



Expand your business opportunities within:

- Clean Energy
- Life Sciences
- Information Technology
- Aviation/Aerospace
- Homeland Security/Defense
- Financial/Professional Services
- Manufacturing
- Emerging Technologies

Welcome to Expanding your Business Relations with the Sunshine State!

We invite your company to benefit from the Swedish-American Trade Mission to Fort Walton Beach, Florida, March 16, 2010.

The purpose of this Trade Mission is to connect your company with valuable new business contacts to help you enter and expand on the U.S. market in the most efficient and cost-effective way.

Northwest Florida—the lesser-known part of the Sunshine State—is stretching from Pensacola in the west to the capitol of Florida; Tallahassee in the east. With a population of 1.3 million this region offers countless business opportunities for both trade and investment. In this diversified business environment you can find for example:

- *The Institute of Human and Machine Cognition* where cutting edge research helps redefine artificial intelligence, robotics, and space exploration, the world’s largest wood pellet manufacturing plant, dozens of aviation and aerospace companies who define tomorrow’s frontiers today
- *The Andrew’s Institute of Orthopedics and Sports Medicine* – where state-of-the-art treatment, surgery and rehabilitation is as accessible to superstar professional athletes as it is to you and me.

We are excited about the opportunity to give you access to the right business partners for the U.S. market. Thanks to our local partners we offer this Trade Mission free of charge. But since the number of ‘tickets’ available is limited we encourage you to register today!

We look forward to serving your company!

Gunilla Girardo
President, SACC-USA

Andrea Moore
Regional Mgr, International Trade
Development Enterprise Florida

Ulf Ljungdahl
President, Handelskammaren
Värmland

Eric Stenberg
President Swedish-American
Connections

This is a small sample of companies that you have access to through our network in northwest Florida:

- Actigraph*
- Alpha Data Corporation*
- Andrews Institute*
- App River*
- ARCO*
- Ascend*
- Bay State*
- Brand Asset Digital*
- Cerex*
- Coco Designs*
- Cogon Systems*
- CommStructures Inc.*
- Compass Solar*
- Creative Data Concepts*
- Danfoss Tubocor*
- EAS*
- Eastern Shipbuilding*
- GE Wind Energy*
- Green Circle Bio Energy*
- GTO Inc.*
- Hixardt Technologies*
- Jupiter Composites*
- KAMedData*
- King Arthur’s Tools*
- LANFormation*
- Martelli Enterprises*
- Meltpro*
- MiMedx*
- Oceaneering*
- Patient Practionioners*
- Separation Systems*
- Silver Bulle*
- SimWright*
- Strandcore*
- Techsoft*
- Trinity DNA Solutions*
- Wireless ESystems*



Program Overview

This is a preliminary program and will be modified to meet requests and needs of each company.

March 16, 2010

- 8.00 – 9.30 am **Welcome and brief presentation of delegates**
Opportunity for the Trade Mission participants from Sweden and from the U.S. to give a short presentation about their company.
- 9.30 – 3.00 pm **Custom tailored Business Matchmaking***
Program with individual company meetings
- 3.00 – 5.00 pm **Optional Company Visits**
We suggest three different tours that depending of interest participants can take part in.

- **The Andrews Institute**

Professional athletes flock here for diagnosis, surgery and rehabilitation – or performance enhancement. The Institute's divisions include a Diagnostic Imaging Center, Athletic Performance Center, a Research and Education Institute, a multi-specialty office park for physicians and incubator space for new, cutting-edge medical technology companies.

- **Green Circle Bio Energy**

A major player in the international market for alternative, carbon neutral energy, this company, a subsidiary of Gothenburg-based JCE Group, can produce up to 560,000 tons of wood pellets for power co-generation a year and features state-of-the-art production equipment.

- **GE Wind Energy**

GE Wind Energy's huge assembly plant is now one of the world's leading suppliers of 1.5 megawatt generators. The demand for just the wind turbines is so great that the Pensacola plant runs 24 hours a day to keep up with demand.

6.30 pm **Networking reception/Business Mixer**

*Additional Business Matchmaking can be arranged on March 17 and 18 if needed and requested.

About our Trade Mission Program & Business Matchmaking Service

Our custom tailored trade mission and business matchmaking programs are designed for companies and organizations that want to explore the U.S. market and gather information about a certain business sector. It's one of the most effective tools that we can provide to help companies enter and expand on the U.S. market. With our practical and hands-on approach we give you access to our members and associates and help you find the right partners, agents, distributors, and investors.

About Enterprise Florida Inc.:

By focusing on a wide range of industry sectors and collaborating with networks of regional and local economic development organizations in order to improve Florida's business climate EFI will be able to accomplish its mission to diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries.

www.eflorida.com



How to Register

Please register your interest to participate in this Trade Mission to Handelskammaren Värmland, info@handelskammarenvarmland.se latest **February 1st**. But the sooner the better!

After we have received your registration we will send you our simple matchmaking form that you fill out and return to us so that we can start preparing for your custom tailored program. If you have any questions about the Trade Mission please contact Birgitta Arnesdotter, SACC-USA on it4@sacc-usa.org

Costs

The Trade Mission Program with Business Matchmaking and Company Visits is free of charge thanks to our program partners. Travel costs and accommodation is arranged and paid for by each individual participant.

Accommodation Recommendation

We have made a special rate arrangement for the Trade Mission delegates at the Holiday Inn Sun Spree Resort where you can take advantage of the discounted rate of \$99.00/night (standard rate is \$149.00).

The program will take place in conjunction to the hotel.

Make your hotel reservation at:

http://www.ichotelsgroup.com/h/d/hi/1/en/advancedsearch?w_hichtype=room&roomResult=none&hotelCode=fwbsr&quickRes=city&_requestid=231416

About SACC-USA:

Headquartered in the Washington DC area, SACC-USA is the 2nd largest European chamber of commerce in the US. With our 19 regional chambers we cover more than 37 states representing 2,300 members. Our network is an exciting mix of entrepreneurs, business & government leaders, investors, economic development agencies, and universities & incubators. SACC-USA is a key player in facilitating trade, commerce and investment between Sweden and the U--in both directions--through effective business matchmaking, industry specific programs, corporate programs, trade missions, and personal relationships.

www.sacc-usa.org



Handelskammaren Värmland