

# MOMENTS

A MAGAZINE BY THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS | 1 | 2018

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## GOTHIA TOWERS

# We're celebrating 100 years!

**THE WORLD MAY** be changing, but the personalised meeting retains its vitality. We are living proof of just that. Every day, we bear witness to the way in which meetings of people push development forwards. Ideas come to fruition; challenges are solved; deals emerge and new contacts are made.

This year, we turn 100 years old. What began with Sweden's first trade fair in 1918 has evolved into a global meeting place with everything from fairs, congresses and conferences to a hotel, spa, restaurants and art. One of our recent additions is the concept of The Theatre, in which Danny Saucedo's show NU (NOW) will run this spring. On the following pages, you can discover more about our journey to today, and so much more.

The Swedish Exhibition & Congress Centre and Gothia Towers' plans for the future are grand and exciting, just like all the innovations and experiences we will share at this year's fairs and events. One of this spring's fairs is Vitalis, which will show the way to tomorrow's health care and social services with a focus on the opportunities created by digitalisation. Just like all other industries, we are utterly inspired by the rapid-fire pace of digital development, which poses thrilling new challenges and generates more opportunities to be at the cutting edge and realise our vision of becoming Europe's most attractive meeting place.

Welcome! ☺

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



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**Phone:** +46 (0)31-708 80 00 **Street address:** Mässans Gata/Korsvägen **Mailing address:** 412 94 Gothenburg  
**Website:** [www.svenskamassan.se](http://www.svenskamassan.se) **Project manager for the Swedish Exhibition & Congress Centre:** Nils Sjöberg, [nils.sjoberg@svenskamassan.se](mailto:nils.sjoberg@svenskamassan.se) **Publisher Swedish Exhibition & Congress Centre:** Carina Dietmann **Production:** Spoon, [www.spoon.se](http://www.spoon.se) **Project manager:** Malin Dittmer, [malin.dittmer@spoon.se](mailto:malin.dittmer@spoon.se) **Art director:** Ken Niss, [ken.niss@spoon.se](mailto:ken.niss@spoon.se) **Cover photo:** SoftBank Robotics **Translation:** Språkbolaget **Printing:** Trydells tryckeri, Laholm 2017

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**SVENSKA MÄSSAN**  
THE SWEDISH EXHIBITION & CONGRESS CENTRE

**GOTHIA TOWERS**



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PHOTO: STEFAN EDETOFT

PHOTO: JONAS TOBIN



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PHOTO: JONAS TOBIN



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PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE



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PHOTO: STEFAN EDETOFT



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## Spa products lauded for their design

**THE PRODUCTS AT UPPER HOUSE SPA** don't just have fantastic ingredients – they also have tremendously stylish packaging. The products were recently nominated for the Swedish Design Prize for their design, which features a unique interpretation of the mandala meditation symbol. All spa products at Upper House are made of natural ingredients with a base of honey and seaweed, which together with essential oils produce aromas that link the Swedish west coast to the Far East. All spa visitors may use the products, which are also available for sale at reception at Upper House Spa. ☉

The products at Upper House Spa were recently nominated for the Swedish Design Prize for their design.



PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE

PHOTO: DUGGES



Locally brewed beer is popular in Gothenburg.

## Gothenburg residents prefer local brews

**THE SELECTION OF** Swedish microbreweries has quickly grown in recent years – especially in Gothenburg.

“Gothenburg has emerged as a beer capital. The Swedish beer scene is also becoming more and more locally rooted, and in Gothenburg people drink more local beer than anywhere else in Sweden,” says Stanley Wong, CEO of Svenska Dryckesmassor, which together with the Swedish Exhibition & Congress Centre will hold A Beer & Whisky Fair in April.

At the fair, microbreweries will have a dedicated area, called microbrewery square, where they can present their new products. Visitors can try new beer here, and sours and fruity IPAs will be two especially popular varieties at this spring's fair. ☉

! A Beer & Whisky Fair, 6–7 April, [www.olochwiskymassa.se](http://www.olochwiskymassa.se)

### THE NUMBER

# 530

Number of exhibitors who participated in the Swedish Exhibition & Congress Centre's very first fair on 8 July 1918.



A perfectly pettable horse at EuroHorse 2017.

## Where the horse world meets

**WITH HALF A** million practitioners, horseback riding is Sweden's second largest youth sport and sixth largest sport in Sweden. And when it's time for the horse world to assemble – then EuroHorse at the Swedish Exhibition & Congress Centre is the natural meeting place. Around 80,000 visitors are expected to attend the fair in late February.

“EuroHorse combined with the world's best indoor competition, the Gothenburg Horse Show, creates an unbeatable sporting and fair combination. Here, visitors will get the latest news from the horse world while they can enjoy watching world-class riding, and that's what makes us unique,” says Klas Pettersson, business manager for EuroHorse. ☉

! EuroHorse, 22–25 February, [www.eurohorse.se](http://www.eurohorse.se)

### ON STAGE

*“Expertise is cheap; passion is priceless.”*

ENTREPRENEUR **GARY VAYNERCHUK** ON WHAT RESULTS IN SUCCESS IN BUSINESS, AT A LECTURE AT HJÄRNTILLSKOTT AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN DECEMBER 2017.



## THE MOMENT

**7:15 a.m.** **BREAKFAST AT IMAGINE** is served on the 29th floor, 100 metres above the ground. Here, you can enjoy a huge buffet in a stylish setting while all of Gothenburg awakens outside the windows. On this particular morning, Nora Olnéus Lind makes sure guests have everything they need. In the course of a year, about 500,000 breakfasts are served at Gothia Towers. ☉

HELLO  
THERE ...

Bengt Wallin has worked with the Gothenburg Boat Show for 20 years and has been appointed Trade Fair Hero of the Year at Expodagen, the fair for trade fairs.

**BENGT WALLIN**, SENIOR ADVISOR OF THE GOTHENBURG BOAT SHOW:

“Things always happen at personal meetings”

**BENGT WALLIN**, senior advisor of the Gothenburg Boat Show, recently won the award Trade Fair Hero of the Year at Expodagen, the fair for trade fairs.

**Tell us about the award!**

“This was an award that meant a lot to me. It gave me a ton of inspiration and served as validation that I’m doing something right. I’m incredibly passionate about personal meetings. Things always happen at personal meetings that could never happen in digital meetings.”

**You have worked with the Gothenburg Boat Show for 20 years. How has it evolved?**

“40 years ago, Swedes had an average of 1.2 hobbies, and if you had a boat, that was what you dedicated your holiday to. Today the number is 3.5, and boating as an interest is constantly exposed to competition from other leisure activities. When we’re competing for people’s time like that, it becomes increasingly important to talk about what we can experience with the boat, rather than talking about the boat itself.”

**What does boating mean to you?**

“Boating is interesting in a time when we’re spending more and more time being sedentary indoors. I recently read that the average American spends 81 percent of their time inside. One vision we’ve had for the Gothenburg Boat Fair is to help people spend more of their time outside instead. For me, boating life, or water life as I call it, is a way to be in nature, where you have the chance to socialise and relax at the same time.”

MAGNUS CARLSSON

# Digitalisation in focus at Underhåll 2018

**THANKS TO THE** quick progress of digitalisation, most companies have been giving maintenance issues higher and higher priority. The upswing of the issue is also clearly evident at Underhåll 2018, which is the natural meeting place for maintenance and operational managers from various industries. Since 2010, the fair has grown by over 50 percent and today, it is Europe’s largest trade fair dedicated to the topic.

“Digitalisation has arrived with numerous possibilities, and today there is a solid understanding that properly conducted

maintenance improves accessibility, productivity and profitability. This has turned maintenance into an issue that is only landing higher and higher on the agenda in most types of operations,” says Anna Jarnö, business manager for Underhåll 2018.

This year’s edition of the trade fair includes a new conference initiative: Maintenance Summit. Among the keynote speakers are Alrik Danielson, President and CEO of SKF.

Underhåll 2018, 13–16 March 2018, [www.underhall.se](http://www.underhall.se)



The maintenance trade fair and conference – Underhåll – is now Europe’s largest fair dedicated to the topic.



*Did you know that...*

...every week, the flowers are replaced in at least 750 vases throughout the Swedish Exhibition & Congress Centre and Gothia Towers? Florists from the flower shop Flowers make sure the plants, decorations and cut flowers are always fresh and seasonal. Flowers is located at the entrance to Gothia Towers and just like the hotel reception, it is open all day long, all year long. One of Flowers’ most popular products is the bouquet of red roses, which can also be ordered in advance and in the room at check-in.

## School administrators meet up at the Swedish Exhibition and Congress Centre

**IN MARCH, 1,400** headmasters, school administrators and politicians will come to Gothenburg for networking, inspiration and to improve their expertise at The Nordic School Leadership Congress. Speakers include Anthony S. Bryk, one of the US’s leading education researchers, and Sweden’s Minister for Education, Gustav Fridolin. Another highlight of the seminar programme is behavioural economist Ida Lemoine, who will discuss the psychological phenomenon of nudge theory. In addition, podcast duo Linnea Holst and Isa Galvan will broadcast their podcast Jakten på Likes (Hunt for Likes) live from stage.

Nordic Congress on Education & Leadership, 13–14 March, [www.skolledarkongressen.se](http://www.skolledarkongressen.se)

SEPTEMBER  
27-30  
2018

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**BOKMÄSSAN**  
GÖTEBORG BOOK FAIR

**ROOM NO. 1607**

Floor: 16.  
 Pictured: Lena Kallevik,  
 director of creative events.

PHOTO: JONAS TOBIN

# Selecting art is an art

**IT IS HARD** to imagine a world without art. Art is moving, thought-provoking and inspiring. Gothia Towers has seized upon that notion, which is why art has a place here. Everywhere – from down in the lobby, through the rooms and up to Upper House – art is a natural part of the operation.

For the permanent pieces around the building, Gothia Towers works with several players to develop proposals, but in their own exhibition space, The Gallery, Lena Kallevik, director of creative events, is in charge of booking the artists.

“What distinguishes The Gallery from

the rest of the building is that we can pull out the stops even more, and have different styles from show to show. We work with temporary exhibitions – visiting art, you might say. But we still try to match what’s going on in the building during the relevant period, and ensure that it fits with our brand,” says Lena Kallevik.

**THE GALLERY’S VISION** is to be a place for creativity, inspiration and energy in a surprising package.

“We want to weave the familiar with the unexpected to generate a spark and curiosity. We want to be seen as pioneering,

with new concepts as to what a gallery can offer,” says Lena Kallevik.

Visitors can expect elements of the familiar, the unfamiliar and local artists, photographers, sculptors and textile artists. The exhibition is then planned in collaboration with the artist or owner of the objects in order to generate an exciting dynamic and a theme.

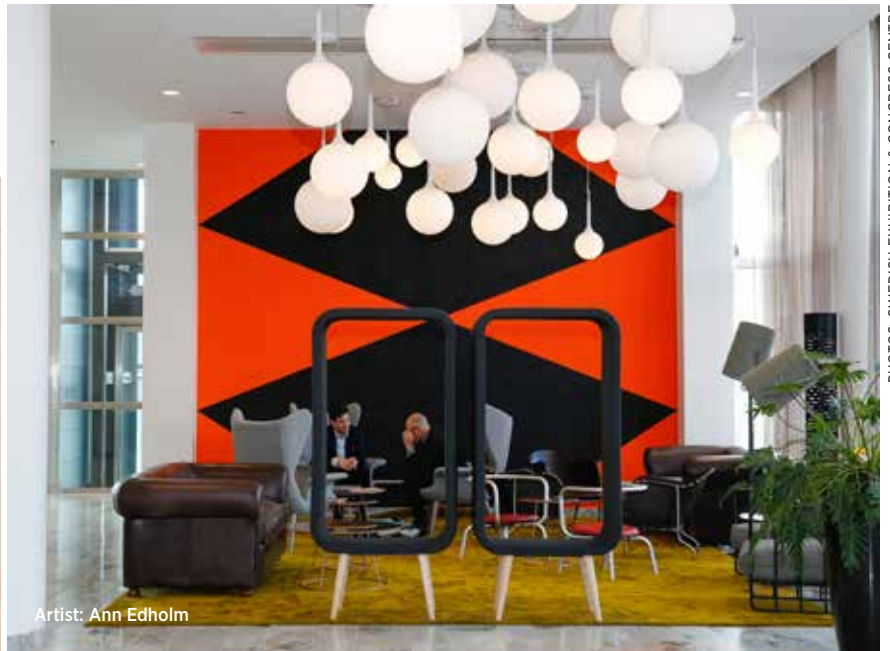
“The hope is to give visitors an experience by offering a thrilling combination. They should leave us with plenty of impressions and experiences. Then we will be pleased,” says Lena Kallevik. ☺

MIKAELA SÖDERBERG

## Art has a place in Gothia Towers



Artist:  
Klara Kristalova



Artist: Ann Edholm



Artist:  
Olav Christopher Jenssen



Photographer:  
Mikael Jansson



Artist: Jan Häfström



Artist: Jacob Dahlgren



Artist: Jens Fänge

## CHARLES RENFRO, ARCHITECT:

# "We have a major influence on our surroundings"

**BY TRANSFORMING DISUSED** railway infrastructure into a public park, the High Line rejuvenated entire neighbourhoods, changed the way many New Yorkers interact with the urban environment and quickly became one of New York's most popular attractions. Charles Renfro of Diller Scofidio + Renfro, the architectural firm behind the High Line, shares his thoughts on how architecture can promote social values.

## How can architects contribute socially?

"Architects can determine our environment more than any other single profession, and therefore, we have a lot of power over how our environment looks, feels and operates. One of our most powerful voices is in talking to our clients about future work, although I think architects should also be more involved in drafting policy and legislation. We can exert a lot more influence than we do, and try to guide others whose main motivation is profit."

## How has the High Line affected people in New York?

"What has surprised us the most is how it has taught people to slow down. New Yorkers are fast-moving people, whose lives are typically defined by the work we do, not the pleasures we seek. But the High Line is a place built around pleasure, and entices people to slow down and take in the world around them."

## What did you learn from your work with the High Line?

"One of the unintended effects is that it is so successful that it is impacting real estate values along its route, to such a degree that some local

communities now feel disenfranchised. We have done a lot of soul searching about how we can address this. How can we retrospectively make the High Line something that brings benefits to all people whose lives it touches? The lesson for future projects is to think of the negative as well as the positive impact of our work, and ensure we engage with all levels of society."

## What do you think about Nordic architecture?

"I think everyone is impressed by architecture in Nordic countries: the designs, quality of craft, the detailing, and thoughtfulness of the way things go together. I was taken by the way Oslo has built its waterfront area in recent years. A lot of the dwellings are inexpensive, and the area does not feel like it's just for wealthy people. It addresses all income levels and tries to make the city more egalitarian, rather than letting development run rampant."

## What would you like to teach the next generation of architects?

"Our work is inspiring to a lot of people because it is so outside the realm of traditional architecture. But I also always tell people that to be outside of the box, you need to know the box. It's important to understand how ideas operate, how you can make them real, and the only way to do that is to know all the stuff that these ideas are trying to upend." 🍋

NIC TOWNSEND



Charles Renfro participated in the Nordic Architecture Fair at Svenska Mässan in Autumn 2017.

BILD: JONAS TOBIN

## FACTS:

**Name:** Charles Renfro.  
**Age:** 53.  
**Does:** Architect and Professor at Parsons The New School, New York

## Three places that inspire me

1

### Rio de Janeiro

"A city in a country that is full of inequality, yet defiantly feels so open. Particularly on the beaches, which are democratic and visited by everyone."

2

### Havana

"It's not a wealthy city but it has a spirit that transcends and defies the capitalism that the west thought it could bring, and suggests we don't really need all that material wealth."

3

### Rome

"Every time I go to the Pantheon – a building that has been in continuous use for over 2000 years – it gives me faith that we can overcome all the problems that currently divide us. Rome is a testament to perseverance and human nature."



The Swedish Exhibition & Congress Centre is more than just fairs these days. With 1,200 rooms, the Gothia Towers and Upper House hotels make the facility the fifth largest hotel complex in Europe. Visitors will also find a large selection of restaurants, a spa, art gallery and an in-house venue for shows. A fourth hotel tower of 30 floors is now in the works.

# THE ROAD TO THE FUTURE

## 100 YEARS OF MEETINGS

1920

1930



**1918** On 8 July, His Majesty the King Gustav V and Queen Victoria open Sweden's first fair. The "Riksvärmdässa" ("National Goods Fair") has an impact far beyond expectations and draws an impressive 42,153 visitors. It is also the beginning of an annual tradition that lasts all the way until 1958. The purpose of the meeting place was to establish a link between industry, handicrafts and trade, which had not previously existed in Sweden. With this approach, the goal was to encourage the business community, and that overarching aim remains today. Here, producers had the chance to present their goods and obtain valuable information about the market's needs from merchants, who in turn were offered favourable trade opportunities. In this first pioneering fair, 530 exhibitors participated and the result was a surplus of SEK 53,183.9.



**1923** The celebration of Gothenburg's three hundred year anniversary begins on 8 May 1923 with pomp and circumstance. The festive celebration area, named the Jubilee Exhibition, encompasses nearly 500,000 square metres and makes a huge splash both locally and internationally. The Swedish Exhibition & Congress Centre also opens the Jubilee Hall at this time, and secures the current location at Korsvägen in Gothenburg.

**1939** After a long wait, the Swedish Exhibition & Congress Centre finally opens its A and B halls, which replace the ramshackle Jubilee Hall. New opportunities emerge with the ability to host every imaginable type of event, such as handball, boxing and tennis, as well as religious and political meetings, and loads of parties. Handball draws the largest crowds, with upwards of 5,000 people in the stands – quite a lot of people, considering that the staff comprises only five employees.

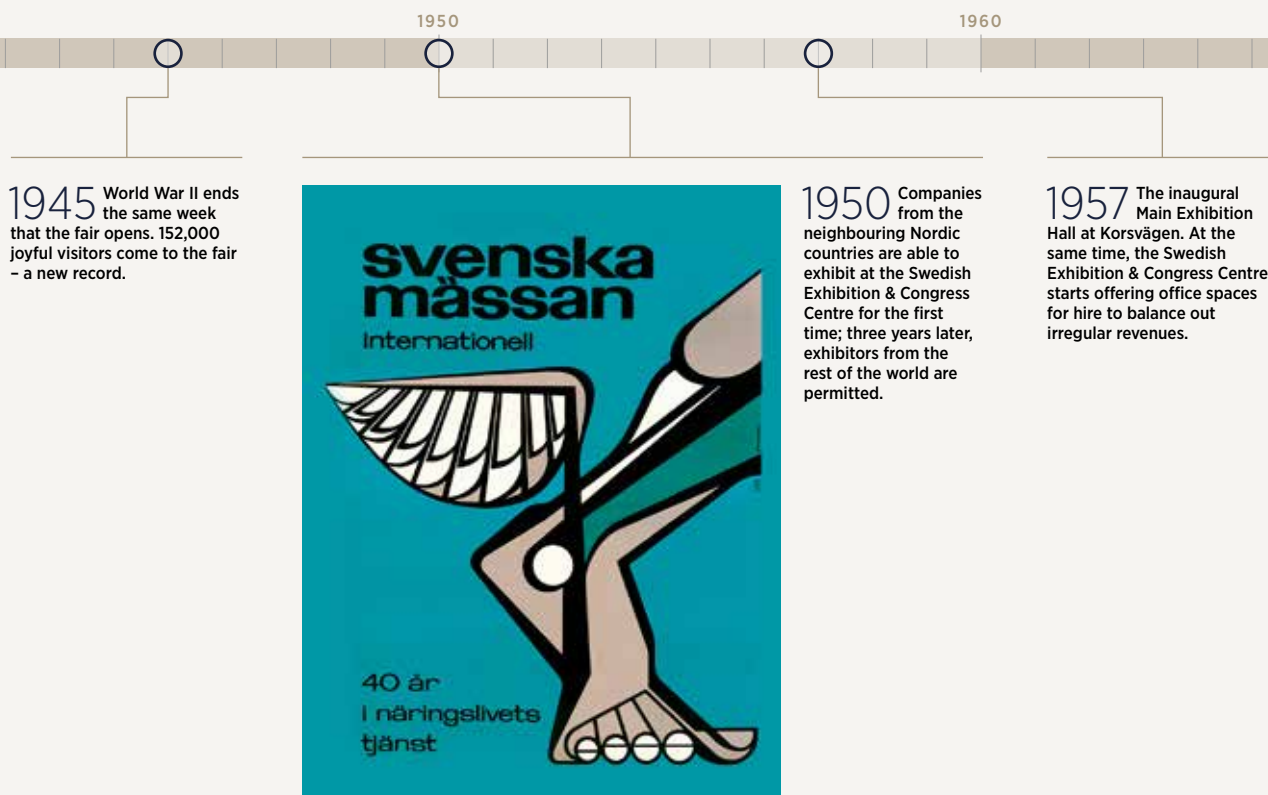


PHOTO: TOMORROW

Ever since its formation 100 years ago, the Swedish Exhibition & Congress Centre's task has been to foster the business community. Coming together, discovering industry newcomers and conducting business has been the heart of our operation for all these years. Today, the Swedish Exhibition & Congress Centre focuses on the total experience.

TEXT **MAGNUS CARLSSON** PHOTO **SWEDISH EXHIBITION AND CONGRESS CENTRE**

**W**HEN THE FIRST goods fair premiered at the Swedish Exhibition & Congress Centre on 8 July 1918, no fewer than 42,153 visitors and 530 exhibitors were in attendance. It was a total success. Gothenburg has always been characterised by business acumen, collaboration and ➤



progress; this initiative was proof of these qualities.

100 years later, the retail centre is still an essential part of the Swedish Exhibition & Congress Centre, but today the offering of meeting forms and experiences is significantly broader.

“We’ve taken a fantastic journey,” says Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre Group.

Today, with its own Gothia Towers and Upper House hotels, the facility proudly offers 1,200 rooms, making it the fifth largest hotel complex in Europe.

There is also a large selection of restaurants, with everything from a scaled-down bistro to a starred restaurant, a three-storey spa with a suspended pool, an art gallery and an in-house venue for shows. In short, today the Swedish Exhibition & Congress Centre can offer enormous breadth – all under one roof.

“The fairs are still an essential cornerstone for us, but the concept of a total solution is also increasingly important today,” says Carin Kindbom.

“What the Swedish Exhibition & Congress Centre and Gothia Towers offers is a meeting place with experiences, with something for everyone, both professionally and personally.”

**THE CONCEPT OF** creating an excellent total offering has contributed to the Swedish Exhibition & Congress Centre and Gothia Towers currently functioning as a destination in and of itself, where many guests go with no intention of visiting a fair at all. This could involve an individual visit to a restaurant, the theatre or the



“Personal encounters will become increasingly important in a digitalised world,” says Carin Kindbom, President and CEO of the Swedish Exhibition & Congress Centre Group.



1980

1990



**1971** During the first 50 years of the Swedish Exhibition & Congress Centre, consistent successes are achieved by focusing on hiring out the halls. But eventually, this comes to an end as the concept no longer generates the required revenues. The solution is to expand its own range. But creating new fairs from scratch is both expensive and risky. In 1971 a gift from above arrives as the most successful entrepreneur in the industry offers out the company Scandinexpo on the market. The Swedish Exhibition & Congress Centre acquires the company and its four trade fairs, thus taking the step in earnest from hall-letter to fair organiser and developer of its own projects.

**1973** The general goods fair, which had been arranged annually since 1918, is held for the last time. Trade and public fairs take over, with an impressive 14 fairs on the programme.

**1992** The congress building opens. It is a major investment during a deep economic downturn, but the building is a prerequisite for the growing congress and conference operations.

**1993** The Swedish Exhibition & Congress Centre takes over Hotell Gothia from Sara Hotels AB. This is the launch of a new business model: running hotels and restaurants under its own management.

**1984** Hotell Gothia, which is connected to the Swedish Exhibition & Congress Centre, opens. A new A-hall replaces the wooden hall from 1939. The first TUR fair is also inaugurated in 1984. At the fair, 40 countries exhibit from all over the world. The same year, the Gothia Towers shrimp sandwich sees the light of day for the very first time. The famous King Size has subsequently achieved cult status and in 2009, the dream line of one million sandwiches sold is crossed.



spa, a holiday with the family or a business context.

“Our business model – being able to offer everything under one roof – distinguishes us from many other facilities and also strengthens our competitiveness internationally. Consequently, we also contribute to the attractiveness of Gothenburg,” says Carin Kindbom.

“But we aren’t working in isolation; rather, we’re part of the important collaboration that is found in the city and in the region. Good collaboration for shared goals is a strength for a destination.”

**ANOTHER FACTOR THAT** differentiates the Swedish Exhibition & Congress Centre and Gothia Towers from other similar facilities is that it is run as a private foundation. Since its inception, the goal has been to foster the business community. This is done not only by being a place for the exchange of business, but also by attracting new visitors to the meeting place and to Gothenburg.

“We have a central location that is directly connected to the urban core, which benefits our visitors and the entire city – everything from shopping, other hotels and restaurants to transports, sightseeing and more,” says Carin Kindbom.

At the same time, the Swedish Exhibition & Congress Centre benefits not only the local hospitality industry: thanks to its size, attractive location and comprehensive offering, today the Swedish Exhibition & Congress Centre has become an international player that draws global actors to Sweden.

“Our business model – being able to offer everything under one roof – distinguishes us from many other facilities.”

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

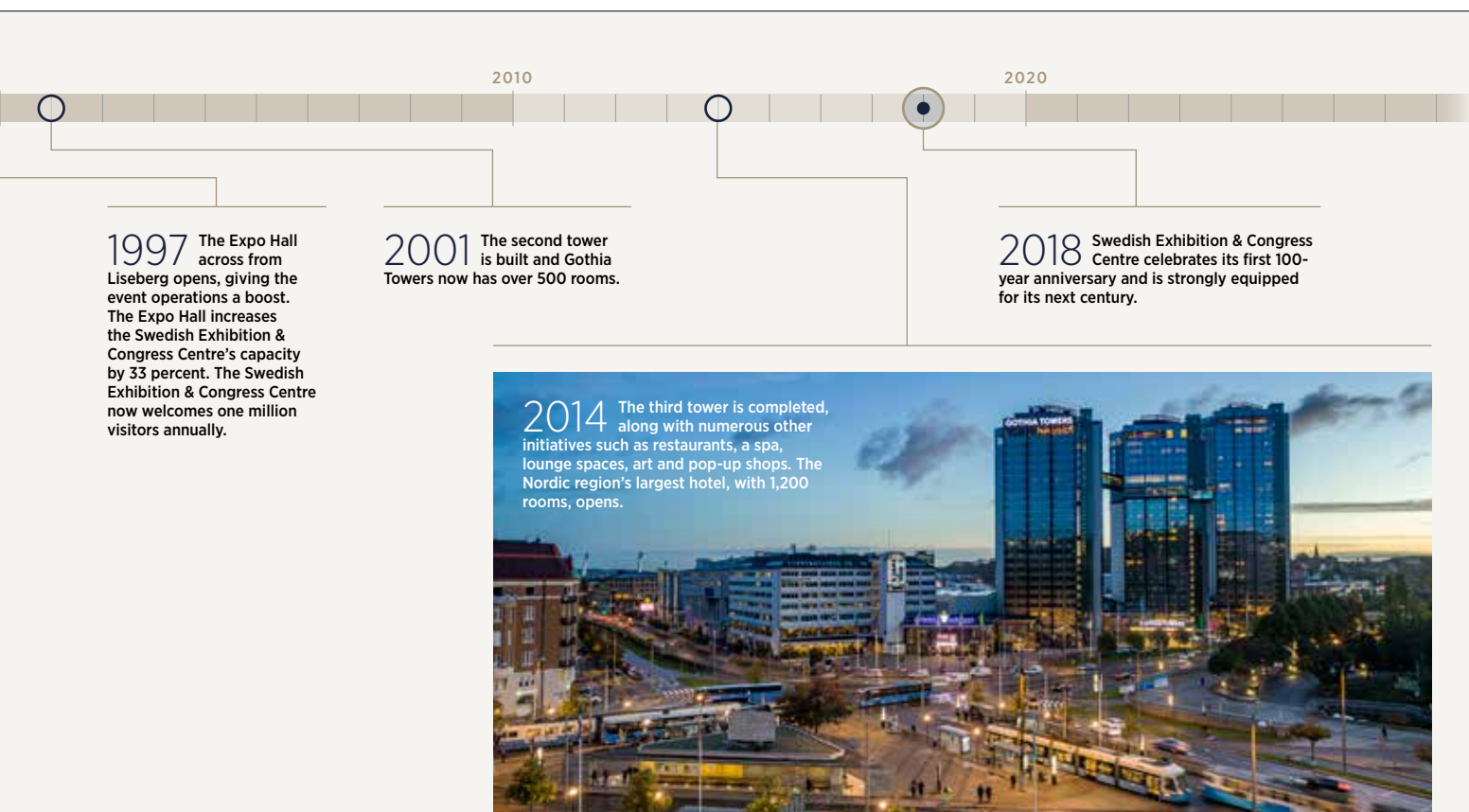
“Our work is increasingly international and we constantly endeavour to be a global meeting place,” says Carin Kindbom.

“We are one of few players in Europe that can offer over 1,000 hotel rooms under a single roof. Combined with other offers at our meeting place, this means we can welcome very large groups, such as world congresses or major global businesses.”

**AS THE SWEDISH** Exhibition & Congress Centre celebrates 100 years, they say they are only at the beginning of a journey of development. A new century now awaits.

“As with all other industries, we are utterly inspired by the rapid-fire pace of digital development, which poses thrilling new challenges and generates more opportunities to be at the cutting edge. At the same time, we know that the physical meeting place and personal encounters will become increasingly important in a digitalised world,” says Carin Kindbom.

“The vision and task are both clear: to become Europe’s most attractive meeting place by offering the best total experience.” ☉





The aspirations of the Swedish Exhibition & Congress Centre have been substantially raised in recent years. Today, the convention centre must compete with the best in the world. "Naturally, we are proud of what we have achieved in 100 years, but above all we are looking forwards," says Roger Holtback, chairman of the board of the Swedish Exhibition & Congress Centre Foundation.

# Foundation with a strong belief in the future

The Swedish Exhibition & Congress Centre's vision is to become Europe's most attractive meeting place by offering the best total experience. A continuously innovative approach is required in order to understand and interpret both the present moment and what the future will mean for the growing meeting industry.

"We are constantly watching out for new and lasting trends and experiences in order to enhance our international competitiveness," says Roger Holtback, chairman of the board of the Swedish Exhibition and Congress Centre Foundation.

TEXT MARIA SKÖLD PHOTO ANNA HULT

**T**HIS YEAR, THE SWEDISH Exhibition & Congress Centre turns 100 years old and it has laid a solid foundation for continued successes in an expansive setting.

All Gothenburg residents have a relationship to the Swedish Exhibition & Congress Centre and Roger Holtback remembers how in his younger years, he played tennis and handball in the event halls. But as chairman of the board, he is also keen to ensure that new generations have their own experiences. The Swedish Exhibition & Congress Centre should always be a meeting place for its time.

"Our task has never been to manage; our driving force is to continuously evolve and deliver more and better experiences for our guests at every level," he says.

One explanation for the Swedish

Exhibition & Congress Centre's successful adaptation to new times and requirements is the form of ownership. The Swedish Exhibition & Congress Centre is a privately owned foundation, which both fosters the business community and benefits people in Gothenburg and the region. The composition and engagement of the board of directors over time also reflects this aim.

"I believe that the foundation form is the key to our success. We have a very clear purpose and we run the foundation like any other professional company: with a focus on good cash flow and strengthening our balance sheet," says Roger Holtback.

As one of the true heavyweights of the Swedish business community, with a background among other places as president of the Volvo Car Corporation

and also as chairman of the board of a large number of listed and unlisted companies in Sweden and abroad, he can easily compare different forms of operation. For this kind of operation, he recognises clear advantages to being a private foundation.

"As a foundation with an already strong financial platform, we do not need to give up any dividends; instead, we can reinvest each and every cent that we earn in the business. This gives us additional strength to grow further, which leads to an upward spiral."

**IN NUMBERS, THIS** means that the Swedish Exhibition & Congress Centre's hospitality industry effects in Gothenburg currently amount to around SEK 3 billion, generated by its 1.8 million visitors.

Behind these results are numerous strategic and ultimately crucial decisions that have proven to show foresight, but which were far from self-evident when they were taken.

If Roger Holtback were to list the three most important choices, he would first name the vital decision to take over operational responsibility and privately manage the hotel and restaurants.

"In 1993, when we took over the operation of Gothia Towers, it was one of the most significant decisions in the development of the Swedish Exhibition & Congress Centre," he says.

It thus became possible for the Swedish Exhibition & Congress Centre to make the next important directional choice – to think big and to expand. Between 2011 and 2014, investments of SEK 1.2 billion were made, which included the third tower at Gothia Towers and an additional 500 rooms.

"With the completion of the third tower in 2015, we gained the conditions to truly improve our competitiveness for congresses and events at the global level. We are now planning a fourth hotel tower of 30 storeys. In 2030, the goal is to have 2,000 hotel rooms and an expanded flexible meeting space."

This high level of ambition has in turn produced the third crucial strategic decision. The far-reaching and conscientious professionalisation of the operation began around 2010 in order to place Gothenburg and the Swedish Exhibition & Congress Centre on the map in earnest as a leading international meeting place, right in the heart of a big city.

"In the years that have passed, we have dared to believe and invest in the Swedish Exhibition & Congress Centre and Gothenburg. The entire time, we have seen how its attractiveness has grown. Naturally, we are proud of what we have achieved in 100 years, but above all we are looking forwards," says Roger Holtback. ©



# RISTORIA

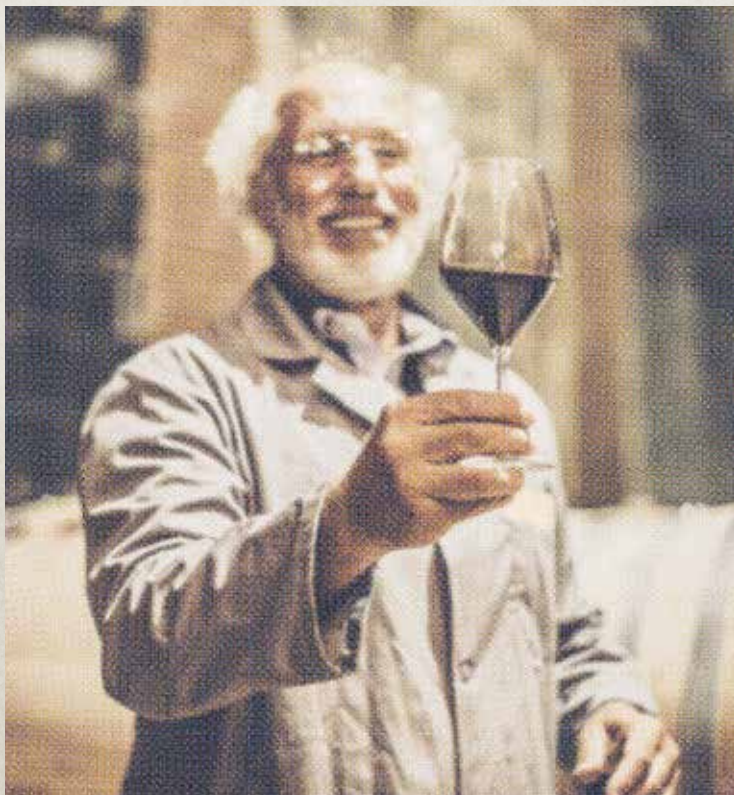
— ITALIAN FOOD STORIES —



# APERITIVO

Monday-Saturday 16-18  
Deli platter + beer/wine

{149}



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



When Danny realised there was a series of numbers, the Fibonacci sequence, that recurs in different parts of nature, he considered it proof of God's existence. "The universe and humankind are too perfect to be random. Magical things are all around us - like broccoli, which looks a certain way because of mathematical sequences. And then we focus on shoes, butts and Kim Kardashian. It's crazy," he says.

# DANNY

## HERE AND NOW

Danny Saucedo became all of Sweden's new heartthrob after his breakthrough in 2006 on *Idol*. Eleven years later, he's been on everything from *Let's Dance* to *Så Mycket Bättre* (So Much Better), and has his own dinner show, "NU" ("NOW"), which will run at Gothia Towers this spring. Has Danny gone mainstream?

TEXT HANNA KLUMBIES PHOTO STEFAN EDETOFT

**D**ANNY HIMSELF SAYS, rather, that he thought he didn't want to be mainstream. But with *Melodifestivalen*, Sweden's precursor to the Eurovision Song Contest, you reach everyone whether you want to or not. The same can be said of *Let's Dance* and *Allsång på Skansen* (Singalong at Skansen).

"So yeah, I've become popular, but through that, I've grown as a person. Something I've learned is that you don't stop where you start anyway," he says.

The beginning for Danny was when he stepped up to the *Idol* jury as a 20-year-old and finished in sixth place on the programme. The following year, he topped the singles charts several times in Sweden and abroad. He won a Grammis Award with the boy band E.M.D.

"I first realised I was an artist in 2008. We played with E.M.D. in front of an audience of 13,000 screaming people. When we climbed into the tour bus, they banged on the windows in pure Beatlemania style. Then we looked at each other and said, 'I think this means we made it.'"

Looking in the rear-view mirror, Danny realises he probably never really had a choice. At the age of five, he got a violin and sang in a choir. At home, they sang constantly. He grew up with his brother and his Bolivian mother – "in a foreign bubble in Sweden," as he describes it.



PHOTO MATS BÄCKER

➤ "NU" is an energetic show with plenty of music, dancing, video technology and lighting effects. In Gothenburg, Danny wants to make it even bigger and richer than what he was able to do at the small venue in Stockholm.



"I only have positive memories from Gothenburg. Getting to come in the spring when the parks are beginning to bloom and the outdoor seating areas are set up is the dream," says Danny.

## FACTS **DANNY SAUCEDO**

**Age:** 31 years old.

**Lives in:** Stockholm.

**Family:** Mother, father, brother and fiancée Molly Sandén.

**Interests:** Philosophy, theology and laser tag.

**Coming up:** The show "NU" at The Theatre at Gothia Towers, which will play on selected days from 29 March–5 May.

"I had a little identity crisis as a teenager, when I felt neither Swedish nor anything else. I was twelve when I realised that Midsummer was a recurring thing that you celebrate in Sweden, and that there are certain songs you sing every Christmas. At the same time, everyone saw my mother and said we didn't look alike at all, so I didn't feel like I belonged to her either."

**HIS POLISH FATHER** was absent throughout his childhood, and music was a way for Danny to be seen, understood and loved. In his show "NU", which played to enormous acclaim at Hamburger Börs in Stockholm in 2017 and which will run in 2018 at The Theatre at Gothia Towers, he addresses this very issue.

"It's a really personal show about my childhood and my journey. I'm completely exposing myself in order to speak directly from the heart. I believe you have to be personal and show your vulnerability in order to reach out to people. I've dressed that up as a grand show, but I really want to inspire reflection and get people to question their lives and their choices."

Today he and 'Pops' are great friends, and Danny feels slightly ashamed about the show, in which his father is presented simply as the man who left.

"The punishment of losing out on my childhood may have been enough, but he says it's alright. We're really similar as people and we're interested in the

same things. Being in touch with him is a puzzle piece that has fallen into place."

But during his childhood, Danny felt a deep longing to be seen and loved and he ultimately realised that what he was seeking was his father's validation.

"Or really, it was my own. You have to love yourself first. I've always set high demands and I'm cruel to myself in my head. When I have unproductive days, I feel worthless and I wonder if, when I'm on my deathbed, I'm going to think, 'Why did I waste them?' But I'm working on living in the moment, here and now."

**IN THE SHOW**, which is named after that very 'now' that everyone talks about, he tries to place his finger on what that is, but he also speaks to where he is in life right now.

"People will get to know me in a different way. They often have perceptions about me that I don't want to confirm. They see me as cheerful, pleasant and a little bit dense. The goal is to show who I am and use myself as an example of how badly or how well things can go when you focus on the wrong or the right things."

Danny auditioned for *Idol* because he wanted the whole world to know who he was. At the time, he thought it would solve all of his problems if he became famous, but he learned the hard way that this wouldn't be the case. In 2012, after coming in second place in *Melodifestivalen* for the second time, Danny entered a deep depression. He cancelled everything and retreated to the US.

"I had so many plans that were based on winning, so my whole world caved in. I've always been goal-oriented and able to guide my life the way I wanted, but now it wasn't happening. It was painful, but it was a really important wake-up call," he says and continues, "The point of going to the US was 'now I'll bloody well show them I can do it.' I went in pure anger, not because I thought it was fun. I had a grotesquely large ego at the time. But once I got my record contract and was about to sign it, I realised I was going to be alone. My friends and my girlfriend – it was all going to crack. And for what? For more money and fame?"

With that insight, Danny once again let it all go and returned home to Sweden. In the US, for the first time, he had started writing in Swedish and once at home he played the songs for his manager, who liked them.

"I dared to write music that came from the heart. With 'Brinner i Brösten' ('A Fire in My Chest') it was like I was letting the whole world read my secret diary. I had a panic attack the entire night before it was released. But people accepted me in Swedish, and I grew."

**FAITH IS ANOTHER** major part of his life that has helped him grow. He grew up in a Catholic home, but has now turned away from the church.

"There are fragments of Christianity that I appreciate, but I have a hard time with religion and the church as an authority. What's important is self-awareness and soul-searching. Religion has become like a song, with loads of different choreographies. Everyone fights about which choreography we should use, even though it's really the song that we should be listening to." 🎵

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# OUTSIDE POOL ON THE 20TH FLOOR

UPPER HOUSE SPA



A journey for the senses.

**UPPERHOUSE.SE**

Digital doctor visits, connected exam rooms and smart hospital robots. Swedish medical care is becoming ever more digital and Sweden's ambition is to be a global leader in e-health. The road there travels through Vitalis, one of the world's biggest trade fairs in the field.

TEXT **MAGNUS CARLSSON**  
PHOTO **SOFTBANK ROBOTICS & SWEDISH EXHIBITION & CONGRESS CENTRE**

# Medical care goes digital

**H** EALTH AND SOCIAL services comprises one of the industries in Sweden that is currently experiencing the fastest process of change. Modern technological solutions have proven to work well, and interest from the public has been significant. The launch in recent years of apps such as Kry, Min Doktor and Visiba – three services in which care recipients can meet with doctors via video chat rather than at a clinic – have been highly successful and have attracted hundreds of thousands of users.

“Sweden has a really tech-savvy population. Most people have a computer and a smartphone and use them habitually. Simply put, we are receptive to new technology and new possibilities,” says Maria Sterner, business manager for Vitalis.

Vitalis is the world's second largest e-health fair and functions as the leading meeting place in the Nordic region for tomorrow's health care and social services. Around 4,500 decision-makers from municipalities, county councils, medical companies and academia ➤



Pepper the robot will be shown at this year's Vitalis. Robots are becoming increasingly common at hospitals and today, they can assist in the operating room and more.

come here and meet for inspiration, knowledge sharing and skills development.

“Interest in Vitalis is enormous and continues to grow,” says Maria Sterner.

“In four years the fair has doubled in size and in just one year we went from 118 to 180 exhibitors. That’s



Maria Sterner.

connected to expanded interest in e-health and the digitalisation of medical care.”

**VITALIS IS ALSO** a fair that is fully with the times. Sweden has already come an incredibly long way in the field, but ambitions are even greater. In the Vision e-Health 2025 initiative, the government together

with the Swedish Association of Local Authorities and Regions has declared that by 2025, Sweden will be the best in the world at using the opportunities of e-health and digitalisation in order to make it easier for people to achieve and maintain good and equal health.

“It feels great that Sweden views these opportunities in such a positive light. E-health is a really broad issue that encompasses the entire municipal sector and elderly care, and it affects everything from documentation and information management to solutions that allow us to live at home longer or meet with our doctor online. And it’s particularly fun that we’ve come so far at Vitalis,” says Maria Sterner.

This year’s edition of Vitalis includes, among other things, a three-day-long conference programme with 200 different seminars. But there is also a traditional fair that presents new products and solutions. One area that is especially big at the fair this year is artificial intelligence (AI).

“AI is a phenomenon that has been in discussion for many years, but where we’re now seeing many

examples of how it is actually used in reality,” says Maria Sterner.

AI can be used to take substantiated decisions and conduct analyses that are often better than the analyses that the human brain is able to make.

**ONE OF THE** most popular features of Vitalis is also what is called the Intelligent Hospital Pavilion, IHP. Here, a hospital environment with two exam rooms is built, where different suppliers can present their digital care solutions. Then actors help create scenarios in which the solutions are used in practice.

“IHP has been hugely popular,” says Maria Sterner. “In the regular exhibition, every company has its own booth where its solution is displayed. But that only lets visitors see part of the chain. With IHP, we can show how well everything interacts together, offering a glimpse of the technology when it’s working at its best.”

Vitalis 2018 is underway from 24–26 April. [📍](#)



One popular feature at Vitalis is the Intelligent Hospital Pavilion, IHP. Here, a hospital environment is built in which suppliers can present their digital care solutions.

## Five hot e-health trends

1

### Robots

Robots are becoming increasingly common in our hospitals. They can conduct efficient transports within the hospital, but they also work well in operating rooms. Robots currently assist with operations in surgery, urology and gynaecology.

2

### Search engine checks

What people Google search today is a clear sign of what will happen in health care tomorrow. By monitoring Google Trends, for example, health care can obtain a forewarning of when winter stomach bugs and slips are coming.

3

### AI

Artificial intelligence is an excellent way to analyse information. Today, for example, AI can analyse x-rays and draw conclusions based on vast quantities of data.

4

### Digital doctor visits

Allowing consultations with doctors to take place via video chat simplifies medical care for patients, while keeping bacteria out of waiting rooms. Digital doctor visits have had a huge breakthrough in the past year.

5

### Apps

The possibilities for apps are nearly infinite. Today, diabetics can monitor their blood sugar levels in real time on their mobile phones, and medication packages can be connected and a reminder can be sent when patients forget to take a pill.



Nordic Health Convention has a focus on increasing physical activity – especially among young people.

## Nordic Health Convention aims to improve public health

Two of three Swedes have a strong interest in physical activity – but Swedish public health is far from equal. Nordic Health Convention is a meeting place aiming to reverse this trend.

**W**HILE INTEREST IN exercise and health is at a record high, there are enormous differences in Swedish health. In Gothenburg, there is a full nine-year difference in average life expectancy between the districts of Askim and Angered, and a new study shows that only one in five girls under the age of 18 meets the recommendation of one hour of physical activity per day.



Magdalena Rönström.

Meanwhile, there are solutions to this problem complex. At the Swedish Exhibition & Congress Centre, the Nordic Health Convention initiative is underway, which aims to create more equal health.

“Our starting point is public health and our focus is on increasing physical activity. Our goal is to make a difference,” says Magdalena Rönström, business manager for the life science and health area at

the Swedish Exhibition & Congress Centre.

Nordic Health Convention is a classic conference arranged once annually. It draws researchers, politicians and representatives from the business community and the public sector alike.

“We’re doing what we do best: gathering people and getting them to talk to each other,” says Magdalena Rönström. “I’ve started a lot of fairs over the years, but I’ve probably never experienced such a self-evident reception. Absolutely everyone considers these issues to be important.”

Nordic Health Convention takes place on 16 May, but the conference also makes guest appearances at other events. November saw a visit to the Quality Fair; there will be an appearance from 5–7 March at Sports Summit and then Nordic Health Convention will return to Vitalis on 24–26 April. [📍](#)

MAGNUS CARLSSON



## Upper House Lounge

Take in the spectacular views over Gothenburg from our lounge, either indoors or from the terrace. Open every day of the year, serving drinks and a menu of selected flavours with a focus on seasonal ingredients. You will find us at the top of the middle tower, on floor 25.

Welcome!



**UPPERHOUSE.SE**



## MALIN KARLSSON

Age: 31 years old.

Job: Acting head chef at Twentyfourseven.

Background: Over 10 year in the industry as a cook, chef garde manger and server.

Best smoothie ingredients:

"I like anything that has ginger and lemon."

## MATTIAS KRONDAHL

Age: 34 years old.

Job: Restaurant manager at Twentyfourseven and West Coast.

Background: Has worked at Gothia Towers for over 10 years, previously as a bar manager and more. Prior workplaces include Sälens Högfjällshotell, Hotell Tylösand and the restaurant Skärets Krog in Smögen.

Best smoothie ingredients:

"Definitely banana and raspberries."



## ORANGE JUICE

(ABOUT ONE GLASS)

2 carrots

2 apples

ginger (quantity to desired taste)

1 orange

juice of half a lemon  
fresh chili (a great addition for flavour)

Run everything through a centrifugal juicer.

# FRUIT-FILLED SPLASHES OF COLOUR

Juicy, colourful and loaded with nutrients. Twentyfourseven's Malin Karlsson and Mattias Krondahl offer up their tastiest smoothies and juices.

TEXT MALIN DITTMER

PHOTO STEFAN EDETOFT



## GREEN JUICE

(ABOUT ONE GLASS)

1 lime

1 apple

1/3 cucumber

fresh broccoli (quantity to desired taste)

about one fistful of fresh spinach

a few chunks of fresh pineapple

juice of one orange

Run everything through a centrifugal juicer.





### ■ GREEN SMOOTHIE

(ABOUT ONE GLASS)

1 kiwi  
1 lime  
1 dl diced mango  
fresh spinach (as much as you like)  
0.5 tsp flaxseed oil  
juice of one orange

Mix in a blender.



### ■ RED JUICE

(ABOUT ONE GLASS)

0.5 dl lingonberries  
1 dl raspberries  
2 apples  
fennel to taste

Run everything through a centrifugal juicer.

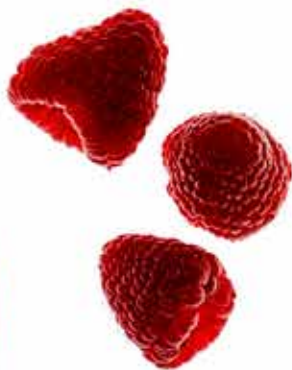


### ■ YELLOW SMOOTHIE

(ABOUT ONE GLASS)

1 diced mango  
1 banana  
pineapple (quantity to preference and taste)  
a splash of lemon juice  
juice of one orange

Mix in a blender.



### ■ RED SMOOTHIE

(ABOUT ONE GLASS)

1 dl raspberries  
0.5 dl blackberries  
1 banana  
1 dl quark  
juice of two apples

Mix in a blender.



### THREE TASTIEST PASTRIES

- ① **Punsch roll:** "It's delicious and classic. I like classic things. The ones you find today often aren't great, but if you make them properly with real butter and good punsch, they're insanely delicious."
- ② **Raspberry thumbprint:** "Little biscuits are so lovely. They're dry and tender all at once, and jam is always delicious."
- ③ **Mazarin tart:** "With really good shortcrust and a great mazarin dough, you get various textures – both crispy and soft."

**KALLE BENGTTSSON, PASTRY CHEF  
AT GOTHIA TOWERS:**

“Chocolate is  
a complex  
ingredient”

“ I USED TO work at Imagine on the 29th floor, but last fall, when Jill Johnson was at The Theatre, we opened a bakery on the event hall floor and made the desserts for the show. In five weeks we made 8,000 desserts. The new bakery has a chocolate room where we make pralines and chocolate decorations. It's a closed room in which we can regulate the temperature, because chocolate is a complex ingredient to work with.

In October, I won Pastry Chef of the Year. The theme was nature, and I made a cake that I called the Lake; it looked like a water lily with a sugar dragonfly on top. I also made three baked goods that looked like a stone, a mushroom and a water lily. I used quite Swedish flavours like blueberry, raspberry, sea buckthorn, elderflower and lemon. I use these flavours here at Gothia Towers as well. It would have been fun to be able to serve the creations from the competition in their entirety, but they're fairly time-consuming.

I enjoy being a pastry chef because the work is so creative. What you make has to taste good, but you also have to spend a lot of time on colour and form.”

HANNA KLUMBIES

23-26 OCT. 2018 | THE SWEDISH EXHIBITION & CONGRESS CENTRE | GOTHENBURG

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# Colourful gems

A picnic with penguins, a boat tour through a moat, or a parade to celebrate all the colours of the rainbow: Gothenburg has tons of gems from which to choose.

PHOTO: FRIDA WINTER



## GOTHENBURG CULTURE FESTIVAL

One of the Nordic region's biggest culture festivals is held in Gothenburg from 14 to 19 August 2018. The streets and squares burst into block parties with a huge offering of culture in all its forms, including music, art and film. All events are free.

PHOTO: KIM SVENSSON



## HASSELBLAD CENTER

Temporary photo exhibitions are presented at the Hasselblad Center. Between 24 February and 6 May, Publicerat (Published) is underway, an exhibition on the history of photo albums in Sweden. From 19 May to 16 September, Drone Vision will be shown, a research project on the influence of drone technology.

PHOTO: DICK GILLBERG



## PADDAN BOATS

From Kungssportsplatsen downtown, the classic Paddan boats depart to take you on a round trip through the old moat and channels from the seventeenth century. During the tour, a guide will explain the city's history and what has shaped Gothenburg into what it is today.

PHOTO: IAN SCHEMPER



## NATURAL HISTORY MUSEUM

The Gothenburg Natural History Museum was founded already in 1833 and it is the oldest museum in Gothenburg. Here, you can explore a wide variety of exhibitions containing objects such as the world's only mounted blue whale, the impressive African elephant and a dinosaur skeleton.

PHOTO: STEAMPIPE PRODUCTION STUDIO



## SLOTTSSKOGEN

Slottsskogen is one of Gothenburg's biggest and oldest parks, with huge grassy fields for picnics and plenty of walking paths. The park also has one of Sweden's oldest zoos, where you can see everything from moose to penguins. The youngest visitors will enjoy Barnens Zoo (petting zoo), where you can spend time up close with sheep, pigs and goats.

PHOTO: FRIDA WINTER



## WEST PRIDE

Love, human rights and the equal value of all people manifest at Gothenburg's LGBTQ festival. This year, the festival will be bigger than ever as West Pride and Stockholm Pride arrange the annual EuroPride event together. In Gothenburg, the event will be held from 14–19 August in conjunction with the Culture Festival (see above at left).



THE MOMENT

**9:50 a.m.** **THE RAINFOREST** of Universeum is warm and sweaty, just like the tropics of South America. And just like in the Amazon rainforest, you can see an incredibly rich variety of species here – around 600 different plant and animal species live in the rainforest in Gothenburg. While hiking the paths, across suspension bridges and through caves, you will discover everything from exotic birds and sloths to frogs, butterflies and monkeys. Among other things, the endangered pied tamarin lives here, as part of a project to save the species. Animal caretaker Daniel Iglesias is among those who care for the tamarins and the rest of the rainforest's inhabitants. 🌿

# PROGRAMME 2018

## JANUARY

4-7 Jan.	MyDOG	P*
20-21 Jan.	Scandinavian Gathering	C
25-28 Jan.	Motorcycle Show	P
31 jan-1 Feb.	Autogloben	T*
- to be held at the Stockholm Globe Arenas		

## FEBRUARY

3-4 Feb.	Optometridagarna	C
3-11 Feb.	Gothenburg Boat Show 2018	P*
17-18 Feb.	SciFiWorld	P
17-18 Feb.	Wedding Fever Show	P
22-25 Feb.	EuroHorse	P*
26 feb-1 March	Nitrogen + Syrgas 2018	C

## MARCH

3-4 March	Overseas Property Show P	
5 March	Entreprenörskap på riktigt	T
5-7 March	Sports Summit	T*

PHOTO: THE SWEDISH EXHIBITION & CONGRESS CENTRE



Gothenburg Wine & Deli, April 20-21, lets you try, scent and experience beverages from all over the world.

5-7 March	Nordic Health Convention	C*
8 March	D-Congress	T/C*
12-13 March	Passion for Projects	C
13-14 March	Nordic Congress on Education & Leadership	C/T*
13-14 March	Maintenance Summit	C*
13-16 March	Underhåll 2018	T*
19 March	Hjärttillskott seminar	C

21-23 March	EAHP - European Association of Hospital Pharmacists	C
27-28 March	Work & Career	P*
27-29 March	Senior Show	P
29 March-5 May	Danny Saucedo - NU	S

## APRIL

6-7 April	A Beer & Whisky Fair	P*
10 April	Business Arena Göteborg	
10-11 April	Essence Conference 2018	C
12-13 April	Vehicle Electronics & Connected Services	C
20-21 April	Gothenburg Wine & Deli	P*
23-24 April	Power Circle Summit	C*
- to be held at Münchenbryggeriet, Stockholm		
24-26 April	Nordic Health Convention	C*
24-26 April	MIE 2018 - Medical Informatics Europe	C
24-26 April	Vitalis	T/C*
25-27 April	SAMTIT Congress 2018	C

## MAY

11-12 May	The Moderate Party's Convention	C
16 May	Nordic Health Convention	C*
16-18 May	ESOC 2018	C

Besök svenskamassan.se  
för det senaste programmet.

Programmet på svenskamassan.se/kalender.  
F = Fackmässa, P = Publikmässa, F/P = Fack- och  
publikmässa, K = Konferens, S = Show.  
(\*) Arrangeras av Svenska Massan.

14-16 nov	Odontologisk Riksstämman	K
22-23 nov	Bostadsrättsmässa	P
22-24 nov	Kunskap & Framtid	P*
22-24 nov	Learning Labs	P*
26-30 nov	Ground Handling International Conference	K
5-7 dec	Stjärnklart	S
9-12 dec	Winter Simulation Conference 2018	K

## DECEMBER

7-9 sept	Sy & Hantverksfestivalen P	P
11-12 sept	Nordic Property Expo	F*
11-12 sept	Excellence Summit	K*
15-16 sept	Köpa hus utomlands	P
17-21 sept	RADECS 2018	K
18-19 sept	Möten & Events	K/F
18-19 sept	Personal & Chef	K/F
27-28 sept	MEG	K*
27-30 sept	Bokmässa	F/K*
9 okt	Automation Summit	K*
9-11 okt	ProcessTeknik	F*
9-11 okt	Scanaumatic	F*
23-26 okt	Scapack	F*
5-7 nov	Logistik & Transport med Truck	F*
5-8 nov	Sulphur	K
14-16 nov	Swedental	F*

## NOVEMBER

## OCTOBER

## SEPTEMBER

16 maj	Nordic Health Convention	K*
16-18 maj	ESOC 2018 - The European Stroke Organisation	K
17-19 maj	Göteborgsvarvet Expo	P
22 maj	Hjärttillskott	K
27 maj-3 juni	ICSE 2018 - International Congress on Software Engineering	K
31 maj-2 juni	Svenska Maskinmässan	F*
Arrangeras på Solvalla i Stockholm		
11-15 juni	ECNDT - European conference on Non-destructive Testing	K
17-18 aug	Tupperware Jubilee 2018	F*
28-31 aug	Trä & Teknik	F*

## AUGUSTI

## JUNI

17-19 May	Göteborgsvarvet Expo	P
22 May	Hjärttillskott seminar	C
27 May-3 June	ICSE 2018 - International Congress on Software Engineering	C
31 May-2 June	Swedish Machine Fair	T*
- to be held at Solvalla, Stockholm		

## JUNE

11-15 June	ECNDT - European conference on Non-destructive Testing	C
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## AUGUST

17-18 Aug.	Tupperware Jubilee 2018K	
28-31 Aug.	Wood Products & Technology Fair	T*

## SEPTEMBER

7-9 Sept.	The Stitching and Craft Fair	P
11-12 Sept.	Nordic Property Expo	T*
11-12 Sept.	Excellence Summit	C*
15-16 Sept.	Overseas Property Show	P

17-21 Sept.	RADECS 2018	C
18-19 Sept.	Meetings & Events	C/T
18-19 Sept.	Personnel & Supervisor	C/T
27-28 Sept.	MEG - Göteborg	
	Media Days	C*
27-30 Sept.	Göteborg Book Fair	T/C*

## OCTOBER

9 Oct.	Automation Summit	C*
9-11 Oct.	ProcessTeknik	T*
9-11 Oct.	Scanautomatic	T*
23-26 Oct.	Scanpack	T*

## NOVEMBER

5-7 Nov.	Logistics & Transport Expo & Conference	T*
5-8 Nov.	Sulphur	C
14-16 Nov.	Swedental	T*
14-16 Nov.	Odontologisk Riksstämman	C

22-23 Nov.	Bostadsrättsmässan Housing Fair	P
22-24 Nov.	Student & Knowledge Fair	P*
22-24 Nov.	Learning Labs	P*
26-30 Nov.	Ground Handling International Conference	C

## DECEMBER

5-7 Dec.	Stjärnklart Entertainment Show	S
9-12 Dec.	Winter Simulation Conference 2018	C

The programme was printed in January 2018. Visit [svenskamassan.se/calendar](http://svenskamassan.se/calendar) for the latest programme. T = Trade fair, P = Public fair, T/P = Trade and public fair, C = Conference, S = Show. (\*) Arranged by the Swedish Exhibition & Congress Centre

Visit [svenskamassan.se](http://svenskamassan.se) for the latest programme.

19 mars	Hjärttillskott	K
27-29 mars	Seniormässan	P
27-28 mars	Jobb&Karriär	P*
27-29 mars	of Hospital Pharmacists	K
27-29 mars	EAHP - European Association	K
29 mars-5 maj	Theatre, Gothia Towers	S
6-7 april	En Öl & Whiskymässa	P*
10 april	Business Arena Göteborg	
10-11 april	Essence Conference 2018	K
12-13 april	Vehicle Electronics	
20-21 april	Göteborg Vin & Deli	P*
23-24 april	Power Circle Summit	K*
24-26 april	Arrangeras på Münchenbryggeriet, Stockholm	
24-26 april	Nordic Health Convention	K*
24-26 april	MIE 2018 - Medical Informatics Europe	K
24-26 april	Vitalis	F/K*
25-27 april	SAMTIT Kongress 2018	K
11-12 maj	Modäterernas Sverigemöte	K

5-7 mars	Träffpunkt Idrott	F*
5-7 mars	Nordic Health Convention	K*
8 mars	D-Congress	F/K*
12-13 mars	Passion for Projects	K
13-14 mars	Nordiska Skolledarkongressen	K/F*
13-14 mars	Maintenance Summit	K*
13-16 mars	Underhållsmässan	F*

På Göteborg Vin & Deli, 20-21 april, får du prova, dofta och uppleva drycker från när och fjärran.



BILD: SVENSKA MASSAN

4-7 jan	MYDOG	P*
20-21 jan	Scandinavian Gathering	K
25-28 jan	MC Mässan	P
31 jan-1 feb	Autogloben	F*
3-4 feb	Optometridagarna	K
3-11 feb	Båtmässan	P*
17-18 feb	SciFiWorld	P
17-18 feb	Bröllopsfeber	P
22-25 feb	EuroHorse	P*
26 feb-1 mars	Nitrogen + Syngas	K
3-4 mars	Köpa hus utomlands	P
5 mars	Entreprenörskap på riktigt	F

# PROGRAM 2018