

Participate in the world's premier mobile industry exhibition

Swedish Pavilion at the Mobile World Congress 2011

14-17 February, Barcelona, Spain

For the ninth consecutive year the Swedish Trade Council gathers the best in Swedish mobile telecom at the world's most important industry exhibition, offering your company a convenient and cost efficient way of having a professional presence at the event of the year.

Sign up now to get 10% discount!

Registrations received before October 15th 2010 get 10% discount.

Signing up early you are first in line to choose the most suitable spot in the pavilion.

Be part of the world's leading mobile industry event

The Mobile World Congress is a unique opportunity to promote your business internationally, present your products and make valuable contacts.

All major operators, value-added service providers, equipment and device manufacturers are represented. The numbers for the 2010 edition speak for themselves:

- 1 200 exhibitors showcasing the latest in products and services
- Around 49 000 professionals visiting the exhibition
- Approximately 50 percent of visitors held c-level positions

The Swedish Pavilion – the easy way to a professional presence at MWC

Evaluation and feedback from companies exhibiting in the pavilion in 2010 has been overwhelmingly positive. We are now working hard to make the experience even better at the Swedish Pavilion 2011.

New! One gold Pass included for all single and double podium exhibitors

The included Gold Pass (2009 price ~2 500 EUR) gives single and double podium exhibitors access to congress events, such as industry presentations and lectures, the congress lunch and the Global Mobile Awards ceremony.

New! A more spacious floor plan in the pavilion

The layout of the floor space has been altered, giving more space to exhibitors and making it easier for visitors to enter the pavilion.

New! Improved visibility for exhibitors

Companies in the in the Swedish Pavilion will be made even more visible next year. Poster spot exhibitors will have their logotype above their spot. Podium exhibitors will benefit from bigger logotypes than before and the wall between single podiums can be used for print.

Attractive location in one of the main halls

Anyone who has visited the Mobile World Congress understands the value of a good location. The Swedish Pavilion is attractively located at the main street in hall 2 (one of the main exhibition halls, together with hall 1), near an entrance and one of the main cafeterias.

Focus on making business – we take care of the rest

Setting up a professional presence at an exhibition requires a lot of time and energy. As an exhibitor in the Swedish Pavilion you don't have to worry about practicalities, we take care of them for you.

Among other things, we provide you with:

- A manned information desk at all times for all exhibitors in the pavilion
- Meeting rooms in the exhibition stand (pre-booked)
- Press coordination for the pavilion (international and Swedish media)
- Your company profile present in marketing material:
 - In the Mobile World Congress exhibition folder
 - 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 the arrangements in the pavilion, our team is there to help your company get the most from your Mobile World Congress experience.

Network at the events in the pavilion

A number of events are organized in the Swedish Pavilion, attracting visitors, generating buzz and providing the exhibiting companies with even more valuable business contacts. The cocktail receptions organized in 2010 were a huge success and will return in 2011.

Choose the exhibition alternative that suits you best

Three exhibition alternatives are available in the Swedish Pavilion:

Double podium: Offering the most visual exposure, the double podiums face the streets in the congress hall with generous table space for 2-3 lap top computers and other material for live demonstrations and on the spot meetings.

Single podium: With great visibility, the single podiums face the streets and have ample space for your poster/marketing material and lap top for presentations.

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 and access to the pavilion exhibition rooms.

You can also sign up for a hospitality suite for additional meetings (not included in this quotation)

How to sign up

Fill in the registration form on the next page (see detailed conditions on the following pages) and e-mail it to karin.hanning@swedishtrade.se or fax it to the Swedish Trade Council in Madrid: **+34 91 593 34 45**.

Questions and suggestions? Contact us now!

Don't hesitate to contact us if you have questions or suggestions of any kind.

We hope to see you with us in Barcelona in February 2011!

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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.