

Days of Sweden in Odessa, Ukraine

Between 6th and 8th of April the Swedish Trade Council in partnership with the Embassy of Sweden in Ukraine and the Odessa Municipality organized "Days of Sweden in Odessa". This is the second event in Ukraine after the first one arranged last autumn in Lviv aimed to promote Swedish business and culture in regional capitals of Ukraine.



Odessa City Council

City of Odessa is considered as a center for business and culture in South Ukraine. The population of the city is over 1 million inhabitants and it is located in the north coast of Black sea. The city is famous for its sea port, developed food processing industry and resort area.

The event was sponsored by Oriflame, Tetra Pak, Swedbank and Hags. Other Swedish companies and organizations that joined the delegation were Alfa Laval, SKF Eurotrade, Sweco, SAAB, Sustainable Business Hub and Logstor. Ukrainian side was represented by the local business elite, decision makers on the municipal level, Ukrainian clients of the Swedish business, cultural elite.

Business part of the program of the event consisted of the seminar on what Swedish companies can offer to Odessa, live discussion how SymbioCity concept can be implemented in the city as well as meetings with the municipal decision makers, company visits and match making sessions.

Cultural part of the event consisted of jazz band concerts, performance of the Swedish DJ, opening of a children playground, Swedish movie premiers. Overall the event was attended by more than 150 people.

The "Days of Sweden in Odessa" also created a platform for further business initiatives to be implemented by Swedish companies in Odessa region. As far as the event proved to be successful, the Swedish Trade Council and the Embassy of Sweden in Ukraine have planned the next Sweden Days in Donetsk (industrial capital of Ukraine) in autumn.



H.E . Ambassador of Sweden in Ukraine to the left and First Deputy Mayor of Odessa at the opening ceremony.



Swedish Delegation at the event.