

MOMENTS

A MAGAZINE BY THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS | 1 | 2017

**CREATIVITY
GENERATES GROWTH**

NILOFER MERCHANT
HONOURS INDIVIDUALITY

**PRIMO
PICKS**

PERFECTLY PAIRED
FOOD AND DRINKS

**MEETINGS WORTH
REMEMBERING**

COLLABORATION PUTS
GOTHENBURG ON THE MAP

She creates
the cities
of the future

HELLE JUUL

ON INNOVATIVE
URBAN PLANNING

VÄND
FÖR SVENSK
VERSION!

Gothia Towers. The ideal destination, whether with family, friends or colleagues, on business or on your own. We're close to all the main attractions, including Liseberg, restaurants and shows. Welcome to Gothenburg and Gothia Towers!

Special offers and packages:
gothiatowers.com/offers



GOTHIA TOWERS



Valuable moments

IN A WORLD filled with ideas, opportunities and challenges, we need to come together. We often meet up in places that are accessible to many people and that have inspiring surroundings. If there's a chance to network and catch glimpses of the future, that's a big plus. Every day, we see how successful meetings help development progress and result in the formation of new partnerships, businesses and innovations.

On pages 12–16, you can read about what makes Gothenburg an incredible city for meetings. You will also gain insight into how the urban location of the Swedish Exhibition & Congress Centre and Gothia Towers distinguishes us from our European counterparts, and how it contributes to over 1.8 million visitors every year choosing to experience everything from our restaurants, hotel and spa to our fairs and different meeting arenas.

YOU CAN ALSO read about famous Danish architect Helle Juul and her take on the role of architecture in society, the best food and wine pairings, the secret behind Silicon Valley's richly innovative corporate culture, and how to become power-smart in a world where more and more things in our homes are becoming connected. ☉



CARIN KINDBOM
PRESIDENT AND CEO
SWEDISH EXHIBITION &
CONGRESS CENTRE GROUP





MOMENTS is published by the Swedish Exhibition & Congress Centre Group

Phone: +46 (0)31-708 80 00 **Street address:** Mässans Gata/Korsvägen **Mailing address:** 412 94 Gothenburg **Website:** www.svenskamassan.se **Project manager for the Swedish Exhibition and Congress Centre:** Nils Sjöberg, nils.sjoberg@svenskamassan.se **Publisher Swedish Exhibition & Congress**

Centre: Carina Dietmann **Production:** Spoon, www.spoon.se **Project manager:** Malin Dittmer, malin.dittmer@spoon.se **Art director:** Ken Niss, ken.niss@spoon.se, Mathias Lövestrom, mathias.lovestrom@spoon.se **Cover photo:** Stefan Edetoft **Translation:** Språkbolaget **Printing:** Trydells tryckeri, Laholm 2017

 **Facebook:**
[svenskamassan](https://www.facebook.com/svenskamassan)
 **Facebook:**
[gothiatowers](https://www.facebook.com/gothiatowers)

 **Twitter:**
[@svenskamassan](https://twitter.com/svenskamassan)
 **Instagram:**
[@gothiatowers](https://www.instagram.com/gothiatowers)


SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

GOTHIA TOWERS

PHOTO: JONAS TOBIN



ILLUSTRATION: REBECCA ELFAST



PHOTO: STEFAN EDETOFT



PHOTO: STEFAN EDETOFT



PHOTO: STEFAN EDETOFT



1 | 2017

- 10 **Ideas as fuel**
According to Nilofer Merchant, successful companies give all ideas a chance.
- 12 **Where people meet**
Gothenburg is a city of meetings that lives up to many expectations.
- 18 **She's designing the future**
For Helle Juul, architecture is about more than just buildings.
- 24 **Primed and ready**
The head chef and the sommelier present their best small-plate menu.
- 26 **Flowers stir emotions**
Meet the florist whose arrangements made an impression on the Dalai Lama.

- 4 **ENTRANCE**
- 8 **CHECKING IN**
- 22 **SPOTLIGHT ON**
- 28 **SIGHTSEEING BY TRAM**
- 32 **CALENDAR**



One new feature at last year's Göteborg Book Fair was Mångspråkstorget (Multi-lingual Square), a place dedicated entirely to literature in languages other than Swedish and English. This initiative will also be at the 2017 fair.

Multiple languages at the Göteborg Book Fair

THE 33RD ANNUAL Göteborg Book Fair will be held in late September. This year's event will have two themes. The first is education. One theme partner is the Church of Sweden, which wants to celebrate the fact that it has been 500 years since Martin Luther nailed up his theses – and the reformation's connection to education and knowledge-seeking.

Finland is the other theme of this year's fair. In 2017, Finland turns 100 years old as a nation, and to celebrate, the fair will feature Finnish literature in particular.

The Mångspråkstorget initiative, one of the new features at the Göteborg Book Fair last year, will also continue at the 2017 fair. It

is a space dedicated entirely to literature in languages other than Swedish and English. Instead, languages such as Arabic and Somali will be front and centre.

"For example, Arabic will probably be Sweden's second biggest language soon, so this initiative is important. Our hope is to have even more publishers in 2017. We will also have a bigger and more thoroughly considered stage programme in order to feature this kind of literature," says Johan Kollén, who orchestrated the Mångspråkstorget initiative. ☺

! The Göteborg Book Fair will be held on 28 September–1 October, www.bokmassan.se

ON STAGE

"Communicate with compassion; consume news with compassion and click with compassion."

MONICA LEWINSKY ON HOW WE CAN BEST PREVENT CYBER-BULLYING AND HARASSMENT DURING A TALK AT HJÄRNTILLSKOTT AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN NOVEMBER 2016.



THE NUMBER

22,000

The number of people expected to visit the 5-year anniversary edition of A Beer & Whisky Fair at the Swedish Exhibition & Congress Centre. Over 150 exhibitors, including 20 exciting new breweries, will be on site in the 15,000 square-metre space. The fair has sold out for two years running, and the success is expected to continue.

! A Beer & Whisky Fair, 24–25 March 2017, www.olochwiskymassa.se

Northern Europe's biggest horse fair in Gothenburg

The equestrian industry has annual turnover of SEK 48 billion and employs 30,000 people in Sweden. Riding is one of our biggest forms of exercise, and Sweden is actually one of the most horse-populous countries in the world. Accordingly, it makes sense that northern Europe's biggest horse fair is held in Gothenburg. EuroHorse Fair has 250 exhibitors, making it a meeting place for all horse-lovers. Over 80,000 people are expected to visit EuroHorse Fair in February.

! EuroHorse Fair, 23–26 February 2017, www.eurohorse.se

Hordes of horses in summer

In August, Europe's best coachmen and riders will descend upon Gothenburg to compete in the FEI European Championships. The competitions will take place throughout the city, with arenas at Ullevi, Heden and Slottsskogen. Heden will be the hub of the event, where the Swedish Exhibition & Congress Centre will arrange a fair and exhibition area. Visitors will find exhibitions, hands-on opportunities and other family activities.

! FEI European Championships, 21–27 August 2017, www.gothenburg2017.com





THE MOMENT

1:01 p.m.

IN OCTOBER 2016 the Swedish Exhibition & Congress Centre was transformed into a meeting place for the Nordic public transport industry. Bus manufacturer EvoBus was one of 194 exhibitors at the Public Transport Fair and they rolled out the red carpet – or rather, crafted it together – with help from brothers Joakim and Niklas Kristoffersson. In a 600 square-metre booth, about 2,400 carpet pieces were assembled together.

Public Transport focuses on exciting solutions for the future for public transport development and contributions to a sustainable society. Last autumn, the fair attracted a total of 6,243 visitors and over 1,000 seminar participants. 📍

PHOTO: STEFAN EDETOFT



PHOTO: EMMA SVENSSON

A picture from the exhibition Icons.

Glada Hudik comes to the Swedish Exhibition & Congress Centre

Leva & Fungera Assistive Technology Exhibition is the Nordic region's leading fair for people with disabilities and others who require assistive technology in their daily lives. This year's fair is expected to draw 14,000 visitors, and one of the programme highlights is the Glada Hudik-teatern (Happy Hudik Theatre), which will present the exhibition Icons, originally done by Fotografiska museum in Stockholm. The exhibition aims to call attention to the people who are a natural part of society, but who are rarely seen in public spaces. 🕒

! Leva & Fungera Assistive Technology Exhibition, 4-6 April 2017, www.levafungera.se

PHOTO: ANNA SIGVARDSSON



Repurposing logs from a fair

When Wood Products & Technology was held in September, 150 logs were left over from the seminar environment Woodstock Installation. After the fair, the logs would be donated to whomever proposed the best idea for using them – and they have now been put to use. Young architecture enthusiasts in Bergsjön, together with Chalmers students, have used the logs to build the pavilion “415 de Paviljong” which now stands in Bergsjön and serves as a meeting places with a focus on trust, safety and security. 🕒

Did you know that...

...Meg – Göteborg Media Days – has been redesigned and will be held in conjunction with the Göteborg Book Fair in 2017. The hope is that the change will improve the event's relevance for the media industry, business sector and academia.

! Meg – Göteborg Media Days, 27-28 September 2017, www.meg.se



GÖTEBORGS-VARVET SPORT & HEALTH EXPO – MORE THAN JUST RUNNING

Health and exercise are undeniably popular right now. To meet this huge trend, GöteborgsVarvet Sport & Health Expo is held in May. GöteborgsVarvet Sport & Health Expo was held for the first time last year and is a collaboration with the world's biggest half marathon, Göteborgsvarvet. At the fair, you can find products related to running, rehab, massage, fitness, design and technology. Everyone who runs the race enters the fair for free.

! GöteborgsVarvet Sport & Health Expo, 18-20 May 2017, www.goteborgs-varvetexpo.se

PHOTO: STEFAN EDETOFT



Krister Dahl is the executive chef at Gothia Towers and his ambition has been to create a seedbed for promising young chefs. The result has been many award-winning employees at Gothia's restaurants.

Prize-winning personnel at Gothia Towers

FEW HOTEL RESTAURANTS in Sweden can boast as many award-winning employees as the restaurants housed in Gothia Towers. Krister Dahl is the executive chef at Gothia Towers and during his stint on the Swedish Culinary Team, he became the only chef in the world to win four gold medals at the Culinary Olympics.

“My goal has been to create a seedbed for promising young chefs. We've successfully created a culture where we push and support each other, and that has produced results. In reality, it's hard to find good cooks, but this attracts a lot of talented people who want to grow with us,” he says.

Examples include Fredrik Borgskog, winner of the Chocolate Chef Competition world final last fall; Emma Ziemann, Sweden's best female sommelier; Anton Husa, Young Chef of the Year and Up-and-Comer of the Year 2016; Viktor Arabzadeh, Organic Chef of the Year 2016; and Gustav Cansund, Server of the Year 2016, all of whom work at Upper House Dining. In addition are several other famous employees, such as Jesper Bogren, chef at Heaven 23 and 2017 Chef of the Year finalist, as well as Fredrik Andersson, chef at Gothia Towers and leader of the Swedish Culinary Team. 🕒



BACK
TO THE DEEP WOODS,
DEVIL! BUT I WANT TO...
TO SEE DIANA
ONE LAST TIME.

WALKER TAR FARVÄL, JAN HÅFSTRÖM 2013.

THE ART

JAN HÅFSTRÖM is a Swedish painter, drawer and sculptor who has been called “one of the biggest romantics in contemporary Swedish art.” Mr. Walker is a frequently recurring figure in Håfström’s artwork, and you can see him in the Gothia Towers lobby area in the second tower. The artwork is cropped. 📍



PHOTO: STEFAN EDETTOFT

Egon and his siblings, Trippelina and Gustaf, are Gothia Towers' mascots. He can occasionally be spotted at the hotel playing with all the kids.

Egon entertains the kids at Gothia Towers

IF THE KIDS are happy, the family is happy: Gothia Towers knows this to be true. In summertime, the hotel wants to be the obvious choice if the kids get to choose.

Young guests at Gothia Towers have the chance to get a hug from Egon, the hotel's personal mascot. Now and then, he strolls through the lobby and plays with all the children. Egon and his siblings, Trippelina and Gustaf, represent the hotel's three towers; they live on the roof in a cottage so secret that it is invisible...

One of the hotel's new initiatives is the Kidz concept, which Lena Kallevik, Director of Creative Events, helped to design. Spaces for kids to play, romp and relax, fun activities

and events, and great kids' menus in the restaurants are among the main ingredients of the concept, which has already received positive feedback from visiting families.

"Lena finds fun things for us and all the kids to do, and she also makes sure to occupy the parents. She likes to say that she works with everything from ice cream and balloons to champagne," says Egon.

THAT'S WHY KIDS can find tons of things to do at the hotel. Adjacent to the restaurants are different "Kidz Corners" where kids can hang out, play, or enjoy games. They're able to leave the grown-ups at the bar next door and play adult-free with other

children. Sometimes, special activities are also arranged.

"We've had a tattoo studio, movie theatre and hunt for sweets, and on some holidays, we've made chocolate balls and had discos. And all kids get a present when they check in," explains Egon.

"Kidz Corners" are available for the little ones year round, but Gothia Towers also wants to offer more activities for older kids.

"Last summer, we had a 'Kidz Hang-out' space with a pingpong table, football games and a lounge for older kids. So we hope to have more of that! It's cool to have something for everyone in the family," says Egon. [🔗](#)

SANDRA FINLÖF

SEPTEMBER

28
-1

OCTOBER

2017



BOKMÄSSAN
GÖTEBORG BOOK FAIR

Bildung and cultivation • Finland 100 years
www.bokmassan.se

NILOFER MERCHANT, AUTHOR:

“Honour every little part of who you are”

BASED IN SILICON VALLEY, Nilofer Merchant has over 20 years of experience working as a business leader at Apple, Autodesk and other notable tech companies. Today, she is an author, speaker and a management thinker in collaborative leadership and this spring she releases her third book – Onlyness.

What do the successful companies you have worked for have in common?

“Successful companies know that ideas are the fuel of their growth. And they know how to unlock all ideas, even if they come from unusual people and places within the organization. They don’t buy into the idea that ‘strategy’ belongs to one group, and ‘execution’ another group. They understand that keeping any kinds of walls up, either within the silos of the organisation or the perimeter of the organisation means a stoppage to idea, to growth and to innovation.”

How do you build a rich culture of innovation?

“By doing the things that spur innovation: letting all sorts of people weigh in, enabling people to take risks as they explore instead of rewarding knowing the answer at the outset, and of course fueling curiosity to explore together.”

You call this time “the social era” – what does that mean?

“The social era is the way for people to gather together, around things that matter, and make the kind of dent that once only

large organisations could. That changes everything. Instead of having to fit in to organisations, new ideas have a chance. People can now gather together and get things done. That’s why the Social Era is so disruptive and reflects an untapped opportunity for new ideas to be seen, grow and thrive.”

Onlyness, what does that mean?

“Onlyness is that thing that only that one individual can bring to a situation. Each of us stands in a spot in the world that only we stand in. It includes the journey and passions of each human. So each of us needs to celebrate what only we can offer, and that means we need to stop fitting in to what someone else expects of us. As we try to shave off the parts of our puzzle pieces that others may not like or expect, we are choosing belonging over creativity. And, so, honour every little part of who you are.”

You said that creativity is a competitive weapon in the future; can you explain?

“Lots of jobs in the world that don’t require creativity can be replaced by machines, but the jobs that do require judgement and creativity will continue to grow and thrive. Creativity. Ideas. Experiences. These are the fuel and the growth areas of the modern economy.”

SANDRA FINLÖF

! Nilofer Merchant took part in Hjärtillskott at the Swedish Exhibition & Congress Centre in November 2016.

3 best ways to become more creative:

1

Walk and talk

Skip the meeting – do a walk and talk and circle the block instead! Moving while meeting can actually boost creative thinking.

2

Safe networks

Find people and places to explore ideas. Research shows that people don’t take risks if they don’t feel safe, so create a network for yourself.

3

Time for ideas

Under-book your time. Keep more open time on your calendar and in your life so you can have that novel idea.

FACTS:

Name: Nilofer Merchant.
Age: 48.
Does: Inspirational speaker, author.



OLIO EKTA





A CITY TO MEET IN

In recent years, Gothenburg has taken up the battle with Europe's capitals for the title of most attractive conference city. The offering is based on an innovative business community, knowledge-intensive academia, a focus on sustainability, and above all, proximity to entertainment and nature.

TEXT JOSEFINE JACOBSSON ILLUSTRATION REBECCA ELFAST

TIS A wet and cold November morning. As far as weather goes, Gothenburg isn't showing its best side. But that doesn't seem to matter to the around 30 international delegates who have taken over the Horizon conference room at the top of Gothia Towers' third tower. Quite the opposite: "As a congress organizer I prefer when the destinations proposed don't offer sunshine and warmth. That means that the delegates rather stay within the conference than going outside," says Inge Hanser, CEO of the conference management organisation Hanser Service and chair of INCON.

INCON is a global network for some of the world's biggest conference organisers and association management companies and the delegates are in Gothenburg specifically to discuss global meeting structures and conditions. Given that conference organisation is her livelihood, Inge Hanser clearly has an eye for what it takes to hold a successful meeting. And Gothenburg has proven to meet most expectations.

"The Swedish Exhibition & Congress Center and Gothia Towers is city-centered and it is a multi-functional place with an excellent ➤



THE SWEDISH EXHIBITION & CONGRESS CENTRE GROUP IN NUMBERS:

The Swedish Exhibition & Congress Centre Group, of which Gothia Towers is part, is owned by a foundation with the purpose of promoting trade and industry in Sweden.

One meeting year generates in brief*:

- 310,396 conference person-days
- 8,140 directly exhibiting companies
- 631,776 fair and meeting visits
- 1,770,676 visits total (an increase of 26% compared with the previous year)
- An impact of SEK 2,621 million on the hospitality industry (an increase of 12.5% compared with the previous year)

*2015

combination of convention centre, hotel, exhibition area, restaurants and leisure areas under one roof. This is really outstanding, compared with other big conference cities in Europe,” she says, and continues, “what is also very special is the hospitality. The people are very helpful, open-minded and friendly in Gothenburg. It’s not a hectic atmosphere. I don’t know if it is because it’s a smaller city, but it makes you feel very safe and well catered for.”

SECURITY IN PARTICULAR has become an increasingly important component for future meeting cities in a time when the surrounding world appears to be more and more threatening. Gothenburg is also considered affordable compared to the Scandinavian capital cities.

As a visitor in Gothenburg, both the archipelago and downtown are within reach, with an expansive offering of recreation and entertainment. Getting to and around the city is also easy, with its location in

GOTHENBURG’S MEETING INDUSTRY EXPANDS

The meeting industry has been growing for a long time and continues to expand. The number of guest nights in Gothenburg has doubled since the year 2000. In absolute figures, this means an increase from 2.3 million to 4.5 million in 2015 – which means that as a destination, Gothenburg has turnover of about SEK 28 billion, exports SEK 11 billion and generates 17,000 jobs on a yearly basis.

the heart of Scandinavia – right between the three capitals of Oslo, Copenhagen and Stockholm.

Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre Group, is thrilled by the praise from the conference organisers. “Receiving high marks from a major player like INCON is incredibly important and encouraging for us. The fact that they’re holding their conference here is a fantastic opportunity and serves as international validation for both the meeting place and for Gothenburg,” she says.

TODAY’S MEETINGS ARE specifically about trends in the organisation of medical conferences. Martin Jensen, co-president of an international advisory body in the field (IPCAA), lectures on the collaboration between industry and academia. “From a medical society perspective it’s important with a strong local presence within your research area. This will enable the congress to leave a legacy, that will benefit the local community.”

With Gothenburg's higher education institutions, such as Chalmers, Sahlgrenska Academy and the University of Gothenburg, together with research-driven companies like Volvo and AstraZeneca, there is a broad foundation for meetings of the research and business communities.

"A good partnership with the city's local ambassadors is absolutely essential for our operation. We work with numerous players in the business community, academia and society and we're always open to new partnership opportunities," explains Carin Kindbom.

One such local ambassador is Olle Larkö, Professor at the Sahlgrenska University Hospital. He is invited to today's conference as a guest of honour and a judge in an internal workshop. Over the years, he has also hosted a number of research conferences. The biggest included 8,000 European dermatologists six years ago. "Conferences are opportunities for continuing education. By attracting people here, we increase visibility for both the city and Sahlgrenska Academy, making it easier to obtain research grants and recruit new students and researchers, among other things. Thanks to such excellent help from the city through Göteborg & Co, we've managed to hold really great events," he says.

FOR SEVERAL YEARS, Gothenburg has worked intentionally with sustainability and in 2016, it was selected as the world's most sustainable meeting city according to the Global Destination Sustainability Index. The ranking includes not only meeting facilities and hotels, but also weighs how the city works with sustainability issues overall.

"It's an indication that the partnership between the business community and the city is really working. Almost all of our hotels are environmentally certified

INCON – A GLOBAL NETWORK

INCON is a global association of eleven Professional Conference Organisers (PCOs). Their task is to organise conferences, offer support and advice to meeting organisers and maintain a high industry standard.



Camilla Nyman, CEO of Göteborg & Co.



Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre Group.

and all major meeting facilities have the highest environmental classification, along with the airport. As a city, Gothenburg is also incredibly advanced in terms of its environmental efforts and social and economic sustainability, which this ranking system also measures," says Camilla Nyman, CEO of Göteborg & Co.

The meeting industry has been growing for a long time and continues to expand. The number of commercial guest nights in Gothenburg has doubled since 2000. In absolute figures, this means progressing from 2.3 million to 4.5 million in 2015. Meanwhile, competition in the industry is on the rise, and the major players are investing heavily.

"In northern Europe, we're competing with cities like Copenhagen, Glasgow and Berlin, but we have international competitors on every continent. In order to evolve and not lose speed, we find inspiration from meeting places in Hong Kong, Singapore and various facilities in the US," explains Carin Kindbom.

CAMILLA NYMAN AGREES that it is important for Gothenburg to continue to boost its attractiveness as a destination and she specifies a few areas with potential for improvement. "Accessibility can always be improved, especially by train and air. Another challenge is finding new meeting categories to work on and meeting ambassadors who can help us. And also making the destination better known internationally."

CEO Inge Hanser says that Gothenburg has all the conditions to achieve even greater success: "Gothenburg is a sleeping beauty. If it gets more promotion and marketing internationally I'm sure Gothenburg will host even more meetings in the future," she says. ☺

Three thoughts on Gothenburg as a meeting city



“An ideal meeting destination should be city-centered, have good transportation systems, restaurants and leisure in close proximity. To be honest, I didn't have very high expectations before I went to Gothenburg for the first time, but it's a lovely meeting destination.”

INGE HANSER, CHAIR OF INCON



“Delegates have less and less time to travel. Their preference is that it shouldn't take more than six hours from the office to the destination. Also, having only 20 minutes from the airport to the city centre is an advantage for destinations, including Gothenburg.”

MARTIN JENSEN, CO-PRESIDENT OF IPCAA



“We have a strong academic and industrial foundation in Gothenburg, with brands such as Sahlgrenska, Chalmers and Volvo. That means we can offer proud traditions and plenty of research-based expertise. We also have close collaborations that facilitate fast decision-making paths.”

OLLE LARKÖ, PROFESSOR AT THE SAHLGRENKA UNIVERSITY HOSPITAL



PHOTO: ULF CELANDER

In recent years, the Swedish Exhibition & Congress Centre and Gothia Towers has worked intentionally to bring more meetings to Gothenburg. These efforts have produced results – the 2015 conference year broke all records.

Meticulous planning in pursuit of meetings

The Swedish Exhibition & Congress Centre Group's vision is to become Europe's most attractive meeting place – and it is already well on the way. The trend for the number of meetings has been rising in the last three years. Goal-oriented efforts are behind these numbers.

SINCE THE COMPLETION of the third Gothia Tower in 2015, the Swedish Exhibition & Congress Centre Group can offer a comprehensive concept including 1,200 hotel rooms connected to the facility, placing it fifth among Europe's largest hotels. In addition, Gothenburg is gaining attention internationally for its focus on sustainability.

"Absolutely, we've taken it up a notch when it comes to both offers and marketing initiatives. We put significant effort into research and analysis regarding which meetings we should arrange and have a stronger presence at international fairs

and workshops. It's also important to build strong relationships with booking companies and professional congress organisers (PCOs) around Europe. The biggest threshold is getting them to feel that we're competent and experienced, because we're still relatively unknown internationally," says Malin Erlandsson, director of association sales at the Swedish Exhibition & Congress Centre and Gothia Towers.


The process of strategic work spans many years, and Malin Erlandsson compares it to "small candidates bidding for the Olympics." A small national or Nordic meeting has around two to three years of lead time for sales. Bigger international

conferences can take up to ten years from start to goal.

"It's primarily about identifying meetings that suit Gothenburg in terms of size, time and having a connection to the city. It can take five to ten years to go from locating meeting ambassadors who want to take on the task of hosting the meeting to a final decision," explains Malin Erlandsson.

THE WORK IS carried out together with Göteborg & Co, which includes the Gothenburg Convention Bureau, the City of Gothenburg's marketing company. They are tasked with conducting free marketing and serving as a "go-between" for local connections and academia, recruiting meeting ambassadors, and tailoring packaging in the form of bid documents containing what the entire city has to offer.

And that requires meticulous planning – because the details are crucial. Thanks to the central location of the Swedish Exhibition & Congress Centre and Gothia Towers, the meetings are highly visible and become part of the city's setting and packaging through signage, flags and comprehensive offers – all to help visitors feel welcome and enjoy their stay.

"Evaluations often show that we stand out when it comes to proximity, personalised service and hospitality. These are the areas where we can make a difference compared with the major meeting cities like London, Paris and Barcelona," says Malin Erlandsson. 

TEXT JOSEFINE JACOBSSON



Malin Erlandsson, director of association sales.

FIVE FACTORS FOR SUCCESS FOR THE SWEDISH EXHIBITION & CONGRESS CENTRE GROUP

- Comprehensive concept
- Partnerships
- High ambitions
- Information gathering
- Employees

A close-up photograph of a man with a full beard and a large tattoo on his left arm. He is holding a small, speckled quail egg over his right eye, looking directly at the camera with a wide, open-mouthed smile. The background is a solid dark blue.

*An eye
for detail*

ENJOY SKY-HIGH
GASTRONOMY OR
GRAB A BITE ON THE
RUN. WE'RE HERE
FOR YOU ON EVERY
OCCASION.

**GOTHIA
TOWERS**

Please feel invited to a culinary journey. Choose one stop or many, all under the same roof. Only one chef in the world has won four gold medals at the Culinary Olympics. His name is Krister Dahl and he's our Executive Chef. He guarantees that all the food and drink we serve is of the highest quality.

gothiatowers.com

CREATING SPACE FOR MEETINGS

For Danish architect Helle Juul, urban planning is about seeing the whole picture and creating meeting places. Architecture is much more than just a building. It is a catalyst for social development.

TEXT GÖRREL ESPELUND PHOTO STEFAN EDETOFT

“THERE’S A GREATER understanding of architecture’s role in the society we live in. Before, people saw a building as an isolated object with no context. Today, we use architecture as a catalyst in urban planning,” says Helle Juul.

She is one of the founders of the architecture firm Juul Frost, which is based in Copenhagen. The firm has around 30 employees, and Helle Juul readily emphasises the interdisciplinary expertise found there.

“Right now, we have a philosophy student and a psychologist with us. We evolve and learn from one another together. Working with people who are interested in the same subjects, but who have different perspectives and starting points is incredibly inspiring. Really, it’s downright magical.”

According to Helle Juul, a good architect is someone who can take stock of the entire process and see the whole picture. “It’s about being sensitive and listening to everyone, from the sound technician to the construction engineer. You have to stick to your basic ideas and the core of the project while also allowing others to influence the final result.”

Juul Frost works in Denmark, Norway and Sweden, but Helle Juul does not think Scandinavian architecture shares any common traits. Rather, she sees three cultural starting points that must be taken into account: Swedish industrialism, Danish commerce and agriculture, and Norwegian oil resources.

“One clear difference is how architecture programmes are formulated in the three different countries. Sweden’s development has been more technical, while Denmark’s has been more artistic.”

HELLE JUUL COMPLETED her Ph.D. in 1994 from the School of Architecture at the Royal Danish Academy of Fine Arts in Copenhagen. Her doctoral thesis incorporated the ideas of Argentinian author Luis Borges about the fact that nothing ever stays the same. “We renew ourselves constantly, and Borges describes it so well. Encounters with other people enrich us and help us grow; I find that so incredibly fascinating.”

Meeting places and public spaces that create opportunities for interactions have also become one of Helle Juul’s signatures, especially when she works ➤

FACTS **HELLE JUUL**

Age: Born 1954.

Lives in: Copenhagen.

Job: Architect at architecture firm Juul Frost, which she founded in 1990 with her spouse, architect Flemming Frost.

Recently: The architecture firm recently won the Kristiansand 2041 assignment, which will shine a light on the future of urban development. Participating in the Nordic Architecture Fair at the Swedish Exhibition & Congress Centre in 2017.



DTU Skylab is an innovation hub at the Technical University of Denmark. This small project has extraordinary qualities that Helle Juul enthusiastically highlights as a typical example of how Juul Frost works. It is a welcoming building where the core activity is innovation. An informal learning environment has been created here and the architecture encourages social interaction. Skybox is one of the meeting rooms, a large black box with a bright yellow interior that appears to float freely in the space.

with urban development and planning university and campus areas.

In the past, higher education institutions had contact anxiety with the rest of society. But innovation is a contact sport and requires places where society and the university can come together, reckons Helle Juul.

SHE POINTS OUT three examples that Juul Frost is behind and in which meeting places and flexibility are central components: the Skylab at the Technical University of Denmark, where an informal classroom has been created for people working individually or in groups, and where they have opportunities to integrate with one another.

Novahuset at Örebro University, which has given campus a new openness with the School of Business, housing for researchers and a campus neighbourhood that also welcomes residents of the city.

Media Evolution City (MEC) in Malmö, an incubator building with a restaurant, meeting facilities and more, where people can book meeting rooms for three hours or workrooms for three months.

"These are three different buildings that are important because they represent social arenas that connect companies, the university and the city and invite people to participate. For me, this involves creating frameworks for spontaneous meeting places that give people chances to come together, regardless of whether they belong to the building or if they're coming in from the outside."

She also wants to point out the Oslo Opera House

“ There’s a greater understanding of architecture’s role in the society we live in. Before, people saw a building as an isolated object with no context.”

HELLE JUUL, ARCHITECT

as an example of successful urban planning in the neighbouring country.

"What I find really exciting isn't just the building, but its relationship to its surroundings. Because even though opera might be considered a little snobby, it's a welcoming building where young people meet up on the roof for a picnic. The Opera House means different things to many different kinds of people, and that's completely fantastic."

THE OSLO OPERA HOUSE also demonstrates today's heightened awareness of the importance of architecture for the city and the people who live there.

But Helle Juul also believes that tomorrow's architects will face brand new demands.

"In the future, the architect will also have to work with the overarching strategic frameworks for the development of a city. And that is a unique trait that must be built up and developed," says Helle Juul. ☉

An architecture-oriented fair for tomorrow's most important questions

Everyone knows the cities of the future must be sustainable. The path there, however, is not quite as obvious. But at the Nordic Architecture Fair, a new meeting place, issues will be debated in an effort to find solutions for the future.

A RCHITECTURE AND urban management are more important than ever before and nothing indicates that urbanisation will subside. To be ready for tomorrow, our cities must be smartly built with smart techniques while still keeping people in focus. Even so, architects and community builders have not had any natural forum for discussing these issues – until now. In November, the Nordic

Architecture Fair will be held for the first time at the Swedish Exhibition & Congress Centre.

"The Nordic Architecture Fair is a brand new meeting place. We've understood that architects need cross-industry meetings to exchange experiences, but there hasn't been a natural meeting place for discussing the role of the community builder," says Annika Persson, business developer at the Nordic Architecture Fair.

THE FAIR IS PRIMARILY aimed at architects, community builders, municipalities, decision-makers, developers, politicians and suppliers. Around 120 exhibitors and 3,000 visitors, including some of the world's leading architects, are expected to visit the fair, which will focus on Nordic architecture.

"The focus is on networking and socialising. But we also have an extensive conference programme where the architects will be able to debate and find solutions to existing



Annika Persson, business developer at the Nordic Architecture Fair.

problems," says Annika Persson, adding, "we have a situation today where everyone wants sustainable cities, but we don't really know how to obtain them. Therefore, the Nordic Architecture Fair

will have a sharpened focus on suppliers who can demonstrate solutions with innovative, climate-smart technology."

From a purely aesthetic perspective, the meeting place will also be unique. Celebrity Belgian architect Julien de Smedt has been tasked with shaping the space.

"We can't offer architect-designed meeting places every time," says Annika Persson. "But here, it's a matter of course. I think it's going to be far beyond the ordinary." ☉

TEXT MAGNUS CARLSSON

! Nordic Architecture Fair, 7-8 November 2017, www.nordicarchitecturefair.se



OUTSIDE POOL
ON THE 20TH FLOOR

UPPER HOUSE SPA



A journey for the senses.

UPPERHOUSE.SE



PHOTO: COLOURBOX

FACTS: **ELFACK**

Elfack is the Nordic region's largest trade fair for the electricity industry. The fair began in 1969 and is arranged by the Swedish Exhibition & Congress Centre every other year. In 2017, Elfack is expected to draw 400 exhibitors and 25,000 visitors.

A new feature this year is eSmart, a gathering place at Elfack. Various industry players can meet here to discuss development and establish partnerships. eSmart is configured around eight areas: automated homes, smart lighting, smart infrastructure, smart cities, the Internet of Things and Big Data, local micro-networks, energy-efficient technology and electric transports.

Elfack 2017 will be held 9-12 May. www.elfack.com

Smart solutions are required for a changing industry

Electricity is a fundamental necessity for modern life – but it's also so much more than just cables and electrical outlets. Smart cities and automated homes are being built already today, and tomorrow, they will be standard. To meet this new reality, the industry's players are meeting at Elfack this spring.

WHAT DO WE think of when we hear the word electricity? Historically, the answer has probably been light bulbs and white electrical outlets. But at the same time, these things are just a fraction of the whole picture. Modern technology and digitization have redefined the entire electricity industry, which now includes both real estate companies and IT companies.

"The electricity industry is in the midst of a really interesting change. As consumers, we're becoming more and more connected and digitized. Companies have to react accordingly, because solutions must

become more advanced as we become more connected," says Ola Lundqvist, business manager at Elfack.

Elfack is the Nordic region's largest meeting place for tomorrow's electricity and energy market. Utility companies, decision-makers, politicians, installers, electricity distributors, architects and lighting designers gather here to formulate ideas and innovative solutions for tomorrow's electricity and energy sector. Elfack 2017 is expected to draw around 25,000 visitors and 400 exhibitors.

"This is more important than ever for the industry: people need one another more and more, and you have to work together to create the best solutions,"



Ola Lundqvist, business manager at Elfack.

says Ola Lundqvist. "What also makes it extra exciting is that new players are constantly entering the arena. Suddenly, Ikea jumps in and starts selling solar panels, and IT companies' cloud services will soon be in demand in everyone's homes. It's important to stay on your toes."

AT ELFACK, PRIOR to this spring's fair, major initiatives have been underway to create a space where the new solutions can be discussed. The initiative is called eSmart and has several different focus areas, such as automated homes, smart lighting, smart cities and electric transports. Ola Lundqvist describes eSmart as "an opportunity to see the future."

"We all know this development is going to happen, but we don't really know how or when. At eSmart, companies can meet up to learn and find inspiration about future development," says Ola Lundqvist.

"The biggest challenge for companies is to find business models in the new technology. Because there is money to be made if you know what to do. For example, there are companies that have successfully reduced energy costs by 50 percent by implementing smart technology. That might involve controlling lighting according to need, and buying electricity in certain periods when it's cheap."

ANOTHER MAJOR CHALLENGE for the companies at Elfack is being able to convince customers of the advantages of the new technology.

"Today's consumers rarely have any major incentive to be connected to everything," says Ola Lundqvist. "It can cost a lot of money, and there's no guarantee that it will make your life easier or faster. But it will probably look completely different tomorrow, and it's the road there that we're going to try to find through eSmart."

MAGNUS CARLSSON

Three current trends

- 1 Smart cities.** Why have tons of lights on where there are no people? In the future, lights will be connected, which means that lighting for entire neighbourhoods can be centrally controlled and adjusted based on how people move.
- 2 Automated homes.** Future homes can be controlled via mobile phone and adapt to users. This means, for example, that lighting and heat will only be active when you're home – which will have a major impact on your energy consumption.
- 3 Internet of Things.** The Internet of Things is a digitization concept that revolves around how everything is connected. Everything from people to cars, homes and clothing will be connected to the internet to communicate with and adapt to the surrounding world.

2 ENTERTAIN & KRALL ENTERTAINMENT
PRESENTS



JILL JOHNSON *That's life*

AUTUMN 2017 IN
THE THEATRE, GOTHIA TOWERS

Book on JILL.SE,
GOTHIATOWERS.COM/SHOW
or call 0771-130 150

the Theatre.
GOTHIA TOWERS

A small-plate menu

Mingling with food in bite-sized form is a delightful way to socialise. Head chef Johan Lilja and sommelier Emma Ziemann have assembled the perfect small-plate menu.

TEXT MALIN DITTMER PHOTO STEFAN EDETOFT



JOHAN LILJA

Age: 35 years old.
Job: Head chef at West Coast at Gothia Towers.

Background: Previously worked at Familjen and Peacock in Gothenburg. Has also worked seasonally in Åre and Storlien.

Favourite finger foods: Cheese, charcuterie and pickled vegetables.

Favourite drink: Beer.

EMMA ZIEMANN

Age: 28 years old.
Job: Sommelier at Upper House Dining.

Background: Several years of experience in the restaurant and service industry. Won the Lily Bollinger Award and thus the title of Sweden's best female sommelier in 2016.

Favourite finger foods: Gruyère, dill chips, vendace roe, truffle salami and smoked shrimp.

Favourite drink: Depends on my mood, but champagne always hits the spot.

POTATO PANCAKE WITH ROE

Potato pancake with sourdough, Vendace roe from Lake Vänern, strained sour cream and horseradish. Johan: "A Swedish potato pancake with a new twist. Sourdough and potato are a lovely combination and they also pair together really beautifully with the acidity of the sour cream. The vendace roe is from small-scale vendace fishing in Lake Vänern."

! Does the potato pancake with vendace roe sound tasty? You can find Johan's recipe at www.gothiatowers.com

LAGER AND VODKA

Emma: "Vodka has more flavour nuances than people think; a malt or potato vodka has a more oily mouth feel that will enhance the delicate flavour of the vendace roe without overpowering it. The beer shouldn't be too bitter to avoid competing with the heat from the horseradish, but should preferably have a fresh acidity that can balance out the sour cream and offer an exciting contrast to the potato pancake."

SQUID IN CABBAGE

Swedish squid in cabbage, fried flaxseed, fried lacinato kale and reduced pickle juice.

Johan: "Unfortunately, you don't see Swedish squid at restaurants very often, but it has a delicious flavour and is caught here on the west coast, usually as a by-catch."

LIGHT, FRESH WHITE WINE

Emma: "The dish has a nice balance of sweetness, acidity and umami. Look for a white wine with no oaky character, with a bright fruitiness and acidity that can match the accompaniments without diverting the spotlight from the octopus."

■ CHICKEN SANDWICH

Chicken steak from Mowitz, chicken liver terrine and pickled cucumber on rye bread.

Johan: "The chicken sandwich is a classic that has been here on the West Coast from the start. The chicken is from a local producer in Trollhättan."

■ ELEGANT RED WINE

Emma: "A light red wine with a fresh acidity can take on the fat in the dish and balance out the pickles. A light oakiness and mature character can provide both spicy and smoky notes, which will be a delicious complement to the nuttiness of the bread."

■ SWEDISH CHARCUTERIE

Air-dried topside, air-dried pork loin, ham hock terrine and 24-month-old grev  cheese. Johan: "We only use Swedish charcuterie products, because there's such incredibly good charcuterie here."

■ CHAMPAGNE AND DRY SHERRY

Emma: "A dry sherry will enhance certain flavours, especially umami-rich foods like charcuterie and aged cheese. Champagne, preferably ripe and with a more full-bodied profile, pairs beautifully with the fat and salt in the cheese, charcuterie and terrine, while the wine, with its brisk acidity, enhances the freshness of these appetizers."

! Gothenburg Wine & Deli will be held at the Swedish Exhibition & Congress Centre 21-22 April 2017, www.vinochdeli.se

ULRIKA STORHAUG, HEAD OF THE
FLOWER SHOP FLOWERS
IN GOTHIA TOWERS LOBBY:

“We made 900 bouquets!”

“**WE HAVE AN** entire team of florists who are involved with almost everything that goes on at both the exhibition centre and the hotel. It could be flower arrangements for weddings, building a park environment inside a fair, or just supplying a simple flower for a dinner party at one of our restaurants. We also take care of the plants at the facility, both indoors and out, and there are several thousand!

Last week, I walked over 55 km – the facility spans a pretty big distance, and we carry plants and materials in and out of our warehouse to fairs and booths.

No two days are the same. I remember one time when a big company had an event and wanted a flower in the room for every participant. We made 900 bouquets! We chose Anastasia/chrysanthemum, and we worked on an assembly line: one person cleared off the leaves, one wrapped everything together, and one picked off the little white labels on the brand new vases.

I love that flowers have this ability to inspire and stir emotions. The Dalai Lama stayed at the hotel once, and even he was out touching the flowers in the lobby, asking what variety they were.” ☺

HANNA ZAKAI

3 FAVOURITE FLOWERS...

- 1 **Peony.** “So beautiful and impossible to resist.”
- 2 **Carnation.** “Durable and easy to work with.”
- 3 **Ornithogalum arabicum.** “Sheer and lovely, with different stages and appearances as they bloom.”





ROOM RATES FROM

645 SEK

PER PERSON

*Enjoy
your stay*

**GOTHIA
TOWERS**

Gothia Towers features 1200 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 delicious breakfast and everything else you might need for an enjoyable stay, we hope you will feel at home with us. And sleep really well. gothiatowers.com

Gems in Gothenburg

From art walks and garden strolls to concerts in arenas and music at museums: spring and summer in Gothenburg have something for everyone. Here is a selection of all the city's gems.

PHOTO: SUPERSTUDIO D&D



◉ MAGASINSGATAN (STOP: DOMKYRKAN)

You can find one of Gothenburg's trendiest neighbourhoods around Magasinsgatan downtown. Magasinsgatan is as much an obvious choice for shopping and coffee in the afternoon as it is for restaurants and bar hopping when night-time falls. On these streets, you'll find everything from antiques and local fashion to interior decor and vintage finds.

PHOTO: CUE CLUB FOREVER



◉ GÖTEBORG CITY MUSEUM (STOP: BRUNNSPARKEN)

The City Museum presents Gothenburg's history from antiquity to today. You will find exhibitions, a shop, café, fact room and playroom. In 2017, the exhibitions will include Värdefullt (Valuable), about historical items of value, and Musiklivet i Göteborg (Gothenburg's Music Scene) from 1955–2018 (photo), which will take you to the city's rock arenas, speakeasies and forgotten dance floors.

PHOTO: LISA BRUNNSTRÖM



◉ GOTHENBURG BOTANICAL GARDEN (STOP: BOTANISKA TRÄDGÅRDEN)

With 16,000 plant species and 175 hectares, Gothenburg's botanical garden is one of the largest of its kind in Europe. The garden offers plenty of beautiful areas, such as Vitsippsdalen, with its sea of white spring flowers, and Japandalen, with its special handkerchief tree that blooms in late May and early June.

PHOTO: EMIL FAGANDER



◉ ARCHIPELAGO (STOP: SALTHOLMEN)

Gothenburg's archipelago consists of around 20 occupied islands. Vrångö in the southern archipelago is primarily known for its beautiful natural scenery and gorgeous sandy beaches. To get there, it's easiest to take the tram to Saltholmen and then hop onto one of the archipelago boats, all using just one ticket.

PHOTO: JORMA VALKONEN



◉ SUMMERBURST (STOP: ULLEVI NORRA)

The electronic dance music festival Summerburst comes to Gothenburg and Ullevi Stadium on 2–3 June. For the sixth year in a row, this popular festival will gather thousands of music-lovers, and 2017 will feature acts such as Eric Prydz and Tiësto.

PHOTO: DICK GILLBERG



◉ ART WALK IN MAJORNA (HÄLLPLATS: VAGNHALLEN MAJORNA)

Professional artists and craftspeople contribute to a group show at the art gallery Röda Sten Konsthall. Get an overview here before going on to the artists' open studios in the Majorna neighbourhood. An array of materials and forms of expression can be seen at the art walk, which will be held 21–23 April this year.





THE MOMENT

6:31 p.m. **HELIX IS LISEBERG'S** biggest attraction ever. When the roller coaster was completed in 2014, international roller coaster enthusiast organisations queued up to book trips to Liseberg. Helix was also named Europe's best new attraction that year, in competition with 200 other attractions.

The dizzying roller coaster is 1.38 km long and features all the elements a coaster connoisseur could ever want. The ride, which takes just over two minutes, has two acceleration zones and the train reaches speeds of 100 km/hour. Passengers go upside down seven times and are weightless three times during the trip.

The amusement park Liseberg is situated in the heart of downtown Gothenburg and is the biggest in the Nordic region, with a total of over 40 attractions. 📍

Göteborg Media Days
SEPTEMBER
27–28
2017

Meg.

The leading event in Sweden for exploring the intersection
between the media, business, academia and the future.

#meg17 www.meg.se

PROGRAMME 2017

JANUARY

5-8 Jan	MyDOG
18-21 Jan	Auto Trade Fair
27-29 Jan	Forever Living Products – Scandinavian Gathering 2017
30-31 Jan	Swedish National Conference on Donor Health and Management 2017

FEBRUARY

4-12 Feb	Gothenburg Boat Show
14-15 Feb	Biobank 2017
18-19 Feb	Wedding Fever Show
22 Feb	Equestrian Business Forum
23-26 Feb	EuroHorse Fair

MARCH

3-5 Mar	Sweden Bike Expo
4-5 Mar	Overseas Property Show
9 Mar	Digital Commerce Congress
13 Mar	Real Entrepreneurship
14-16 Mar	Senior Show
15-17 Mar	Swedish Psychiatry Congress 2017



PHOTO: NIKLAS MAUPOIX

From 24 to 25 March it's time for A Beer & Whisky Fair. Over the fair's two days around 20,000 visitors will gather for inspiration, drinks tastings and to benefit from exhibitors' knowledge, tips and innovations.

24 Mar	Hjärttillskott seminar
24-25 Mar	A Beer & Whisky Fair
25 Mar	Strong Together 2017

APRIL

2-4 Apr	Dental Hygienist Days
4-6 Apr	Leva & Fungera Assistive Technology Exhibition
6 Apr	Business Arena
8-9 Apr	SciFiWorld
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
27-28 Apr	School Nurse Congress

MAY

3-4 May	Swedish Dementia Days
9 May	Power Circle Summit
9-10 May	Vehicle Electronics & Connected Services 2017
9-12 May	Elfack
12 May	Hjärttillskott seminar
17-19 May	Swedish Gastroenterology Days 2017
18-20 May	GöteborgsVarvet Sport & Health Expo
19-22 May	IF Metall Congress
26-28 May	Yoga Games

JUNE

1-3 Jun	Congress of the Nordic Association of Otolaryngology
15-18 Jun	International Congress on Neuropathic Pain 2017

JULY

3-6 Jul	SEB 2017 – Society for Experimental Biology
---------	---

AUGUST

21-27 Aug	FEI European Championships Trade Fair – to be held at Heden
-----------	---

Besök svenskamassan.se
för det senaste programmet.

I november arrangeras Kunskap och Framtid, Västsveriges största utbildningsmässan. Cirka 9 000 ungdomar besöker varje år mässan för att få svar på frågor om jobb, arbetsmarknad, studier, framtidsbanscher, ekonomi och karriärplanering.



FOTO: ANNA SIGGARDSSON

SEPTEMBER

6-7 sept	Fastighetsmässan med Skydd & Säkerhet
12-13 sept	Suicidprevention 2017
17-21 sept	ECOC 2017
27-28 sept	Meg – Mediedagarna i Göteborg
28 sept-1 okt	Bokmässan

OKTOBER

4-6 okt	Urologidagarna
7-8 okt	Köpa hus utomlands
27-29 okt	Hem, villa & bostadsrätt

NOVEMBER

7-8 nov	Nordic Architecture Fair
7-8 nov	Logistik & Transport
14-16 nov	Kvalitetsmässan
23-25 nov	Kunskap & Framtid

DECEMBER

9 december	Nobel Week Dialogue
13-16 dec	Stjärnklart



PHOTO: ANNA SIGVARDSSON

November sees the return of Student & Knowledge, West Sweden's largest education fair. Around 9,000 young people visit the fair each year to get answers to their questions on jobs, the labour market, higher education, the sectors of the future, finances and career planning.

Visit svenskamassan.se
for the latest programme.

SEPTEMBER

- 6-7 Sep Property Fair with Protection & Security
- 12-13 Sep Suicide Prevention 2017
- 17-21 Sep ECOC 2017
- 27-28 Sep MEG – Göteborg Media Days
- 28 Sep-1 Oct Göteborg Book Fair

OCTOBER

- 4-6 Oct Urology Days
- 7-8 Oct Overseas Property Show
- 27-29 Oct Home and DIY Show

NOVEMBER

- 7-8 Nov Nordic Architecture Fair
- 7-8 Nov Logistics & Transport Expo & Conference
- 14-16 Nov Quality Fair
- 23-25 Nov Student & Knowledge Fair

DECEMBER

- 9 Dec Nobel Week Dialogue
- 13-16 Dec Stjärnklart Entertainment Show

PROGRAM 2017

JANUARI

- 5-8 jan MYDOG
- 18-21 jan Automässan
- 27-29 jan Forever Living Products - Scandinavian Gathering 2017
- 30-31 jan Nationella DAL/DAS-mötet 2017

FEBRUARI

- 4-12 feb Båtmässan
- 14-15 feb Biobank 2017
- 18-19 feb Bröllopsfeber
- 22 februari Hästföretagarforum
- 23-26 feb EuroHorse

MARS

- 3-5 mars Svenska Cykelmässan
- 4-5 mars Köpa hus utomlands
- 9 mars D-Congress
- 13 mars Entreprenörskap på riktigt
- 14-16 mars Senormässan

15-17 mars

Den 24-25 mars är det dags för En Ö1 & Whisky-mässan. Under mässans två dagar samlas cirka 20 000 besökare för att inspireras, provsmaka drycker och ta del av utställarnas kunskap, tips och nyheter.



FOTO: NIKLAS MAUPÖIX

APRIL

- 24 mars 24 & Whisky-mässan
- 24-25 mars Strong Together 2017
- 2-4 april Tandhygienistdagarna
- 4-6 april Leva & Fungera
- 6 april Business Arena
- 8-9 april SciFiWorld
- 8-12 april Socialdemokraternas Partikongress
- 21-22 april Göteborg Vin & Deli

MAY

- 24-27 april Barnveckan
- 25-27 april Vitalis
- 27-28 april Skolsköterskekongress
- 3-4 maj Svenska Demensdagarna
- 9 maj Power Circle Summit
- 9-10 maj Vehicle Electronics & Connected Services 2017
- 9-12 maj Elfack
- 12 maj Hjärtilliskott
- 17-19 maj Svenska Gastrodagarna 2017
- 18-20 maj GöteborgsVarvet Expo
- 19-22 maj IF Metall Kongress
- 26-28 maj Yoga Games
- 1-3 juni Nordisk ÖNH möte
- 15-18 juni International Congress on Neuropathic Pain 2017
- 3-6 juli SEB 2017 - Society for Experimental Biology
- 21-27 augusti FEI EM i Ridsport Trade Fair – arrangeras på Heden

AUGUSTI