

The Swedish Exhibition & Congress Centre

Scandinavia's leading organiser of exhibitions, events and conferences



1918/2018

Transforming business and building communities with vibrant and dynamic events

Delivering opportunities to generate sales and deepen customer relationships

Thrilling visitors with groundbreaking content and new experiences



Exhibitions and events that empower your business and enrich your community

Welcome to the Swedish Exhibition & Congress Centre, the leading organiser of exhibitions and conferences in the Nordic region. We have been organising events and building communities since 1918. Offering all the experience and skills you need to make your own event an absolute success. We help you grow your business, deepen relationships, showcase innovation and inspire your customers through the power of personal interaction and live experiences.

In short, we create and host world-class events in the heart of Scandinavia.

In the modern world of digital media, it has become all the more important for live events to offer an exceptional experience. The Swedish Exhibition & Congress Centre is leading the way in Scandinavia: we attract 1.8 million visitors to our venues. Our own events attracted five per cent more visitors in 2017 than in the previous year.

8,000 exhibitors took advantage of our extensive programme and superb onsite facilities to make new contacts and deepen their customer relationships.



Some 30 of the exhibitions we organise are our own branded events, such as Elfack, EuroHorse, Scanpack and the Gothenburg Boat Show. We also co-organise joint enterprise exhibitions in conjunction with external bodies and trade associations. Meetings and events at the Swedish Exhibition & Congress Centre are divided into four areas: *Society, Industry, Lifestyle & Education, and Culture & Media*. Each area maintains close ties with the relevant industry and promotes dialogue on the issues that affect society and lifestyles in northern Europe.



1.8 MILLION VISITORS

5% MORE VISITORS IN 2017

+30 OF OUR OWN EXHIBITIONS AND MEETINGS

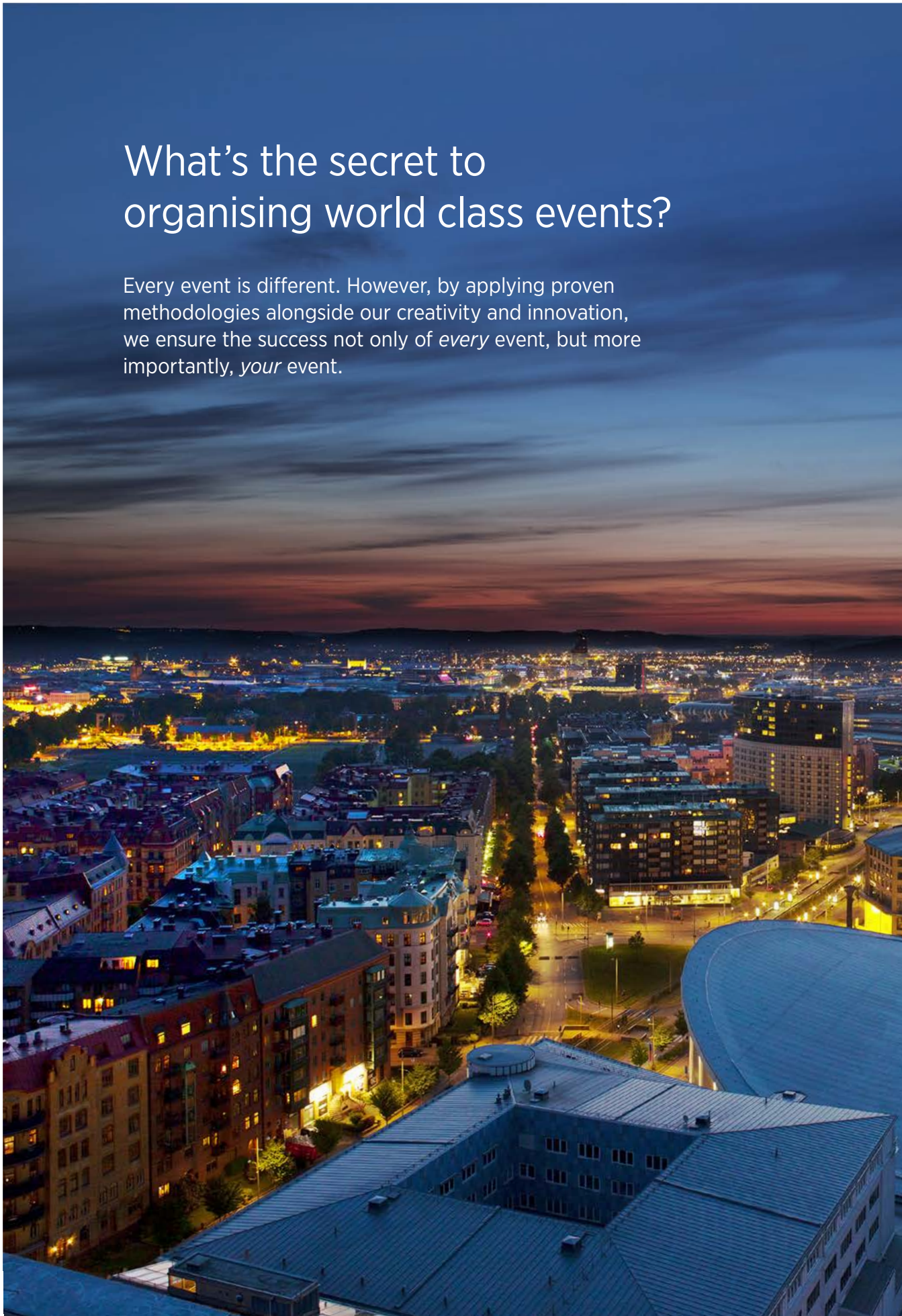
Every event is unique. We invest a lot of time and effort to research the issues facing a particular sector or community. Time and effort that always pays off. Leveraging our rich experience in concept development, we then design the event and adapt the venue to suit the unique needs of the exhibitors and the visiting public.

Working in close collaboration with our partners, we review and adapt each new edition to ensure that it exceeds expectations. We not only want to create the “reference event” for each sector – we want to deliver that exclusive “wow” factor.



Consequently, our event portfolio is very diverse. Everything from major exhibitions attracting 100,000 visitors to niche meetings for highly specialised and demanding delegates. Large or small, we apply the same passion, creativity and commitment to enable different sectors and communities to share knowledge and insights and enjoy a shared experience. Our objective is to ensure that visitors leave the Swedish Exhibition & Congress Centre really inspired by innovation and motivated by new opportunities.





What's the secret to organising world class events?

Every event is different. However, by applying proven methodologies alongside our creativity and innovation, we ensure the success not only of *every* event, but more importantly, *your* event.



BUSINESS DEVELOPMENT

It all starts with research. We undertake a thorough investigation of your market, exploring every issue, and every opportunity. No stone is left unturned, because research provides the basis for a concept that is simultaneously robust and exciting. Add the right choices on time and place and you are well on your way to establishing a strong market position.



PR, PRESS AND COMMUNICATION

It's one thing to grab the media's attention, quite another to sustain it over an entire show lifecycle. This is where our expertise and insight pay off. We know what makes the national, trade and event media tick. We have developed trusted relationships with the most influential journalists and thought leaders to ensure that your event is "the talk of the town".



MARKETING

Event marketing is first and foremost about listening and getting on the right wavelength. What are the hot topics that really excite a particular audience? What are the challenges they are talking about? Answering these questions enables us to fashion the messages that will motivate people to attend your event, that will make it "unmissable".

Next, we identify the best media to get the message across: the sector or community press as well as social media chat rooms and forums. We are experts at designing and implementing multi-channel, integrated communications programmes that maximise visibility throughout the year. We generate peak interest at precisely the right moment, to get all the key visitors through the doors.



BIG DATA

With 1.8 million onsite visitors and many more visitors to our digital channels, we are a data rich organisation. Big data is a tremendous asset in designing and refining show concepts. We apply business intelligence to stay ahead of the curve – identifying shifts in exhibitor and visitor profiles that reveal new opportunities. For example, is a professional event adequately addressing changed skill-sets? Does this community event excite the interest of the millennial generation? An event cannot stand still – it must go forward.



THE "WOW" FACTOR

Whereas other organisers talk about "content" as though it was some kind of add-on to an event, for us it is fundamental. A live event is about giving people unforgettable experiences. Our job is to make them happen. All the way from presenting an amazing cast of entertainers and visionaries through to the painstaking effort involved in organising informative seminars (and to throw in a concrete example: there are more than 3,000 seminars at the Gothenburg Book Fair alone). Of course, we have a major advantage: our reputation attracts the star speakers and acts that visitors want to see and hear.



MAKING IT HAPPEN

You can create the best show concept, the best media and marketing strategy and fabulous content. But you still have to make it happen. That's why we are especially proud our project management team. They ensure that all the pieces fall into place at precisely the right moment and nothing is left to chance: a live event is all about untangling logistical challenges, hitting deadlines and meeting commitments. And we are exceptionally good at it.



PARTNERS

We take pride in what we do, but we are modest enough to admit that we can't do it alone. So we would like to pay tribute to the many governmental bodies, business organisations and trade and community associations across the Nordic region who partner with us to create truly memorable events with broad participation. Such partnerships are vital for developing and enhancing the content of our events, and enable us to reach out to and influence new target groups.

Innovation, creativity, commitment, and partnership are therefore all essential to organising and hosting memorable events. The other key ingredient is simply knowing what works.

As Scandinavia's largest and most experienced organiser of events, this is second nature to the Swedish Exhibition & Congress Centre!



A track record of successful launches

The Swedish Exhibition & Congress Centre has successfully launched several new exhibitions and events over the past few years, some of which are entirely new concepts. We organise exhibitions and meetings throughout Sweden, in both conventional and unconventional venues. In 2016, for example, we launched a leading machinery fair at Solvalla harness racing track in Stockholm. The results exceeded all expectations and the fair will return in 2018.



We know what it takes to make your event a success. If you have an idea or a proposal, we will carry out detailed research and offer honest advice on its potential. And if we agree to proceed, you will have our 100% commitment to make it succeed. So what are you waiting for? We should meet!

The Swedish Exhibition & Congress Centre is a trusted partner. In addition to our own events, we are involved in many highly successful collaborative projects such as the Gothenburg Beer & Whisky Festival, Gothenburg Wine & Deli, GöteborgsVarvet Sport & Health Expo, the Public Transport Fair and the D-Congress.



Leverage our skills and expertise!

An exhibition, trade show or conference is often the ideal way to build your influence, empower business and enrich communities. But you need to get it right at the first time of asking. When you work in partnership with the Swedish Exhibition & Congress Centre you will have a complete business model at your disposal to optimise quality and results:

- 1 Developing exhibition and event concepts
- 2 Conducting surveys of target audiences, to identify what will attract visitors to the exhibition centre
- 3 Event launch and sales strategy aimed at exhibitors and sponsors
- 4 Content development that transforms a meeting into an unmissable event for exhibitors and visitors
- 5 Marketing and campaign work
- 6 Media relations and multi-channel communication
- 7 Data management and analysis
- 8 Solid partnerships with selected media, trade associations, government agencies and other organisations
- 9 Project management and logistics planning
- 10 Contacts with the best exhibition and events facilities in Scandinavia

TOGETHER
WE ORGANISE
BUSINESS-
PROMOTING
EXHIBITIONS

Together we organise business-promoting exhibitions that not only attract exhibitors and visitors, but also provide the optimum platform for the industry or community concerned. We aim to create the best possible business opportunities for our exhibitors and delegates.



LIFESTYLE

Space for people to live their dreams and explore their pleasures

Only a live event can appeal to all the senses. The Swedish Exhibition & Congress Centre's Lifestyle division organises events around the experiences and interests that make life truly worth living. We believe that interaction with others at a live event stimulates our passions and broadens our horizons.



The Gothenburg Boat Show is the largest gathering in West Sweden for boating enthusiasts and for activities in, on and by the water.

Number of exhibitors: 300
Number of visitors: 64 000

The Gothenburg Boat Show is organised by the Swedish Exhibition & Congress Centre in collaboration with Sweboat.

Annual event.
www.batmassan.se



MyDOG is the largest Nordic dog show and gathering for all dog owners and dog lovers. In fact, two international dog shows are held during the fair.

Number of exhibitors: 110
Number of dog exhibitors: 9 000
Number of visitors: 34 000

MyDOG is organised by Västra Kennelklubben and the Swedish Exhibition & Congress Centre.

Annual event.
www.mydog.se



The Gothenburg Beer & Whisky Festival brings together micro-breweries, whisky distilleries, whisky and beer importers and a wide variety of delicacy suppliers.

Number of exhibitors: 150
Number of visitors: 25 000

The Gothenburg Beer & Whisky Festival is organised by the Swedish Exhibition & Congress Centre and the drinks fair organiser Svenska Dryckesmässor.

Annual event.
www.olochwhiskyassa.se



Gothenburg Wine & Deli is Gothenburg's largest dedicated wine and delicacies fair.

Number of exhibitors: 65
Number of visitors: 6 000

Gothenburg Wine & Deli is organised by the Swedish Exhibition & Congress Centre and the drinks fair organiser Svenska Dryckesmässor.

Annual event.
www.vinochdeli.se



EUROHORSE

EuroHorse is one of the world's largest equestrian events. It features show jumping, dressage, Icelandic horses, Western style and new trends within horse riding.

Number of exhibitors: 250
Number of visitors: 80 000

EuroHorse is organised by the Swedish Exhibition & Congress Centre in conjunction with the Gothenburg Horse Show.

Annual event.
www.eurohorse.se



We create events both on our own and in partnership with others.

Do you have a powerful idea for a trade show that we should organise? Get in touch, and together we will produce the best event for your sector.



INDUSTRY

Tackling and solving tomorrow's industrial challenges

Industry is undergoing its most radical transformation since the first industrial revolution, and Sweden is in the vanguard. The Swedish Exhibition & Congress Centre brings together all the leading players from industry, R&D, academia, finance and politics to set the agenda across a broad spectrum of sectors and technologies.



Autogloben is a new trade fair for the automotive workshop industry in the Stockholm region. The next edition will take place in 2018. The exhibition covers workshop equipment, spare parts, accessories, bodywork, paint, tyres and wheels.

Number of exhibitors: 100
Number of visitors: 2 600

Autogloben is organised by the Swedish Exhibition & Congress Centre. Official partners are the trade organisations FVU (Association of Garage Equipment Suppliers), MRF (The Swedish National Association for Motor Retail Trades and Repairs), and DRF (The Swedish National Association of Tyre Specialists).

Annual event with with the exception of each third year, when Automässan takes place in Gothenburg.

www.autogloben.se



Automässan is the Nordic region's largest meeting place for the automotive service and aftermarket sector.

Number of exhibitors: 270 from 15 countries
Number of visitors: 16 600

Automässan is organised by the Swedish Exhibition & Congress Centre on behalf of FVU (Association of Garage Equipment Suppliers) and SBF (Association of Swedish Car Parts Wholesalers), in official collaboration with DRF (the Swedish National Association of Tyre Specialists), MRF (the Swedish National Association for Motor Retail Trades and Repairs) and MAF (the Swedish Motor Trade Employers' Association).

Event takes place every third year. Next edition 2020.

www.automassan.se



The Automation Summit is a forum for industrial digitalisation focusing on how digitalisation, IoT, telecoms, industrial IT and modern automation affect industrial development, today and in the future.

Number of delegates in Gothenburg 2016: 150
Number of delegates in Västerås 2017: 310

The Automation Summit is organised by Automation Region and the Swedish Exhibition & Congress Centre in collaboration with the The Royal Swedish Academy of Engineering Sciences.

Annual event, alternating between Gothenburg and Västerås.

www.automationsummit.se

Held in parallel with Scanautomatic & Process Technology in Gothenburg.



Annual event.
www.propertyexpo.se

Nordic PropertyEXPO is a brand new conference, exhibition and meetings venue for tomorrow's property sector. The event covers everything from investment strategies to efficient property management. This is where members of the Swedish Property Federation (Fastighetsägarna) and other decision makers can meet key players involved in real estate – be they politicians, policy makers or specialists.

The event will highlight the biggest challenges facing the sector – the housing shortage, digitisation, energy consumption and developments in investment. Sweden Property Investment Market also hosts a meeting place for new investments and development plans in Sweden during Nordic PropertyEXPO.

Nordic PropertyEXPO is organised by the Swedish Property Federation (Fastighetsägarna) and the Swedish Exhibition & Congress Centre.

D | CONGRESS

D-Congress is Sweden's leading event for digital commerce.

The congress supports Swedish companies in areas that contribute to safer, smarter and more profitable digital enterprise.

Number of exhibitors: 120
Number of visitors: 2 000

D-Congress is organised by the Swedish Digital Commerce Association in collaboration with the Swedish Trade Federation and the Swedish Exhibition & Congress Centre.

Annual event.
www.dcongress.se



ELFAK

Elfact is the Nordic region's largest and most influential gathering for the electricity industry of the future.

Number of exhibitors: 400
Number of visitors: 22 000

Elfact is organised by Svenska Mässan in collaboration with the lighting industry, installers, KNX, SEK, the Swedish Electrical Association, ELRÄTT, EL electrical equipment suppliers, the Fire Protection Association electrical committee, Svensk Kapslad Elteknik, and Voltimum.

Event takes place in uneven years.
www.elfack.com



LOGISTIK TRANSPORT

Logistics & Transport Expo & Conference is the Nordic region's leading event for the logistics and transport industry. Every third year the truck industry also exhibits at the expo.

Number of exhibitors: 155
Number of visitors: 5 300

The Logistics & Transport Expo & Conference is organised by the Swedish Exhibition & Congress Centre.

Annual event.
www.logistik.to



NORDIC ARCHITECTURE FAIR

The Nordic Architecture Fair is the region's arena for future architecture and urban planning. It consists of both a conference and exhibition. Regulatory influencers, including architects, builders, decision makers, urban planners and suppliers come together to discuss how tomorrow's sustainable communities will look.

Number of exhibitors: 110
Number of visitors: 200

The Nordic Architecture Fair is organised by the Swedish Exhibition & Congress Centre.

Event takes place in uneven years.
www.nordicarchitecturefair.se



POWER CIRCLE SUMMIT

The Power Circle Summit brings together the sector's most important decision makers to highlight the latest thinking about energy technology innovation, business models and strategy.

Number of delegates: 250

The Power Circle Summit is organised by: Power Circle, the Swedish Exhibition & Congress Centre, the Swedish Energy Agency and Business Region Göteborg.

Annual event alternating between Gothenburg and Stockholm. Held in parallel with Elfact in Gothenburg.
www.pcsummit.se



SCAN PACK GOTHENBURG 23-26 OCT. 2018

Scanpack is Northern Europe's largest and most important packaging fair.

Number of exhibitors: 500 from 31 countries.

Number of visitors: 13 500 from 49 countries.

Scanpack is organised by the Swedish Exhibition & Congress Centre in close collaboration with various stakeholders in the packaging industry.

Event takes place every third year, next editions 2018 and 2021.
www.scanpack.se



Scanautomatic is the Nordic region's largest meeting place for future automation. It presents the latest components, systems and solutions for industrial and process automation as well as solutions for machine manufacturers.

SCANAUTOMATIC

Event takes place in uneven years.
www.scanautomatic.se

Number of exhibitors: 160

Number of visitors: 10 000

Scanautomatic is organised by the Swedish Exhibition & Congress Centre in cooperation with Swedish Automation, Automation Region, Hydraulics and Pneumatics Association, Smart Factories, Production Lift, RISE, and Swerea/IVF.

It takes place in parallel with ProcessTeknik and Automation Summit.

PROCESSTEKNIK

Event takes place in uneven years.
www.processteknik.info

ProcessTeknik is the Nordic region's largest gathering for the process industry, covering process automation, process engineering equipment and solutions.

Number of exhibitors: 140 Number of visitors: 10 000

ProcessTeknik is organised by the Swedish Exhibition & Congress Centre in cooperation with Swedish Automation, the Luminaire Association, Pumpportalen, RISE, Automation Region, the Hydraulics and Pneumatics Association, Swerea/IVF and Smart Fabriker.

It takes place in parallel with Scanautomatic, Automation Summit and Pumpdagen.



The Swedish Machine Fair takes place at Solvalla in Stockholm. Exhibitors are Sweden's leading suppliers of mobile machinery and equipment. They are all members of the supply trade association, MaskinLeverantörerna.

Number of exhibitors: 110
Number of visitors: 11 000

Svenska Maskinmässan is organised by MaskinLeverantörerna in collaboration with the Swedish Exhibition & Congress Centre.

Event takes place in even years.
www.maskinmassan.se



Wood Technology is the Nordic region's leading gathering for the future of the wood industry. Wood Fusion is an important part of the exhibition - seminars on wood and sustainable construction that bring together architects, researchers, engineers, builders, decision-makers and developers.

Number of exhibitors: 230
Number of visitors: 7 000

Wood Technology is organised by the Swedish Exhibition & Congress Centre in collaboration with the trade associations Trä- och Möbelföretagen and Sawtec.

Event takes place in even years.
www.traochteknik.se



The Maintenance Fair (Underhåll) is Europe's largest trade fair in the area of industrial maintenance, focusing on productivity, digitisation, sustainability and industrial safety.

Number of exhibitors: 300
Number of visitors: 11 000

Underhåll is organised by the Swedish Exhibition & Congress Centre.

Event takes place in even years.
www.underhall.se

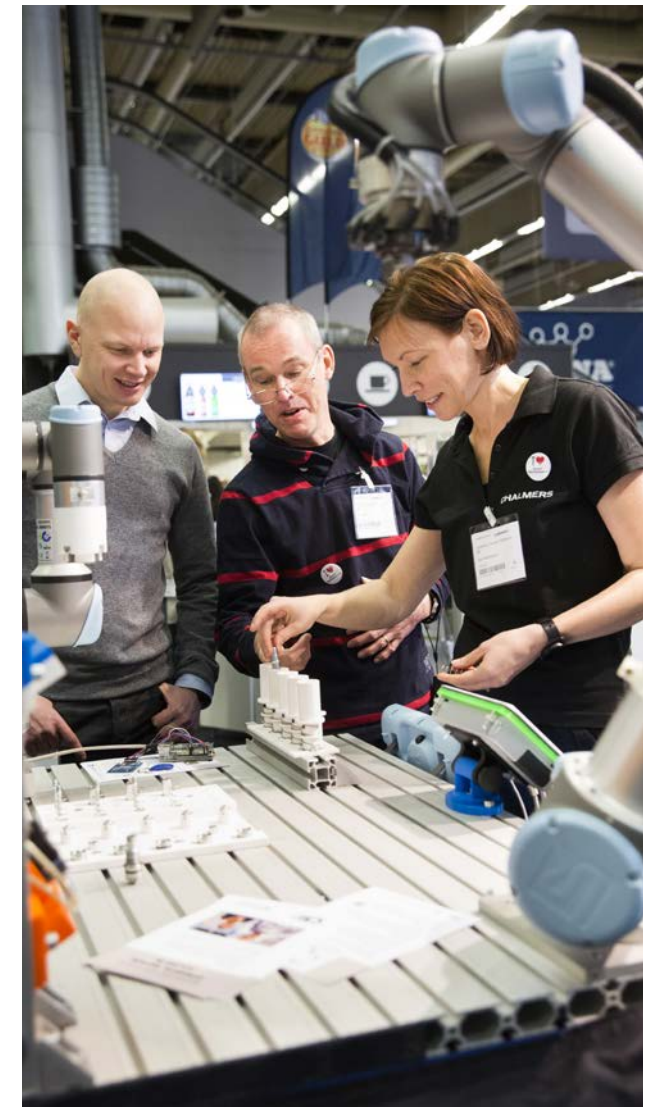
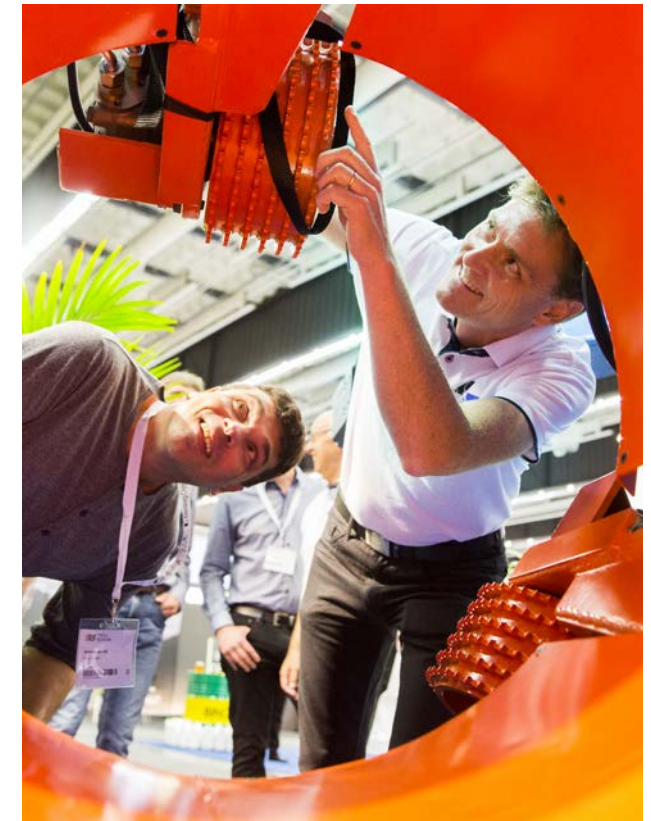


www.maintenancesummit.se

The Maintenance Summit is a new annual conference aimed at decision makers and professionals primarily working in industrial maintenance. It provides a forum for discussing strategies and technology developments in the fields of maintenance and reliability, smart plants, productivity and profitability.

Number of delegates: 100

The Maintenance Summit will take place in Gothenburg on 13-14 March 2018 alongside the Maintenance Fair (Underhåll) at the Swedish Exhibition & Congress Centre, in cooperation with the Swedish Maintenance Association.





SOCIETY

A finger on the pulse of society and social change.

We are a neutral party contributing to political discussion and stimulating the development of Sweden's public activities and Swedish society. Our meetings and events help industries and organisations to find business and development opportunities. Together with our partners, we offer extensive experience and a broad network of contacts in the social sector.



The Excellence Summit is a brand-new biennial global quality conference focusing on how successful and sustainable business development can be achieved through leadership, innovation and continuous improvement.

The conference is a meeting place for both national and international quality organisations and is organised by the Swedish Trade Fair, SIQ and Sandholm Associates in collaboration with the international quality organisations IAQ, ASQ, EOQ and JUSE, as well as the national organisations SFK, Lean Forum, SIS and SQMA.

Event takes place in even years.
www.excellencesummit.se



Annual event taking place in parallel with Knowledge and Future.
www.learninglabs.nu



Knowledge & Future is a meeting place helping thousands of upper secondary school pupils and other young adults to decide their future. The event provides knowledge and inspiration and answers young adults' questions about choices regarding their future education and careers.

Number of exhibitors: 120
Number of visitors: 10,000

Knowledge & Future is organised by Svenska Mässan. Partners include the Gothenburg City Guidance Centre, CSN, Public Employment Services and allastudier.se

Annual event.

www.kunskapframtid.se



Kvalitetsmässan - the Quality Fair - is Europe's largest conference and trade fair on business and social development. It's the most important event for anyone involved in developing municipal operations.

Number of exhibitors: 150
Number of visitors: 7 300

Kvalitetsmässan is organised by the Swedish Exhibition & Congress Centre in collaboration with the City of Gothenburg, Region Västra Götaland, the Swedish Association of Local Authorities and Regions, and the Swedish Institute for Quality.

Event takes place in uneven years.
www.kvalitetsmassan.se



Learning Labs is a forward-looking and inquiring business event, an experience and an initiative focusing on lifetime learning and the labour market's skills supply, together with current and relevant societal challenges that need to be explored from a new perspective. The business community, public sector and education community's stakeholders, decision makers and professionals will be able to meet the young adults of the future in cross-border discussion and collaboration forums to explore the future together.

Learning Labs is organised by the Swedish Exhibition & Congress Centre together with collaborative partners.



The Nordic Head Teachers' Congress - the meeting place for school principals and directors of education - brings together 1,500 participants from across the Nordic region and addresses principals, school leaders, preschool leaders, educational policy makers and others with an interest in and responsibility for school development. The programme includes high quality education with a focus on leadership issues. New findings and trends are presented by researchers, politicians and other leaders. The exhibition showcases products and services for schools.

Number of exhibitors: 50
Congress participants: 1 500

The Nordic Head Teachers' Congress is organised by the Swedish Exhibition & Congress Centre and the Swedish Association of School Principals and Directors of Education.

Event takes place in even years.
www.skolledarkongressen.se



The Nordic Health Convention is the leading conference and gathering for everyone who works for equal and improved public health and well-being. Representatives from academia, the public sector, business, civil society and politics share insights, analyses, knowledge and case studies. The core topic is physical activity.

The Nordic Health Convention is organised by the the Swedish Exhibition & Congress Centre.

It takes place several times per calendar year, sometimes as a stand-alone event and sometimes in parallel with other events such as Träffpunkt Idrott (Sports Arenas and Facilities), Vitalis and Kvalitetsmässan (the Quality Fair).
www.nordichealthconvention.se



Public Transport brings together all public transport providers involved in developing and facilitating collective travel. The exhibition showcases exciting future solutions and focuses on the development of transport networks and their contribution to a sustainable society.

Number of exhibitors: 190
Number of visitors: 3 900

Public Transport is organised by the Swedish Exhibition & Congress Centre and Stockholm International Fairs. It is co-organised by the Swedish Confederation of Transport Enterprises, the Swedish Public Transport Association, the Swedish Association of Local Authorities and Regions, and the trade associations Tågoperatörerna and Svenska Taxiförbundet.

Event takes place in even years, alternating between Stockholm and Gothenburg.
www.persontrafik.se



Swedental is the leading Nordic trade fair for the dental industry. In conjunction with the Annual Dental Congress, Swedental provides a complete and up-to-date picture of research, product news, developments and future prospects.

Number of exhibitors: 215
Number of visitors: 14 500

Swedental and the Annual Dental Congress are organised by the Swedish Exhibition & Congress Centre, Stockholm International Fairs and the Swedish Dental Association, in collaboration with the Swedish Dental Trade Association.

Annual event, alternating between Stockholm and Gothenburg.
www.swedental.se
www.swedental.org



Träffpunkt Idrott (Sports Arenas & Facilities) is the largest Nordic gathering for everyone who is involved in sports, swimming, recreation and public health.

Number of exhibitors: 118
Number of visitors: 4 100

Träffpunkt Idrott is organised by the Swedish Exhibition & Congress Centre in collaboration with the Swedish Research Council for Sport Science, the Swedish Sports Confederation, the Swedish Football Association, the Swedish Ice Hockey Association, the Swedish Equestrian Federation, the Swedish Association of Local Authorities and Regions, and the sports and leisure associations, Svenska Badbranschen, Svenska Badmästareförbundet, Sveriges fritids- och kulturchefförening, and Idrotts och föreningsförvaltningen Göteborgs Stad.

Event takes place in even years.
www.traffpunktidrott.se



Vitalis is the largest and most influential Nordic gathering in eHealth - the development of care and treatment through IT.

Number of exhibitors: 185
Number of visitors: 4 500

Vitalis is organised by the Swedish Exhibition & Congress Centre in collaboration with the Ministry of Health and Social Affairs, the National Board of Health and Welfare, Inera (a joint eHealth initiative by country councils and regions), the Swedish Association of Local Authorities and Regions, the Swedish Medical Association, the Swedish Association of Health Professionals, Sahlgrenska Academy, the IT University in Gothenburg, Vinnova, the Swedish Federation for Medical Informatics, Swedish Medtech, the City of Gothenburg and the Swedish eHealth Agency.

Annual event.
www.vitalis.nu



Event takes place in uneven years.
www.levafungera.se

Leva & Fungera is the leading Nordic gathering for everyone who is affected by or works with disabilities. The fair showcases activities, solutions and aids that improve quality of life for anyone who needs some form of support.

Number of exhibitors: 250
Number of visitors: 12 300

Leva & Fungera is organised by the Swedish Exhibition & Congress Centre.



CULTURE & MEDIA

Culture and media

Live events provide an excellent forum to stimulate the intellect as well as the senses. With 30 years of experience, we are the obvious partner for players in the culture and media sector. We offer market-leading services, products and interesting content to create an innovative and high-quality meeting environment with great business benefits for all participants.



BOKMÄSSAN
GÖTEBORG BOOK FAIR

Göteborg Book Fair is the largest Nordic gathering for the book and library trade. The fair was first held in 1985 and is open to both the book trade and the general public. It offers a high-quality seminar programme, a special programme for teachers and librarians, and discussions of topical social issues. The Göteborg Book Fair is the most publicised cultural event in the Nordic region.

Number of exhibitors: 839
Number of visitors: 77 300
Programmed events: 4 200
Accredited media: 947

Annual event.
www.bokmassan.se



Meg.

Meg. - Media Days - is Sweden's most important gathering for those involved in media issues. Amazing meetings and conversations take place between the media, business, academia and politics. Changes under discussion include the media landscape, media politics, freedom of speech, democracy, innovation, communication and the market.

Number of visitors: 1 200
Number of international speakers: 11
Number of participants: 102

Annual event taking place alongside the Book Fair.
www.meg.se

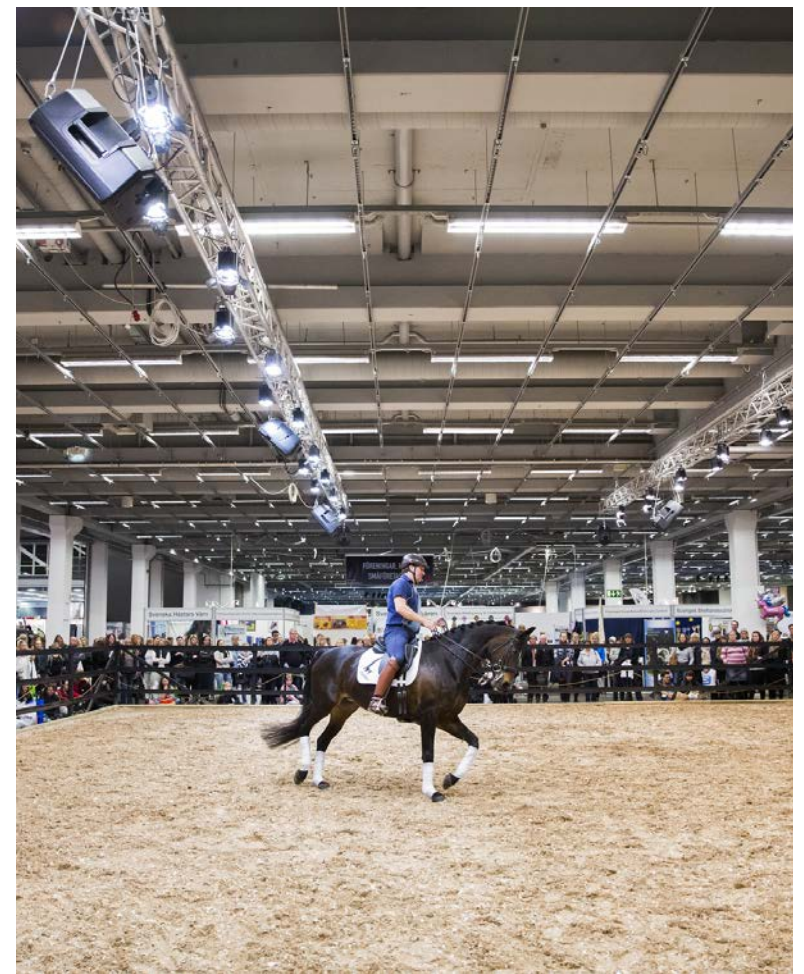
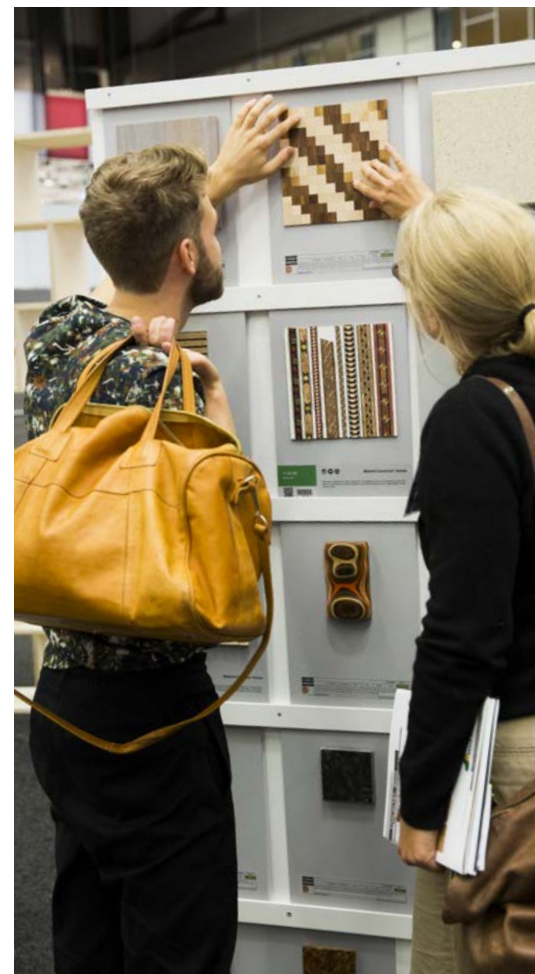
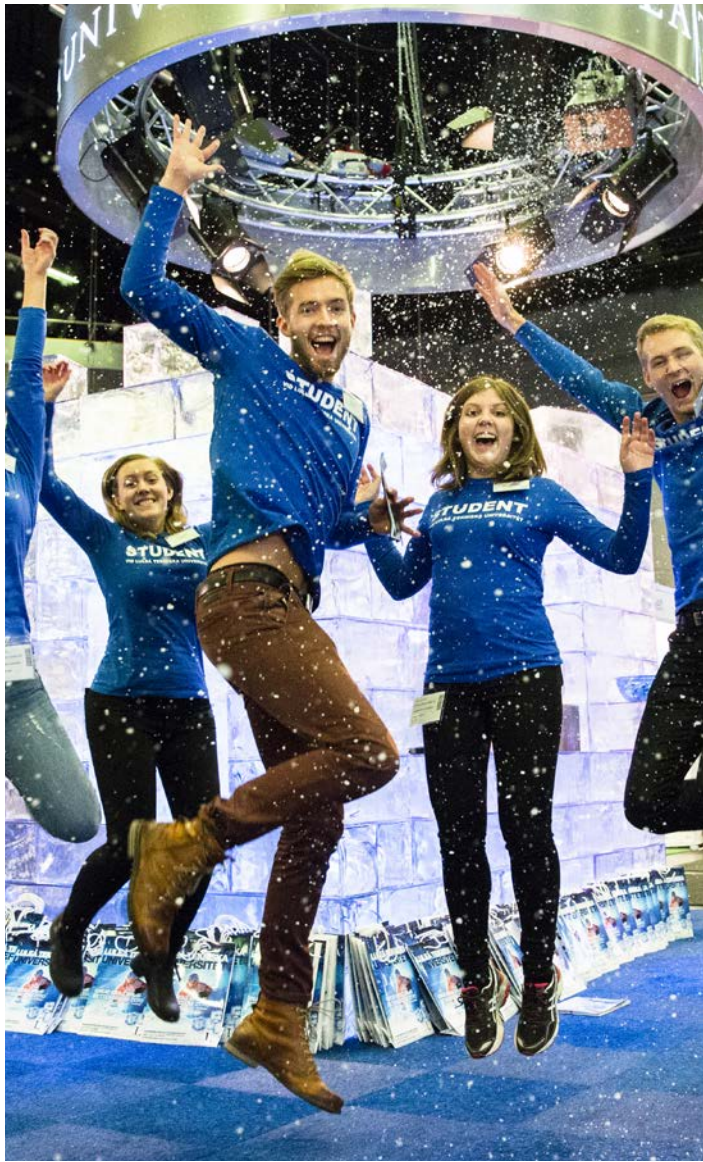


www.meetx.se

MEETX has extensive experience as a PCO – Professional Conference Organiser. MEETX is an innovative, driven and competent partner offering services to companies, organisations and government agencies seeking to implement effective and stimulating meetings, congresses and conferences in Sweden and abroad.

MEETX offers complete management of the entire event and has a full range of services before, during and after the meeting. Our professional team provides advice, coordinates the logistics and supply for meetings with a full service and a passion for detail. For each project we build a team that provides comprehensive domain expertise.

Sweden MEETX AB is a company within the Swedish Exhibition & Congress Centre. It has its own headquarters in Gothenburg and takes assignments in Sweden and internationally.



The Gothenburg region

– Scandinavia’s growth engine



With an annual economic growth rate of more than three per cent since 2000, the Gothenburg region ranks high internationally in various comparisons of competitiveness and future potential.

The total population has increased by around 150,000 since 2000 and is set to pass the million mark in 2017. At the same time more than 100,000 new jobs have been created and today the region has a highly diverse economy with more than 750 different sectors.



Strong trade and industry

The Gothenburg region is home to multinationals, thriving small industrial enterprises and unique competence clusters. Growth in trading activity is strong: the whole world is close thanks to Gothenburg’s strategic location, an international airport and Scandinavia’s largest port.

The regional economy is characterised by globally active, knowledge-intensive manufacturing companies, such as Volvo, SKF and AstraZeneca. Industrial investments in the region are increasing steadily. Manufacturing industry and trade have the highest turnover, but corporate services, transport and construction also account for a large part of the region’s revenues.

One of the Gothenburg region’s strengths is R&D, with state-of-the-art manufacturing industry and close collaboration between business, policy-makers and academia, providing a high level of competence and plenty of scope for innovation.



Strategy for growth

Construction worth SEK 1,000 billion is planned in the Gothenburg region over the next 20 years. Public transport is to be strengthened through infrastructure investments. Billions are being invested in the West Swedish Agreement, a series of transport infrastructure initiatives to interconnect West Sweden, and a high speed rail line between Borås and Gothenburg. As Sweden’s second city and region, the local labour market is forecast to rise to 1.75 million by 2030.

Several studies show the Gothenburg region’s* strength in international rankings.

5TH PLACE
Competitiveness

The Gothenburg region shows positive results for employment, higher education and R&D.

The Europe 2020 Regional Index: 5th among 268 regions
Source: European Commission

6TH PLACE
Entrepreneurship

The Gothenburg region is forecast to have large potential for new concept development, new enterprise development and growth.

The Regional Entrepreneurship and Development Index 2014: 6th among 125 regions

9TH PLACE
IT and logistics

Gothenburg ranked ninth among European cities and regions for best IT and logistics infrastructure.

European Cities and Regions of the Future 2014/2015: 9th among 468 cities and regions
Source: fDi

10TH PLACE
Growth potential

Gothenburg ranks highly for future potential economic growth and employment.

The Performance Index 2014: 10th among 117 regions
Source: BAK Basel

12TH PLACE
Innovations

Gothenburg comes in at twelfth place with 4.4 patent applications per 10,000 inhabitants.

World’s Most Inventive Cities: 12th of 250 cities
Source: Intelligent Community Forum

Did you know that ...

- ... **businesses in the Gothenburg region** account for 52 per cent of Sweden’s total R&D investments in the automotive and other vehicle manufacturing industries?
- ... **businesses in the Gothenburg region** account for 22 per cent of Sweden’s total R&D investments? This makes ours one of the most research-intensive regions in Europe.
- ... **over 100 researchers collaborate** at the Centre for Ageing and Health (AgeCap)? The goal is to increase the quality of life and social participation of older people.
- ... **the Gothenburg region** has internationally recognised competence in sustainable development and environmental technology solutions? District heating is a particularly successful area, where Gothenburg is a global leader.
- ... **the Chalmers Innovation incubator** in Gothenburg has been ranked Europe’s ninth best business incubator? Business incubators that reach UBI’s top 10 list stand out from the rest, with better returns, access to investment capital and successes after the incubator stage.

* Indications refer to the western part of Sweden. Source: 100% Facts & Statistics on the Gothenburg Region’s Economy 2016, Business Region Göteborg.

Congresses

We organise national and international congresses in many different fields.

Conferences and events

Kick-off event, conference or party. All meetings are important to us.

Four stars

and one of the five largest hotels in Europe.

Beehives on the roof

The bees in our hives produce 40 kilos of honey each year.

Guide Michelin

Upper House Dining has a prestigious star in the Michelin Guide.

Views

Tower 3 is 100 metres tall, making it the tallest building in Gothenburg.

Exhibitions

We organise around 30 exhibitions in our own right, including Göteborg Book Fair, Scanpack, Gothenburg Boat Show, Kvalitetsmässan and Vitalis.

WELCOME TO THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS

A global meeting place at the heart of Gothenburg

The Swedish Exhibition & Congress Centre and Gothia Towers are one of the largest fully integrated meeting venues in Europe with a city location. Everything you could want is under our roof or just outside the doors.

Spa

Spa, relaxation and fitness, spread over three floors.

Are you brave enough?
The outdoor pool with glass floor, 50 metres up in the air.

Upper House

is our five-star hotel within a hotel.

90,000

EuroHorse attracts more than 80,000 visitors, while Göteborg Book Fair attracts more than 90,000 each year.

1.8 million

Each year we welcome more than 1.8 million visitors.

800

Our guests are served by more than 800 employees.

33 football pitches

The Swedish Exhibition & Congress Centre and Gothia Towers have a total area of 180,000 square metres, equivalent to 33 football pitches.

Art

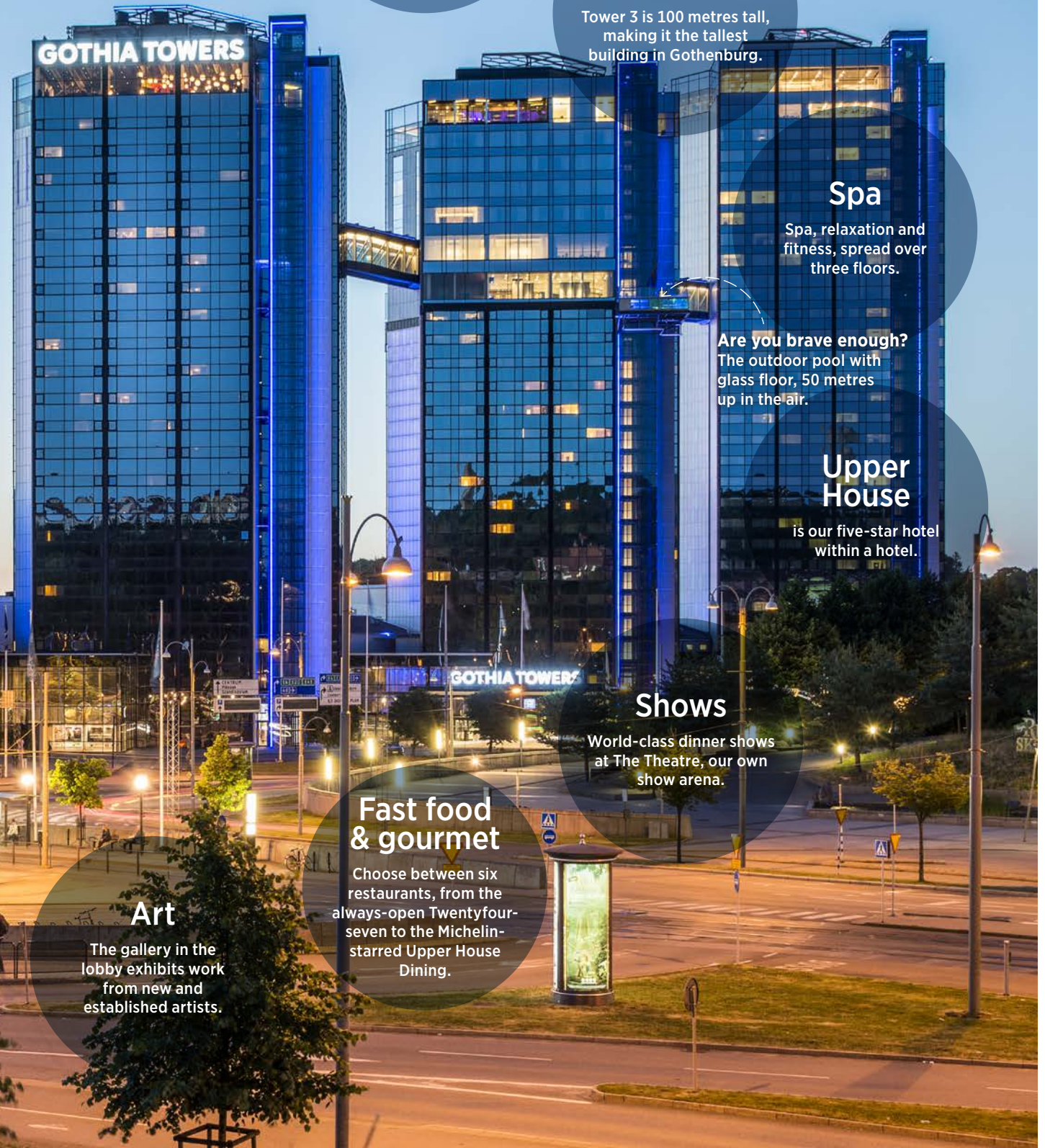
The gallery in the lobby exhibits work from new and established artists.

Fast food & gourmet

Choose between six restaurants, from the always-open Twentyfour-seven to the Michelin-starred Upper House Dining.

Shows

World-class dinner shows at The Theatre, our own show arena.





1918/2018

The world is changing, and we are changing too. So are you. But face-to-face meetings remain as important as ever. We are living proof of this. Every day we witness how successful meetings drive development forward. Ideas become reality, challenges are solved, deals are made and new contacts are forged.

We organised Sweden's first trade fair in Gothenburg in 1918. Today we are a global venue with an offering that includes hotels, shows, restaurants, spas, exhibition halls and various meeting arenas.

Our development continues. "Our vision is to become Europe's most attractive venue by offering the best overall experience." In the heart of Scandinavia.

This year we celebrate our 100th anniversary. We want to celebrate our history and our future with you.

Welcome to our celebratory events!

About the Swedish Exhibition & Congress Centre

The Swedish Exhibition & Congress Centre Group operates as a foundation and is one of Northern Europe's largest integrated meeting places, with a unique city location in central Gothenburg. Every year, we welcome about 1.8 million visitors to our hotel and meetings complex. Our core mission is to promote business. The Group generates more than SEK 2.6 billion annually in Gothenburg as a result of visits to our complex.

Follow us on social media/[svenskamassan](https://www.svenskamassan.se)




SVENSKA MÄSSAN
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