

We invite you to participate in the Swedish Pavilion at the world's premier mobile exhibition:

Mobile World Congress in Barcelona

February 15-18, 2010

For the eighth consecutive year, the Swedish Trade Council invites Swedish companies to participate in the Swedish Pavilion at the Mobile World Congress, the most important international exhibition for mobile products and services.

The world's leading mobile telecom exhibition

The Mobile World Congress is an excellent opportunity to promote your business internationally. In the 2009 edition 1 300 exhibitors were present and more than 47 000 professionals visited the exhibition. Of these, more than 50 percent held at least c-level positions.

All the major operators, value-added service providers, equipment and device manufacturers from around the world are represented at the exhibition. A myriad of opportunities are available for mobile companies, professionals and innovators alike.

Participating in the Mobile World Congress gives your company the chance to exhibit your products to these people and to make many valuable international contacts. In addition you get important insights regarding the competition and the future of telecom.¹

The Swedish Pavilion – an easy way to have a professional presence

The Swedish Pavilion offers you a convenient and cost efficient way of having a professional presence at the congress.

Attractive location

Anyone who has visited the Mobile World Congress understands the value of a good location at the exhibition. The Swedish Pavilion is attractively located at the main street in hall 2, one of the main exhibition halls.

Exhibiting together = more impact and more contacts

The benefits from exhibiting with other companies under the Swedish flag are clear: people attract more people. The atmosphere in the Swedish Pavilion has always been inviting, generating interest and buzz among exhibition visitors.

¹ More information about the congress is available on the official web site: www.mobileworldcongress.com

Focus on making business – we take care of the rest

Arranging practical details and setting up a presence at an exhibition like this takes a lot of time and energy. As an exhibitor in the Swedish Pavilion you don't have to worry about practicalities, we will take care of them for you. We provide you with:

- A manned information desk at all times for all co-exhibitors
- Meeting rooms in the exhibition stand (pre-booked)
- Press coordination for the pavilion
- Your company profile present in marketing material:
 - In the Mobile World Congress exhibition catalogue
 - In our "Sweden at the Mobile World Congress" catalogue
 - On the exhibition website
- Cocktail receptions and other events in the pavilion
- Mounting and dismounting of the stand
- Project management and coordination between exhibiting companies
- Access to a shared Internet connection at the information desk
- Access to storage space and electricity

If you have specific requirements regarding any arrangements (e.g. logistics or events), our team is there to help you get the most from your Mobile World Congress experience.

Several improvements for 2010

We received a lot of positive feedback from the companies in the pavilion in 2009 but there is always room for improvement. While maintaining the same price level as before, we have worked hard to make room for a number of improvements in 2010. A few examples:

- *New, improved design:* The overall design has been modernized to make it more welcoming for visitors and more visible from other parts of the exhibition hall
- *Better meeting rooms:* The much appreciated meeting rooms will still be there, but this time with better ventilation.
- *More events in the pavilion:* The cocktail receptions organized in 2009 were a success, attracting visitors, generating buzz and providing companies with business contacts. In 2010 more events of this type will be organized in the pavilion.

Sign up early to get a discount and choose your spot

Registrations received before July 30th 2009 get a 15% discount and registrations received between July 30th and October 15th 2009 get a 10% discount.

If you sign up early you also have a better chance of securing the most suitable spot for your company in the pavilion.

Exhibition alternatives

Exhibitors in the pavilion can choose between three forms of exhibition space:

Double podium: This alternative offers the most visual exposure in the pavilion, facing the main streets in the congress hall. It has space for posters as well as generous table space for 2-3 lap top computers/other hardware for live demonstrations.

Single podium: Smaller than the double podium, the single podium still offers great visibility for your poster/marketing material and convenient table space for your lap top/hardware.

Poster spot: Put your poster up and have your presence ready in no-time. The poster spot provides you and your visitors with a natural reference point at the congress.

How to sign up

To sign up, fill in the registration form on the next page (conditions are detailed on the following pages) and fax it to the Swedish trade Council in Madrid: **+34 91 593 34 45**.

We hope to see you with us in Barcelona in February 2010!

Best Regards,

Karin Hanning
Project Manager, Swedish Pavilion at the Mobile World Congress 2010
Phone: +34 914 442 622
Mobile: +34 622 646 712
karin.hanning@swedishtrade.se

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.