

Sweden Days in Donetsk, Ukraine Donetsk, November 10-11, 2011

The Swedish Trade Council, together with the Embassy of Sweden in Ukraine, has an honor to invite the Swedish companies to the Sweden Days in the Ukrainian city Donetsk, which will take place in November 2011. The main purpose of the Sweden Days in Donetsk is to provide new opportunities for co-operation and investment between Swedish and Ukrainian businesses. The Sweden Days will also promote Swedish culture and society in the region.

The population of Donetsk region is 4.7 million, making it the most populous and most densely populated region of the country. The Donetsk region covers more than one half coal, finished steel, coke, cast iron and steel production in Ukraine. Ferrous metallurgy, fuel industry and power industry have substantial share in the structure of industry production. The Donetsk region borders strategically important for business development other industrial regions: Kharkov, Dnepropetrovsk, Zaporizhzhia, Luhansk regions. Donetsk is in of itself a city of 1 million inhabitants and is one of the cities to host Euro 2012 soccer championship.

The Sweden Days concept is based on a mixture of business development and cultural exchange, where both Ukraine and Sweden have a strong interest to strengthen co-operation. The main activities of the program on 10-11 November are meant to bring the following benefits to the Swedish companies:

- Company/product/trademark promotion & marketing among selected and targeted audience including local relevant businesses, project owners, municipal and regional authorities
 - Mini/maxi exhibition of particular products/solutions
 - Presentation/messaging at the business forum including sector-specific workshops (eg. Mining & Industrial equipment/solutions, smart energy use, infrastructure, cleantech, other)
- B2B meetings with partners/potential partners/potential customers in the region in accordance with specifications and format developed jointly by Your company and STC in the course of preparation of the event
- Enhancement of positioning of your company's brand/product under Swedish brand umbrella among local businesses and regional stakeholders
- Assistance in highlighting of outstanding issues in the region
- Additional tool for implementation of your business strategy in Ukraine
- Swedish cultural events at different local venues (movies, DJ, jazz)

For further information, please, contact Swedish Trade Council's either Vitaliy Tsvyntarnyy at vitaliy.tsvyntarnyy@swedishtrade.se or Olena Grankina at Olena.grankina@swedishtrade.se

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