

DELEGATION TO

---

# **SAMARA REGION**

---

OCTOBER 8-10, 2014

---

**SWEDEN DAYS IN THE SAMARA REGION**

BUSINESS SWEDEN RU-119034 Moscow, Russia  
 Prechistenka ulitsa 40/2, building 1, 6th floor  
 T +7 495 788 11 30 F +7 495 788 11 31  
 moscow@business-sweden.se / www.business-sweden.se



## INVITATION

# SWEDISH BUSINESS DELEGATION TO THE SAMARA REGION

OCTOBER 8-10, 2014

The Embassy of Sweden in Russia and The Swedish Trade and Invest Council would like to invite you to our upcoming business delegation to the cities of Samara and Togliatti on October 8-10, 2014. The Swedish delegation will be led by the Ambassador of Sweden to Russia, Veronika Bard Bringéus.

Samara is a leading industrial center among the “top ten” Russian cities in terms of national income and industrial production volume. The region is known for the production of aerospace launch vehicles, engines and cables, aircraft and rolled aluminum, block-module power stations, refining, chemical and cryogenic products, bearings of different sizes, drilling bits, automated electrical equipment, construction materials, food processing and light industrial products. In recent years a number of investment projects were successfully implemented in the Samara region by multinationals such as Alcoa, Danone, Coca-Cola, Pepsi, General Motors, IKEA, Henkel and Nestle.

During the three-day program you will have an opportunity to meet with decision-makers in the political and business spheres and get a chance to learn more about the region and its opportunities. There will be a general program and in addition a possibility to arrange individual meetings based on your request..

The program includes meetings with the Governor and Mayor of Samara and representatives from key ministries. We will also visit the AvtoVaz automotive plant in Togliatti – the largest car manufacturer in Europe with an annual production of over 1 000 000 cars. Bo Inge Andersson, CEO of AvtoVaz and Sweden’s Honorary Consul in the Volga region, will be our host.

The program in Samara includes a **SymbioCity** seminar where Swedish energy efficient and sustainable solutions will be presented to local stakeholders. For the first time in a region we hope to arrange a **SymbioCare** seminar for Swedish companies in pharmaceuticals, health care and life science, including B2B. The seminars will be organized in close coordination with participating companies.

Sweden Days in the Samara region is an efficient way to emphasize your company’s Swedish origin and particular interest in the Samara region.

The Swedish Trade and Invest Council and the Embassy of Sweden in Russia welcome you to join the delegation!

Mikael Johansson

Area Manager Russia and Central Asia  
 Swedish Trade and Invest Council

Veronika Bard Bringéus

Ambassador of Sweden to Russia  
 Embassy of Sweden in Russia



## PRELIMINARY PROGRAMME

# DELEGATION TO SAMARA

## SAMARA REGION, OCTOBER 8-10, 2014

### 8<sup>th</sup> of October

- 10.40 (tbc) ▶ Arrival in Samara  
Transfer from the airport
- 13.00 – 14.00 ▶ Lunch
- 14.00 ▶ Visit to AvtoVaz automobile production plant
- 18.00 ▶ Reception
- 20.00 ▶ Transfer to Samara
- 22.00 ▶ Check In, Holiday Inn hotel Samara  
▶

### 9<sup>th</sup> of October

- 10.00 – 11.00 ▶ Meeting with the Governor of the Samara region, Nikolay Merkushin
- 11.30 – 12.30 ▶ Meeting with the Mayor of the City of Samara, Dmitry Azarov
- 13.00 – 14.00 ▶ Lunch
- 14.00 – 15.30 ▶ Meeting with the Ministries of the Samara region (B2G meetings upon request of the Swedish companies)
- 15.30–18.00 ▶ Individual meetings or Study visit
- Tbc ▶ Sightseeing
- 19.00 ▶ Dinner

### 10<sup>th</sup> of October

- 10.00 – 13.30 ▶ SymbioCity seminar with invited key stakeholders (separate agenda will be provided)
- 10.00 – 13.30 ▶ SymbioCare seminar with invited key stakeholders (separate agenda will be provided)
- 13.30 – 14.30 ▶ Lunch
- 15.00 ▶ Transfer to Airport
- 17.50 ▶ Flight to Moscow



BUSINESS SWEDEN RU-119034 Moscow, Russia  
 Prechistenka ulitsa 40/2, building 1, 6th floor  
 T +7 495 788 11 30 F +7 495 788 11 31  
 moscow@business-sweden.se / www.business-sweden.se

## REGISTRATION

# SWEDISH BUSINESS DELEGATION TO THE SAMARA REGION

OCTOBER 8-10, 2014

**Date:** October 8-10, 2014

**Location:** Samara region

**Participant Fee:**

- |   |   |
|---|---|
| <input type="checkbox"/> We hereby register for <b>General Program only</b>                 | <input type="checkbox"/> <b>EUR 700</b>   |
| <input type="checkbox"/> We hereby register for <b>General Program + SymbioCity seminar</b> | <input type="checkbox"/> <b>EUR 700*</b>  |
| <input type="checkbox"/> We hereby register for <b>General Program + SymbioCare seminar</b> | <input type="checkbox"/> <b>EUR 1200</b>  |
| <input type="checkbox"/> We hereby register for extra <b>Individual business meetings</b>   | <input type="checkbox"/> <b>EUR 500**</b> |
| Fee for additional representative from participating company:                               | <input type="checkbox"/> <b>EUR 250</b>   |

**The price includes lunches, dinners and transfers to meetings**

*\* Subsidized by IMT, \*\* BuS will seek to organize up to three individual meetings*

**Registration to be sent no later than 15th of September**

To: Elena Kaplieva, project manager at [elena.kaplieva@business-sweden.se](mailto:elena.kaplieva@business-sweden.se)

Business Sweden's General Conditions for Participation in Joint Export Activities (June 2011) are enclosed below.

**Registration details:**

Company: \_\_\_\_\_ Corporate ID: \_\_\_\_\_

Invoicing address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ City: \_\_\_\_\_

Phone/Switchboard: \_\_\_\_\_

Name 1: \_\_\_\_\_ Title: \_\_\_\_\_

Email/Mobile: \_\_\_\_\_

Name 2: \_\_\_\_\_ Title: \_\_\_\_\_

Email/Mobile: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email/mobile: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

BUSINESS SWEDEN RU-119034 Moscow, Russia  
Prechistenka ulitsa 40/2, building 1, 6th floor  
T +7 495 788 11 30 F +7 495 788 11 31  
moscow@business-sweden.se / www.business-sweden.se



## 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.