

DELEGATION

SMART MANUFACTURING DELEGATION

SOUTH KOREA, 13-15 APRIL 2016



BUSINESS SWEDEN None, 110-610 Seoul, Sweden
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INVITATION

SMART MANUFACTURING DELEGATION

SOUTH KOREA, 13-15 APRIL 2016

To strengthen the competitiveness of Swedish companies, Business Sweden hosts the Smart Manufacturing Delegation to South Korea, during 13-15 April



The high dependence on manufacturing together with the worlds' leading connectivity infrastructure, South Korea is one of the front runners of the technological developments within manufacturing. The Korean government is pursuing a highly ambitious plan to meet the need of increasing automation and productivity in the manufacturing industry. It is called the "Manufacturing Innovation 3.0 Strategy". One of the national goals is to have 10,000 Smart Factories operational by 2020. This is an impressive goal leading to significant investments and increased potential for foreign solutions.

Swedish companies are well known in South Korea for innovative and high quality solutions. Business opportunities can be found within a broad range of products related to the manufacturing industry such as: **automation, IoT, measuring systems, robotics, CAD/CAM, PLM Software, Sensors, 3D printing motion controls, tools, press & metal forming, machine tools, networking, etc.**

The overall purpose of the delegation is to facilitate business opportunities and to further strengthen the competitiveness of Swedish companies in Korea. The delegation and activities are held in conjunction with the biggest trade show related to automation and smart manufacturing, "Seoul International Manufacturing Technology Show (SIMTOS) 2016".

Program points include:

- Tour and individual pre-set match making meetings at the SIMTOS 2016 Trade Show
- "Sweden-Korea Smart Manufacturing Seminar"
- Networking sessions and dinners with KOLs
- Meetings and study visits to key public and private organizations in Korea

Benefits of participation include:

- ▶ Promotion of your solutions in Korea and Asia
- ▶ Presentation slot in the seminar
- ▶ Pre-screened business meetings
- ▶ Networking with key opinion leaders
- ▶ Benchmark your solutions
- ▶ Deepen knowledge about the Korean market
- ▶ Identify and pursue business opportunities
- ▶ Get an update on latest trends and research



PRELIMINARY PROGRAMME

SMART MANUFACTURING DELEGATION

TENTATIVE PROGRAM

Wednesday April 13

09.00-10.00 Introduction meeting

- ▶ Introduction of delegates, program and briefing on Korean business climate

10.00 - 12.30 Tour at the “ Seoul International Manufacturing Technology Show” (SIMTOS)

- ▶ Guided tour to main exhibitors at SIMTOS

12.30 - 13.30 Lunch

13.30 - 17.00 Individual meetings at the SIMTOS

- ▶ Pre-screened match making meetings

18.00 - 20.00 VIP Reception at the Swedish Ambassador’s residence

Thursday April 14

10.00-12.00 Korea-Sweden Smart Manufacturing Seminar

- ▶ Seminar with hand-picked audience

12.00-14.00 Networking Lunch

- ▶ Lunch with Seminar Participants

15.00-17.00 Meeting with the Korea Smart Factory Platform

18.00-20.00 Closed dinner

- ▶ Dinner with invited opinion leaders from Korean industry and academia

Friday April 15

09.00-12.00 Study visit 1 to a leading Smart factory in Korea

- ▶ Presentation and factory tour

12.00-13.00 Lunch

13.00-16.00 Study visit 2 to a leading Smart factory in Korea

- ▶ Presentation and factory tour

18.00-20.00 Informal delegation dinner



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REGISTRATION

SMART MANUFACTURING DELEGATION

SOUTH KOREA, 13-15 APRIL 2016

Date: 13-15 April 2016

Location: Seoul, South Korea

Participant fee:

We hereby register for the Smart Manufacturing Delegation to South Korea á **SEK 30 000** per company for one person (**SEK 20 000** per company for one person with less than 50 employees and a turnover of less than 10 MEUR).

We hereby register for ___ additional participants á SEK 5 000/per person.

The participation fee will be invoiced upon acceptance and needs to be paid at least 2 weeks prior to the delegation start in order to guarantee participation.

Flight and accommodation is not included in the participation fee.

Registration to be sent no later than 26th of February, 2016

To: Irene.enstrom@business-sweden.se

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

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: _____



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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.



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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.