# MOMENTS

BY THE SWEDISH EXHIBITION & CONGRESS CENTRE | GOTHIA TOWERS | 2 | 2016

# An eye for detail

MEANINGFUL PARTNERSHIP PROVIDES **KRISTER DAHL** WITH FAIR INGREDIENTS

### HARBOURING THE BEST IN GOTHENBURG

LEADING LOGISTICS IN THE NORDIC REGION

A FINE FIKA A PASTRY CHEF'S TASTIEST TIPS

### SOFI OKSANEN ON HAIR IDEALS

RAISING ETHICAL ISSUES IN A NEW BOOK VÄND FÖR SVENSK VERSION!



# **GOTHIA TOWERS**

# Making room for a better world

**THE TOP OF** our middle tower is home to 100,000 bees. They are part of our sustainability initiatives, in which we work to make optimal use of nature's resources. Travel, accommodation, transports, trade fairs and restaurants all make an impression on the world around us and we want to help foster sustainable development. We think a great meeting place should not only be ready for the future – it should lead us there.

This issue of Moments will give you insight into our partnership with the Rescue Mission of Gothenburg. We buy locally grown currants, tomatoes, rhubarb and more from their farm, Björlanda Prästgård. Our chefs are also involved; they influence what crops are grown in order for them to be put to use in the restaurant kitchen. The resulting jams, ciders, marmalades and more can be seen on many of our guests' dining tables.

**GOTHENBURG IS AN** eventful place this autumn. On the following pages, you will learn about what the city has to offer and what is going on at our meeting place. You can also read Kaylee King-Balentine's tips on how to market yourself with great stories; what happens when 9,000 dogs meet up at MyDOG; how the Volvo Group's CEO views the future and the features of Swedish fika culture. Enjoy the magazine!

CARIN KINDBOM PRESIDENT AND CEO THE SWEDISH EXHIBITION & CONGRESS CENTRE GROUP



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### ENTRANCE

VÅR KONST

ALL ABOUT ART

are some of the artists whose works adorn the

walls and halls of the Swedish Exhibition & Congress Centre and

Gothia Towers. The

offers insight into the

current art collection, which includes

paintings, sculptures,

photography and light

art The text is written

by artist Dan Wolgers

and you can find the

art book throughout

the meeting place, or

in your room if you are

an Upper House hotel

quest.

works are now collected in an art book that

Max Book, Carolina Falkholt, Jan Håfström and Klara Kristalova



# Gothenburg's new restaurant star



A NEW STAR was born in winter 2016 in Gothenburg and it shines bright and clear 25 storeys up in Gothia Towers' second tower. Just over two years after opening, Upper House Dining received a coveted Michelin star.

Krister Dahl, executive chef at Gothia Towers and one of the founders of Upper House Dining was judging a contest in Germany when he received a text message.

Krister Dahl.

"All it said was. 'Can you please call us.' I made

the call with shaking hands and I was overwhelmed with emotion when I heard the news. It was an incredible confirmation that we have the right focus."

The overall experience is central to Upper House – the accommodation, environment, food, service and a spa with views of the city. All the senses should be activated here.

"We want to create memories that people ache to experience again. Our amazing staff is passionate about what they do and focuses on guests' needs. That's helped us succeed," says Krister Dahl.

From the very beginning, he's been crystal clear about what he wanted to create – and about his goal to earn a Michelin star.

"Now we're focusing on continuing to evolve. It's important to us to never stand still, and naturally, we do that with what's best for guests in mind. It's what propels us. Who knows? Ultimately, that might lead to more stars," says Krister Dahl.

### Now that you have the star, is running the restaurant easier or harder?

"It's both easier and harder. It's easier because it's clear that Upper House Dining is a star restaurant. And it's harder because our guests have even higher expectations of us. Either way, we want to give our guests an unforgettable dining experience that results in us meeting again." •

### Win a night at the hotel

When did the Swedish Exhibition & Congress Centre and Gothia Towers begin working with sustainability? Email your answer to **moments@svenskamassan.se** by 1 December and explain why you should win a night at Gothia Towers. The winner will be chosen by a jury and the decision will be communicated via email.

### NUMBER

9,000

The number of young people who will attend Student & Knowledge Fair in November to find answers to questions about jobs, the labour market, studies, growth industries, finances and career planning.

Student & Knowledge Fair, 10-12 November 2016, www.kunskapframtid.se



Autumn in Gothenburg will be spookier than usual.

# Liseberg is getting spookier

### **LISEBERG'S HALLOWEEN INITIATIVE** and brand new season last year were crowdpleasers. The initiative is part of a larger effort to also draw visitors to Gothenburg in autumn.

to also draw visitors to Gothenburg in autumn. Autumn break has historically been a tough week for hotels in the city, but that is about to change.

Numerous exciting events are taking place around town this autumn, plenty of which are likely to feature frights and pumpkins. Halloween at Liseberg will be bigger and scarier this year; the park will also be open on more days: 21-23 and 28-31 October, and 1-6 November. •

### Oid you know that ...

...there is live music at Twentyfourseven in the Gothia Towers lobby each Friday. The concept is called Lobby Fridays and involves new performances each week, often by local artists. You could enjoy anything from jazz and folk music to body percussion here. For upcoming concerts: www.gothiatowers.com

### THE MOMENT

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### **10:03 a.m.** washing Gothia Towers' 10,500

windows is no task for acrophobics. Window-washer Henrik Karlsson is seen here about 100 metres above ground in a harness attached to a rope that is secured to the roof. The windows are washed from the top down, and the lower Henrik and his team get, the more they sway as the rope lengthens. If it's too windy, the task is too dangerous and the cleaning is postponed. The exteriors of all three towers' windows are cleaned twice yearly, the restaurants' a little more often. It takes about one and a half months for two people to polish the windows to a perfect sheen. (•)

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### ENTRANCE



Hannah Forsberg will represent Sweden at the European Championships in vocational skills in Gothenburg.

### HANNAH FORSBERG, SERVER: "I hope I can be a role model"

IN DECEMBER, YOUNG people from all over Europe will gather to compete for the European title in vocational skills in Gothenburg. EuroSkills aims to boost the status of and raise interest in vocational training programmes. Hannah Forsberg is a server and a member of the Swedish National Skills Team.

### How do you compete in service?

"There are various competition components - fine dining, banquet, bar and bistro. It's about everything from how you serve and treat guests to decanting, carving and serving flambé. You should follow a rulebook, but it's also about being personable and adding those extra little touches."

### What does it mean to you to get to compete?

"It means a ton. I've put my whole soul into this and I've learned a lot, both from my coach and other people I've met at competitions. Plus, it's awesome to get to represent your country."

### The National Skills Team is often called Sweden's most important national team. Do you agree?

"I think it's really important. The existence of a national team and the chance to compete in your profession improve status and I think that can influence young people to choose vocational training. And I hope I can be a role model."

### You have previously competed in the Swedish, Nordic and World championships. What do you expect for EuroSkills?

"I'm incredibly excited. With practice and a lot of discipline, I'll probably be able to end up on the podium." •

EuroSkills will be held at the Swedish Exhibition & Congress (!)Centre on 1-3 December. www.euroskills2016.com

# Sharpened focus on cycling

### THE CITY OF GOTHENBURG

is making major investments in cycling with the goal of tripling the number of bike trips in the city by 2025.

One cycling initiative that has been in place since 2010 is Styr & Ställ. From 1 March through 31 December, 1,000 bicycles are available for hire around Gothenburg at various bicycle hire stations. The bikes are

intended to be used for quick trips. You collect a bike at one station and drop it off at another. The app Allbikesnow shows how many bicycles are available and the app Cykelstaden shows where to find bicycle parking and pump stations.

Another smart app is called Gothenburg Guides, which has audio guides and a map for both walking and cycling tours.

### More two-wheelers...

...are coming in March 2017, at the premier of a brand new fair at the Swedish Exhibition & Congress Centre in Gothenburg, Svenska Cykelmässan (Swedish Bike Expo) is for all cycling-lovers. In addition to a huge expo, it will offer seminars, debates, presentations and much more. The fair will also be the premiere of Sweden's Cykelriksdag, or Cycling Parliament, which is arranged by Svensk Cykling.

 Svenska Cykelmässan (Swedish Bike Expo), 3–5 March 2017, www.cykelmassan.com



COLOURBO

PHOTO:

### Holiday cheer with heart

AT GOTHIA TOWERS, Christmas begins on 18 November, when the Christmas lights in the storefronts on Korsvägen are lit, the holiday decor is in place, and the gift donation drive and gingerbread house competition begin. The Gallery will hold an opening for glass artist Bertil Vallien, and the hotel will be filled with beautiful items associated with this year's theme. "In the heart of Scandinavia".

Christmas at Gothia Towers runs until Christmas and offers everything from tastings, choir concerts and mingling with mulled wine to a children's baking corner and a Christmas disco. (•)

For more information: 1 www.gothiatowers.com

### ON STAGE

COLOURBOX

PHOTO:

"Everyone loves authenticity. Vulnerability is good."

CELEBRITY REAL ESTATE BROKER FREDRIK EKLUND DESCRIBES HIS PATH TO SUCCESS AT A LECTURE AT HJÄRNTILLSKOTT AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN MAY 2016.



Patti Smith | Meg Rosoff Meg Wolitzer | Matt Haig Herta Müller | Patrick Kingsley Karen Armstrong | Julie Kagawa Mhairi McFarlane | Jan Guillou Lisa Jewell | Ensaf Haidar Adonis | Leif GW Persson Sofi Oksanen | Eugen Ruge Emma Seppälä | Peter Pomerantsev Chris Haughton | Lutz Seilers



BOKMÄSSAN GÖTEBORG BOOK FAIR

September 22–25 • www.goteborg-bookfair.com • #bokmässan

# **Dog days at the fair** 9,000 dogs of various breeds will attend MyDOG in January.

### CHECKING IN

**T ISN'T NEWS** to anyone: dog is man's best friend, and our love for dogs is only growing. It's so big that it's possible to hold the Nordic region's largest dog expo in Gothenburg each year. In January at the Swedish Exhibition & Congress Centre, an impressive 9,000 dogs will attend MyDOG and be judged at exhibitions, perform in theatre and compete in dance.

A lot of dogs are coming; won't it be chaotic?

"The dogs won't all be in attendance at once, but will be spread out over a period of four days. Most of the dogs are used to exhibitions and competitions, and they're good at relaxing. The owners are probably more nervous about the judging process," says Tommy von Brömsen, exhibition manager for MyDOG.

The target group is primarily dog owners, but also people who are considering adopting a dog. Most of the visitors are already passionate about dogs, but when they go home, they should be even more dedicated and ready to try something new with their pet.

"Our message is that dogs should get to be involved and that you should do something with your dog. We just want dogs to be more accepted in society," says Tommy von Brömsen.

**THE FAIR OFFERS** everything from exhibitions to dog theatre and dog hairstyling. The event will also include the canine freestyle Swedish championship final, a relatively new and growing sport that involves

### FACTS: MY DOG

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MyDOG is the Nordic region's largest recurring dog event. The dog expo is the main attraction, but there are also numerous related events. The twelfth annual fair will be held at the Swedish Exhibition & Congress Centre on 5-8 January 2017. The fair is attended by over 35,000 people and around 9,000 dogs participate in exhibitions, shows or as visitors. MvDOG is arranged by the Swedish Exhibition & Congress Centre and Västra Kennelklubben. www.mydog.se



a dance between dog and owner, choreographed to a theme and a song.

"It's about contact between dog and handler, and it's a great way to get active together. A major dilemma for a lot of dog owners is that they don't do very much with their dogs, and it can be tough to come up with activities. In those cases, the expo is a great source of inspiration."

### Do dogs really like participating in all of this?

"As long as you use common sense, there are no limits to what you can do. It's impossible to get a dog to do something he doesn't like, even though dogs are very keen to please us. In the end, that's also why it's so easy to like them. They want to make you happy and help you. Dogs are also the absolute best company you can have. You're never alone when you're a dog owner." • HANNA KLUMBIES

# Cocktails with a view



TOWER 1, 23RD FLOOR, GOTHIA TOWERS

### HEAVEN23.SE



FACTS

Name: Kaylee King-Balentine. Age: 29 years old. Job: Director at T Brand Studio International in London.





### TO THE POINT

### **KAYLEE KING-BALENTINE** STORYTELLER:

# "You should never trick your readers"

**KAYLEE KING-BALENTINE IS** the director of T Brand Studio International in London, which is part of the New York Times advertising department. The agency specialises in native advertising, a type of advertising usually seen online. Essentially, they are adverts designed with editorial content.

### What is native advertising to you?

"Technically speaking, native advertising is the ad unit in which the content lives. The advert is on a newspaper's website, adjacent to the editorial content. The material in these adverts is usually called sponsored content."

## Why should a company choose native advertising for its marketing?

"With native advertising, you have a better opportunity to tell a bigger, longer and more in-depth story. I think traditional marketing has its place and that it can be valuable, but if a brand wants to build loyalty or tell a story, then sponsored content is a great way to interact with your audience."

## What is the key to successful native advertising?

"There are some rules. One is that you should never trick your readers – be clear that this is sponsored content. You don't want them to think it's editorial material when it's not. The second rule is that people should find your content relatable. They should be able to interact with it and want to share it with their friends. Finally, it's essential to tell a good story."

# What are your thoughts on the future of the newspaper? Will it survive?

"Yes, I certainly hope so. I grew up reading the newspaper and I think it's going to survive. I think we're going to evolve and develop creative new ways to tell stories, something that maybe we haven't done before. One great example is the virtual reality pieces the New York Times has created."

## Do you think native advertising can save the newspaper industry?

"I definitely think it's a way to help the newspaper industry. But if it's done poorly, and if the lines between sponsored and editorial content are blurred, it does a lot of damage for the industry. You want to be respectful of your readers, and native advertising can be really powerful if it's done well." • HANNA KLUMBIES

Aaylee King-Balentine spoke in a seminar at Meg – Media Days in Gothenburg, at the Swedish Exhibition & Congress Centre in April 2016. www.meg.se

### Kaylee King-Balentine's favourite newspapers



"Of course. It's where I work, but it's also the best newspaper in the world."



"Spending the afternoon with this paper is my weekend ritual. As an American in London, it's a great crash course in all things British."



"It's my guilty pleasure. I check in whenever I want to get my celebrity gossip fix. Which isn't that often, I swear." Dan Larsson has been at Björlanda Prästgård for eight months. "I'm useful here; I get to work with my hands. I feel needed and I have real routines," he says.

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Not only are the beautiful quail eggs served at Upper House organic. They also bring new chances in life to Dan, Anki and everyone else at Björlanda Prästgård – the farm whose primary mission is to give people a context in an energising environment.

TEXT ANNA-LENA BJARNEBERG PHOTO STEFAN EDETOFT

# Valuable growth

HIS STORY COULD be about nothing more than all the lovely produce grown at Björlanda Prästgård – the over 200 tomato plants that yield sun-ripened tomatoes for the breakfast table at Upper House in Gothia Towers; the endless variety of edible flowers lovingly grown in the herb

garden, which is protected from the western winds behind a handwoven willow fence. It could be about the farm's apple orchards, whose fruit is harvested now, at its peak, to make cider for cocktails at Upper House Dining. It could be about the garlic, carrots and brussels sprouts, about how the kitchen team from the star restaurant is on site each spring to help plan which crops should be planted – organic of course – just a few kilometres away from the city.

Not to mention the quail and chickens whose tasty eggs have become favourites among breakfast and dinner guests alike.

But behind the quail eggs, tomatoes, apple cider and brussels sprouts is another fact. And a point of pride.

Björlanda Prästgård is in the countryside outside of Gothenburg, with fields and the ocean in view. Apart from clucking chickens and human voices, it's quiet here. Soon it will be time for eleven o'clock coffee in the yellow house, and some of the farm's apprentices are on their way there. One chicken has made herself comfortable in a tin pail; a few others wander through the flowerbeds.

"We've got chickens everywhere here," says

Christina Berntsson, farm manager and supervisor of the apprentices who work here.

Björlanda Prästgård is run by the Rescue Mission of Gothenburg, a non-profit organisation that works based on the belief that all people have the right to a dignified life. One of the organisation's core functions is work training. People who have been unemployed for long periods or who need help for ►



Christina Berntsson manages Björlanda Prästgård, which is run by the Rescue Mission of Gothenburg. People who have been unemployed for long periods or who need help for some other reason with returning to a functioning daily life come here.

### WINNING PARTNERSHIP

 The Swedish Exhibition & Congress Centre Group has collaborated with the Rescue Mission of Gothenburg since 2008.

• The Rescue Mission's vision is that all people have the right to a dignified life. They work with homeless and socially vulnerable populations, integration and children whose parents are imprisoned. Oothia Towers' restaurants send leftover food to the Rescue Mission's café on Vasagatan, which serves breakfast to those in need every day. Each year, Gothia Towers collects holiday gifts for children in need The staff at the Swedish

Exhibition & Congress Centre and Gothia Towers also have a clothing donation drive once a year.

 The Swedish Exhibition & Congress Centre Group sponsors field work for the Rescue Mission.
 The Gothia Towers restaurants, especially Upper House Dining, collaborate with Björlanda Prästgård, where around thirty apprentices have the chance to return to work after extensive periods of exclusion.

Gothia Towers and the Rescue Mission received the Nyttigaste Affären (Most Beneficial Business) award in 2015. The award is presented to a business partnership that addresses social and/or environmental challenges. some other reason with returning to a functioning daily life come to Björlanda Prästgård. Today, around thirty apprentices are at work on the farm.

"People feel good here. They're immersed in nature; they have a context and specific work tasks. There's something about farming, about sowing seeds, watching them grow and seeing them harvested," says Christina Berntsson.

Björlanda Prästgård also has a kitchen that provides catering services and prepares soup for homeless people, as well as cottage rentals and conference facilities. The sustainability group at the Swedish Exhibition & Congress Centre and Gothia Towers holds its conferences here.

**DAN LARSSON HAS** been at Björlanda Prästgård for eight months. His professional life took an unexpected turn when he lost his job at age 59. After three years of unemployment interspersed with various efforts, he had the chance to come to Björlanda Prästgård.

"I'm useful here; I get to work with my hands. I feel needed and I have real routines. It's also the realisation of a childhood dream, because I grew up on a farm," says Dan Larsson.

He helps out where help is needed, whether it's feeding the chickens, repairing a fence or weeding. He enjoys working outside.

Anki Eriksson was given a position on the farm after a brief apprenticeship. Now she lives in an apartment on the farm and makes sure the chickens and quail are fed and looked after on the weekends.

"It's absolutely amazing here. I love rural living and the sense of community," says Anki Eriksson.

She has a particularly keen eye for the quail, who live in the "red cottage", a little house built into the farm's large barn.

"Their eggs are like a miracle medicine. They're much healthier than regular eggs," she says.

The quail lay their eggs on the straw-lined floor and then bury them, so it's important to watch your step, since they are hard to see. Anki Eriksson collects upwards of 80 quail eggs each week for Upper House.



Anki Eriksson makes sure the chickens and quail are fed and looked after. Every week, she collects over 80 quail eggs that are sent to Upper House Dining at Gothia Towers. Last year, the restaurant received its first Michelin star.

### It's a special feeling to get to participate and watch something grow from seed to harvest."

KRISTER DAHL, EXECUTIVE CHEF FOR THE RESTAURANTS AT GOTHIA TOWERS

Every Wednesday, a car takes the quail eggs, freshly picked vegetables and 600 chicken eggs from Björlanda Prästgård to Gothia Towers, where they are carefully tended to by the kitchen staff at Upper House.

IT'S MORNING, and breakfast has just been served. The breakfast staff clears the tables and then sets them for the evening. New, starched grey linens are steam-ironed an extra time. The glasses are checked and the silverware polished once more, just in case.

Nothing is left to chance here; Upper House Dining received its first Michelin star this February. Once all the ingredients are on site for the evening, the menu is determined. Quail eggs from Björlanda Prästgård will be served as a starter; the brussels sprouts will be perfect with one of the fish dishes. The chicken eggs and tomatoes will be saved for breakfast.

"The produce is absolutely gorgeous, but it's also so much more. Once you've seen the work out there, and how people are given a chance to return to a meaningful life, it's good for the soul, too," says Krister Dahl, executive chef of all restaurants at Gothia Towers.

He has occasionally volunteered and served breakfast at the Rescue Mission's café, where the Swedish Exhibition & Congress Centre and Gothia Towers send leftover food, like cold sandwiches.

"I carry the gratitude and appreciation I encounter there with me for days at a time – seeing how much the food, which would have been thrown away otherwise, means to the people who go to the café," says Krister Dahl.

Krister Dahl says the collaboration with Björlanda Prästgård can take social responsibility even further. The partnership here is genuine; it involves meaningful work for people and organic ingredients grown conscientiously for the kitchen at Upper House.

**EACH DECEMBER**, the chefs from Upper House Dining go to Björlanda Prästgård to discuss which crops will be planted. Everything is grown to order based on what the restaurant wants. Typically, there are plenty of tomatoes and root vegetables, brussels sprouts, garlic and rhubarb. Most of the produce is grown in the vegetable gardens outside, but there is also a greenhouse for those slightly more sensitive plants.

"It's a special feeling to get to participate and watch something grow from seed to harvest, both for the people who work out there and for us in the kitchen," says Krister Dahl.

Several Upper House chefs have green thumbs themselves, and for the second season, an organic garden has been planted on the roof above the



Krister Dahl's pride and joy is on the Gothia Towers rooftop: two beehives with around 100,000 bees. The KRAV-labelled insects produce 40 kilos of honey per year. With more plant diversity than the countryside, the urban environment is perfect for the bees.



restaurant, 83 metres high. They grow kale, fennel, edible flowers, chives and other herbs. Rainwater is collected to water the garden and food waste from the restaurant is placed on a little compost pile, providing enough nutrients for the garden to be self-sustaining.

Krister Dahl's pride and joy is also on the rooftop: two beehives with around 100,000 bees. The honey is used in drinks and dishes and served with breakfast tea. The two beehives produce 40 kilos of honey per year. The bees are KRAV-labelled and they fly to Liseberg and other parks around the city to collect nectar from toxin-free flowers. Contrary to what one might think, the bees are happy in the urban environment, which offers a wider variety of vegetation than the countryside.

Krister Dahl wants to grow even more on the roof in the future and looks forward to showing restaurant guests around the thriving garden with its humming bees, and to talking about the tomatoes and eggs from Björlanda Prästgård.

As a result, meals can be more than just delicious food served on a plate. They can also be a reminder of where the food comes from, who grew it, and the fact that working with those tomatoes and eggs actually made a crucial difference in someone's life. • >

DTO: STEFAN EDETOF



The organic waste from the Swedish Exhibition & Congress Centre Group's eight restaurants is turned into biogas that is used to run the stoves in the restaurant kitchens.

# Sustainability is taken to heart

The Swedish Exhibition & Congress Centre and Gothia Towers have worked with sustainability for over 20 years. What began as ambitious environmental initiatives has evolved into even greater accountability.

**"OUR GOAL IS** to become Europe's most attractive meeting place by offering the best total experience, and sustainability is essential to the entire Group. Commitment to a better world should be in our DNA," says Carina Dietmann, Head of Communications for the Swedish Exhibition & Congress Centre Group, which also includes Gothia Towers.

Truly making a difference for people has been a guiding light for the Group's community outreach – not just donating money to charity, but also working with local organisations. The Rescue Mission of Gothenburg is one example. Ordering crops and eggs from Björlanda Prästgård for Gothia Towers' restaurants gives many people new opportunities to return to work. Sending leftover food to the Rescue Mission's café when possible gives homeless people in Gothenburg a better breakfast.

"We also collect holiday gifts in our hotel lobby, where both staff and visitors can drop off Christmas presents for children in need. Dedication from our staff is only growing," says Petra Löfås, sustainability manager for the Swedish Exhibition & Congress Centre Group.

The Swedish Exhibition & Congress Centre and Gothia Towers also work with El Sistema, a non-profit organisation based in Venezuela that uses music to create positive change in children's lives.

"We support their operation in Gothenburg and they come here and perform for our guests once in a while," says Petra Löfås.

When the Swedish Exhibition & Congress Centre and Gothia Towers started working



Petra Löfås.

Carina Dietmann.

with sustainability in 1997, the environmental movement was strong. The Group became an early adopter of waste sorting and transport coordination. All goods for trade fairs and large events are driven to a groupage warehouse outside of Gothenburg, where they are loaded onto large trucks and driven to the Swedish Exhibition & Congress Centre at times of light traffic.

All of the electricity for the Group's premises is from wind power and the organic waste from the eight restaurants is turned into biogas, which is used to run the stoves in the restaurant kitchens.

It is also important for the premises to be accessible to everyone, regardless of ability. Accessibility is always taken into consideration in all new constructions and renovations. More handicap-accessible rooms are now being built and before their visit, guests can go into a special accessibility database and familiarise themselves with the premises.

Dedication to sustainability means a great deal to customers and employees alike.

"We're noticing that it's becoming increasingly important to be committed to sustainability issues. It's not enough to say something nice on paper. You have to take a stand, and then you can choose the extent and how genuine it's going to be. For us, sustainability is a Group strategy," says Carina Dietmann.

**SUSTAINABILITY INITIATIVES** generate pride and make the Swedish Exhibition & Congress Centre Group a more attractive workplace for its over 700 employees. For example, all staff members have taken an online course in sustainability and the response has been forthcoming. Petra Löfås continually gets new tips.

"One colleague asked if we should really throw away gift cards, which are plastic, when they're used up. Then we figured out that they're actually made of recyclable plastic and we should make sure it says so on the cards when we order new ones." What are the major challenges of the future?

"We need to work on waste in the restaurants more. Tons of food is handled every day. It's also challenging to generate dedication at all levels and to make sure everyone always considers the sustainability of a given product." •

TEXT ANNA-LENA BJARNEBERG

Footnote: The Swedish Exhibition & Congress Centre and Gothia Towers is the first major meeting place in the Nordic region with conference, hotel and meeting facilities to be certified in accordance with the sustainability standard ISO 20121.



Our talented Executive Chef Krister Dahl will be preparing his generous Christmas buffet (Julbord) once again this year. As always, it will be packed with every kind of home-made delicacy.

When: 24 November-22 December 2016 Where: Estrad, floor 2, Gothia Towers

gothiatowers.com/christmasbuffet2016



# Save the date 4–5 April 2017 Gothenburg Media Days

# SOFI TAKES A STAND

Sofi Oksanen's latest novel shines a spotlight on hair. But not her own. In Norma, she raises questions about hair that most of us have never considered, and she will be at the Gothenburg Book Fair to discuss them this autumn.

TEXT MAGNUS CARLSSON PHOTO TONI HÄRKÖNEN

**OFI OKSANEN HAS** emerged as one of Europe's most important authors in recent years. Her trilogy about the occupation of Estonia has been acclaimed all over the continent. The trilogy's second novel, Purge, was her

major breakthrough and won the Nordic Council's Literature Prize. Sofi Oksanen also won the Swedish Academy Nordic Prize in 2013. She is a prominent voice in public debate, where she never backs down from discussing issues such as gender equality, surrogate motherhood or domestic violence.

"I believe it's my duty as an author to be heard and to take a stand in public debate. There are so many issues that are too important for us to leave undiscussed," says Sofi Oksanen.

An important issue also simmers beneath the surface of her latest novel, Norma. The book is about a girl by the same name with a supernatural ability: her hair grows abnormally fast, influenced by the slightest shift in Norma's mood. When her mother dies, Norma begins to dig into her past to find out what happened to her. The novel is a dark family drama that simultaneously raises the issue of hair as a commodity.

"I've always been interested in beauty, and hair has always been a status symbol and one of the most important elements of beauty. But our beauty ideals have turned hair into an enormous industry. If you watch a music video or page through a magazine today, you won't see many women with their own hair. Hair extensions are incredibly common, and there's nothing wrong with that. But at the same time, not many people think about where that hair comes from," says Sofi Oksanen.

"We don't ask questions when we buy hair, which is rather remarkable. When we buy food, we want to know where it came from and how it was produced; the conditions have to be acceptable. The same with clothes – they shouldn't be made by children. But when it comes to buying hair, we don't care. That's the ethical problem here."

**SOFI OKSANEN HAS** pinpointed a dirty industry in Norma. The hair trade has no international regulations and no substantial ethics to speak of. Consequently, people who sell their hair often do so as a last resort.

"Hair is the pinnacle of beauty for many people, and a lot of the time, these people have landed in a situation that forces them to sell their beauty for financial reasons," says Sofi Oksanen.

She points out that it is the issue that is important to discuss here: she is more interested in launching a debate than in shaming people who buy hair.

"I don't want women to feel guilty for spending money on their hair. It's a way to enjoy life, which you have to be able to do."

"Hair has a huge impact on our daily lives," she says, continuing, "One interesting aspect of beauty is this notion that it should be biological and hereditary.

#### FACTS SOFI OKSANEN

Age: 39. Lives in: Helsinki. Job: Author and commentator. Coming up: She will be at the Gothenburg Book Fair on 22-25 September to discuss her novel, Norma, and hair as a status symbol and commodity. Norma will be released in Swedish in conjunction with the fair. Works: Stalin's Cows (2003), Baby Jane (2005), Purge (2008), When the Doves Disappeared (2012), Norma (2016).

Because the hair trade has no international regulations, Sofi Oksanen wants to encourage people to genuinely reflect on their hair extensions. She has had hair extensions for over 15 years, but her extensions are synthetic. "At first I got them by chance, because they were much cheaper than real hair. I was a student when I got them, so I took the ethical route as a result of my financial situation," she says. It's easy to think that someone who does something unnatural is vain, but that vanity doesn't have to be negative. However, it's essential to raise awareness about the hair trade and I hope my book can be eyeopening in that arena."

Norma was only intended to be a novella at first. Sofi Oksanen had spent an extended period travelling and she craved to return to writing. A shorter book would be the perfect way to get started again. But she had over 100 pages in no time and she soon realised that a novella wouldn't cut it.

"It was just too good," she says. "So much about it was so compelling that it clearly lent itself to a longer story."

**NORMA IS ALSO** a major step in Sofi Oksanen's career as an author. She has roots in Estonia and often says she feels nothing when writing – which may explain her success with the merciless realism of her trilogy

### It's essential to raise awareness about the hair trade and I hope my book can be eye-opening in that arena."

SOFI OKSANEN, AUTHOR

about Estonia. But with Norma, she leaves historic fiction behind to embrace a new genre. Norma is loaded with supernatural elements.

"Realism rules at home in Finland," says Sofi Oksanen. "And when you live in a culture in which certain genres dominate, it's easy to fail to see the other alternatives. That's why I'm glad I wrote this book. It's easy to stick with what's popular and what you know works, but if you're going to evolve, you've got to find new ways to express yourself." •

# More than just books

HEN THE GOTHENBURG Book Fair, was held for the first time, it was strictly a trade fair that was attended by 5,000 librarians. It looks quite different today.

"The Gothenburg Book Fair is one of the major Gothenburg institutions today. We're also the Nordic region's biggest cultural event in terms of number of visitors, programme features and guests," says Daniel Levin, programme director of the Gothenburg Book Fair.

The Gothenburg Book Fair draws nearly 100,000 visitors annually, and Daniel Levin believes the major factor for success is the combination of seminars and commerce.

"Other book fairs in Europe are typically places where you buy and sell books. Then there are gatherings where authors speak, but those are often called literature festivals. We offer both elements in one place."

The Gothenburg Book Fair is an important meeting place for the worlds of libraries, literature and schools. Daniel



Daniel Levin.

Levin thinks the fair's geographic location is important for attracting visitors. "For a long time, being in Gothenburg could have been considered a



The Gothenburg Book Fair currently attracts nearly 100,000 visitors. This year's four-day fair will have a special focus on urban planning.

disadvantage, while the entire book industry is located in Stockholm. But now it's become advantageous instead. This is the only time of year when the whole book industry can meet up without simultaneously having to worry about daycare pickups."

**THE FACT THAT** the fair draws key people from several different industries also makes it a hot spot for politicians. Cabinet ministers are regular attendees of the Gothenburg Book Fair, which Daniel Levin calls "an indoor Almedalen Week."

"We're both a literature fair and a social fair at the same time. Society's major issues are major issues at the Gothenburg Book Fair, which is an excellent arena for debate and discussion." That's also why this year, the fair has a special focus on urban planning in addition to its primary theme, freedom of speech. In a brand new theme area on the second storey, numerous players are invited to participate in discussions and arrange programmes about the city during the fourday long fair. One day's programme will be arranged entirely by the City of Gothenburg and the Gothenburg City Triennial.

"Among other things, it's about how we're going to build tomorrow's city to include everyone," says Daniel Levin. "This kind of issue is at the top of the agenda today, making it a suitable issue to discuss at the Gothenburg Book Fair." (•)

The Gothenburg Book Fair will be held 22–25 September. www.bokmassan.se









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# Vital logistics in focus

Without well-functioning logistics, our society would quickly collapse and Sweden's best logistics are in Gothenburg. Gothenburg is also home to the industry's biggest fair, Logistics & Transport, which will have a special focus on e-commerce this year.

**T'S HARD TO** imagine a world without functioning logistics. No matter what we want to buy today, we can choose from a huge number of models and a wide variety of shops. We also shop more than we did ten years ago, and we take it for granted that grocery stores and shopping centres should always be well stocked. Excellent logistics are essential to making that happen. Simply put: logistics are more important than ever before.

Logistics industry newspaper Intelligent Logistik has ranked Sweden's best logistics locations, and Gothenburg tops the list – every year since the newspaper's launch in 2005. The fact is that no other city in the Nordic region is as well suited to logistics.

A key player in the logistics chain is the Port of Gothenburg, which receives 11,000 ships and over 800,000 containers annually. The port's location near the harbour and warehouses sharply reduces logistics costs, and 25 freight trains depart from here with direct lines to key cities in Norway and Sweden. Gothenburg also has excellent highways in every direction, which is a prerequisite for being able to deliver enormous quantities of goods on a daily basis.

"It's the particular combination of water, railways and trucks that makes it possible for Gothenburg to be the heart of the Nordic transport hub," says Jan Nilsson, exhibition manager of the Logistics & Transport fair.

It's also one of the reasons why the Nordic region's oldest and biggest logistics industry trade fair is held in Gothenburg. This year marks the eighteenth annual Logistics & Transport fair and over 3,000 of the industry's decision-makers are expected to attend, including Minister for Infrastructure Anna Johansson, Stena Line CEO Carl-Johan Hagman, former Minister for Infrastructure Catharina Elmsäter-Svärd and Volvo Group CEO Martin Lundstedt.

"The future is determined here. This is where all the heavy decisions are made. If you're interested in these kinds of issues, there's no better place to visit," says Jan Nilsson.

A SIGNIFICANT PORTION of heavy Nordic industry – spearheaded by giants like Volvo and SKF – has long been associated with Gothenburg. But in recent years, a brand new kind of industry has become synonymous with the west coast. Many e-retailers are based in Borås, and given the explosive growth rate of e-commerce, it will be particularly in focus at this year's fair.

### FACTS LOGISTICS & TRANSPORT

The Nordic region's biggest meeting place for the logistics industry is called Logistics & Transport, which will take place at the Swedish Exhibition & Congress Centre on 16-17 November. Logistics & Transport includes both exhibitions and a conference. Two themes of this year's conference are e-commerce logistics and groceries. Over 3,000 people are expected to attend Logistics & Transport. www.logistik.to



Gothenburg has the Nordic region's biggest port, which is one of the reasons why the city has Sweden's best logistics location. Gothenburg is also home to the Logistics & Transport fair.

#### HEAVYWEIGHTS AT LOGISTICS & TRANSPORT

PORT OF



Anna Johansson, Minister for Infrastructure, is the inaugural speaker.



Carl-Johan Hagman, CEO of Stena Line, is one of the main speakers.



Catharina Elmsäter-Svärd, former Minister for Infrastructure, is moderator.

"The logistics of e-commerce are fascinating. Everyone wants to start or expand their e-commerce. Who's going to manage stock and transports, and where should your manufacturing be located? Plus, you don't know if you're still standing or if you've grown by 200 percent in one year. E-commerce has redrawn the map and these are the questions we've got to focus on now," says Jan Nilsson.

**E-COMMERCE ALSO PLACES** even higher demands on logistics. When we shop online, we want our goods delivered quickly and conveniently. Gothenburg is therefore in need of significant development if it's going to retain its position as the leading logistics city.

"Political decisions are necessary for us maintain our lead. We need to build more railways and more bridge connections so that we can receive and send goods from the port faster. We have the Nordic region's largest port, and now they're spending a billion Swedish kronor on expansion to be able to receive more goods. We need someone who can receive the goods on the other side of the gate, too," says Jan Nilsson. •

MAGNUS CARLSSON

# Sustainable transports: the road forward for Volvo

OLVO GROUP CEO Martin Lundstedt, one of the main speakers at Logistics & Transport, believes that sustainable transports are fundamental to being able to build wealth in society.

"We see how need and demands are on the rise for our customers and for their customers. Our role is to take part in developing that future," he says.

For Martin Lundstedt, the development of tomorrow's transports is a way to put people front and centre.

"It's about quality of life. Transports are essential for financial growth in society. They connect people and help eradicate poverty," he says, adding that we are about to face several major challenges.

"Urbanisation and population growth mean that we must create sustainable systems, both when it comes to protecting the environment from excessive emissions and to making sure people don't have to spend all their time in loud car queues," he says.

According to Martin Lundstedt, with challenges come opportunities. He recognises that the Volvo Group has the capacity to contribute to improvements in these arenas.

"Our goal is to be the world's most in-demand and successful supplier of transport solutions. A lot of companies can certainly say the same thing, but which ones really have the prospects to do it? Few have the same opportunities as the Volvo Group to contribute, and that's something that makes this job genuinely fun," he says.

**THE RECIPE FOR** success is largely about customers and their success. Everything is determined by customer encounters and their needs, according to Martin Lundstedt.

"When it comes to transport solutions, there's only one measure of who the global leader is: the company with the most satisfied customers. And that company also has the conditions for good profitability. For us to succeed, our customers must succeed. That's why customer success is crucial for us," he says.

New technology is also important for tomorrow's transports. The Volvo Group is actively working to reduce carbon dioxide emissions from its vehicles and is also pursuing the development of electric alternatives.

"In Gothenburg, we can proudly showcase electric busses, which have been on the roads for a while now," says Martin Lundstedt.

In addition, the Volvo Group has recently demonstrated a brand new self-driving truck, a research project that will lead to less fuel consumption, increased productivity and improved safety. (9)



Martin Lundstedt, CEO of the Volvo Group, sees major challenges, but also opportunities for the transport industry in the future. "Not very many companies have the same opportunities as the Volvo Group to contribute," he says.

#### VANILLA HEART, CHOCOLATE BALL AND DAMMSUGARE

The vanilla heart consists of a heart-shaped cake filled with silky vanilla pastry cream.

Chocolate balls are often the first treats Swedish children learn to make, probably because these cookies don't need to be baked. The ingredients are rolled into a ball and garnished with coconut or pearl sugar.

The dammsugare (Swedish for vacuum cleaner) is to the baker as hash is to cooks: it is made of bakery leftovers flavoured with arrack or punsch liqueur, then covered with marzipan and dipped in chocolate. The dammsugare is named for its appearance, which resembles an old-fashioned vacuum cleaner. But the name also reflects its contents: the baker used up scraps and cleaned out the bakery to make it.

# Holy fika

FIKA: THE COFFEE BREAK. Perhaps one of the holiest rituals in Sweden, the social institution of fika is a phenomenon that is not as widespread in any other country. Fika is a break during which you drink coffee or another beverage and eat some kind of "fika bread" – a bun, biscuit or a sandwich. You can fika any time and any place – morning or evening, at home or at work, in a café or outside. You can fika in the company of family or friends, with colleagues or someone you've just met. You can even fika several times a day; that's still considered legit.

At work, fika is holy to say the least. It's no surprise that Swedes are among the top consumers of coffee in the world. But fika has also spread beyond Sweden's borders. In both New York and London, several cafés serve a Swedish-style fika; there are even books about the Swedish coffee break.

The origins of the word fika are in dispute and surrounded by mythology. Some people say it is an inversion of the word kaffi, which was an alternative form of kaffe, meaning coffee. Others say it's from the adjective fiken, which means to fancy or covet something. One thing is for certain: many Swedes indeed covet their daily fika. •

TEXT HANNA KLUMBIES PHOTO STEFAN EDETOFT

### SMALL BISCUITS

Dreams, syrup biscuits and oat biscuits are just a selection of all the popular little biscuits in Sweden. Traditionally, a hostess would serve seven kinds of cookies with fika. Fewer than seven and she was stingy; more and she was a snob. At least, such was the case in the late nineteenth century; it's a rare practice these days.

#### **CINNAMON BUN**

The cinnamon bun is one of the most ubiquitous Swedish baked goods and can be found at almost every café in the country. It was created sometime in the 1920s when the availability of ingredients improved again after World War I. The dough is rolled out, spread with butter and sprinkled with cinnamon and sugar; it's usually rolled into a coil but can be found in a wide variety of shapes. Sweden even celebrates Cinnamon Bun Day on the fourth of October each year.



#### RASPBERRY THUMBPRINT

Raspberry thumbprints are an easy-to-bake little biscuit scented with vanilla and filled with jam, usually raspberry. In Sweden, we have something called Allemansrätten, or the right of public access, which means berries in nature are free for the picking. Many Swedes take advantage of this right to pick berries for baked goods.

### Oid you know that ...

...Upper House Dining hand-makes around 9,000 chocolate pralines each year? For Moments' fika, Fredrik Borgskog baked ten kinds of biscuits instead.

### PRINCESS CAKE

Princess cake is Sweden's most-sold and most popular baked good. The original recipe is from the Princesses Cook Book, published in the 1930s and compiled by Jenny Åkerström, a home economics teacher. She ran a housewife school in Stockholm and her students included Margaretha, Märtha and Astrid, daughters of Prince Carl and Princess Ingeborg of Denmark. The cake comprises a sponge cake base, whipped cream and vanilla pastry cream. It is covered with marzipan, which is usually green, and decorated with icing sugar and a marzipan rose. Originally simply called green cake, the treat was later dubbed 'princess cake' because the princesses were, apparently, particularly enchanted with it.

### **ROLL CAKE**

Roll cake is just what it sounds like: a rolled up cake. The batter is spread out in a pan and baked, covered with some kind of filling – often jam or buttercream – and then rolled up. The roll cake is cut into slices and served as a simple baked good, perhaps with a spoonful of cream and a few berries.



Fredrik Borgskog is the pastry chef at Upper House Dining. He recommends a roll cake for fika.

## **Fredrik loves cake**

**FREDRIK BORGSKOG HAS** been the pastry chef at Upper House Dining for the last year. He has a sterling resume with several medals and competitions behind him. In June 2015, he helped make Prince Carl Philip and Princess Sofia's wedding cake, and in autumn 2016, he will compete in the Valrhona Chocolate Chef Competition.

"For me, the perfect fika is a cup of coffee and a slice of princess cake. It's a classic that has everything you need. All that's missing is maybe a little lemon. But roll cake is also delicious and easy to make. Anyone can do it. What makes my roll cake special is mainly the fat from the cream and freshness from the berries. And the punsch liqueur in the cream, of course."

() Want to try Fredrik Borgskog's roll cake? Find the recipe at www.gothiatowers.com



# "The logistics of the hotels are enormous"

**THE GREAT CHALLENGE** for employees here is bringing the major flows together. The logistics of the hotels are enormous. Imagine 1,200 rooms distributed on 60 storeys and a total area of 180,000 square metres to manage and clean. In peak season, we can have up to 85,000 guests in one month! Making sure everything runs smoothly requires carefully planned routines and oversight of all the parameters that guide each day. How many sheets have to be changed? How much bacon is needed for breakfast? How many guests are checking in and out?

Everything that is planned and prepared behind the

scenes allows for professionalism in our encounters with guests. People may take care of most things on their computers and mobile phones today, but personal encounters are still incredibly important. It's almost like the employees here are 'Facetime' providers. We've got to be able to understand all of our guests equally well, and that requires genuine intuition. In a single weekend, we might host young people headed to a music festival, families with children on holiday, and couples enjoying a spa weekend. It's the mix of people we meet each day that makes this job incredibly challenging and fun." (•) MALIN DITTMER

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D Everything is under one roof. "We even offer a theatre in certain seasons."

(2) International feeling. "An incredible breadth of diversity is involved in much of what we do, everything from the staff to our events."

**3** Lobby passage. "We have a 260-metre-long lobby filled with activities."



tastefully decorated rooms, most of which offer magnificent views of the city. We have everything from well-equipped double rooms to spacious suites. With comfortable beds, a wide selection of TV entertainment, a delicious breakfast and everything else you might need for an enjoyable stay, we hope you will feel at home with us.

# **GOTHIA TOWERS**

### gothiatowers.com

# Gothenburg's best sides

Autumn in Gothenburg is the perfect time for both indoor and outdoor activities. Browse the shops and bars of Långgatorna, and then satisfy your hunger at Saluhallen. When the winter chill sets in, Christmas City Gothenburg brings warmth with its brilliant lighting. Here are our tips on the many sides of Gothenburg.



• RÖDA STEN (STOP: VAGNHALLEN MAJORNA) Röda Sten is an area situated beneath the Älvsborg Bridge. It is named after a red-painted stone located near the base of the bridge. But the area is also home to a gallery for contemporary art and culture with a restaurant that serves vegan brunch on Sundays.



### CLÂNGGATORNA (STOP: JÄRNTORGET)

Långgatorna (the Long Streets) offer relaxed outdoor enjoyment. Tredje Långgatan has recently undergone a facelift, with trendy new restaurants, a wine bar and a café. Andra Långgatan (pictured) has an almost endless offering of bars, with an emphasis on beer and affordable food, while Första Långgatan is lined with Indian restaurants.



OCHRISTMAS CITY GOTHENBURG (DOWNTOWN GOTHENBURG) On 1 December, Gothenburg is transformed into a brilliantly festive city. The threekilometre stretch of lights runs from Lilla Bommen via Avenyn all the way to Liseberg. Facades, trees, statues and bridges are adorned with sparkling Christmas lights and choirs sing carols all over the city.



• GOTHENBURG CONCERT HALL (STOP: VALAND)

The Gothenburg Symphony Orchestra is the National Orchestra of Sweden and comprises 109 musicians who give around 100 concerts annually. This autumn, Gothenburg Concert Hall will present Mozart's Requiem, a tribute to David Bowie and more.



• ÄLVSNABBEN (STOP: SLOTTSBERGET) Älvsnabben are the boats that cross the river to take pedestrians and cyclists to Norra Älvstranden (the north shore). Picturesque Slottsberget offers magnificent views of the harbour and several cafés line the walking

trail along the river toward Eriksberg.



• STORA SALUHALLEN (STOP: KUNGSPORTSPLATSEN)

Saluhallen has been a natural marketplace for Gothenburgers since 1889. Around forty shops and delicatessens filled with delights from all over the world can be found here, as well as restaurants and cafés if you're in the mood for lunch or a coffee break.



2 | 2016 | MOMENTS | 29

### THE MOMENT

PHOTO: JONAS TOBIN

**5:56 p.m.** BRUCE SPRINGSTEEN at Ullevi can only be called a classic concert. This photo was taken before one of his three shows at the arena this summer. This particular concert had an audience of 62,676 spectators. TEE

Ullevi Stadium opened in 1958; it's the Nordic region's largest event arena and an essential part of Gothenburg as a concert city. Metallica, David Bowie, Madonna, Robbie Williams, U2, the Rolling Stones, Iron Maiden and more have all played here. And we can't forget Gothenburg native Håkan Hellström, who broke his own audience record twice this summer. With 70,144 spectators, he drew even more fans to Ullevi than Bruce. •



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## **PROGRAM** 2016-2017

### **AUTUMN 2016**

### SEPTEMBER

1 Sept	Hjärntillskott seminar
5 Sept	Stora sociala företagsdagen
	2016 - Business for inclusion 2.0
6-9 Sept	Wood Products & Technology
	Fair
8-10 Sept	European College of
	Veterinary Internal Medicine
	Congress (ECVIM) 2016
22-25 Sept	Göteborg Book Fair

### OCTOBER

4 Oct	Automation Summit
4-6 Oct	Upper Secondary School Fair
4-6 Oct	Process Technology Trade Fair
4-6 Oct	Scanautomatic Trade Fair
11-14 Oct	Swedish Resuscitation Council
	Conference
18-20 Oct	Public Transport Fair 2016
25-27 Oct	IFS World Conference 2016
28-30 Oct	Home and DIY Show



The European Women's Handball Championships 2016 will be held in Sweden this December. The final will take place at Scandinavium arena, and there will be a Championship marketplace at the Swedish Exhibition and Congress Centre, with activity sampling, an exhibition and the opportunity to meet the players and popular sporting legends.

#### NOVEMBER

9 Nov	Hjärntillskott seminar
10-12 Nov	Student & Knowledge Fair
11-12 Nov	Bostadsrättsmässan Housing
	Fair
12-13 Nov	Overseas Property Show
16-17 Nov	Logistics & Transport Expo &
	Conference
30 Nov	Apprenticeship Conference
	2016

#### DECEMBER

1-3 Dec	EuroSkills Competition
10-16 Dec	European Women's Handball
	Championships
14-16 Dec	Stjärnklart Entertainment
	Show

### **SPRING** 2017

### JANUARY

5-8 Jan	MyDOG
18–21 Jan	Auto Trade Fair
30-31 Jan	Swedish National Conference
	on Donor Health and
	Management 2017

### **FEBRUARY**

4–12 Feb	Gothenburg Boat Show
18-19 Feb	Wedding Fever Show
23-26 Feb	EuroHorse Fair

### MARCH

3-5 Mar	Sweden Bike Expo
4-5 Mar	<b>Overseas Property Show</b>
9 Mar	Digital Commerce Congress
14–16 Mar	Senior Show
16–17 Mar	MEG – Göteborg Media Days
19–20 Mar	Axfood Närlivs Convenience
	Retail Days
24 Mar	Hjärntillskott seminar



### tör det senaste programmet. Besök svenskamassan.se

populära mässan cirka 60 000 besökare och 300 utställare. Den 4–12 februari arrangeras Båtmässan, Västsveriges största mötesplats för båtmänniskor. Varje år har den



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APRIL

# 2016-2017 РВОGRAM

### **HOSTEN** 2016

### **SEPTEMBER**

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11-14 okt 4-6 okt 4-6 okt 4-6 okt 4 okt ΟΚΤΟ

Hem, Villa & Bostadsrätt 28-30 okt IFS World Conference 2016 25-27 okt Persontrafik 18-20 okt ЯЛН Scanautomatic ProcessTeknik Gymnasiedagarna

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VÅREN 2017

Stjärnklart

SI mars-4 april Tandhygienistdagarna En Öl & Whiskymässa 24-25 mars Hjärntillskott 24 mars

Servicehandelsdagar

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Goteborg

Visit svenskamassan.se for the latest programme.





24-25 Mar A Beer & Whisky Fair 31 Mar-4 Apr Dental Hygiene Fair

### Α 4

MAY

3-4 May

9 May 9-12 May

12 May 18-21 May

JUNE

JULY 3-6 July

1-3 June

26-28 May

**NIKLAS MAUPOI** 

PHOTO: I

APRIL	
4-6 Apr	Leva & Fungera Assistive
	Technology Exhibition
6 Apr	Business Arena
8–12 Apr	The Social Democrats' Party
	Conference
21–22 Apr	Gothenburg Wine & Deli
24-27 Apr	Paediatric Week
25-27 Apr	Vitalis e-Health Conference

Swedish Dementia Days

**Power Circle Summit** 

Hjärntillskott seminar

Nordic ENT Congress

SEB 2017 - Society for **Experimental Biology** 

GöteborgsVarvet Sport &

Elfack

Health Expo

Yoga Games