

MOMENTS

A MAGAZINE BY THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS | 2 | 2017

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FROM COUNTRY TO GLAMOUR

THE CON MAN WHO BECAME AN FBI CONSULTANT

FRANK ABAGNALE'S
INCREDIBLE STORY

TOMORROW'S WELFARE

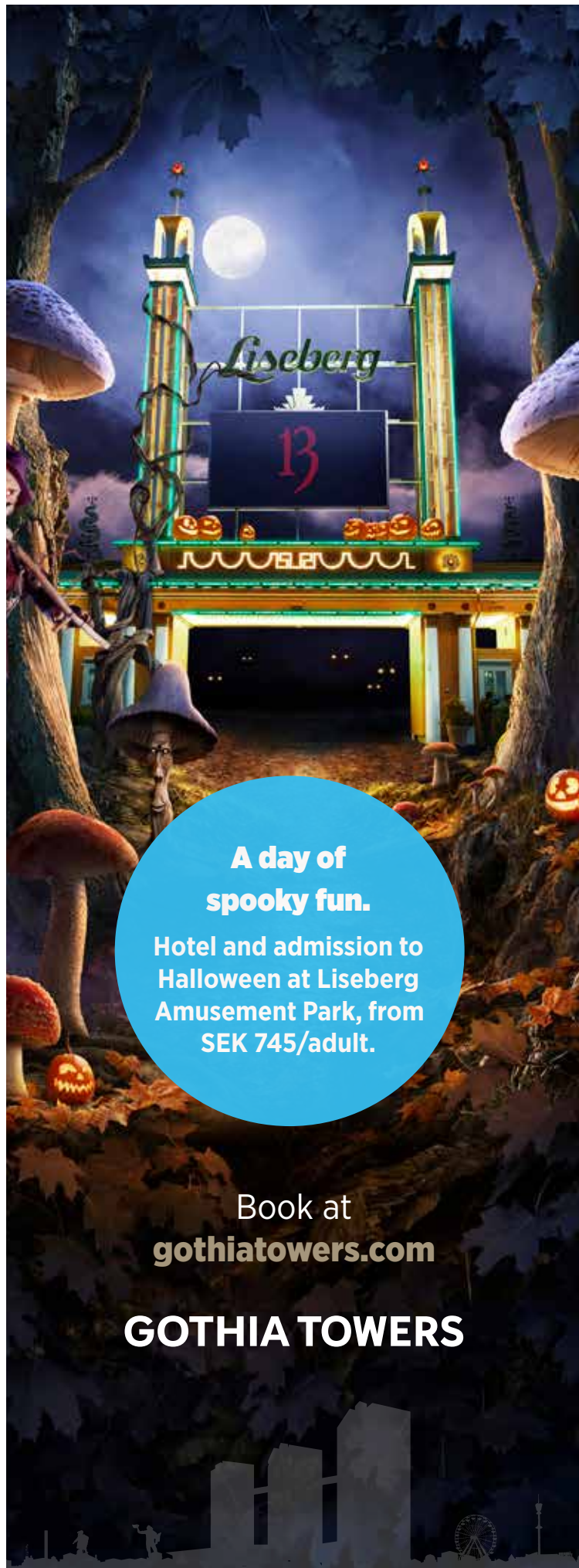
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THIS ISSUE OF Moments offers insight into the restaurant kitchens and the work that goes on there. You can also read more about the Quality Fair, American con man Frank Abagnale's journey from prison to a career as an FBI consultant, and the dazzling show That's Life in the words of Jill Johnson herself.

Enjoy the magazine! ☺



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SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

GOTHIA TOWERS

PHOTO: STEFAN EDETOFT



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PHOTO: BODIL BERGQVIST



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PHOTO: STEFAN EDETOFT



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The property industry meets up

THE NORDIC property market is red-hot. Last year, it reached new top levels, and more and more international investors are currently setting their sights on the Nordic property market. To meet this enormous level of interest, the Swedish Property Federation and the Swedish Exhibition & Congress Centre are joining forces to create the Nordic region's leading meeting place for the property industry. Nordic Property Expo will be held for the first time ever on 11-12 September 2018, with a focus on property management and innovative solutions for property portfolio development. 📍

! Nordic Property Expo, 11-12 September 2018, www.propertyexpo.se

Architecture fair premiere

NOVEMBER WILL SEE the premiere of the Nordic Architecture Fair, which is a new, cross-industry meeting place for players in architecture and urban planning. The Nordic Architecture Fair is expected to draw around 120 exhibitors and over 3,000 visitors, and guests will include celebrity architects Gert Wingårdh and Helle Juul.

"This will be a place where we can feature excellent architecture and urban planning, which always offers increased well-being for people, no matter the context. Simply put, good architecture creates a better society," says Annika Persson, business developer for the fair. 📍

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



PHOTO: SERNEKE

A new look for the breakfast dining room

GOTHIA TOWERS' BREAKFAST dining room has been renovated and recently opened with a new look under the name Seasons. In addition to serving breakfast, Seasons will function as a lunch and dinner restaurant in conjunction with conferences, events and Christmas dining. Seasons is divided into four separate areas; each space has a unique design and environment suitable for particular situations. 📍

Did you know that...

...the packaging industry employs 21,000 people and has annual sales of SEK 75 billion in Sweden? The packaging industry is enormous, and when the industry meets up, it happens in Gothenburg. In October 2018, it is time for Scanpack at the Swedish Exhibition & Congress Centre, where participants from some 50 countries will gather to learn about the latest in packaging and machines, as well as smart industry, intelligent materials and virtual reality.



! Scanpack, 23-26 October 2018, www.scanpack.se



PHOTO: COLOURBOX

Where is the friendliest locale for dogs?

WHEN THE NORDIC region's biggest event for dogs, MyDOG, comes to the Swedish Exhibition & Congress Centre in January, the dog-friendliest place in Gothenburg will be chosen. This autumn, visitors will be able to nominate restaurants, cafés, hotels and other places that make it a little easier to be a dog-owner. MyDOG and Västra Kennelklubben will then name a winner, who will receive the award before 33,000 visitors and 9,000 dogs. 📍

! MyDOG, 4-7 January 2018, www.mydog.se

THE MOMENT

11:53 a.m. **FIND INNER** peace in the midst of the urban hustle and bustle. This spring, Upper House Spa launched an exclusive club offering yoga, a gym, and a spa for a holistic experience. Karin Paulsdotter is one of ten yoga teachers who hold classes in this serene space with expansive views of the city. Here, you can let the first rays of sunlight slowly awaken you at a morning class, energize at lunchtime or enjoy the full spectrum of the sunset's colours at an evening class. [👉](#)



HELLO
THERE...

Joe Posner is video director at news site Vox and is participating in this year's Meg – Media Days in Gothenburg.



PHOTO: CKAINAZ AMARIA/VOX MEDIA

JOE POSNER, VIDEO DIRECTOR AT VOX:

“Turn off the TV and make a video”

VOX IS AN American news site with the mission to explain the news. The site has 60 million readers each month and the video content has over 400 millions views on YouTube. Joe Posner is the executive producer for Vox.

How does Vox differ from other news channels?

“Most news channels will answer questions like ‘who, what, where, when’ about a story. We are most interested in why, and how.”

Vox wants to explain the news. How do you make sure you get your explanations right?

“We take getting it right incredibly seriously, and subject pitches and scripts to rigorous editing. But it’s important to add that explanatory journalism is a format that reflects an individual’s best reporting, research, and knowledge, rather than a claim of objective truth. There could be, and often are, multiple explanations for something.”

How do you manage the balance between going for clicks and simplifying the story versus making the story relevant and complex?

“The most successful stories we’ve done at Vox show these aren’t in conflict as much as people might think. An example is our video explaining the dynamics behind civil war in Syria – over its life it’s received over 100M views, on many different platforms. Compared to many of the videos people see ricocheting around on Facebook, it’s quite complex. It’s inspiring as many stories cannot be simple and short given how complex they are, which takes time.”

The theme of this year’s Meg is “Make media great again”. What do you think the media business needs to do to regain the public’s trust?

“Social media has dramatically increased the power of the individual over organizations. But since the public decides what is popular, to regain the public’s trust they must be interested in trusting uncomfortable truths. This is a tough problem – but I think the most effective thing any individual interested in truth and trust can do is turn off the TV and make a true, deeply researched, reported, and visually

engaging film or video that grapples with what you are most curious and confused about. Figure it out on film.”

Meg – Media Days in Gothenburg, 27-28 September, www.meg.se

Public health a key concern

THE SWEDISH RESEARCH COUNCIL for Sport Science recently reported that Swedish children and young people get far too little exercise. This was also one of the key issues when the Nordic Health Convention was held for the first time – but far from the last – at the Swedish Exhibition & Congress Centre in May. The Nordic Health Convention is a meeting place held separately, but also in conjunction with other trade fairs and conferences, for the purpose of improving public health. The conference returns on its own in May 2018, but before then, it will also return to the Quality Fair in November, Sports Summit in March and Vitalis in April. ☉

Nordic Health Convention,
www.nordichealthconvention.se

PHOTO: COLOURBOX

ON STAGE

“Working out is as important as brushing your teeth”

FITNESS CELEBRITY KALLE ZACKARI WAHLSTRÖM ON THE IMPORTANCE OF MOVEMENT, DURING A LECTURE AT GÖTEBORGSVARVET EXPO AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN MAY 2017.



Focus on logistics

THE POSSIBILITIES AND challenges of urban logistics are a major theme at the Logistics & Transport trade fair, which takes place at the Swedish Exhibition & Congress Centre in November. Guests include the CEOs of Post-Nord, Schenker DHL, and Stena Line as well as Carl-Friedrich Zu Knyphausen, head of logistics, Zalando and Aric Dromi, futurologist and Professional Troublemaker.

“How we will solve tomorrow’s city logistics is a huge question. Everyone wants to live in cities, but no one wants any cars downtown. That creates brand new demands for logistics,” says Jan Nilsson, business manager for Logistics & Transport. ☉

Logistics & Transport,
7-8 November,
www.logistik.to





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Pictured: Maria Källsson,
manager of Göteborg
Book Fair.

PHOTO: BODIL BERGGVIST

Physical books regain popularity

THE PHYSICAL BOOK is rapidly gaining ground. The greatest increase is among children's books, which will also be featured in particular at this year's Göteborg Book Fair.

Society is being digitized quickly, and screens take up more and more space in our lives. Book sales have long been dwindling and new technology is rewriting the map. But recently, sales of physical books have increased.

"This probably means we've reached the bottom, and it's incredibly positive news for the industry," says Maria Källsson, manager of the Göteborg Book Fair.

The increase among books for kids and young adults is particularly sharp.

"I think in some ways, it's a reaction to all of our digital tools, and the fact that we spend so much time in front of screens," says Maria Källsson.

THE INCREASED INTEREST in literature for kids and young adults is also evident at the Göteborg Book Fair in the form of the initiative Barnsalongen (Children's Salon), which is in collaboration with Barnboksakademien, the Swedish Academy for Children's Books.

"This initiative is intended for parents and people who work with kids, but also for children themselves. It could easily go over children's heads otherwise, but here, we try to offer playful exhibitions in which kids

can participate, too," says Maria Källsson.

However, the interest in children's books is not the only trend in focus at this year's book fair. The organisers are hard at work to analyse trends and present a trade fair that reflects what's happening right now.

As a result, this year's fair has its own departments for graphic novels and science fiction.

"Finding a niche is clearly becoming more and more important," says Maria Källsson. "For example, one of the most profitable booksellers is the bookstore Science Fiction Bokhandeln. I believe that those who know their target groups really well will be winners in tomorrow's book industry." 📖

MAGNUS CARLSSON

A close-up photograph of a man with a full beard and a large, detailed tattoo on his left arm. He is holding a small red Christmas ornament with white snowflake patterns over his right eye. He has a wide, joyful smile, showing his teeth and tongue. He is wearing a white chef's coat. The background is a solid dark blue.

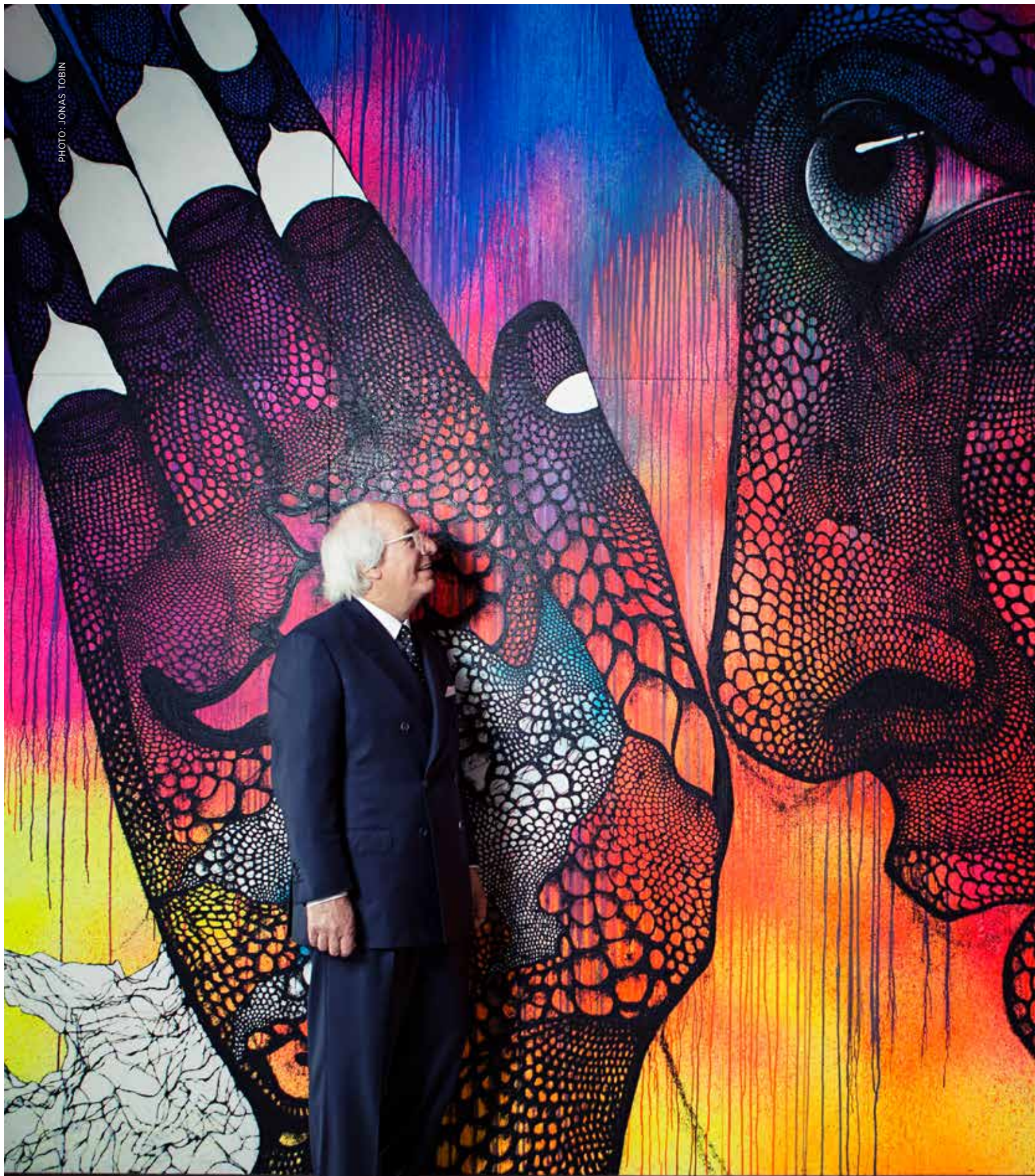
*An eye
for detail*

ENJOY SKY-HIGH
GASTRONOMY OR
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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 is our Director Concept Development Food & Beverage. He guarantees that all the food and drink we serve is of the highest quality.

gothiatowers.com



FACTS

Name: Frank Abagnale.
Age: 69 years old.
Job: Author, speaker and consultant.

FRANK ABAGNALE, FBI CONSULTANT:

“People don’t let you forget your mistakes”

MOST PEOPLE KNOW Frank Abagnale from the film “Catch Me If You Can”, which is based on his life. Between the ages of 16 and 21 he lived under several false identities and cashed false cheques worth 2.5 million dollars across the US and abroad. Now Frank Abagnale works with the FBI, helping them to fight fraud.

Tell your story?

“I was a 16 year-old boy who ran away back in the 1960s, out from a broken home and ended up on the streets in New York City. I had to survive. I looked older than I was so I altered my drivers license to make myself ten years older. I started writing cheques to support myself. I impersonated an airline pilot for a couple of years, I was a doctor in a hospital for a while and I practiced law. I was eventually arrested by the French police when I was 21 and served time in French and Swedish prisons. Later I was returned to the United States and sentenced to twelve years. I served four of those. When I was 26 the government took me out of prison to work with the FBI and I’ve been doing that for 41 years.”

How did all of this begin when you were so young?

“It started out of survival, being a young kid on the streets. And then it became a case of people chasing me and I wanted to stay ahead of them. In the end it became more like just a game, always knowing I was going to get caught sooner or later.”

What helped you succeed with all the frauds and different identities?

“I think I was successful not because I was brilliant, but because I was just an adolescent. I had no fear of being caught, no fear of consequences. I believe that had I been a little older, I would never have done half of the things.”

What was the turning point for you?

“I don’t think prison rehabilitated me, I was the same person afterwards. But when I started working with the government I met my wife. I think getting married and bringing our three sons into the world is really what changed my life.”

How have you used your experiences later in life?

“I have developed a lot of technology that goes in paper and plastic, for example in our passports, money, birth certificates and checks. And over the last twenty years I developed software that is used by banks around the world to detect fraud in their transactions.”

What have you learned from your story?

“I learned that life is not short – life is very long, and you have to live with your mistakes for a long, long time. People don’t let you forget your mistakes and they tend to judge you. But you go on with life and you try to make the best of your past and try to turn it to something positive.”

HANNA KLUMBIES

! Frank Abagnale participated in Hjärtillskott at the Swedish Exhibition & Congress Centre in May 2017.

Three tips for protecting your identity

1

The shredder

“There is only one type of paper shredder you should use. It micro cuts paper and turns it into the size of a grain of rice. Paper from other shredders can easily be put back together.”

2

The credit card

“Don’t use a debit card, simply use a credit card. In that way you have zero liability if someone gets your card number and charges your account.”

3

The email

“Remember that 99 percent of malware and ransomware comes from phishing emails. Make sure you always know the sender of a message before clicking on a link or opening an attachment.”

Chefs and serving staff who compete in everything from cooking to wine expertise. A gastronomic leader who is the only person in the world to have won four gold medals in professional cooking at the Culinary Olympics. It's no surprise that many people choose the Swedish Exhibition & Congress Centre and Gothia Towers for the food.

TEXT ANNA-LENA BJARNEBERG PHOTO STEFAN EDETOFT

A WINNING FOOD CONCEPT

KRISTER DAHL IS on his daily rounds through the restaurant kitchens to talk, taste and discuss menus. He is in charge of the food and beverage concept at Gothia Towers and has overall responsibility for this essential component of visitors' total experience. He pauses at the restaurant Imagine, Gothia Towers' banquet hall on the 29th floor. As usual, he takes the chance to put on an apron for a moment and partake in the cooking. Being in the kitchen is what he loves – close contact with the pots, flavours and employees makes him even better at his job. He loves to inspire, to make sure the restaurants are all evolving, and that everything served is of the absolute highest class.

“I also encourage everyone who wants to compete. It's a way to sharpen your expertise, to improve the restaurants and cultivate team spirit at work,” says Krister Dahl.

Krister Dahl was a member of the Swedish Culinary Team for 19 years, 8 of which he spent as the team captain. After winning his fourth and final Olympic gold in 2012, there was nothing left to compete for. The Swedish team brought home everything they could possibly win, with the highest results ever seen at a Culinary Olympics. Krister Dahl left the national team and poured his soul into his work at the Swedish Exhibition & Congress Centre and Gothia Towers. But his longing for the excitement of competing became too strong, and he has recently made a comeback on ➤



The food at the Swedish Exhibition & Congress Centre and Gothia Towers plays a significant role in everything from the smallest conference for a local office to large congresses. Everything is made in-house – from the bread and chocolate pralines to huge banquet menus featuring Swedish roast lamb or cod from the western sea for thousands of participants.



Ebba Nordin, 22, works at the Michelin-starred restaurant Upper House Dining. She is one of the many chefs at Gothia Towers' restaurants who compete in professional cooking. Earlier this year, she came in third place in the Young Chef of the Year competition. She ultimately aims to land in a final place at Chef of the Year.



Krister Dahl (right) gladly puts on his apron and helps out in the restaurant kitchens. Here, he has a conversation with Fredrik Andersson, captain of the Swedish Culinary Team.



At Gothia Towers, Fredrik Andersson is sous chef for the Event & Catering area. He makes sure there are enough plates for the one thousand starters that will be prepared for the evening's banquet.



As sommelier at Upper House Dining, Emma Ziemann is responsible for the wine cellar. In 2016, she won the distinction Lily Bollinger of the Year.

the national team in a new role: as senior advisor and mentor to the new culinary team captain, Fredrik Andersson, who also works at Gothia Towers and is among those in the kitchen at Imagine for the day.

“One minute!”

The order called out in the kitchen means the nine plates for the lunch party at table four will be prepared momentarily. Now everyone knows precisely what to do. Fredrik and his colleagues quickly plate the cauliflower purée, potatoes, roasted cauliflower, a piece of cod filet brushed with wild garlic oil and soy sauce butter, and to finish, a garnish of fresh dill. On the other side of the kitchen, servers Otto and Lisa wait to carry out the plates. The machine functions perfectly: the interactions in the kitchen; the servers standing by and the guests who receive their main courses at precisely the right time.

FREDRIK ANDERSSON SPENDS half his time as sous chef at Event & Catering and the other half as team captain. Four of his colleagues, including Krister Dahl, are on the national team.

“I could select the entire team from here in this building. The expertise is here,” says Fredrik.

In addition to the members of the national team, many more employees of the Gothia Towers restaurants compete. 2016 was a successful year: Fredrik Andersson reached the finals of Chef of the Year and second place in the Global Chef Challenge; Anton Husa was Young Chef of the Year; pastry chef Fredrik Borgskog won the Valrhona C3; Kasper Kleihs was on the winning team of the Junior Olympics; Gustav Cansund was Server of the Year; Emma Ziemann was named Sweden's best female sommelier (“Lily Bollinger of the Year”) and Viktor Arabzadeh won Organic Chef of the Year.

2016 was also the year in which Upper House Dining received a Michelin star and Krister Dahl accepted the jury's special prize at Restauranggalan, the Restaurant Gala. Early 2017 has not been too shabby itself: Jesper Bogren is a finalist for Chef of the Year and Ebba Nordin came in third for Young Chef of the Year.

“We're all delighted by one another's achievements, and we're proud of our colleagues after a competition. We also take our competitive spirit to work and always think about how we can make the food even better,” says Fredrik Andersson.

AFTER EVERY LARGE banquet, Fredrik and his colleagues have a debrief to analyse how it went: how the service worked; whether anything went wrong or particularly well. All to constantly try to raise the bar.

“It's really the same thing as being on the national team, where we improve the gastronomy together by constantly analysing mistakes and continuously improving every step,” says Fredrik Andersson.

It will soon be time to prove themselves yet again. 29 floors down, the evening's banquet for one thousand guests is being prepared. Fredrik takes the lift there to check one last time that the staff is in place and that there are enough plates.

ON AN EVENTFUL FRIDAY IN DECEMBER...

- ...2,000 guests eat breakfast in six different dining rooms.
- ...1,500 guests have lunch and coffee at Seasons and in the Congress Hall.
- ...200 people have Christmas lunch at Imagine (the top of the third tower).
- ...1,150 convention guests enjoy a three-course banquet menu.
- ...1,450 people eat a Christmas buffet.
- ...780 guests enjoy a show and dinner at The Theatre.
- ...500 employees eat lunch in the staff dining room.
- ...500 conference guests have coffee at various locations in the building.

“I could select the entire team from here in this building. The expertise is here.”

FREDRIK ANDERSSON, NATIONAL CULINARY TEAM CAPTAIN AND SOUS CHEF AT EVENT & CATERING



KRISTER DAHL

Age: 43 years old.
Title: Director Concept Development F&B.
Background: Chef since 1992; chef de cuisine at several restaurants, including Thörnströms, Hällsnäs Konferens & Affärsklubb.
Selected competition awards/ accolades: Has won four Culinary Olympic gold medals with the junior national culinary team and national culinary team; finalist for Chef of the Year in 2002; Tore Wretman gold medal.
The best part of the job: “Getting to work with such incredible breadth and variation – no two days are alike.”



EBBA NORDIN

Age: 22 years old.
Title: Canapé chef at Upper House Dining.
Background: Has prepared food for Australian TV chef Ben Milbourne's “celebrity dinners”. (The guests never knew it was actually Ebba who made the food!)
Competition awards: Third place in Young Chef of the Year 2017.
The best part of the job: “When service is underway – I love the hustle and bustle of taking out the dishes.”



FREDRIK ANDERSSON

Age: 34 years old.
Title: Sous chef Event & Catering, Swedish National Culinary Team Captain
Background: Cook or chef at restaurants such as Råda Säteri, Tvåkanten, Heaven 23.
Selected competition awards: Swedish Meat Chef of the Year 2009; finalist of Chef of the Year 2016; second place at the Global Chef Challenge 2016.
The best part of the job: “Working in an organisation that is never satisfied with good enough is incredibly rewarding. Constantly improving is inspirational.”



EMMA ZIEMANN

Age: 28 years old.
Title: Sommelier at Upper House Dining.
Background: Began working at a café when she was 15 years old. Has studied literary history, law, dinosaurs (yes, you read that right, and that was where she began learning about geology and soil), oenology and restaurant management (bachelor's degree). Has worked at Upper House Dining since 2015.
Competition awards: Lily Bollinger of the Year in 2016.
The best part of the job: “It's a privilege to give guests an experience – and to occasionally get to be part of a major event in their lives!”

FOOD IN NUMBERS

17

The number of King Size Shrimp Sandwiches made per hour, twenty-four hours a day, all year long. It's the most popular dish at Gothia Towers. On 12 January 2016, the two-millionth shrimp sandwich was sold since the doors opened in 1984.

80,000

The number of eggs served to breakfast guests in July and August.

15

Tons of bacon used for breakfast at Gothia Towers in a year.

First a thousand starters will be prepared, with poached crayfish, cauliflower and pickled cucumber. He expects it to take about two hours for eight people to plate the starters. Meanwhile, the main course of Swedish lamb will be prepared.

The meat is cooked almost to completion, then chilled in order to be heated those last few degrees in a special oven just before serving. Fifty servers are needed to take out the food, a process that should take no more than ten minutes for a thousand guests.

"As long as the preparations run smoothly, a large event can be just as high quality as a smaller one."

IN THE ADJACENT tower, at the starred restaurant Upper House Dining, chef Ebba Nordin is preparing one of the evening's canapés, a shrimp mousseline with fiddlehead ferns. Earlier this year, Ebba was among the finalists for Young Chef of the Year. At first, she did not know whether she dared to compete, but with encouragement from her colleagues, she entered – and went all the way to a bronze medal.

"It was incredible how engaged everyone was, how they supported me and came here while I was practicing, and how happy everyone was for my placement," says Ebba Nordin.

She also describes how the competition helped her improve as a chef, and how she has become more creative and inspired to think innovatively.

"I love working with fine dining. Getting to be involved with improving new dishes together until they're perfect is amazing."

The competition gave Ebba a taste for more, and she promises that in the future, she aims to be among the finalists for Chef of the Year. And if she ever hesitates, one of her colleagues will step up and persuade her. Because Upper House Dining has plenty of competitors. Pastry chefs, chefs and sommeliers.

EMMA ZIEMANN IS working in the dining room; in 2016, she won the title Lily Bollinger of the Year, a competition for female sommeliers in Sweden. She

“The guests put their entire evening in my hands and it's important to be knowledgeable.”

EMMA ZIEMANN, SOMMELIER

finds competing incredibly fun and says it is primarily about passion for the job.

"The line between work and passion is blurry. Using the competition as a way to grow means we're constantly pushing and encouraging our colleagues to be a little better. I hope more people will compete from the dining room side, because we deserve recognition for our expertise, just like the chefs," says Emma.

When Emma began competing as a sommelier, she found that the components really involved precisely the same things she does at work to provide guests with the best service possible: explaining why a wine pairs well with a certain dish; presenting the wines in a well-informed way; being prepared for follow-up questions.

During an evening at Upper House, Emma takes care of ten guests or three tables at most. The number may seem small, but throughout the course of an evening, around 230 steps per guest must be completed – everything from meeting guests at the reception to serving the final sweet morsels and escorting them back down 25 floors.

"The profession of sommelier is the perfect combination of theoretical and practical knowledge. The guests put their entire evening in my hands and it's important to be knowledgeable and sensitive, and to give them an experience."

PROVIDING GUESTS WITH a unique experience is something that permeates the entirety of the Swedish Exhibition & Congress Centre and Gothia Towers. Since Krister Dahl began at Gothia Towers, the restaurants have each developed a more distinct character. Everything from the café Twentyfourseven, with its grab'n'go concept, to the starred restaurant Upper House Dining. The last in line to hone its concept was the Italian restaurant Incontro, which has just been renovated and renamed Ristoria.

"We have a lot going on right now. We're also building a brand new pastry department with a chocolate room, where we'll make all the desserts for the banquets and pralines for the cafés," says Krister Dahl before hurrying off.

He has to prepare for his next site visit – a potential customer wants to look at the facilities for a convention and is particularly interested in the food. Many customers want food to be part of the overall trade fair or convention concept. That should be fairly easy for Krister Dahl – who is accustomed to using his entire team's culinary expertise to create something that will lead all the way to victory.

"It's so much fun to have all of these excellent chefs and service staff. If I can provide inspiration and work with the whole, I know the staff will stay on their toes and do their utmost when guests are here." ☉

Restaurants at Gothia Towers

Heaven 23 – bar and restaurant, emphasis on seasonal ingredients, international.

Upper House Dining (one Michelin star) – fine dining.

Ristoria – Italian restaurant open from breakfast until late at night.

West Coast – locally produced, organic, west coast.

Twentyfourseven – café and bar, grab'n'go.

Banquet halls

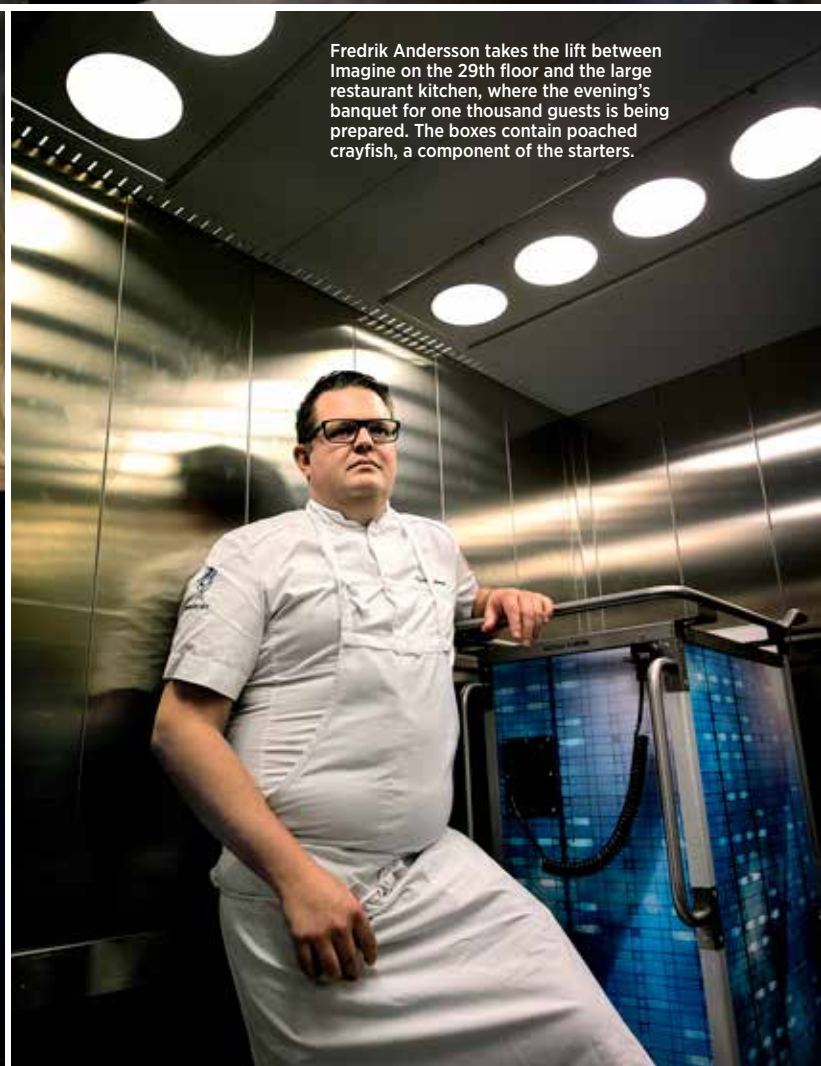
Convention, trade fair and conference guests are offered everything from coffee carts to buffets and banquet menus in different premises for up to 12,800 seated guests. At large fairs, such as the Göteborg Book Fair, food and drinks are served to over 100,000 visitors. At Imagine on the 29th floor, for example, tables can be laid for 200 seated guests. The large banquet hall can seat 1,800 guests at once. Swedish Exhibition & Congress Centre and Gothia Towers have thirteen different banquet halls from which to choose. It is even possible to have a banquet in Scandinavium!



Ebba Nordin's task at Upper House Dining is to make canapés - here, she prepares salted and fried asparagus served with almonds, lardo, pickled red onion and elderflower jelly. Tons of behind-the-scenes work goes into the side dishes.



Emma Ziemann adds the finishing touches to the evening's food and wine pairings at Upper House Dining. She reckons the best part about her job is the chance to talk about wines and why they pair so well with the various courses.



Fredrik Andersson takes the lift between Imagine on the 29th floor and the large restaurant kitchen, where the evening's banquet for one thousand guests is being prepared. The boxes contain poached crayfish, a component of the starters.

WITH A SUITCASE full of treasures from the traditional American songbook, Jill Johnson presents a thrilling live show. This autumn, she will set country music aside for the moment to offer audiences at The Theatre an authentic Las Vegas show. The show is a tribute to some of the world's absolute greatest performing artists. Icons like Frank Sinatra, Dean Martin and Natalie Cole are combined with contemporary megastars like Céline Dion and Beyoncé.

Tell us a little more about the show. What can audiences expect?

"I'm going to have a 22-man band on stage. In addition to the music, there will be a stage show in true Las Vegas style, with contemporary circus performers and acrobats. As an artist, it's always been my dream to be in the centre of a fabulous stage show. I have to add that it's not purely a big band show. Rather, it's a musical journey through lots of different genres – modern pop, rock, soul, funk and jazz – packaged with some of Sweden's best musicians. My sense is that it's 'little old me' backed by the world's most luxurious band, which provides the opportunity to take the audience on a musical journey."

The show is entitled *That's Life*. What does it mean?

"To some extent, it's self-titled, but it's also a tribute to some of our time's greatest musical icons. Frank Sinatra is obviously the central figure of the show, and the title refers in part to his song by the same name. It's a title that allows everyone to throw in their own personal interpretations. Life is painful and sometimes a little fragile, but just as often, it's completely wonderful. But regardless of how you interpret the title, I promise to offer a journey with anecdotes from both my own and other artists' lives." ➤

PHOTO MORGAN NORMAN



"It's an honour to get to do the show, but also scary and challenging to do something so big and significant," says Jill Johnson of *That's Life*, which will be at The Theatre in November.

JILL ON NEW TURF

In recent years, Jill Johnson has cemented her place as Sweden's number one country queen. This fall, she's exchanging the peacefulness of her veranda in Nashville for the pulse and glamour of the big city. From Las Vegas via New York, in November she will land at The Theatre at Gothia Towers.

TEXT KARL JANSSON
PHOTO STEFAN EDETOFT



Earlier this year, Jill Johnson was on-site at Gothia Towers to discuss her new show. "I'm going to interpret the traditional and modern songbooks my way," she says.



The music is inspired by her childhood record player, while the show is inspired by the stages of Las Vegas and New York. Jill Johnson offers a luxurious musical journey and pays tribute to some of the greatest American musicians.

“I love challenges and I feel far from finished as an artist.”

FACTS

Name: Jill Johnson.

Age: 44 years old.

Lives in: Borås.

Coming up: The show *That's Life at The Theatre at Gothia Towers*, which premieres 8 November.

What does the venue mean for a show like this?

“I think The Theatre is the only venue that could make this kind of show possible. The ceiling height and the stage depth and size are unlike any other space in Sweden. But best of all is that it's so intimate that I can basically look into every pair of eyes in the audience. It's crucial to be able to reach everyone in the audience in a show like this.”

How did you first discover musicians like Frank Sinatra and Dean Martin?

“It was through the record player at home. My father played this kind of music all the time when I was growing up. You might say I've had this feeling and these songs in my blood since I was little. I haven't felt ready to take these songs to the big stage until now, but now I'm really doing it and I can't wait for the premiere!”

What other musical role models did you have while creating *That's Life*?

“Wow! There are so many. But beyond those we've already mentioned, we're including loads of other artists, like Aretha Franklin, Bruce Springsteen and Beyoncé.”

You want the show to offer a ‘musical journey’; what has your own musical journey been like?

“It began at a very young age. I was four years old when I joined the children's choir and already as a teenager, I sang in the country band Tombola Band, and I toured and got to perform on major stages in Norway and Denmark. Everything kept rolling after that, and I signed my first record contract at 16. Winning Melodifestivalen in 1998 led to my big break; then I was able to start making a living on my music, and I slowly, slowly began transferring my focus from schlager to country. What's great is that I had an audience from day one, from Melodifestivaler, verandas, big band records and variety shows. It's amazing to feel this level of support and interest.”

With the TV show *Jill's Veranda*, it felt like you had another kind of recognition in Sweden – as the country's leading country expert. Do you agree with that, and how do you feel about it?

“Thank you for that recognition! It is absolutely the case that through *Jill's Veranda*, I had the chance to reach a new audience and maybe also demonstrate all the layers, traditions and history of country music. I've learned such an incredible amount that I never would have discovered if it weren't for my guests. As a result of both my genuine passion for country music and its history, as well as the encounters that were the actual idea for the show, I feel that country music has planted new roots in Sweden.”

The pace of this show is more in keeping with New York or Las Vegas than the peacefulness of a veranda in Nashville. What is your relationship with these cities?

“That's a heavy question! But I think Las Vegas and New York are the very opposite of the roots in Nashville. They shimmer with dreams, both fulfilled and unfulfilled. In my world, that's exactly what's so magnetic: a yet-to-be realized dream – a taste of something major, shimmering stage lights – the allure of venturing into new territory. I'm actually going on a trip for inspiration to Las Vegas this fall to see and be inspired by *The True Limelight*. It's going to be such an awesome experience!”

Do you feel it is important not to be put in a box? To always try new things?

“No, not at all, but I love challenges and I feel far from finished as an artist. I humbly acknowledge that you really only get better with time, and I have a long time left. This show is a step in that direction.”

What's the next step for you after *That's Life*?

“Continuing the journey.” 🌀



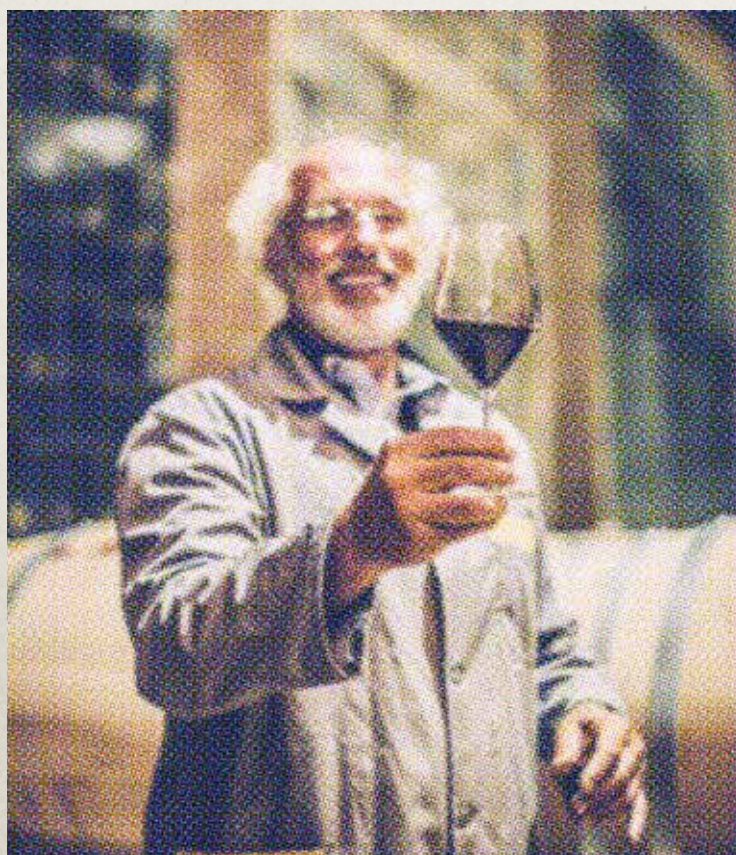
RISTORIA

— ITALIAN FOOD STORIES —



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WELCOME & ENJOY!



Ristoria is a dazzling restaurant, market and meeting place where every taste experience conveys a story from our great Italian food trip.

The theme of this year's edition of the Quality Fair is "The New Sweden". The focus is on how Sweden must evolve in order to tackle tomorrow's challenges. For example, new technology and new solutions will allow things to be made differently and more efficiently.



Welfare in focus at the Quality Fair

Sweden has long been known for having a world-class welfare system. However, maintaining this position requires the adaptation of welfare to digitization and the new innovations that are now part of our daily lives. How that will happen is one of the key questions of the Quality Fair.

TEXT **MAGNUS CARLSSON** PHOTO **COLOURBOX**

IN NOVEMBER, THREE intensive days await at the Swedish Exhibition & Congress Centre, when the 15th Quality Fair will be held. The fair is held every other year and has become a natural event for decision-makers and business developers in the public sector.

"The Quality Fair has been growing for a long time, and today it's a very important meeting place for officials and politicians. It's a place where important questions can be discussed, with a focus on pushing development forward," says Henrik Edman, business manager, Society, at the Swedish Exhibition & Congress Centre.

The fair draws over 7,500 visitors and many of them also attend the extensive conference programme.

"We have a huge conference that lasts several

BIGGEST IN EUROPE

The Quality Fair is Europe's biggest conference and trade fair about business and social development.

Date: 14–16 November 2017.

Number of visitors: 7,500

Selection of speakers:

Magdalena Andersson, Anna Kinberg Batra, Ebba Busch Thor, Per Schlingmann, Jonas Sjöstedt, Annie Lööf, Anders Borg and Tom Johnstone.

days, with a large offering of different seminars. Last time, 4,400 people attended the conference portion, which is utterly unique. You won't see such sizable participation anywhere else internationally at this kind of conference with a focus on the public sector."



Henrik Edman.

PHOTO EMELIE ASPLUND

The theme of this year's edition of the Quality Fair is "The New Sweden", with a focus on how Sweden must evolve in order to tackle tomorrow's challenges.

"This is an intentionally broad theme, and it is highly relevant. Society is changing quickly, with digitization that offers new opportunities. We have new technology and new solutions that allow us to make things in different and more efficient ways," says Henrik Edman, adding, "The next step is to use these opportunities to take care of societal challenges. How do we want society to look in the future? How can schools be improved? And what should we do to transform the challenges of immigration into opportunities?"

HELLO THERE...



Per Schlingmann.

Per Schlingmann...

...who is doing a full day on the future at the Quality Fair. What will happen during your day?

"Naturally, we're going to discuss how public operations are impacted by external factors such as digitization and globalization, but we're also going to discuss in concrete terms future leadership, how communication will evolve and how to maintain and attract talent."

How far has the public sector come in its efforts to adapt to the future?

"Sweden as a society is far ahead of the curve when it comes to the use of technology. We're also one of the countries with the highest rates of urbanization. And here, the public sector has made varying levels of progress. Some authorities are very far ahead, as are some municipalities. One aspect of municipal autonomy is, however, that responsibility for innovation lies with each municipality and county council, and that can vary depending on the circumstances. We need more knowledge sharing and coordination."

In addition to your own programme, what are you most looking forward to at the Quality Fair?

"For me, it's amazing to meet dedicated people from different businesses all over the country. I think it's especially exciting to hone in on exciting innovations. In my opinion, you can learn from everything. And the Quality Fair is a huge source from which to absorb information!"

“It's a place where important questions can be discussed, with a focus on pushing development forward.”

HENRIK EDMAN, BUSINESS MANAGER, SOCIETY,
AT THE SWEDISH EXHIBITION & CONGRESS CENTRE

INTEREST IN THE theme is undeniably high, and it is attracting an array of high-level speakers. The list of speakers includes politicians such as Anna Kinberg Batra, Ebba Busch Thor, Jonas Sjöstedt, Annie Lööf, Anders Borg and Magdalena Andersson.

"Having so many visitors also makes the fair an important meeting place in and of itself. You might compare it to Almedalen Week, where many people go without attending a single seminar. However, they meet the right people by being there. It's the same thing here, even if we have more visitors from the public sector than they do. There's no other single place where so many major local politicians are gathered, and we're incredibly proud of that," says Henrik Edman.

ZENTERTAIN & KRALL ENTERTAINMENT
PRESENTS



JILL JOHNSON
That's life

AUTUMN 2017 IN
THE THEATRE, GOTHIA TOWERS

Book on **JILL.SE**,
GOTHIA TOWERS.COM/SHOW
or call **0771-130 150**

the Theatre.
GOTHIA TOWERS

An Italian culinary story

IF YOU TAKE a restaurant (ristorante) and pair it with stories (storia), the result is Ristoria. Gothia Towers' new restaurant aims to do just that – to let the food speak for itself and tell its own story.

After eight months of intense preparations, Ristoria has now opened the doors wide. Guests are invited to an Italian food and drink journey in which craftsmanship, quality and ingredients are front and centre.

“We aren’t inventing anything new; instead, we’re going back and focusing on the basics, on perfecting flavours and textures. In my opinion, when we allow the flavours of the products to emerge, we’re working authentically. My role is to refine these products into something incredible,” says Christian Gustafsson, head chef at Ristoria.

His love for ingredients is a theme throughout the concept, from carefully considered compositions in the seated restaurant or pizzeria, to simple small dishes in the osteria or birreria. The premises also include a shop that offers Italian delicacies.

“It should be unpretentious and accessible. At the same time, guests should feel that we’re pouring our souls into their experience. We’re directing their journey through flavours and scents when we create our own Italy and our own stories,” says Christian Gustafsson. 🍷

TEXT MALIN DITTMER PHOTO STEFAN EDETOFT



CHRISTIAN GUSTAFSSON

Age: 31 years old.

Job: Head chef at Ristoria.

Background: Has worked in everything from bistros to fine dining, including seven years in Oslo followed by two seasons (summer/winter) at Riksgränsen (the National Border) and in Strömstad. Most recently worked at Bekk, Upper House Dining and Thörnströms Kök.

Italian favourites: “The simplicity, emotion, craftsmanship and total lack of pretension are what I love about Italy. The best quality Parma ham – at the perfect temperature and perfectly sliced – with ice cold prosecco. Nothing else. That’s my absolute favourite.”

PASTA

Durum wheat, water and eggs. That’s how simple it is. Then the pasta comes in an infinite number of shapes. But should it be fresh or dried? Dried, if it’s up to Christian.

“In general, I think it’s easier to get the right consistency and chewiness from dried pasta. But it has to be dried slowly, which results in a somewhat frosted surface that makes it better able to absorb the sauce.”

CHARCUTERIE

Happy animals make better meat and the charcuterie at Ristoria is from cows and pigs who have lived good lives.

“We’ve travelled around Italy to find producers who work humanely and sustainably. It’s important to me that the animals are happy,” says Christian.

RECYCLING

The tray is from old olive trees from Ristoria’s olive oil producer. The trees were going to be cut down anyway.

“The importance of recycling and using sustainable materials is consistent with my own and all of Gothia Towers’ philosophy,” says Christian.



■ BREAD

Focaccia is a wheat-based bread seasoned with salt. The bread is originally from Liguria, and it is a natural part of Ristoria's menu.

"Bread is important. We've had the same delicious basic recipe for years, and it would really take a lot to change it. We season the bread with rosemary and fresh thyme; we don't complicate things any more than that," says Christian.

■ MOZZARELLA AND TOMATOES

The simplest things are often the tastiest. Like the finest buffalo mozzarella perfectly paired with flavourful tomatoes.

"The ingredients really get to speak for themselves here. All we do in the kitchen is present them in the best possible way. Here, it's with good olive oil, a little basil for seasoning and maybe a few herbed croutons for texture," says Christian.

■ OLIVE OIL

A good olive oil is essential for Italian cooking, and can be used for everything from bread dough and marinades to frying, or simply for dipping bread. Ristoria's oil is from the family business ROI in Badalucco. Today, the family's fifth generation makes the olive oil, using only taggiasca olives.

"In my opinion, it's the best olive for making oil, because the olives are small. The result is a hearty, round and full-bodied taste. Olive oil is as important to Italy as football and it's almost an outrage not to use it liberally, though maybe not as liberally as Jamie Oliver," says Christian.

RECIPE

Best Pizza Dough

(4 balls of pizza dough, 240 grams each)

306 grams 00 flour

306 grams Manitoba flour

16 grams sea salt

8 grams yeast

8 grams good olive oil

404 grams lukewarm water

Combine the dry ingredients. Combine the water, yeast and oil; allow the yeast to dissolve. Run in a dough mixer on medium speed for 5 minutes. Let the dough rest for 15 minutes to absorb the liquid. Run in the dough mixer for 3 more minutes.

Place the dough on a work surface sprinkled with flour. The dough should be slightly sticky. Divide it into 4 pieces weighing 240 grams each. Wrap the pieces carefully in plastic and allow to rise in the refrigerator for at least 48 hours. This will make your pizza dough both elastic and crisp.

The dough should be placed at room temperature about 30 minutes before baking. The dough yields 4 pizzas of 30 centimetres each.

Crush a few really good, peeled tomatoes for your tomato sauce.

Ristoria bakes its pizzas at 460 degrees for about 100 seconds. In a standard kitchen oven, use a pizza stone and turn the oven to the highest heat. Bake until the edges are golden and the cheese bubbles, for about 4-6 minutes, depending on the oven.

■ PIZZA DOUGH

It took months of recipe testing before they succeeded (see the adjacent recipe). The right type of flour and a long rising time are the secrets to the perfect pizza dough.

"We use spring wheat, also called 00 flour, which is snow white and has a high gluten content. Then we let the dough rise using the cold rise technique to start a natural fermentation of the flour, which releases lactic acid. That's how I think you get the best dough," says Christian.

JACOB RYDER, BUSINESS MANAGER
OF THE GOTHENBURG BOAT SHOW:

“Getting the boats inside is rather tricky”

“THE MOST COMMON question I hear when I tell people my job is, ‘What do you do the rest of the year?’ But as business manager of the Gothenburg Boat Show I have overall responsibility for the entire fair and it’s a full-time, year-round job. When a fair is over, we immediately start planning for the following year.

The most fun part about the job is all the people I get to meet throughout the year, and all the products we exhibit. Boating has been a huge part of my life ever since I was little.

Getting all the boats inside the venue is a tricky step. The ones situated furthest in have to come inside first; it’s important for the schedule to run smoothly, and you have to hope all the transports are on time so that no one has to stand around and wait. This year, we had the Gothenburg Boat Show’s biggest sailboat to date: it was 17 metres long and came straight from a fair in Düsseldorf; it arrived just in the nick of time. There were a few sleepless nights leading up to that.

After a fair, it’s sad that it will be an entire year until the next one. You feel a bit like a child when Christmas is over. At the same time, it’s also kind of nice because afterwards, you’re just exhausted.”

KARL JANSSON

THREE TRENDS FROM THE GOTHENBURG BOAT SHOW

- 1 The big boats get bigger and bigger, and the small ones are always multiplying. This is also reflected in boating overall.
- 2 Aluminium boats – which have been popular on the east coast – are gaining popularity on the west coast as well.
- 3 Sailing holidays abroad have become popular: hiring a boat and spending a week sailing in Croatia or the West Indies.

September 28–October 1, 2017

September 27–30, 2018



BOKMÄSSAN
GÖTEBORG BOOK FAIR



Krister Dahls ...& Julbord ...

Gothia Towers

Our talented Krister Dahl, Director Concept Development Food & Beverage, 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. Welcome!

When: 24 November–21 December 2017

Where: Seasons, second floor at Gothia Towers

gothiatowers.com/christmasbuffet2017

FROM

SEK 595

PER PERSON

Find the gems of Gothenburg

Autumn and winter in Gothenburg have plenty to offer, from free urban art and picnics when the weather is still fair to film festivals and cosy Christmastime as the chill settles in. Here, you can find a selection of the city's gems.

PHOTO: PER PÅXEL PETERSSON



◉ SKANSEN KRONAN (STOP: PRINSGATAN)

Perhaps the best view in Gothenburg, as well as a great place for a picnic, can be found up at Skansen Kronan. The 33-metre tall fort was completed in 1689 and served as a defence at the time. The tower was subsequently used as both a prison and an emergency shelter, and is now used as a party venue.

PHOTO: SUPERSTUDIO D&D



◉ HAGA (STOP: HAGAKYRKAN)

The Haga district is one of the oldest in Gothenburg, and in the "landshövdingehus" ("governor houses") on Haga Nygata, there are little cafés and stores – everything from hat and toy shops to antique stores. When the craving for coffee and a treat strikes, enjoy the classic "Hagabullen" – a cinnamon bun as big as a plate.

PHOTO: LISEBERG



◉ CHRISTMAS AT LISEBERG (STOP: LISEBERG)

Liseberg, the biggest amusement park in the Nordic region, is transformed during the holiday season into a glittering Christmas fairy tale. Visitors will find a traditional Christmas market, a medieval village and ice dancing. A few carousels will be open for the winter, and in the glow of a million candles, you can meet Santa himself.

PHOTO: GÖTEBORG FILM FESTIVAL



◉ GÖTEBORG FILM FESTIVAL (STOP: THROUGHOUT GOTHENBURG)

The Göteborg Film Festival screens about 450 movies from some 80 countries at cinemas in and around Gothenburg. On 26 January through 5 February 2018, it will be time for the 41st festival, which also features seminars, music and art.

PHOTO: LEIF MATTESSON, GOTHENBURG MUSEUM OF ART



◉ GOTHENBURG MUSEUM OF ART (STOP: VALAND)

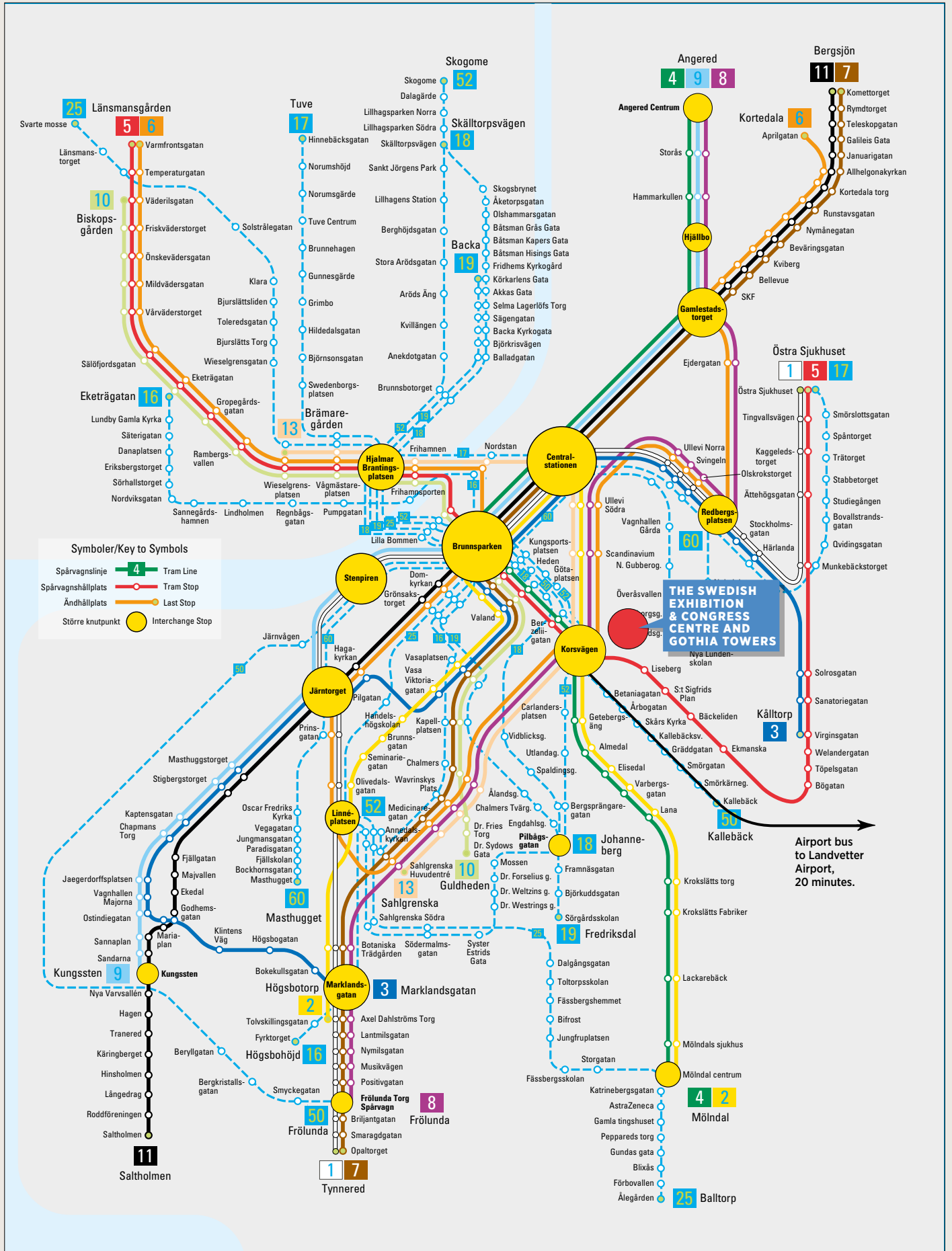
The Gothenburg Museum of Art is currently presenting an exhibition of Rembrandt's most acclaimed and greatest work, The Conspiracy of Claudius Civilis. The exhibition also includes other paintings and prints by Rembrandt and his pupils. The exhibition is up through 29 April 2018.

PHOTO: FRIDA WINTER



◉ ARTSCAPE (STOP: THROUGHOUT GOTHENBURG)

Artscape is an art project which adorned Gothenburg with street art last year. Many of the paintings can still be viewed on various facades throughout the city. The work shown here is on Mandolingatan in Frölunda, by the artist Rone. Why not take an art walk? Find a map at www.artscape.se.



THE MOMENT

8:05 p.m. ICE HOCKEY IS HUGE in Sweden and in Gothenburg. The Frölunda Indians are the pride of the city, and the team has had plenty of stars on the ice in its 70-year history. One of them is the current team captain, Joel Lundqvist, who has enjoyed a golden season. In addition to Frölunda winning the Champions Hockey League, he and Tre Kronor, the Swedish national team, took home the gold medal at the World Championship earlier this year. Another World Championship hero was Joel's twin brother, Henrik Lundqvist, who has also played in Frölunda but is currently goaltender for the New York Rangers. 🇸🇪

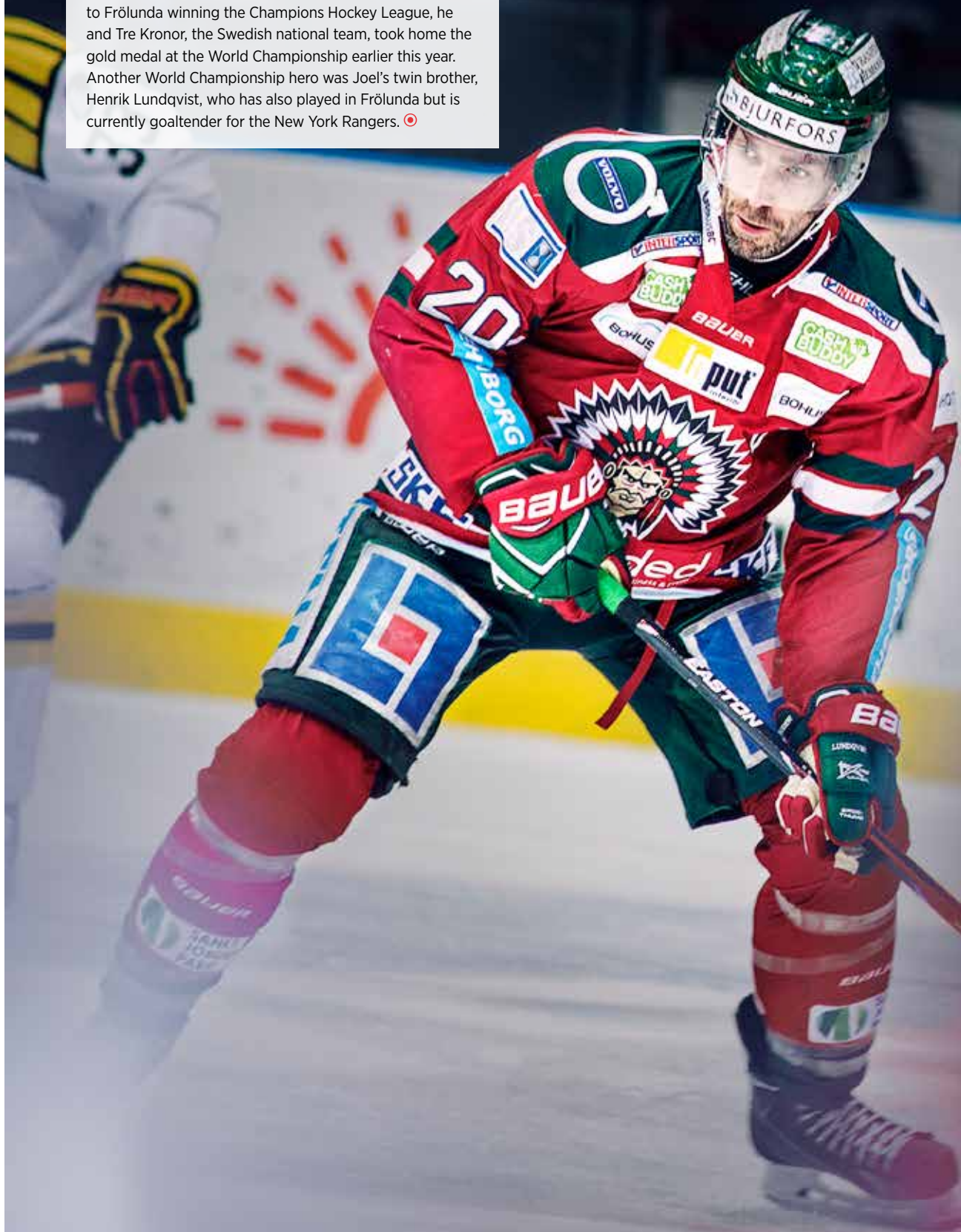


PHOTO: PATRIK OLSSON



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PROGRAMME 2017-2018

AUTUMN 2017

AUGUST

- 9-16 Aug LT28 – the 28th International Conference on Low Temperature Physics
- 21-27 Aug Longines FEI European Championships Shopping Village by EuroHorse – to be held at Heden
- 25-27 Aug Sewing & Crafts Festival

SEPTEMBER

- 1-3 Sept Mary Kay Seminars
- 4 Sept Hjärttillskott seminar
- 6-7 Sept Property Fair with Protection & Security
- 6-7 Sept Fastfood & Café
- 6-7 Sept Restaurant Expo
- 12-13 Sept Suicide Prevention 2017
- 15 Sept The Institution of Odontology's 50th anniversary

- 17-21 Sept ECOC 2017
- 25 Sept Swedish Shareholder's Association
- 27-28 Sept Meg – Göteborg Media Days
- 28 Sept-1 Oct Göteborg Book Fair

OCTOBER

- 4-6 Oct Urology Days
- 5 Oct Job fair
- 7-8 Oct Overseas Property Show
- 9-10 Oct CPUP days
- 10-11 Oct Meetings & Events
- 10-12 Oct Upper Secondary School Fair & Future Skills
- 27-29 Oct Home and DIY Show

NOVEMBER

- 7-8 Nov Nordic Architecture Fair
- 7-8 Nov Logistics & Transport Expo & Conference
- 8 Nov-Jan 2018 Jill Johnson – That's Life
- 14-16 Nov Quality Fair
- 23-25 Nov Student & Knowledge Fair
- 27 Nov Stora Aktiedagen

DECEMBER

- 4 Dec Conference of Equality 2017
- 5 Dec Hjärttillskott Executive Day
- 9 Dec Nobel Week Dialogue



PHOTO: THE SWEDISH EXHIBITION & CONGRESS CENTRE

One of Europe's largest dog events, MyDOG, will be held on 4-7 January 2018.

- 13-15 Dec Stjärnklart Entertainment Show

SPRING 2018

JANUARY

- 4-7 Jan MyDOG
- 20-21 Jan Scandinavian Gathering 2018
- 25-28 Jan Motorcycle Show
- 31 Jan-1 Feb Autogloben – to be held at the Stockholm Globe Arenas

Besök svenskamassan.se
för det senaste programmet.

- FEBRUARI**
- 3-4 feb Optometridagarna
- 3-11 feb Båtmässan
- 17-18 feb Sci Fi mässan 2018
- 17-18 feb Bröllopsfeber
- 22-25 feb EuroHorse
- 26 feb-1 mars Nitrogen + Syn gas 2018
- MARS**
- 3-4 mars Köpa hus utomlands
- 5-7 mars Träffpunkt Idrott
- 8 mars D-Congress
- 13-14 mars Nordiska Skolledarkongressen
- 13-16 mars Underhållsmässan 2018
- 21-23 mars EAHF – European Association of Hospital Pharmacists
- 27-29 mars Senormässan



BILD: EMMY JONSSON

I april möts aktörer från kommuner, landsting, myndigheter, företag och akademi på Vitalis för att diskutera framtidens utmaningar och lösningar inom vård och omsorg.

- APRIL**
- 6-7 april En Ö! & Whiskymässa
- 10-11 april Essence Conference 2018
- 12-13 april Vehicle Electronics & Connected Services
- 20-21 april Göteborg Vin & Deli
- 24-26 april Vitalis
- MAY**
- 11-12 maj Moderaternas Sverigemöte
- 16-18 maj ESOC 2018
- 17-19 maj Göteborgsvarvet Expo
- 27 maj-3 juni ICSE 2018 – International Congress on Software Engineering
- 31 maj-2 juni Svenska Maskinmässan – arrangeras på Solvalla i Stockholm
- JUNI**
- 11-15 juni ECNDT – European Conference on Non-destructive Testing

FEBRUARY

3-4 Feb	Optometridagarna
3-11 Feb	Gothenburg Boat Show 2018
17-18 Feb	SciFiWorld
17-18 Feb	Wedding Fever Show
22-25 Feb	EuroHorse
26 Feb-1 Mar	Nitrogen + Syngas 2018

MARCH

3-4 Mar	Overseas Property Show
5-7 Mar	Sports summit
8 Mar	D-Congress
13-14 Mar	Nordic Congress on Education & Leadership
13-16 Mar	Maintenance Trade Fair
21-23 Mar	EAHP – European Association of Hospital Pharmacists
27-29 Mar	Senior Show



PHOTO: EMMY JONSSON

Meet key decision makers in digital health, care and welfare at Vitalis, the largest eHealth event in Scandinavia. When? 24-26 April 2018.

APRIL

6-7 Apr	A Beer & Whisky Fair
10-11 Apr	Essence Conference 2018
12-13 Apr	Vehicle Electronics & Connected Services
20-21 Apr	Gothenburg Wine & Deli
24-26 Apr	Vitalis e-Health Conference

MAY

11-12 May	The Moderate Party's Convention
16-18 May	ESOC 2018
17-19 May	GöteborgsVarvet Sport & Health Expo
27 May-3 Jun	ICSE 2018 – International Congress on Software Engineering
31 May-2 Jun	Swedish Machine Fair – to be held at Solvalla, Stockholm

JUNE

11-15 Jun	ECNDT – European Conference on Non-destructive Testing
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Visit svenskamassan.se for the latest programme.



13-15 dec	Stjärnklart
4-7 jan	MyDOG
20-21 jan	Scandinavian Gathering 2018
25-28 jan	MC Mässan
31 jan-1 feb	Autogloben – arrangeras på Stockholm Globe Arenas

VÅREN 2018

JANUARI

Nordens största hundevenemang, MyDOG, går av stapeln den 4-7 januari 2018.



BILD: SVENSKA MÄSSAN

17-21 sep	ECOC 2017
25 sep	Aktiespararna
27-28 sep	Meg – Mediedagarna i Göteborg
28 sep-1 okt	Bokmässan
4-6 okt	Urologidagarna
5 okt	Jobb&Karriär
7-8 okt	Köpa hus utomlands
9-10 okt	CPUP-dagarna
10-11 okt	Möten & Events
10-12 okt	Gymnasiedagarna och Future Skills
27-29 okt	Hem, villa & bostadsrätt
7-8 nov	Nordic Architecture Fair
7-8 nov	Logistik & Transport
8 nov-jan 2018	Jill Johansson – That's Life
14-16 nov	Kvalitetsmässan
23-25 nov	Kunskap & Framtid
27 nov	Stora Aktiedagen
4 dec	Jämlikhetskonferens 2017
5 dec	Hjärtillskott Executive Day
9 dec	Nobel Week Dialogue

DECEMBER

NOVEMBER

OKTOBER

1-3 sep	Mary Kay Seminars
4 sep	Hjärtillskott
6-7 sep	Fastighetsmässan med Skydd & Säkerhet
6-7 sep	Fastfood & Café
6-7 sep	RestaurantExpo
12-13 sep	Suicidprevention 2017
15 sep	50-årsjubileum – Institutionen för odontologi
25-27 aug	Sy- och Hantverksfestivalen i Heden
21-27 aug	Longines FEI EM i Ridsport
9-16 aug	Conference on Low Temperature Physics
9-16 aug	LT28 – the 28th International

SEPTEMBER

AUGUSTI

HÖSTEN 2017

PROGRAM 2017-2018