Date

.....
Signature

General Conditions for Participation in Joint Export Activities

(exhibitions, delegation travels, etc), 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.