

Sweden @ Solutrans 19-23 November 2019

Road and Urban Transport Solutions

Proposal for Swedish suppliers

Business Sweden France, June 2019



Agenda

- Benefit from Sweden - Guest of honor and Team Sweden initiatives to optimize your presence @ Solutrans
- Program, activities and deliverables
- Additional “B2B Meeting support”
- Commercials
- Appendix



Benefit from Sweden - Guest of honor and Team Sweden initiatives to optimize your presence @ Solutrans



- **One of the world's largest shows for road and urban transport solutions**, held in Lyon, France
 - 48 200 visitors, 610 exhibitors, €200 million sales generated by the order intake at the show*
 - Visitors include Europe's major transport, courier and express delivery, distribution and service companies, construction industry
 - The **world's seven largest Heavy Duty Vehicle manufacturers** (DAF, Iveco, MAN, Mercedes, Renault Trucks, Scania and Volvo Trucks), the **main French and European builders of trailers and semitrailers**, the **leading LCV** (Light Commercial Vehicles) manufacturers and **Tier1 companies** will be present
- **Guest of honor 2019:** Sweden & Swedish delegation will **profit from visibility** before and during Solutrans
 - **High Level Swedish delegation:** Minister, Ambassador, Governmental agencies, Business Sweden and Industry
 - Opportunity to **highlight Swedish excellence, solutions and innovations** within road and urban transport sector
- **Sweden**, seen as a **role-model in Europe** within sustainable and innovative transport solutions
 - Transport is one of the prioritized sectors within the **French-Swedish Partnership for Innovative Green Solutions**
- **Your company part of Sweden @ Solutrans = Optimized visibility, branding and stakeholder access**
 - Dedicated **Swedish stand and seminars** to showcase solutions and innovations
 - Networking with **high level Swedish, French and European stakeholders**
- Opportunity to enhance **business opportunities and tailored B2B-meetings** with French and European companies through additional support from Business Sweden

* Solutrans 2017 Statistics **Note:** For more information: <https://www.solutrans.eu/>

Swedish official delegation brings enhanced visibility and opportunities to showcase Swedish brands



Swedish embassy involvement facilitates high level attendance and is an excellent marketing tool for the participants, giving credibility and positive PR response



LA SUEDE A SOLUTRANS MERCREDI 22.11 / JOURNEE DE LA SUEDE

TEAM SWEDEN VOUS SOUHAITE LA BIENVENUE SUR LE STAND 4K122

SOYEZ LES BIENVENU(E)S AUX CONFERENCES
ESPACE NORBERT DETOUX / HALL 4

- 10h30 / LES OBJECTIFS CLIMATIQUES, MOTEURS DE L'INNOVATION DANS LE SECTEUR DES TRANSPORTS ? Avec la participation de M. Tomas Eneroth, ministre suédois des Infrastructures
- 14h30 / VEHICULES INDUSTRIELS ET URBAINS : LES CONCEPTS AUTONOMES SANS CONDUCTEURS, REALITE OU UTOPIE ?

#SUEDELYON2017
#SAISONSUEDOISE2017



Swedish Infrastructure Minister Tomas Eneroth and French Transport Minister Elisabeth Borne inaugurate Solutrans 2017



Elisabeth BORNE @Elisabeth_Borne · 21 Nov 2017

Dans le cadre de #Solutrans2017, nous avons organisé une table-ronde consacrée au #véhiculeautonome avec mon homologue suédois @TomasEneroth et les industriels de nos deux pays : 1ère étape d'une feuille de route commune sur les enjeux d'innovation. 🇫🇷 🇸🇪

Translate from French



La France et la Suède élaborent une feuille de route commune sur l'innovation en matière de transports propres et autonomes

Mme Elisabeth BORNE, ministre française chargée des Transports et de l'Énergie, M. Tomas ENEROTH, ministre suédois chargé des Infrastructures et Intégrés se sont rencontrés le 21 novembre 2017 à Lyon, au sein de l'espace d'exposition de Solutrans 2017, pour discuter de la feuille de route commune à l'innovation en matière de transports propres et autonomes.

En marge de cette table-ronde, les deux ministres ont présenté une table-ronde ouverte au grand public intitulée "Les véhicules autonomes : une révolution pour les transports ?". Cette table-ronde de haut niveau a réuni plusieurs des acteurs industriels et académiques les plus français du secteur. Les échanges ont notamment porté sur la contribution que pourraient apporter les véhicules autonomes à la lutte contre le changement climatique, en complément d'autres leviers de développement durable.

Cette table-ronde de haut niveau était une première étape pour structurer les prochains travaux franco-suédois en la matière. Elle complétera aussi bien des éléments en matière d'échanges d'expériences que d'initiatives concrètes, notamment au niveau européen.

Cette table-ronde de haut niveau est l'une des premières illustrations concrètes du partenariat stratégique franco-suédois pour l'innovation et les technologies vertes, signé par le Président de la République française et le Premier ministre suédois le 17 novembre dernier.

La France et la Suède se sont engagées à évaluer les résultats de ce partenariat et de la manière à pour leur être deux ans. Cette évaluation sera conduite à l'occasion d'un sommet ministériel de novembre 2019.

Gouvernement, Écologique Solidaire and SOLUTRANS | Transport routier et urbain



Source: Swedish participation at Solutrans 2017

We optimize your company's visibility and access to stakeholders @ Solutrans

ACTIVITIES & COMMUNICATION

Official platform and project coordination

- Patronage by Swedish embassy in France
- Project management & support by Business Sweden

Swedish Stand (central position, open sides for optimal visibility and important flow of visitors)

- **Visibility** for Swedish delegation and organizations (**logo and short film/.ppt**) and in exhibitor list as **co-exhibitor**
- **Platform for encounters and meetings**

Seminars (promotion and positioning of Swedish experiences and know-how)

- **Participation and access to stakeholders** at our two seminars with speakers from Swedish and European organizations within the value chain for road and urban transport
 - Draft themes:
 - *"From producer to consumer – the last mile"*
 - *Fossil free and low emission transport solutions to reach climate goals"*
- **Pitch your solutions at seminar for innovative transport solutions**

Marketing and communication

- Promotion and positioning of Swedish experiences and solutions
- **Flyer (short text, logo/name, contact data)**, press release and communication through Solutrans, the Swedish embassy and **Business Sweden's web and social media** accounts, as well as in the daily newspaper at the trade fair

Networking activities

- **Participation and access to stakeholders in networking activities** organized by Business Sweden (seminars and networking cocktail) and Solutrans (Gala Dinner and Innovation Awards Dinner)

VALUE ADDED

- **Access relevant stakeholders and decision makers**
- **Showcase your company by being part of the Swedish delegation stand**
- **Promote your products and services to a highly relevant public**
- **Enhance your company's visibility in communication channels managed by SOLUTRANS, Business Sweden and the Swedish Embassy**

Preliminary Program

Tuesday 19 Nov

Wednesday 20 Nov

Thursday 21 Nov

Friday 22 Nov

Saturday 23 Nov

AM

**Inauguration
Swedish stand**

10-12h Conference
*Swedish and European
speakers*

10-11h30 Pitch session
*Swedish innovations and
solutions*

DURING THE FIVE DAYS OF THE EXHIBITION:

- **Organise encounters and meetings in Swedish stand and on the exhibition**
- **Get insights by participating in Solutrans conferences**
- **Participate in visit to Transpolis:**
“The first laboratory-town in Europe dedicated to the experimentation of technology and vehicles dealing in connectivity and driverless systems”

PM

Inauguration Solutrans
*French and Swedish official
delegations
Media*

Networking cocktail

Networking cocktail

14-15h30 Conference
*Swedish and European
speakers*

Evening

**Dinner and Ceremony -
2019 Innovation Awards**
*Location: Lyon Chamber
of Commerce*

**Solutrans official gala
dinner**



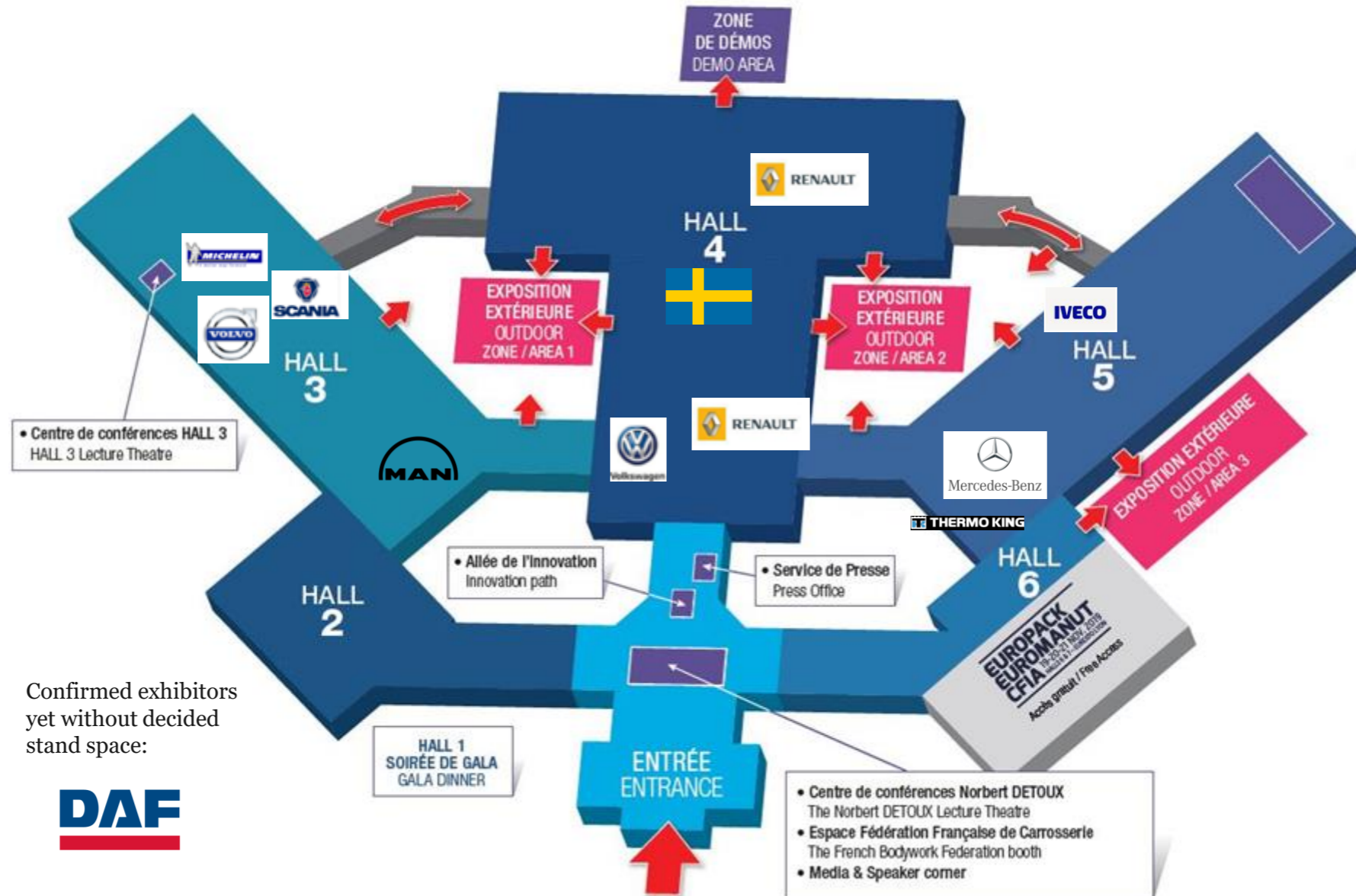
Organised by Team Sweden



Organised by Solutrans, participation*
included in participation fee

* Participation for 1 person/company per dinner included in fee

The Sweden Stand – central placement @ Solutrans with easy access to OEM's



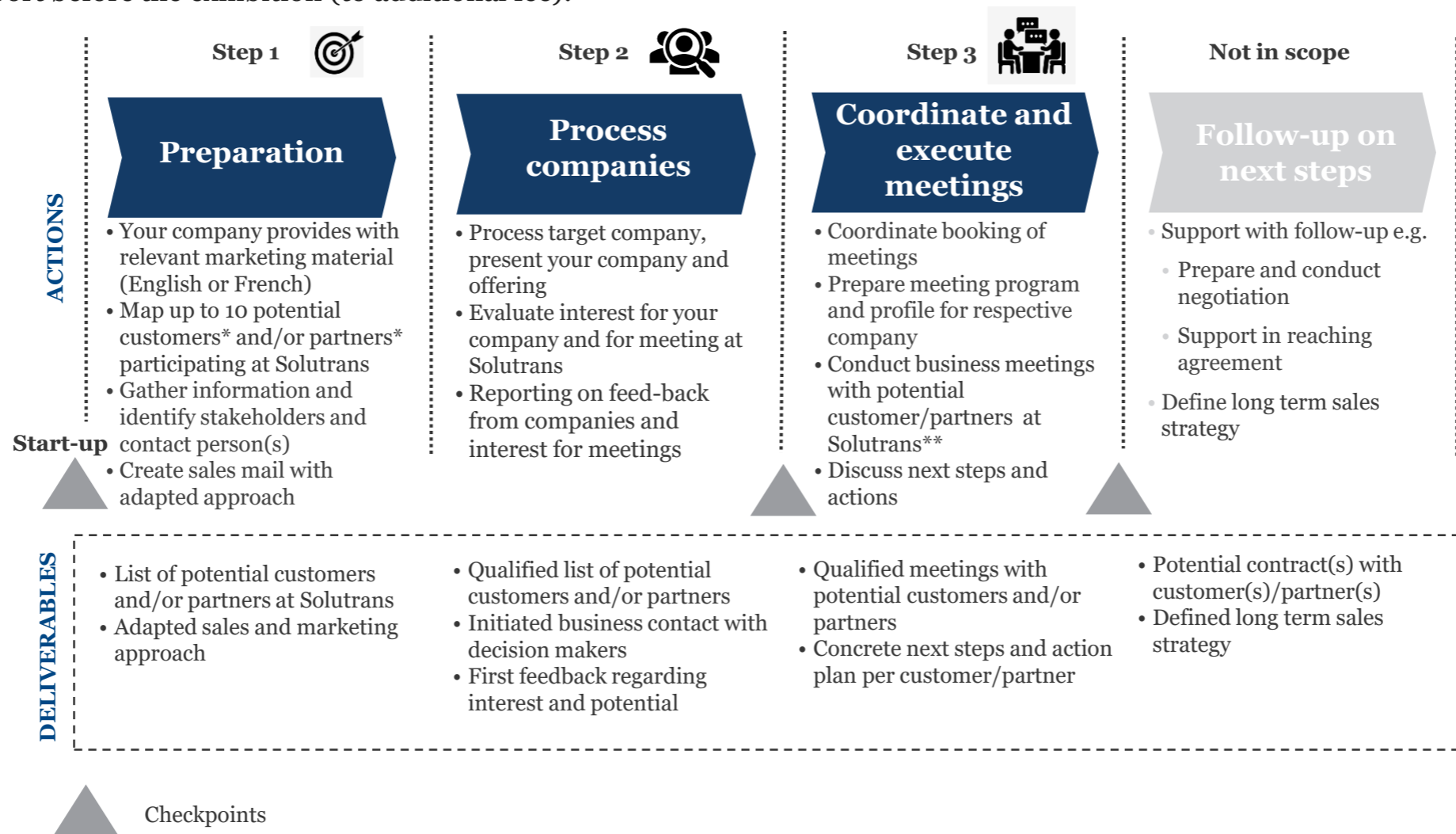
Confirmed exhibitors
yet without decided
stand space:



Enhance your business opportunities and participation @ Solutrans with additional “B2B Meeting support from Business Sweden”

OPTIONAL

- To enhance your business opportunities and to make the most of your participation at Solutrans 2019, Business Sweden suggest the following B2B Meeting support before the exhibition (to additional fee):



Note: While Business Sweden will seek to facilitate as many meetings as possible, Business Sweden cannot guarantee the interest from potential customers/partners and hence not the number of meetings * Profile defined at start-up meeting
 **A Business Sweden consultant can participate in the meetings to additional fee, bringing official Swedish framing, second opinion, support with business culture and translation, meeting notes bringing added value to evaluation of next steps

Acceptance of proposal: Sweden @ Solutrans 2019 - Swedish suppliers

This proposal is valid until June 21. Please indicate with an “x” if you are interested in B2B Meeting Support

Participation fee* : 40 000 SEK

Option: B2B Meeting Support** 40 000 SEK

*Included: Project management and coordination, visibility in Swedish stand + as co-exhibitor in exhibitor list, pitch your solutions at pitch session, participation in networking activities by Business Sweden (seminars, networking cocktails) and one person/company at Solutrans Gala Dinner and I-nnovation Awards Dinner.
Not included: travel expenses, hotel

** Included: Step 1-3, three working days. Not included: Business Sweden consultant participating in meetings. Can be added to additional fee of SEK 12 000/day

Conditions of Payment

- ▶ Business Sweden’s General Conditions for Participation in Joint Export Activities govern the performance of this project
- ▶ Registration is binding. The participation fee is invoiced after Business Sweden has received and confirmed the participation registration.
- ▶ The Business Sweden head office in Stockholm will issue the invoices. Invoicing will be done in SEK (possibility to pay in EUR)
- ▶ Invoices are due in 30 days counting from the date of invoicing. VAT will be added when applicable
- ▶ Business Sweden has the right to cancel part of or the entire project if there are not sufficient amount of partners
- ▶ An additional charge equal to 10% of professional fees will be added to offset operational expenses

We hereby accept the Proposal and conditions:

(Signature) (date)

(Name in block letters) (phone)

(Company name)

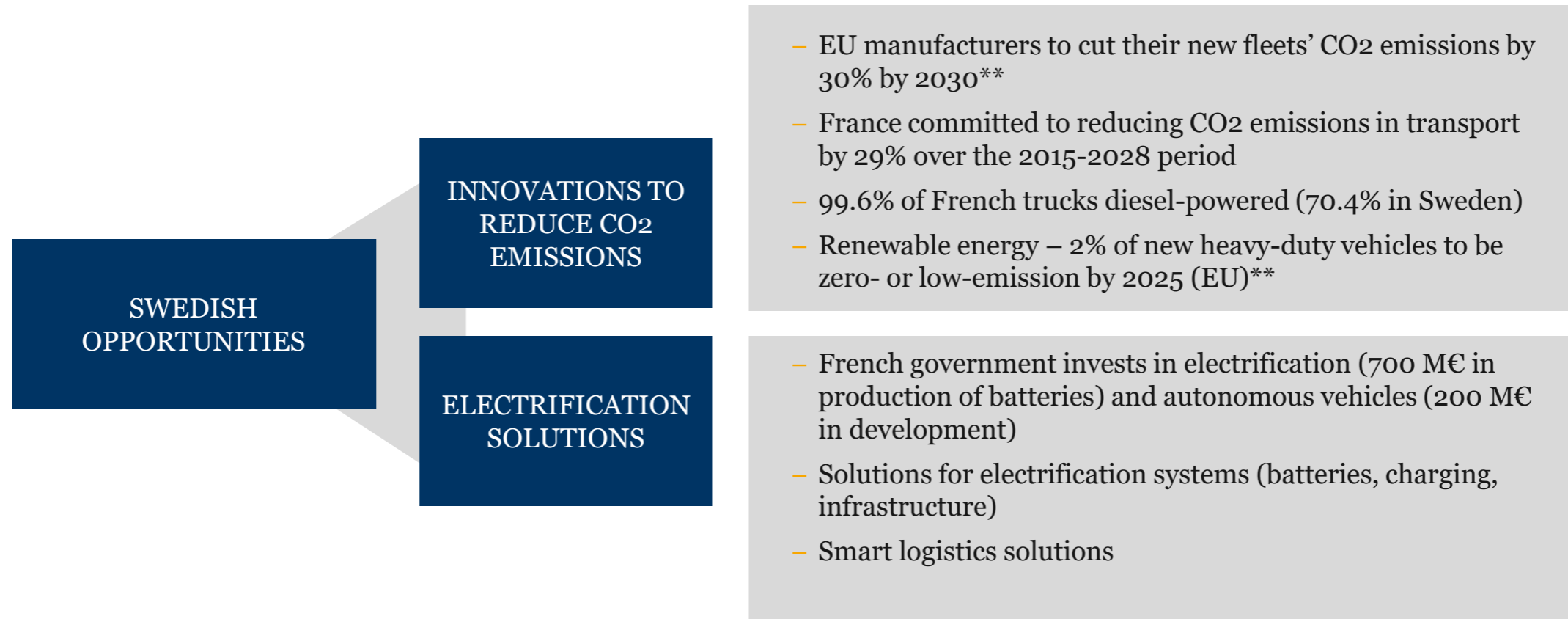
(Invoicing address)

(City and Zip)

(Organisation No.)

Please send signed copy via e-mail to: Marie.Eck@business-sweden.se

Opportunities for Swedish companies in Europe and France



* With reference to Sweden's roadmap for fossil free competitiveness – the heavy road haulage industry

** EU regulation on CO₂ emissions for lorries, Feb 2019

France – one of the leading Automotive and Transport markets

Hotspot for key players in the Automotive industry

- Several of Europe's biggest OEM's and global manufacturers have production in France
 - Volvo Group, Scania, Renault Cars, PSA
 - Toyota, Volkswagen (Bugatti), Daimler (Smart)
- French automobile manufacturers, Renault and PSA account for 7% of world production, a total of 6.7 million produced vehicles in 2016
- Several of the world's largest Tier 1 companies serving both automobile manufacturers and manufacturers of commercial vehicles are French and have a strong local presence; Faurecia, Plastic Omnium, Valeo, Michelin
- Automotive sector drives the development and have the most patents in France

France – a major country in the European freight context

- France is EU's 4th biggest road freight transport country in tkm, 9 % (+7,4 % 2017/2016)
- 85 % share of domestic freight transport in France by road
- Sales of heavy trucks in France +9.8% during 2018 (EU average +3.2%).
- 41 % share of French groups in sales of light commercial vehicles in Western Europe in 2017



GENERAL CONDITIONS FOR PARTICIPATION IN JOINT EXPORT ACTIVITIES (exhibitions, delegation travels, seminars, etc)

1/3

1. General BUSINESS SWEDEN undertakes to carry out the export activity described in the invitation on condition that the necessary number of companies signs up by giving binding notice of participation and no obstacles specified in section 5 below 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 BUSINESS SWEDEN. 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 BUSINESS SWEDEN 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 30 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. BUSINESS SWEDEN’s undertakings BUSINESS SWEDEN’s undertakings are limited to what is stated in the invitation and the present conditions. Payments for services that BUSINESS SWEDEN 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. BUSINESS SWEDEN is entitled to depart from the method specified in the invitation of performing the activity if its performance requires this.

4. Cancellation etc Registration is binding. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date BUSINESS SWEDEN has received and confirmed the company’s binding reservation.

GENERAL CONDITIONS FOR PARTICIPATION IN JOINT EXPORT ACTIVITIES (exhibitions, delegation travels, seminars, etc)

2/3

5. Force majeure etc BUSINESS SWEDEN 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 BUSINESS SWEDEN'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. BUSINESS SWEDEN 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 BUSINESS SWEDEN 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.

6. Sustainability

- BUSINESS SWEDEN actively supports sustainable business development and considers it important from a sustainability as well as business perspective to respect human rights, to offer fair terms for labor, to protect the environment and to work against corruption. The companies taking part in the activity undertake to always follow Swedish laws, the laws of the country of visit and shall as a minimum requirement, also in markets where national legislation does not reach international standards, strive to adhere to the guidelines of UN Global Compact, the OECD guidelines for multinational companies, the ILO core conventions and the UN Guiding Principles on Business and Human rights, in line with Agenda 2030. Companies may, at their own discretion, follow stricter or more comprehensive guidelines than the ones stipulated here. BUSINESS SWEDEN will, when applicable, provide information on sustainable business as part of the activity, in order to support the companies to comply with their obligations under this provision.

GENERAL CONDITIONS FOR PARTICIPATION IN JOINT EXPORT ACTIVITIES (exhibitions, delegation travels, seminars, etc)

3/3

7 Limitation of liability

- Business Sweden shall under no circumstances be liable for loss of profits, production, or other indirect damages of any kind, or for damages based on loss, consequential damages or consequential losses. We shall have no liability towards third parties based on our performance under these General Conditions.

8. Disputes etc These general conditions shall be governed by and are construed in accordance with Swedish law. Any dispute in connection with these general conditions shall be finally settled by arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce. Legal 190403

9. Data Privacy BUSINESS SWEDEN is careful in protecting customer privacy and undertakes to process personal data in accordance with its Data Privacy Policy, <https://www.business-sweden.se/System/webbplatsen/data-privacy-policy/>. The personal information we receive in connection with your registration to participate in the export activity will be used to administer your participation. This also implies that we may share your contact details, for registration purposes and other similar purposes, in order to facilitate your participation in the export activity. We may share your information with partners essential for the export activity. We may also use your contact information to follow up on the export activity and to share information about similar arrangements that you may be interested in.