

We invite you to join the Swedish Pavilion at

SVIAZ/ EXPO COMM MOSCOW 2010

Moscow, Russia, 11 – 14 May 2010



The Swedish Trade Council in Moscow together with the Embassy of Sweden will organize a Swedish pavilion at Sviaz/ Expo Comm Moscow 2010, the largest and most prestigious Russian and CIS B2B exhibition and conference within ICT and Telecommunications. Take the opportunity to establish and increase your business activities!

Be present at the most important Russian ICT and Telecom tradeshow

- **Long history.** In 2010 SVIAZ/EXPO COMM MOSCOW will take place for the 22nd time.
- **The largest ICT and Telecom event for Russia and CIS countries.** 445 exhibiting companies from 22 countries were present and 27,000 professionals visited the exhibition in 2009.
- **Proven track record.** Major Russian and international players see a positive effect after the show resulting in increased sales. The event is perceived as perfect spot for networking and promotion and generates a great deal of interest to specialized media.
- **Official support.** In 2009 the exhibition gained official support from the Ministry of Telecommunications of the Russian Federation and Mr. Dmitry Medvedev, President of Russia, visited the fair on the opening day.

Take advantage of being a part of the Swedish Pavilion

The Swedish Pavilion is an easy way to have a professional presence. It makes a stronger impact and creates more visibility than a single stand. Your company will get more attention and promotion as part of the Swedish Pavilion.

The Swedish Pavilion is attractively located in hall 1, close to the Business Plaza Presentation Forum, where speeches are given and company presentations are made. That will attract more visitors to your stand.

Our team will take care of all the practicalities, so you do not have to worry about them and you can concentrate on doing business.

Welcome to the Swedish Pavilion at SVIAZ/ EXPO COMM Moscow in May 2010!

Best Regards,

Anna Kalchenko

Project Manager, Swedish Pavilion at SVIAZ/ EXPO COMM MOSCOW 2010

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As a member of the Swedish Pavilion you will get

- STC project management. We will take care of all the contacts with organizers and coordination between exhibiting companies
- Mounting and dismounting of the stand
- A manned information desk. During the exhibition you will get support from our Swedish, English and Russian speaking personnel
- Meeting point (pre-booked in advanced) and shared storage space
- Snacks and refreshments for you and your visitors
- Access to electricity and a shared Internet connection at the information desk
- Invitation tickets and exhibitor passes (2 passes per company)
- Promotion of the Swedish Pavilion on large billboards on the fairground
- Your company profile in the official exhibition catalogue and on the exhibition website
- Welcome reception hosted by the Swedish Trade Council and the Embassy of Sweden

Well prepared means more successful

- Get in contact and arrange meetings with your potential partners and customers throughout the tradeshow. The Swedish Trade Council will gladly assist you in identifying companies of interest and arrange meetings with them at additional cost.
- Make a presentation to your existing and potential customers, partners and invited guests at the Presentation Forum at the Business Plaza. 30 minutes presentation followed by 15 minutes open discussion will be a good promotion tool and will give you an opportunity to network with interested partners and guests immediately.

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SEND YOUR APPLICATION BEFORE 1st of MARCH 2010

TO: Anna Kalchenko **E-mail:** anna.kalchenko@swedishtrade.se

FAX: +7 495 788 11 31 **PHONE:** +7 495 785 45 84

WE HEREBY APPLY TO PARTICIPATE IN THE SWEDISH PAVILION AT THE EXHIBITION:

- Exhibition area (please choose one of the following):
- Double podium, fee € 11 000 per exhibitor
 - Single podium, fee € 6 500 per exhibitor
 - Poster spot, fee € 2 500 per exhibitor
- Presentation Slot in the Presentation Forum at the Business Plaza, fee € 500 per exhibitor (price for members of the Swedish Pavilion)

Company _____
Org.nr _____
Address _____
Postal code _____ City _____
Phone _____ Fax _____
Name _____
Position _____
E-mail _____

Please note!

Not included in the price: Production, transport, insurance and assembly of own exhibition material, travel arrangements and expenses, visa support, individual computer or other equipment, extra installations and Internet connection to your space, exhibitor passes beyond the included amount, graphic/brochure production (original and print) of each exhibitor's material, parking.

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.

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Floor plan of the Exhibition



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 numbers 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.