




INVITATION

SWEDISH PAVILION AT SIAL

SHANGHAI, 17 – 19 MAY 2017

TRY 
SWEDISH!

SIAL CHINA 2017
CHINA'S NO.1 FOOD AND BEVERAGE TRADE SHOW



ABOUT

SWEDISH PAVILION AT SIAL CHINA 2017

SHANGHAI, 17 – 19 MAY 2017

ASIA'S LARGEST FOOD AND BEVERAGE EXHIBITION

SIAL CHINA constitutes an unparalleled platform in the Chinese food and beverage industry with more than 75,000 visitors and 3000 exhibitors from more than 60 countries. It offers a wide range of products as it showcases both domestic and international producers as well as manufacturers targeting the Chinese market. SIAL CHINA attracts all the major Chinese players in the food and beverage industry, making it a unique opportunity to showcase your products to the world's largest F&B market.

For the first time, a Swedish Pavilion will be organised at SIAL CHINA and by joining forces with the Finish Pavilion, visitors and participants will have the chance to enjoy a Nordic Exhibition area, providing a larger platform that enables greater awareness and an increased number of visitors.

JOIN US AT SIAL CHINA 2017 – OUR OFFERING

- ▶ The 100 sqm. Swedish Pavilion, jointly organised by Business Sweden and Food from Sweden, will be a part of the Nordic Exhibition area offering a total space of 200 sqm. in the main European Exhibition Hall. A joint pavilion offers a more effective and cost efficient way to attract potential customers
- ▶ The Swedish Pavilion will be branded under the Try Swedish! concept for companies to showcase their products, for more information please visit: www.tryswedish.com
- ▶ The project team from Business Sweden and Food From Sweden will be responsible for the project management and coordination with the fair representatives
- ▶ Full support from the project team with logistics regarding additional stand equipment and furniture
- ▶ The Swedish Pavilion will provide a private area for each participating company as well as a shared reception, storage room and meeting area. Catering, staffed information/ exhibition stand and fair catalogue are also included
- ▶ Business Sweden's representation stand in the Swedish Pavilion, will be available for business meetings and networking

For more information, please visit www.sialchina.com or contact Andreas Scheibenpflug, Project Manager at Business Sweden and main contact for the Swedish Pavilion at SIAL CHINA 2017.

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REGISTRATION

SWEDISH PAVILION AT SIAL CHINA 2017

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FEE AND REGISTRATION DETAILS

Registration to SIAL CHINA 2017 is to be made through the following form no later than **December 20th 2016**.

We hereby register:

- 1 small exhibition area (9 sqm)**
Participant fee is 40,000 SEK excl. VAT (incl. 50% subsidy from Food From Sweden)
- 1 large exhibition area (18 sqm)**
Participant fee is 78,000 SEK excl. VAT (incl. 50% subvention from Food From Sweden)
- We would like to receive a quotation on: (extra electricity, equipment in the booth, canvassing, product delivery to the fair)

Participation fee includes: booth space, construction, assembling and disassembling of exhibition material incl. logos and company images. In addition, it also includes staffed information-/exhibition stand, fair catalogue, project management/coordination with the fair representatives as well as support and advices when ordering any additional booth/stand equipment and furniture.

The participation fee does not include: transport and insurances, 24-hour electricity or extra electricity, additional equipment such as fridge / freezer / oven etc., own travel expenses + accommodation, extra exhibitor cards in addition to those provided by the fair, parking lots, additional installations in the booth.

Registration is binding: Registration is binding. The term of payment is 30 days. 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. Otherwise, attached "General conditions for participation in export activities in cooperation." is valid.





Business Sweden's General Conditions for Participation in Joint Export Activities are enclosed (page 5 and 6)

Signature: _____

Contact Person: _____ Phone: _____

Company: _____ Corporate ID: _____

Invoicing Address: _____

Postal Code: _____ City: _____

Registration to be sent no later than December 20th, 2016 to Andreas Scheibenpflug,
andreas.scheibenpflug@business-sweden.se

EXPORT PROMOTING FINANCING FROM FOOD FROM SWEDEN

Consulting services from Business Sweden within the program Food From Sweden is subsidized by up to 50%. Consulting services must not be continuous or periodic recurrent or relate to the company's usual operating expenditure, such advertising costs. Support for participation in group activities such as fairs, purchasing cooperation's and matchmaking is a maximum of 50%.

When the activity is partially financed through state aid, no other state or EU financing will be given for the same activity. According to the EU constitution, the total support per company must not exceed EUR 200 000 over a three year period. However, for companies in the fisheries sector, which covers production, processing and marketing of fisheries products, a maximum amount of aid must not exceed EUR 30 000 over the same period. By your signature below, you acknowledge that you are aware of this.

*Subsidy will be offered to SMEs which comply with the following criteria:

- The company is not a part of a group of companies with more than 250 employees or annual turnover of EUR 50 million
- The company is not owned or controlled to the order of more than 25% by one or more companies jointly that do not themselves fulfil the aforementioned requirements (does not apply if the owner is a public investment company, a venture capital company or an institutional investor)
- The company has no more than 50 employees
- The company has an annual turnover of no more than EUR 10 million

Other applied or granted aid?

Have you been granted other state aid in conjunction with this activity? Yes No

If yes, which?

Have you been granted other aid during **2014-2015** for export related activities? Yes No

If yes, which?

Participating Company	Corporate ID
Date	City
Signature	
Name in Capitals	

General Conditions for Participation in Joint Export Activities (exhibitions, delegation travels, etc.)

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.

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. 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.