

First Announcement

# Welcome to Southern Sweden at the Expo 2010 21 to 27 October

Towards an innovative and  
sustainable society



## Good things come to those who wait.

On October 21–27, you are especially invited to the activities of Southern Sweden on the VIP floor of the Swedish pavilion. We will present a programme that deals with sustainable urban development, cleantech, moving media and communication, eGovernance and innovation capacity.

Southern Sweden mirrors the whole of Sweden as one of the most innovative countries in the world, holding one of the world's most advanced cleantech markets and paving the way for world leading high technology.

The province of Skåne is a locomotive for Sweden and Sweden's third city Malmö is a driving engine in Skåne. Young companies like The Astonishing Tribe, that creates unique and user friendly content for mobile interfaces with great international success, and Phytotechnology that offers on-site biological sewage treatment and water re-use systems find Malmö a dynamique and creative place to work. Traditional, leading industry giants like Tetra Pak and Trelleborg AB derive and still operate from Skåne.

As one of the leading cities in the world on sustainable urban development, Malmö is part of the Urban Best Practice Area at Expo 2010.

How is innovation facilitated as a growth driving force in Southern Sweden, and why do cleantech and creative industries thrive here? You will receive an invitation with programme details by the end of August.

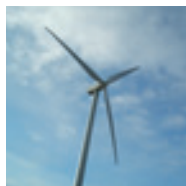
Until then, please read about Southern Sweden, our long time relations with China and our participation at the Expo 2010 on [www.southernswedenexpo.cn](http://www.southernswedenexpo.cn). Along the way, we will keep you updated on news and activities.

Any questions?

Please e-mail us on [info@southernswedenexpo.cn](mailto:info@southernswedenexpo.cn)

Warm regards and very welcome!

Region Skåne · The City of Malmö



# SOUTHERN SWEDEN EXPO.CN

The geographical province of Skåne and the City of Malmö are located in Southern Sweden, in Scandinavia, in the very north of Europe. We are the Swedish part of the transnational Öresund Region, also covering the neighbouring part of Denmark.

