



Sweden Innovation

Forum

Sweden Innovation Forum

*“Sweden is the world’s second most prolific
tech hub on a per capita basis”*

- **The Telegraph**

Sponsorship invitation to Sweden Innovation Forum
celebrating Sweden’s National Day, 6th of June 2017

TEAM SWEDEN



The Swedish tradition of innovation dates back all the way to the 18th century! Worldwide inventions such as Celsius, the Wrench, the Zipper and the Roller Bearing are products of Sweden. The Swedish innovativeness has continued into the modern days with inventions such as the Pacemaker, Skype, Spotify and Candycrush. So, what is the next innovation?

Team Sweden would therefore like to offer you to become a sponsor for the Sweden Innovation Forum on the Swedish National Day, 6th of June!

Sweden Innovation Forum will take place at Metta in California Tower, Lan Kwai Fong, Hong Kong. On this day, we will celebrate Swedish innovation together with the National Day of Sweden.

The Forum will include interactive sessions with inspirational speakers like Fredrik Härén and panel discussions about sustainability, start-up & Internet of Things (IoT) and healthy livable cities. Around 150 guests from the Hong Kong as well as the Swedish business community are expected.

Sweden Innovation Forum ends with an official National Day Reception hosted by the Consulate General of Sweden in Hong Kong including cultural and culinary highlights. Around 300 guests are estimated. The Forum and National Day is a non-profit event, hence the celebration depends on sponsoring partners. We offer you and your company different levels of partnership and visibility. Your company will be exposed not only during the forum but also through press coverage as representatives from the media will be invited.

There are *four levels* of sponsor packages available on a first come first served basis. Please find detailed information about each package on the following page.

1. Diamond

HKD 50,000. As a main partner of the Sweden Innovation Forum and the National Day Celebrations we will together build a collaboration that is tailor made to your wishes. This package involves possibilities of a high level of interaction during the event and exclusive interviews with media representatives.

(Exclusive for three sponsors)

2. Gold

HKD 25,000. As a Gold sponsor you will have access to all marketing channels for this event and involves company interaction during the event.

(Exclusive for eight sponsors)

3. Silver

HKD 15,000. As a silver sponsor you will be visible through most communication channels prior to the event as well as exposure during the event.

(Exclusive for ten sponsors)

4. Bronze

HKD 3,500. As a bronze sponsor your company will be visible in some communication channels prior to the event and two tickets to the official national day reception.

BENEFITS	Bronze	Silver (Max 10)	Gold (Max 8)	Diamond (Max 3)
Tickets for Innovation Forum	Available for purchase	1	2	5
Tickets for the official national day reception	2	5	8	<i>Tailored</i>
Company logo on invitation	☀	☀	☀	<i>Tailored</i>
Company logo on back drops	☀	☀	☀	<i>Tailored</i>
Featured as sponsor at website	☀	☀	☀	<i>Tailored</i>
Featured in forum movie post event		☀	☀	<i>Tailored</i>
Option to contribution in Goodie-Bag at the official national day reception		☀	☀	<i>Tailored</i>
Mentioned in the publications and digital material		☀	☀	<i>Tailored</i>
Mentioned in Swedcham newsletter for two weeks prior to the event		☀	☀	<i>Tailored</i>
Featured in Video shown during the event			☀	<i>Tailored</i>
Involved in Panel discussion			☀	<i>Tailored</i>
Mentioned at the Innovation Forum			☀	<i>Tailored</i>
Panel / Seminar Sponsor			☀	<i>Tailored</i>
Presented in slide show (Swedcham Website) 1 week prior to the event			☀	<i>Tailored</i>
Printed Logo on the "brown bag" lunch				<i>Tailored</i>
Optional speech at the event				<i>Tailored</i>
Company canapé				<i>Tailored</i>
Tailored exposure according to request				<i>Tailored</i>

We sincerely hope for your support in highlighting Swedish businesses, their innovations and creative spirit.

Look forward to hear from you at your earliest convenience, **26th of April the latest.**

Best regards,

Team Sweden through Helena Storm, *Consul General of Sweden*, Eva Karlberg, *General Manager of SwedCham HK* and Van Hoang, *Trade Commissioner of Sweden*.

