

Background information and target audience

Innovative Packaging and Mechanical Industry Business Opportunities in Sweden

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Venue: The Swedish Embassy, Lange Voorhout 28, The Hague

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Packaging

The Packaging Arena in Sweden is an innovative platform for businesses, organisations and researchers worldwide to meet and develop packaging of tomorrow. Partners and specialists from all parts of the development process; material and machine suppliers, converters, designers, brand owners and retailers join forces to create new packaging values for consumers and users to develop consumer needs into new products and services for the global market. The seminar will focus on why Sweden is in the forefront of these developments and how we can share experience, exchange ideas and strengthen business contacts. Main services of The Packaging Arena will be presented:

TPA Mentorship – offers support to brand owners during the packaging development process. A unique model and a new way of thinking business will give the industry entrance to the best expertise, quicker development processes and in the end more profitable products.

Packaging Media Lab – a unique service for revealing the promotional qualities of a package at the point of purchase. By combining different research methods Packaging Media Lab provides companies with well founded arguments for decision making in their own packaging design process.

DOTANK – develops new processes, methods and projects and offers User Centred Design methodology according to User Innovation, Co-creation and Design thinking, which are tools for creating new knowledge.

The target audience for this part of the seminar is manufacturers of packaging machines, manufacturers of packaging material, brand owners and retailers

Mechanical Industry

The production of mechanical industry in the County of Jämtland is based on 35 small exporting companies, approximately 1500 employees with a total turnover of 300 Million Euro. The area is well known due to a positive business climate, low costs and loyal work force. One of Sweden's most honoured entrepreneurs, Stig Engström, started his business in Strömsund. The county has several innovation systems and a network that serves as driving forces for business development.

Midscand is an Investment Promotion Agency, supporting companies with business development in the County of Jämtland. One of the focus areas for the region is Mechanical Industry. We are proud to introduce two of these companies at the seminar, www.engcon.se

and www.izy-europe.com . We will also, briefly, present other companies in the area; their business ideas, the value chain and some of their customers.

Finally, one of many reasons why people establish companies in the County of Jämtland is the possibility to combine businesses and a great quality of lifestyle; to live close to nature while simultaneously running a successful business.

The target audience for this part of the seminar is Small (and medium) enterprises in the sector of Mechanical Industry with focus on:

Sub suppliers:

- Aluminium casting
- Cutting processing (milling and turning)
- Welding
- Laser for welding, engraving, cutting and drilling
- Tools
- Powder and liquid coating
- Construction, development, documentation and risk analysing
- Hydraulics
- Vehicle technology
- Processning of steel sheets

Own products:

- Automatic snow systems, snow producers
- Wire driven lift technology
- Tilt rotator producer
- Mobile and stationary generating sets
- Forestry equipment and machinery
- Light and protection bars

Possibilities for the target group:

- Interested in the Swedish market
- Interested in acquisition (many companies are in the process of alternation of generations)
- Dutch companies interested in expanding their product portfolio (to represent the company)