

MOMENTS

A MAGAZINE BY THE SWEDISH EXHIBITION & CONGRESS CENTRE AND GOTHIA TOWERS | 2 | 2019

**THE WINNING
PROPOSAL FOR +ONE**

**PRALINE PERFECTION
A REAL HANDICRAFT**

DANNY DREAMS BIG

**NORDIC CRIME
CATCHES ON**

**SAY HELLO TO
THE HYBRID AGE**



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FÖR
SVENSK
VERSION!

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GOTHIA TOWERS

We meet in a world of experiences

EVERY YEAR, WE welcome over 2 million visitors, a figure which has steadily grown in recent years and of which we are enormously proud. It shows that we have succeeded in our goal to create a global meeting place and that physical encounters are becoming ever more important in a digital world. The opportunity to experience something in the moment and to share it with like-minded people is endlessly attractive, whether this involves visits from authors at the Göteborg Book Fair, an innovation day at one of our trade fairs, or a long-awaited show at The Theatre.

New ideas are born here with us every day; relationships are built and development is pushed forward. We are inspired by all of our visitors and we constantly continue to grow. Right now, we are planning new content, new concepts and our fourth tower, a project entitled +One. It is certain to be an exciting new landmark for Gothenburg.

People unite from all over the world under our roof, and our task is to meet your wishes, energize and pique your curiosity, and – hopefully – exceed your expectations. The same can be said for the magazine you hold in your hands right now.

Welcome! ☺



CARIN KINDBOM
PRESIDENT AND CEO
THE SWEDISH EXHIBITION
AND CONGRESS CENTRE
GOTHIA TOWERS



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SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

GOTHIA TOWERS

PHOTO: STEFAN EDETOFT



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PHOTO: STEFAN EDETOFT



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PHOTO: PATRIK OLSSON



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PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE GROUP



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Focus on sustainability

SUSTAINABLE DEVELOPMENT IS a natural part of the Swedish Exhibition & Congress Centre Group's operations. This covers everything from reduced energy consumption to organic food and sustainable transport solutions. Sustainability is also a key theme at several of this year's trade fairs. The Nordic Architecture Fair and Nordic Property Expo are spotlighting gender equality and sustainability, themes which will be evident to visitors.


"We'll be focusing on this all the way through, from the seminars and fairs to the investment forum. One new element this year is that these two fairs will be held simultaneously, which will produce positive synergies," says Annika Persson, business developer at the Swedish Exhibition & Congress Centre.

QUALITY FAIR IS a certified sustainable event and this year's theme, "A smarter society," aims to challenge and encourage people to engage in continuous development. Innovations and ideas that create sustainable solutions for sustainable living in a sustainable society are preconditions for world-class well-being, even in the future. At Student & Knowledge, Johanna Stål, author of the book *Ett Hållbart Liv (A Sustainable Life)*, will be on-site to talk about climate-smart living. 

 Nordic Architecture Fair and Nordic Property Expo, 15-16 October, www.nordicarchitecture.se, www.propertyexpo.se, Quality Fair, 12-14 November, www.kvalitetsmassan.se, Student & Knowledge, 21-23 November, www.kunskapframtid.se

A bubbly new meeting place

DO YOU ENJOY champagne, cava and prosecco? Then the new fair Sparkling Göteborg is for you. At this one-day fair, sparkling wines play a leading role.

"Swedes love bubbles, and interest in these drinks is greater than ever before. That's why we wanted to create a unique new meeting place that gathers sparkling wines of all sorts under one roof," says Stanley Wong, CEO of Svenska Dryckesmässor, which is arranging Sparkling Göteborg together with the Swedish Exhibition & Congress Centre. 


 Sparkling Göteborg, 5 October, www.sparklinggoteborg.se



Security above all else

AS E-COMMERCE CONTINUES to grow, our shopping habits are stretching across the entire globe. What does that mean for your security, and the security of the whole country? This will be the topic of discussion at this year's edition of Logistics & Transport, where head of Säpo, the Swedish National Intelligence Service, Klas Friberg will be one of the speakers at the opening seminar.

"We see that vulnerability in society has increased with the rise of digitalization and our dependence on information technology systems. Every government agency and business is responsible for its own security protection, which it will take time to establish. More companies and agencies need to raise awareness on the subject and the new Protective Security Act provides more tools for strengthening protective security," says Klas Friberg. 

 Logistics & Transport, 5-6 November, www.logistik.to



A heavenly reopening


NEW INTERIOR DECOR, more seating and yet another bar. After renovating, Heaven 23 opened the doors to the restaurant with what may well be Gothenburg's best view. An expansion has been needed for a long time and there is now space for more guests at last. Heaven 23 now consists of two different areas: a quiet restaurant with table seating, and a bar with a livelier tempo where reservations are unnecessary. But not everything is new at the top of Tower 1 – the famous King Size shrimp sandwich is still available, of course! 

ON STAGE

"Bringing electricity to Sweden 150 years ago was a welfare project that brought faith in the future. We are now facing the electrification of the next generation and together, we can do it again."

ANDERS YGEMAN, MINISTER FOR ENERGY AND DIGITAL DEVELOPMENT, AT THE POWER CIRCLE SUMMIT AT THE SWEDISH EXHIBITION & CONGRESS CENTRE IN MAY 2019.



4:10 PM **THE HOSPITAL OF THE FUTURE** is intelligent and digital. At the Nordic region's leading e-health meeting Vitalis at the Swedish Exhibition & Congress Centre, tomorrow's smart hospital environments were presented in the Intelligent Hospital Pavilion. A clinic was built in the middle of the venue's floor to demonstrate how innovative technology can be used in practice. Patients and medical staff were portrayed by actors. Here, Francisca Salazar is using an app to scan to see what equipment is in the room and whether any devices require maintenance. This solution simplifies and streamlines work for medical staff and improves patient safety. 



HELLO
THERE ...

PHOTO: LINNEA JONASSON

Amanda Lundeteg is CEO of Allbright and will discuss gender equality at the Nordic Property Expo.

AMANDA LUNDETEG,
CEO OF ALLBRIGHT:

“Gender equality is not a utopia”

AMANDA LUNDETEG WORKS for gender equality and diversity in the business community through the Allbright foundation and is one of the speakers at the Nordic Property Expo. **What will be the focus of your talk?**

“I will be talking about gender equality in leadership positions in Swedish companies, or the lack thereof. Allbright will be releasing a new report just before the fair, so I will be able to present brand-new figures on progress and setbacks.”

You consider gender equality to be a business strategy issue. Why?

“Studies show that companies with a mixture of men and women in leadership roles are more profitable. If women are on the board, the risk of bankruptcy is also 20 percent lower. In other words, there is much to be gained from eliminating the obstacles that prevent people from underrepresented groups from obtaining leadership roles at the workplace.” **In your experience, do Swedish companies actively work with this issue?**

“The difference from when I began working at Allbright seven years ago is enormous. Strictly in terms of the numbers, we’re seeing more women in leadership roles, but above all, we’re also seeing a change when it comes to values. We no longer encounter arguments like the notion that there aren’t sufficiently qualified women as often; there is greater awareness now. Fair workplaces are not a utopia – I have seen companies go from being male dominated to gender equal.”

ALICE LINDÉN

Nordic Property Expo, 15–16 October,
www.propertyexpo.se

Two days for the food of the future

THE WORLD’S FOOD industry is facing many challenges. As the climate and conditions for both production and transport change, industry development must keep up. Nordic Food Industry is a brand-new food technology trade fair with a focus on sustainability, automation, digitalization and process development. The fair will be held in parallel with Process Technology and Scanautomatic from 6–8 October 2020.

Already on 5–6 November 2019, innovation days will be held to give a small taste of the 2020 fair. The innovation days are arranged in collaboration with Research Institute of Sweden, RISE, suppliers with cutting-edge technology and industry organisations. Nordic Food Partnership, an initiative through the Nordic Council of Ministers, will be held in conjunction with this event.



Nordic Food Industry, 5–6 November, 2019
www.nordicfoodindustry.se



PHOTO: COLOURBOX

THE NUMBER

12

Number of new accessible rooms in Gothia Towers. The rooms have been equipped with automatic doors, accessible-height furnishings and more.



Did you know that...

...Ristoria's happy hour on Fridays and brunch on Saturdays will be accompanied by live pianists this autumn?

PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE GROUP



Upper House Spa now offers weightless yoga.

Weightless aqua yoga

UPPER HOUSE SPA has a new kind of class – Aqua Yoga. 50 meters above ground, you can try this style of yoga that is particularly gentle on joints while strengthening the core and pelvic floor. The sensation of weightlessness in the water makes it easier to hold yoga postures that may be difficult on land. The class also includes floating meditation, where participants use floats to experience a feeling of complete weightlessness.

“Aqua Yoga is an exciting new form of yoga which Maria Ceboni, the 2018 yoga teacher of the year, teaches in our outdoor pool. The water helps everyone feel flexible, even people who have issues with pain,” explains Hans Erngard, Upper House Spa.

FIND YOUR WAY

- 1 Heaven 23
- 2 Upper House Dining
- 3 Upper House Hotell
- 4 Upper House Spa
- 5 Imagine
- 6 Congress hall lobby
- 7 Congress hall
- 8 Seasons
- 9 Ristoria
- 10 MIX
- 11 Service Centre
- 12 The Gallery
- 13 Flowers
- 14 West Coast
- 15 Twentyfourseven

Exhibition halls/meeting rooms

A B C D E F G H J K R





PHOTO: STEFAN EDETTOFT

The Golden Keys on Erik Montoya's jacket demonstrate that he is a member of Les Clefs d'Or, a network of the best concierges in the world.

Service worth its weight in gold

GOOD SERVICE IS a matter of course at most hotels. But assistance from a concierge with Golden Keys is less common. At Upper House, Erik Montoya is there to make dreams come true.

"For me, my role as a concierge is about being an ambassador for Gothenburg. With my strong network, I can make guests' stay here especially memorable," he says.

The primary task of a concierge is to offer guests help with everything related to their stay at the hotel. This could mean booking a table at a restaurant, recommending a show or arranging tickets to a concert.

At Upper House, weekend guests get a call from Erik Montoya prior to their visit to ensure any special wishes are known before they arrive at the hotel.

"We always endeavour to satisfy every wish, whether it's a helicopter ride over

Gothenburg or a table at a restaurant in Paris if that is the guest's next destination."

The Golden Keys on Erik Montoya's jacket demonstrate that he is a member of Les Clefs d'Or, a network of the best concierges in the world, for whom no wish is impossible. He represented Sweden in the Young Concierge Award 2019 competition in Cannes and came home with an excellent placement.

Sweden has few concierges and Erik Montoya is the only one outside of Stockholm with Golden Keys. He studied Hospitality Management in Switzerland, but

emphasizes that the most important thing for a concierge is many years of experience and the ability to always remain up to date. A large part of the job involves meeting restaurateurs, transport companies and activity arrangers in order to make connections.

"I want to be able to offer genuine and personal advice to our guests, which is why I don't recommend anything I haven't tried myself. It takes a very long time to establish a strong network and to develop the necessary knowledge about the city. A concierge's education is never complete."

ALICE LINDÉN

ERIK'S GOTHENBURG TIPS FOR MOMENTS READERS

- 1 **The Gothenburg archipelago.** A short trip from downtown will take you to the beautiful natural scenery of the coastline.
- 2 **Castles and fortresses.** There are many historic buildings to explore in and around Gothenburg.
- 3 **Götaplatsen.** Get to know Gothenburg by beginning at Götaplatsen and walking along the city's grandest street, Kungälvsgatan.

The winning proposal for +One

THE SWEDISH EXHIBITION & Congress Centre Group is preparing for a fourth tower, a new main entrance over several floors and a terrace facing Korsvägen. The project is called +One and, in October, architectural firm Tham & Videgård was presented as the winner of the design competition.

The assessment team consisted of representatives from The Swedish Exhibition & Congress Centre Foundation, Architects Sweden and the City of Gothenburg. Additional expert representatives have also participated in the evaluation process. In addition to a new major main entrance, the aim for the fourth tower was to add around 400 hotel rooms, meeting spaces, restaurants, offices and a terrace with room for 1,200 guests. ☉

FROM THE JUSTIFICATION:

"The proposal has captured the Swedish Exhibition & Congress Center's soul and love for Gothenburg as a festive meeting place. The assessment team shares Tham & Videgård's urban development analysis that describes the meeting between the city and the tower on a scale that corresponds to Gothenburg. As a whole, it will be a new interface between the city and the meeting place, and a clear landmark in the city. The proposal successfully meets the requests regarding architectural design, flow management and outlook of the city. The proposal creates conditions for an open, exciting and stimulating environment that is integrated into the activities of the Swedish Exhibition Center and Gothia Towers, where culinary experiences, culture and events are mixed with meetings and exhibitions throughout the facility."



AYESHA KHANNA, AI EXPERT:

“We have to empower ourselves”

ARTIFICIAL INTELLIGENCE, SMART cities and financial technology are all parts of the most intense technological revolution in human history – the Hybrid Age. And it is going on right now. Ayesha Khanna is the founder and CEO of ADDO AI, an advisory company for artificial intelligence, and she wants us all to embrace the technological opportunities.

What is the Hybrid Age?

“It is a new era of human technology evolution. The reason we call it the Hybrid Age is because we live with the technology, we evolve with it and it is everywhere around us. Previous eras like the industrial evolution were very focused on companies and disrupted the way we work, but the Hybrid Age is ubiquitous and has societal impact as well.”

How is the Hybrid Age going to affect our daily lives?

“Think about every single step of the day, starting with transportation to work. In the future we will not go on our daily commute the same way as we do now, instead autonomous vehicles are going to be a part of our lives. Another thing that is going to change during this era is our work. Before we used to be the main team players, now there is a new important member of the team – the machine. This machine will automate your routine work and give you insights that humans cannot. It’s kind of like a new colleague at work that everybody has to learn to collaborate with.”

You emphasize the importance of learning the basics of AI. Why?

“The Hybrid Age is not a movie and AI is not a spectator sport. This is your life, your problem and your opportunity to evolve with the technology. We all need to learn the basics of how machines work, and our children have to learn the basics of coding. This will be as important as maths and reading. It has never been easier to educate yourself by taking online courses and you can follow the news to keep yourself updated. We cannot wait for someone to tell us what to do, we have to empower ourselves. If we do that, we can actually have a really secure future in terms of both our careers and personal lives.”

Do you see any drawbacks to this fast technological evolution?

“There is always risks with technology – it’s a double-edged sword. Anybody who tells you otherwise is lying. The right way forward is to take advantage of the technology’s advantages, of what it brings us in terms of disease identification and climate sustainability. But also to be extremely aware of the risks it poses in terms of manipulation, like fake news or even cybercrime. We have to govern it properly while at the same time solve problems for human beings and use it to the best of our abilities.”

ALICE LINDÉN

! Ayesha Khanna participated in Hjärtillskott at the Swedish Exhibition & Congress Centre in May 2019.

PHOTO: PATRIK OLSSON

Ayesha’s top three AI-benefits

1

It’s cost effective

“With cloud computing we can process information much faster than before, and it’s getting cheaper everyday.”

2

It’s intelligent

“Before, technology was just a tool for us. Now, technology is embedded in everything around us and can gather a lot of information on its own.”

3

It’s social

“As robots become more intelligent and social, humans will have emotional relationships with the technology.”

FACTS

Name: Ayesha Khanna.

Age: 45 years.

Job: Founder and CEO of ADDO AI.
Also the Founder of 21C GIRLS, a
charity that delivers free coding and
artificial intelligence classes to girls in
Singapore.



With understated style and dark realism, Nordic crime writers attract millions of readers worldwide. Under the heading Nordic Noir, they create exciting contrasts between the welfare society and the back alleys of life.

TEXT LINDA SWANBERG ILLUSTRATION ERIK NYLUND

THE APPEAL OF NORDIC DARKNESS



“Stories from the Nordic region are perceived as exotic, with the area’s light summer nights, dark winters, idyllic little villages, welfare institutions and the quiet.”

OSKAR EKSTRÖM, PROGRAMME DIRECTOR FOR THE GÖTEBORG BOOK FAIR



FACTS

Christoffer Carlsson

Age: 33 years old.
Lives in: Stockholm.
Background: Criminology researcher at Stockholm University and author of seven crime novels and one young adult novel.
Coming up: *Järtecken* (*The Omen*).

Three favourite Nordic Noir books: *Blackwater* by Kerstin Ekman, *The Abominable Man* by Sjöwall Wahlöö and *Between Summer's Longing and Winter's End* by Leif G.W. Persson.

WHEN THE GÖTEBORG Book Fair begins in late September, it will also be the kick-off of the two-day crime novel festival featuring seminars and other programme events. Crimetime

Göteborg is being held for the second time and it has already become the largest meeting place in Sweden for readers and crime novelists.

“Swedish crime fiction is of a high calibre and there is huge interest among readers. We’ve focused on international stars in particular this year, but we’ll also welcome many elite Swedish crime writers. In the hit concept *Afternoon Tea*, the audience gets to drink tea and talk with authors like Camilla Läckberg, Mattias Edwardsson and Sofie Sarenbrant,” says Oskar Ekström, programme director of the Göteborg Book Fair.

SWEDISH CRIME WRITERS and their Nordic colleagues have achieved enormous success in Europe and beyond. Nordic crime novels have been translated into numerous languages and many have been made into movies and TV shows.

A large share of crime novels based in the Nordic region are generally referred to as Nordic Noir. While the stories may cover many different subjects, these books tend to have a few things in common.

“I would say that dark realism is the most characteristic feature. The books are also written with scaled-back language that employs few metaphors,

and the police work and crimes are often depicted very realistically,” says Oskar Ekström.

He believes there are several reasons why Nordic crime literature has become so popular. One is the exciting contrast between Nordic welfare societies and their dark back alleys. Another is that the protagonists are often police officers with complex emotional lives and problems, which prevents them from being depicted as completely good.

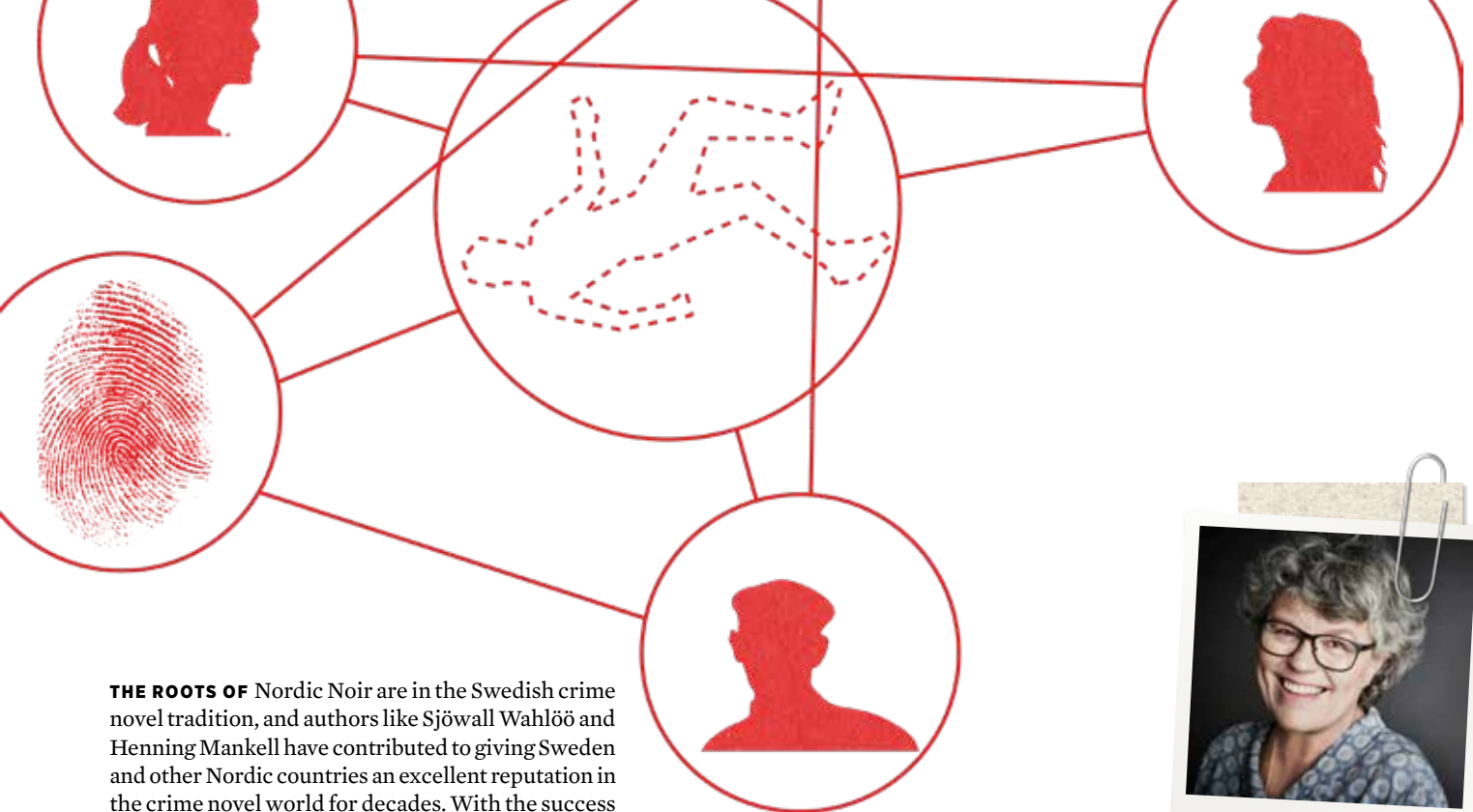
“I also think that stories from the Nordic region are perceived as exotic, with the area’s light summer nights, dark winters, idyllic little villages, welfare institutions and the quiet. And of course, these authors are also damn good writers,” says Oskar Ekström.

ONE OF THE SUCCESSFUL crime writers to be featured at this year’s Göteborg Book Fair is Christoffer Carlsson. His books about Leo Junker have been published in 20 countries and the problematic police officer has become a well-known character for many readers. While the Leo Junker books may be well-suited to the description of Nordic Noir novels, Christoffer Carlsson never intended to write books that fit into a particular genre.

“Rather, my goal has been to try to change what Nordic Noir can be. I’ve taken a step away from the classic police novel recently and I’ve started to explore the boundaries of the crime novel.”

Christoffer Carlsson’s latest book *Järtecken* (*The Omen*) is about a felony and its consequences for the residents of the little community of Marbäck, outside of Halmstad. In the book, Christoffer Carlsson returns to his childhood hometown.

“This makes it a very autobiographical novel about loss and sorrow, love and time and, of course, about crime and what really shapes a person,” he says.



THE ROOTS OF Nordic Noir are in the Swedish crime novel tradition, and authors like Sjöwall Wahlöö and Henning Mankell have contributed to giving Sweden and other Nordic countries an excellent reputation in the crime novel world for decades. With the success of Stieg Larsson's *Millennium* series and the Danish TV show *The Killing*, interest in Nordic crime grew, especially in the UK. The very concept of Nordic Noir was coined by the Scandinavian Department at University College London and was then picked up by the BBC and The Guardian.

Oskar Ekström believes the term has helped give a significant boost to the hype and interest in Nordic crime fiction. This is evidenced not least by the crime fiction festivals held all over Europe.

"Last spring, I was invited to the French crime novel festival Quais du Polar. The festival's main building

had an entire area dedicated to Nordic Noir. They had printed banners with maps of Sweden where fictitious crime sites were labelled, along with pictures of Swedish crime writers. They were presented like huge stars," he explains.

Nordic Noir has a natural place at Crimetime Göteborg. One of the five awards to be presented in conjunction with the festival is the Nordic Noir Thriller of the Year. At last year's Crimetime, the authors Emelie Schepp, Magnus Montelius and Geir Tangen met for a discussion about what makes Nordic crime so popular in the rest of the world. In another programme event, Anders Roslund, Michael Hjorth, Hans Rosenfeldt and Norwegian Anne Holt talked about the path to the top of the bestseller lists – and how it all began.

SINCE ANNE HOLT'S debut as a writer in 1993, she has published 18 more books. She isn't particularly keen to label the crime novels written in the Nordic countries.

"Scandinavian crime fiction is currently so broad that it can't be contained in one genre. I've always tried to vary my themes and how I write. I've also had several main characters in my books, partly because I want to tell my stories in different ways," she says.

This autumn, Anne Holt will be publishing *A Grave for Two*, in which Selma Falck, lawyer and former elite athlete, has the leading role. When readers get to know Selma Falck at the beginning of the book, she has lost everything – her family, job and money. So she agrees to represent Norway's best female skier, who was caught doping just two months before the Olympics.

"It's a fight against time, and Selma gains insight into abuses of power, Norwegian nationalism and the ➤



FACTS

Anne Holt

Age: 60 years.

Lives in: Oslo.

Background: Lawyer, journalist and author.

Debuted with *Blind Goddess* and has written a total of 19 books.

Coming up: *A Grave for Two*.

Three favourite Nordic Noir books: *The Wolf and the Watchman* by Niklas Natt och Dag, *Quicksand* by Malin Persson Giolito and *In the Darkness* by Karin Fossum.

Books in movies and on TV

Many movies and TV shows are based on Nordic crime novels. Here are a few.

- ▶ **The Snowman** – movie based on Jo Nesbø's book by the same name.
- ▶ **The Informer** – movie based on Roslund & Hellström's book *Three Seconds*.
- ▶ **Wisting** – crime drama based on Jørn Lier Horst's crime novel about police officer Willian Wisting.
- ▶ **Modus** – TV show based on Anne Holt's book *Fear Not*.
- ▶ **The Beck movies** – about 30 movies based on Sjöwall Wahlöö's books about police officer Martin Beck.
- ▶ **The Millennium trilogy** – movies based on Stieg Larsson's books *The Girl with the Dragon Tattoo*, *The Girl who Played with Fire* and *The Girl Who Kicked the Hornets' Nest*.
- ▶ **Kurt Wallander series** – several movies and TV shows based on Henning Mankell's books about police officer Kurt Wallander.
- ▶ **Annika Bengtzon movies** – several movies based on Liza Marklund's books about the journalist Annika Bengtzon.

FACTS CRIMETIME GOTHENBURG

A crime novel festival held at Göteborg Book Fair on 28–29 September.

Festival visitors will have the chance to meet their favourite authors and attend seminars and programmes on two stages in a Crimetime room with its own set design.

The seminar programme at Göteborg Book Fair includes around 40 crime writers, including Don Winslow, Peter Robinson, Anders Roslund, Mari Jungstedt and Camilla Läckberg.



“What readers seem to like most is how we bring our characters to life, and that you really get to know the people we write about.”

KATRINE ENGBERG, AUTHOR



FACTS Katrine Engberg

Age: 43 years old.
Lives in: Copenhagen.
Background: Trained dancer and has also worked as a choreographer and director.
Debuted as an author in 2016.

Coming up: *The Tenant* which was published in Swedish in June.

Three favourite Nordic Noir books: *The Story of a Crime* by Sjöwall Wahlöö, *For the Missing* by Lina Bengtsson and *The Lion Tamer* by Camilla Läckberg.

unbelievable love Norwegians have for our strongest identity marker – cross-country skiing,” says Anne Holt.

WHILE ANNE HOLT is a familiar name among the Nordic crime novelists, Danish Katrine Engberg is a relative newcomer to the scene. Her debut, *The Tenant*, is the first book in a series that plays out in Denmark’s capital city.

“I was born and raised in Copenhagen, and I really love it. But the city is much more than the idyllic sights and beautiful buildings you see as a tourist. It has a lot of dark sides and subcultures that I think are exciting to depict in my books.”

Being associated with other Nordic crime writers has been a huge advantage for Katrine Engberg. The *Tenant* has been translated into 20 languages and this autumn, the book will be published by the largest American publishing company. While travelling, Katrine Engberg often meets readers who appreciate the style in which many Nordic crime writers write.

“What readers seem to like most is how we bring our characters to life, and that you really get to know the people we write about. There’s also significant interest in and fascination with the ‘Scandinavian way of life,’” she says.

Katrine Engberg looks forward to meeting readers

and writing colleagues alike at Crimetime Göteborg.

“Sweden is home to some of the best crime writers in the world. Being part of the Göteborg Book Fair feels like an invitation to the party you really wanted to go to,” she says. 🍷

Three exciting themes at Göteborg Book Fair 2019

EVERY YEAR, GÖTEBORG Book Fair highlights themes with a focus on literature, reading and our current era. This year’s theme country, **South Korea**, is currently fascinating the entire world. Popular exports include pop music, movies, culinary culture and – not least – literature.

New capacities are necessary to build a society to which everyone can and wants to belong. **Media awareness** plays a key role here. And with a focus on **gender equality**, Göteborg Book Fair is vitalizing an issue that must be constantly manifested, illuminated and protected.

A small selection of other exciting new arrivals at this year’s Göteborg Book Fair include the Feelgood stage and a Bootcamp for digital games and e-sports. 🍷

! Göteborg Book Fair, 26–29 September,
www.bokmassan.se



A dream for foodies.

Please feel invited to a culinary journey. Choose one stop or many, all under the same roof.

Upper House Dining

With unbeatable views over beautiful Gothenburg. Upper House Dining offers you a unique experience for all your senses.

Heaven 23

Food, wine and cocktails with a view. Enjoy modern cuisine based on seasonal produce with sweeping views over Gothenburg through the seasons.

West Coast

A bistro vibe, Sunday dinners and selected Swedish beers. All good reasons for meeting up with friends in our hotel lobby.

Ristoria

A dazzling restaurant, bar and meeting place. Food made with love inspired by Italy.

Twentyfourseven

A welcoming hum and a homelike buzz of activity greet you in our hotel lobby café, deli and bar.

Or why not arrange a dinner event at Imagine, on the top floor of Tower 3.

Welcome & enjoy!

GOTHIA TOWERS

gothiatowers.com



Danny Saucedo loves clothes, which will be obvious at The Run(a) way show, his new production at The Theatre this autumn. "The dancers will be models and I want it to feel like Paris Fashion Week," he says.

DANNY TO THE MAX

In spring 2018 audiences at The Theatre got to know Danny Saucedo well in his personal, tell-all show NOW. This autumn he returns with a huge, fashion-inspired dinner show for all the senses.

TEXT HANNA KLUMBIES PHOTO ANDERS NICANDER & STEFAN EDETOFT

DANNY SAUCEDO TOOK his last show from Hamburger Börs in Stockholm to The Theatre in Gothenburg – from an intimate stage to a grand arena experience. This whet his appetite for more.

“The Theatre allowed me to spread my wings and I was really happy in that large setting. I felt like I wasn’t finished with that kind of show and I wanted to do it again,” he says.

On 31 October it will be time for him to take the stage once again at The Theatre. This time with The Run(a)way show – a modern pop show with dinner that concludes with clubbing and a DJ.

“This is escapism. I want to give the audience a show, a taste experience and a night of partying that will leave them feeling invigorated for a long time. It will be like a one-day weekend where you get to

clear your mind and let go of everything you have to think about during the workday. This show will be an oasis and a haven.”

A new element for this show is that most of the ten professional dancers are women. They will act as models during the performance.

“In the past I’ve worked almost exclusively with men, but now it feels great to feature these women. They’re amazing dancers and I want them to feel like artists. Everyone on stage will contribute an equal amount,” says Danny.

THE STAGE WILL be built like a fashion show catwalk. Danny’s dream is to get to walk in a real runway show, but until then, he will make his own. With the right lighting and clothes, he wants this show to feel like Paris Fashion Week.

“I love clothes, so much of the focus will be on ➤



Danny is happy in Gothenburg – and at The Theatre. Here, he can bring to fruition a full night that pairs dinner and a show with clubbing. “I want people to feel that they’ve been part of something exclusive,” he says.

that. Clothes are an extension of my mood and personality. I might wake up in a bad mood and dress in all black to reflect how I feel. Or I might wake up in a bad mood and wear colours to cheer myself up. I don’t think you have to have one style; you can mix and match as much as you want. The same goes with music. You can combine jazz, hip-hop and pop. There is no right or wrong.”

For this show, Danny worked with producer and songwriter Pontus Persson, who helped bring an R&B vibe to Danny’s songs. The music in the show will be familiar, but new arrangements have revitalized the songs.

“I want to renew my music. My heart is in hip-hop, R&B and soul. On Idol, I became a pop and Eurodisco guy. I got stuck there and moved in more of a boyband and Melodifestivalen direction. Now at 33, I’ve calmed down and I want to go back to where I started.”

The new record also features different styles. The songs combine Swedish with Spanish and include Latin American rhythms. He describes working on the record as fun, but also weighty. Suddenly becoming single after 16 years in two different relationships was a brand new experience.

“I’ve been a boyfriend for so long and now I’m alone at home with my cats. I’m trying to navigate this and of course that’s reflected in my music,” he says.

Danny’s return to The Theatre and Gothia Towers is no coincidence. “I love The Theatre and I feel secure knowing the entertainment, menu and DJ set will be first rate. I just loved everyone who worked on the production last time, and I’ve always liked Gothenburg, so I felt like this was where I wanted to be. There’s a positivity here that’s lacking in Stockholm – a sense of humility and joy. I like it here.”

THE MENU TO be served during the evening includes a variety of small plates which are shared at the table. Everything is vegetarian except for the fish course. Growing up, his mother never cooked meat at home. At 14 Danny rebelled; he stopped playing violin and started eating meat. But seven years ago he returned to vegetarianism.

“I do it for my body – because I feel better. But also just as much for the environment. We complain about people who fly, and we have to fly less as well, but the meat industry is the biggest culprit. We’ve got to stop eating meat. Not just for the environment, but for the animals; the way we treat them is terrible.”

When people go home after dinner, a show and clubbing at The Theatre, Danny wants them to feel like they’ve been part of something exclusive.

“They should have the night of their lives and think, ‘Holy shit, I can’t believe I got to be part of that.’ For me, this is a huge, important project. I’m really stoked and will definitely take everything to the max.” ☉

The food is a communal experience

A DINNER SHOW isn’t just a show – the food is as essential as the other components. At The Run(a)way show, the menu is an almost entirely vegetarian Asian sharing menu.

Award-winning chef Krister Dahl and Danny Saucedo collaborated to develop the menu and determine the feeling it should convey. Given that Danny is vegetarian, it was only natural to focus on vegetables, and sharing the food to create a communal experience was also an important element.

Each of the ten guests at the table will first be served a snack in a glass, comprising pickled Romanesco and cauliflower, wasabi cucumber, wasabi cream and a sesame seed and roasted onion cracker. The meal continues with several small plates served on a rotating tray in the middle of the table. Guests serve themselves, and perhaps also their neighbours at the table. Next up are three individual dishes: steam buns, dumplings and salmon-and-rice cakes. To conclude, dessert will be a mousse made of the citrus fruit konatsu, served with dulce chocolate, coconut cake and pear.



The food at The Run(a)way show is an Asian sharing menu developed by Danny Saucedo and star chef Krister Dahl.

PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE GROUP

LONG LIVE THE WORD!



SVENSKA MÄSSAN
GÖTEBORG

26–29
Sept
2019

BOKMÄSSAN
GÖTEBORG BOOK FAIR

In the beginning was the word. In our time is the word. In the future is the word. Reading is the bedrock of our democratic society. That is why we began the Book Fair and that is why we spread the word in all its forms. Every year in September, the Göteborg Book Fair takes place at the Swedish Exhibition Congress Centre in Göteborg. Discover hundreds of seminars, learn more about the theme for this year and meet your favourite author. Welcome!

2019
FOCAL
THEMES

South Korea fascinates a whole world with its literature and culture. Media and information literacy is the core of democratic discourse. Gender equality must continuously be defended and emphasised. Göteborg Book Fair puts focus on themes that are current in our time.





FOUR-FOOTED FOCUS

Man's best friend has become a member of the family, and we're spending more time and money on our dogs than ever before. "Dogs have an entirely different role now than in the past," says Hans Rosenberg at the Swedish Kennel Club.

TEXT **MARCUS OLSSON** PHOTO **SWEDISH EXHIBITION & CONGRESS CENTRE GROUP**





THE OVER 900,000 dogs registered in Sweden produce billions of kronor in revenue and occupy thousands of people annually. The view of dogs as mere pets has changed and that has developed the industry, according to

Hans Rosenberg, who is the press spokesperson for the Swedish Kennel Club.

“In the past, dogs were house pets and companion animals. But now most people say they are a member of the family. They aren’t just a tool or there to guard house and home. Today we live closer to our dogs,” he says.

This development has occurred in all areas. A report from Djurbranschens Yrkesnämnd (“Professional Committee of the Animal Industry”) estimates that annually, dog daycare alone has sales of SEK 1 billion, while dog boarding has upwards of SEK 300 million. Various forms of grooming, rehabilitation, therapy and training for dogs have become increasingly common, and more and more people are enrolling in courses and other activities with their dogs.

Dog food is yet another example. Food is available for different ages, breeds, sizes and active or inactive dogs. “People care more. We spoil our dogs and spend more money on feeding them the proper diet and visiting the vet more often.”

DOGS ARE ALSO changing Swedish homes, and people are buying more and more dog-related accessories.

“I think interior design shows in general have some impact. Just like we want things to look nice for us, we want that for our dogs too, with everything from pretty food bowls to lavish dog beds. We want things to match,” says Hans Rosenberg, continuing, “To be sure, it’s positive to care about your dog and for consumers to have a large selection from which

to choose. But most important of all is that we’re active and spending time with our dogs.”

Dogs and dog ownership saw a positive boom about 15 years ago, following a period in the 1990s with an abundance of negative headlines, especially about dog fighting.

“When Paris Hilton showed up in various media with her chihuahua in the early 2000s, small breeds saw a huge up-tick. Media interest in all of our social service dogs has also contributed to increasing the significance of dogs to people.”

Hans Rosenberg believes that dog care in general will increase on the whole. “After all, we want to take care of our family members. Rehabilitation like canine hydrotherapy is a growing market, along with personal training for dogs and dog owners.”

THESE TRENDS ARE also reflected in MyDOG at the Swedish Exhibition & Congress Centre, where we’re seeing more and more booths featuring dog daycare and courses. The fair has also grown in terms of visitors by three percent on average in the past three years.

“It’s a very important meeting place for the industry that allows us to be seen as professionals. We meet dog lovers and new and old dog-owners. MyDOG is the perfect chance to see a variety of breeds and variations while learning about dogs,” says Hans Rosenberg.

This year will bring several new features to MyDOG, says Tommy von Brömsen, exhibition manager for the event. “We’re working to bring in even more people who aren’t dog owners yet. One of the highlights is that we’ll have the first official Swedish championship in Nose Work, the fastest growing dog sport. And then the actual dog show is, of course, our crowning jewel.”

FACTS MYDOG

The Nordic region’s largest dog event will be held on 3–6 January 2020 at the Swedish Exhibition & Congress Centre in Gothenburg. Over 9,000 dogs will compete in two dog shows and several other prestigious competitions. Two of them include the Swedish Championships in Freestyle and Nose Work, a trendy sport in which handler and dog search an area together for specific scents. Meanwhile, numerous other dog activities and shows will be underway, such as grooming, police dog presentations, dog theatre and lectures. The dog portraits at left are from the competition Gothenburg’s Most Charming Dog 2019.



MyDOG at the Swedish Exhibition & Congress Centre is the Nordic region’s largest dog event, where over 9,000 dogs compete.

OUTSIDE POOL ON THE 20TH FLOOR

UPPER HOUSE SPA

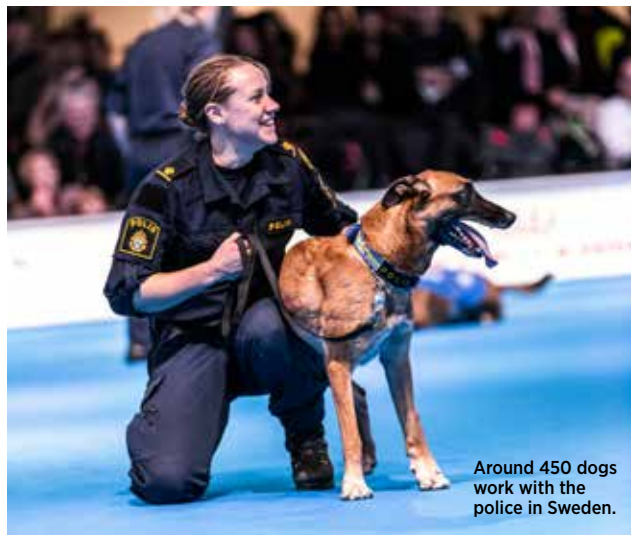
UPPER
HOUSE

GOTHIA TOWERS

The ease of just being.

UPPERHOUSE.SE

PHOTO: SWEDISH EXHIBITION & CONGRESS CENTRE GROUP



Around 450 dogs work with the police in Sweden.

5 dogs on the job

Dogs aren't just beloved family members. Here are five examples of the important roles they play in society.

- 1 POLICE DOGS.** The Swedish police have around 450 dogs who work with everything from searching for explosives and narcotics to weapons, money, flammable liquids and deceased people. They also work at crime scenes to secure evidence. Police dogs carry out around 25,000 service assignments annually. A Police Dog of the Year is appointed annually by representatives from the Swedish Kennel Club, the police and Polisens Hundförarförbund (Police Dog Handler's Association).
- 2 RESCUE DOGS.** Rescue dogs can find missing people with their highly evolved sense of smell. This might mean finding people who have been buried in rubble after an earthquake or another catastrophe, for example. There are also specially trained marine rescue dogs that help look for people who have gone missing at sea.
- 3 BLOOD TRACKING DOGS.** Blood tracking involves a handler and dog that have been trained to track injured predators or hoofed game animals. Many dogs are used to track game animals near roads after collisions with cars. Nationella Viltolycksrådet (National Council on Wildlife-Vehicle Collisions) estimates that there are about 10,500 dogs and 5,500 hunters. Blood tracking is used at about 50,000 wildlife-vehicle collisions each year.
- 4 SCHOOL THERAPY DOG.** Used in schools or other educational settings, by special education teachers or other staff that work with dogs as tools. A reading dog is a type of school therapy dog and are primarily used to help children develop literacy and practice reading. These dogs are listeners who never tire of being read to.
- 5 THERAPY DOGS FOR THE ELDERLY.** These certified dogs, together with a trained handler, provide services in elderly care. This may involve physical exercise or another activity, or therapy for people with dementia. Many reports show that interaction with dogs releases the feel-good hormones oxytocin and serotonin, which can lead to less stress and general health improvements.

Dine, wine & cocktails with a view

heaven23
FOOD • WINE • COCKTAILS



23RD FLOOR
TOWER 1, GOTHIA TOWERS
HEAVEN23.SE

MINI DESSERT

Sweet morsels, perfect with coffee after a meal. They are made from pure ingredients, incredibly flavourful and the perfect size to energize you for a full day of exciting meetings. These little treats are made of vanilla panna cotta, whipped raspberry ganache and a raspberry garnish.



Dessert dreams and praline perfection

HAVE YOU EATEN dessert or anything sweet at the Swedish Exhibition & Congress Centre and Gothia Towers? Then chances are high that Sara Nilsson and her colleagues at Pastry were behind all or part of the treat. The team consists of six people who make everything from dreamy desserts to cakes, pastries and pralines for large banquets, shows, networking events and buffets. One challenge they face is to create desserts that are filled with flavour and a feast for the eyes, and that simultaneously work for parties of all sizes.

The pralines in particular are a bit of a signature item at the Swedish Exhi-

bition & Congress Centre and Gothia Towers, where 500–600 pralines are made in the bakery each week. Made entirely from scratch, it takes two to three days to make a praline. The moulds must be polished and painted, the shells cast and the filling prepared. The results are unique and beautiful pralines.

“Eat them with reverence! Pralines are genuine handicrafts and are incredibly fun to make,” says head chef Sara Nilsson, who is among the finalists for Pastry Chef of the Year 2019. 🍯

TEXT MALIN DITTMER
PHOTO STEFAN EDETOFT

GIN PRALINE

Several departments in the building collaborated to create Heaven 23's signature praline. The result is a tiny jewel flavoured with grapefruit and gin.

SALTED CARAMEL FUDGE

This is the big favourite among guests and staff members alike: a chocolate-dipped, melt-in-your-mouth piece of fudge topped with sea salt.

If you feel inspired to make this tasty treat, you will find the fudgerecipe at gothiatowers.com/fudgerecipe.



Linda Magnusson, Sara Nilsson and Louise Wass are part of the team that conjures up dessert magic at the Swedish Exhibition & Congress Centre and Gothia Towers.



■ PRALINES

Raspberries and champagne were used to flavour the Swedish Exhibition & Congress Centre and Gothia Towers' very first praline, which was developed for the 100 year anniversary in 2018 and is always included in the assortment. Since then, countless flavour combinations have been developed by the Pastry team, which has elevated praline production to new heights.

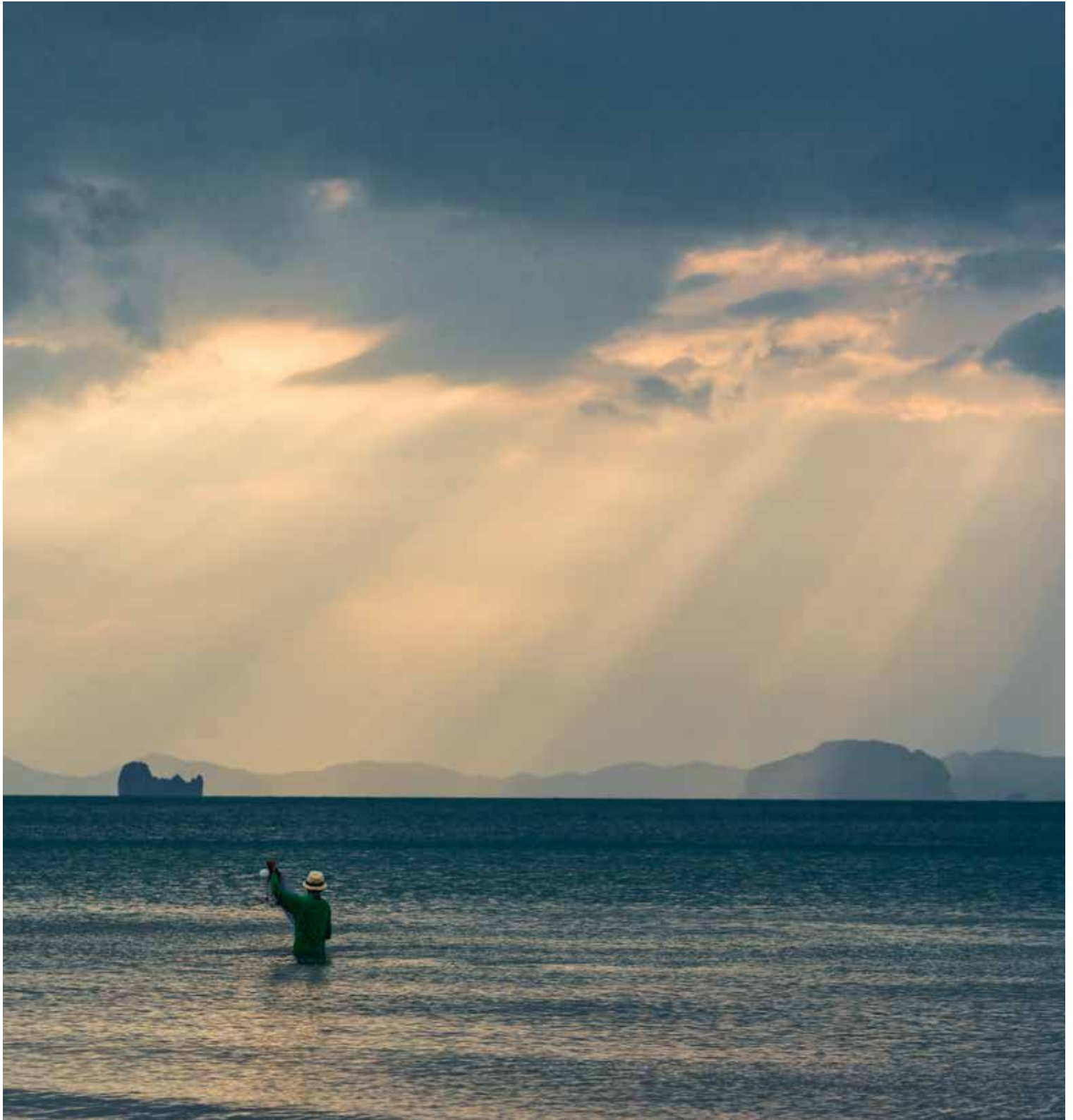
■ PRINCESS CAKE

Sweden's top-selling cake was invented by home economics teacher Jenny Åkerström, whose students included the princesses Margaretha, Märtha and Astrid. They are said to have been delighted by the cake, which was henceforth known as princess cake.

Here is our own interpretation of this classic, with raspberry compote, vanilla cream, raspberry mousse and almond joconde. This tasty sweet is topped off with a chocolate tulip instead of a marzipan rose.

■ BLACKBERRY TARTLET

You are more than likely to find blackberries on your way down to the beach in the Gothenburg region. These berries are delicious to eat sun-ripened and plucked straight from the prickly brambles. This banquet dessert is an homage to local flavours: the shortbread tartlet is filled with blackberry compote, cream cheese mousse, blackberry bavaoise, blackberry sponge cake and vanilla meringue.



THE ART

JOAKIM BLOMQUIST is a Swedish photographer and art director who is fascinated by how people integrate with nature and the impressions we leave behind. You can see his exhibition *Läge för renare hav* ("Making room for cleaner oceans") in the Gothia Towers lobby. Microplastics in the ocean are a growing problem. As part of its long-term sustainability work, Gothia Towers is supporting the research project *Renare Hav* (cleaner oceans) at Chalmers University of Technology, which aims to reduce microplastics from detergents and textiles. The image above is from Krabi, Thailand and the photograph has been cropped. 🕒

FEBRUARY 20-23 2020, SWEDISH EXHIBITION & CONGRESS CENTRE, GOTHENBURG

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the paddock



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at the dog area

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Welcome to EuroHorse February 20-23 2020!



FEBRUARY
20-23 2020



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SVENSKA MÄSSAN
THE SWEDISH EXHIBITION & CONGRESS CENTRE

A CULINARY JOURNEY FOR ALL YOUR SENSES

UPPER HOUSE DINING

A warm welcome to Upper House Dining. With unbeatable views over the beautiful city of Gothenburg our restaurant offers a unique experience for all your senses. Choose from carefully-crafted light bites, extensive tasting menus or perhaps the simplicity of a glass of fine champagne. We will take you on a gastronomic journey where you can enjoy the best of locally produced seasonal ingredients in a friendly and relaxed atmosphere.

UPPER
HOUSE

GOTHIA TOWERS

UPPERHOUSE.SE

Culture for every taste

Theatre, film, literature or music – whatever your preference may be, you will find it in Gothenburg. Below are a few gems from the city's culture scene.

PHOTO: GÖTEBORG FILM FESTIVAL



◉ THE FILM FESTIVAL

Did you know the Göteborg Film Festival is the Nordic region's largest public film festival? Each year, over 30,000 visitors come to screenings of movies from all over the world. The next festival will take place on 24 January through 3 February 2020, when 400 films from over 80 countries will be shown.

PHOTO: NATALIE GREPPI



◉ GOTHENBURG DESIGN FESTIVAL

How can design be an important component of creating a socially sustainable future? This question will be explored at the Gothenburg Design Festival through workshops, lectures, exhibitions and other activities held city-wide from 7–12 October.

PHOTO: BEATRICE TÖRNROS



◉ CULTURE NIGHT

On a dark Friday evening this autumn, the entire city will be filled with art and culture of all sorts – Culture Night! The festival has been a key part of Gothenburg's cultural offering for 25 years. It is a night for everyone and it is free of charge. This year's Culture Night will be on 25 October.

PHOTO: KRISTIN LIDELL



◉ MUSEUM OF GOTHENBURG

Now you can come and be captivated by everything from silk dresses made in fashion houses to a small, patched-up child's jacket at the exhibition Gothenburg's Wardrobe, which presents fashions from 1880–1930. If you are ready to travel further back in time, you will find more exhibitions at the museum about the history of Gothenburg and west Sweden, which spans over 12,000 years.

PHOTO: MALIN DITTMER



◉ THEATRE AVENUE

Along the tram line from Chapmans Torg to Hagakyrkan is the Broadway of Gothenburg. This area is home to an abundance of theatre stages, such as Teater Sesam, Folkteatern, Hagateatern and Atalante. All are walking distance from the stops.

PHOTO: PETER KVARNSTRÖM



◉ GOTHENBURG CONCERT HALL

Gothenburg residents have been enjoying live music at Gothenburg Concert Hall since 1935. The Gothenburg Symphony Orchestra, also known as the National Orchestra of Sweden, plays about 100 concerts annually here. This autumn's calendar also includes schlager, rock and vocal music in these beautiful venues.

PHOTO: MIKA ABERRA



◉ GOTHENBURG CITY LIBRARY

At the top of Gothenburg's grandest street is the Gothenburg City Library. Gothenburg's most popular cultural institution was inaugurated in 1967 by Astrid Lindgren. The library was re-inaugurated in 2014 and offers tons of activities, such as author discussions, writing courses, theatre and film screenings.

THE MOMENT

7:13 PM **RÖDA STEN IS** a beloved destination for Gothenburg residents and tourists alike, and it is also a meeting place for everyone from skateboarders and graffiti artists to tango dancers. The graffiti-adorned brick building which is directly below the Älvsborg Bridge support is an old boiler house. It now houses a restaurant and the art gallery Röda Sten Konsthall. Here, you can see exhibitions and shows by contemporary Swedish and international artists. The gallery is also responsible for the Göteborg International Biennial for Contemporary Art which fills Gothenburg with contemporary art from all over the world every other year. This year the biennial will be in the city from 7 September through 17 November. 📍



PROGRAM 2019-2020

2019

SEPTEMBER

2-6 sept	IMOG 2019	K
3-6 sept	ICS 2019	K
9-12 sept	ICES Annual Science Conference 2019	K
13 sept	Hjärttillskott	K
14-15 sept	Köpa hus utomlands	P
17-19 sept	OSIsoft - EMEA Users Conference 2019	K
18-19 sept	Fastfood, Café och Restaurangexpo	F
23 sept	Aktiespararna	K
26-29 sept	Bokmässan	F/P/K*
30 sept-2 okt	Närhälsan/Primärvårds-konferens	K

OKTOBER

4-7 okt	ISN Frontiers meeting 2019 CPR Cardio-Pulmonary-Renal Interactions and their	
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BILD: ANNA SIGVARDSSON



Den 21-23 november är det dags för Kunskap & Framtid. En unik mötesplats för dig som är på jakt efter framtidens studier och jobb där du får möjlighet att träffa universitet, högskolor och arbetsgivare.

5 okt	Interdependence in Disease	K
8-10 okt	Sparkling Gymnasiedagarna och Future Skills	F*
15-16 okt	Nordic Architecture Fair	P
15-16 okt	Nordic Property Expo	F*
21-25 okt	The Universe of Pre-filled	

22 okt	Syringes and Injection Devices	K
31 okt-21 dec	Monitor roadshow Danny Saucedo på The Theatre	F
		S

NOVEMBER

4 nov	Stora Aktiedagen 2019	K
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Visit svenskamassan.se
for the latest programme.

The programme was printed in September 2019. Visit svenskamassan.se/calendar for the latest programme. T = Trade fair, P = Public fair, F/P = Trade and public fair, C = Conference, S = Show.
(*) Arranged by the Swedish Exhibition & Congress Centre

24-25 April	Gothenburg Vin & Deli	P*
29 April	GAIA Conference 2019 (Gothenburg AI Alliance)	
5-7 May	Vitalis	F/C*
13-16 May	54th Annual Meeting of the Association for European Paediatric and Congenital Cardiology (AEPCC)	C
14-17 May	Göteborgsvarvet Sport & Health Expo	P
19-20 May	Biblioteksdagarna	C
3-5 June	UFI European Congress	C*
24-26 June	Tetrahedron Symposium 2020	C

JUNE

10-13 March	Maintenance Trade Fair & Conference Svenska Psykiatrikongressen 2020	F*
11-13 March	Svenska Psykiatrikongressen 2020	C
17-18 March	D-congress	F/C*
17-19 March	Nordiska Skolledar-kongressen	C*
25-27 March	25th Congress of the European Association of Hospital Pharmacists (EAHP)	F*
3-4 April	Gothenburg Beer & Whisky Fair	C*

APRIL

29 Nov-1 Dec	Student & Knowledge Fair*	F/P
3-6 Jan	MyDOG	P*
15-18 Jan	Auto Trade fair	F*
24-26 Jan	MC-Mässan	P
27 Jan	Brobyggardagen	P*
2-10 Feb	Gothenburg Boat Show	P*
20-23 Feb	Eurohorse	P*

JANUARI

2020

DECEMBER

5-6 nov	Nordic Food Industry	F*
5-6 nov	Logistik & Transport	F/K*
12-14 nov	Kvalitetsmässan	F/K*
21-23 nov	Kunskap & Framtid	P*
29 nov-1 dec	e-Car Expo	F/P

DECEMBER

10 dec	Hjärntillskott	K
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2020

JANUARI

3-6 jan	MyDOG	P*
15-18 jan	Automässan	F*
23-26 jan	MC-Mässan	P
27 jan	Brobyggardagen	

FEBRUARI

2-10 feb	Båtmässan	P*
20-23 feb	Eurohorse	P*

MARS

10-13 mars	Underhållsmässan	F*
11-13 mars	Svenska Psykiatrikongressen 2020	K
10-11 mars	D-congress	F/K*
17-18 mars	Nordiska Skolledar-kongressen	K*
17-19 mars	Träffpunkt idrott	F*
25-27 mars	25th Congress of the European Association of Hospital Pharmacists (EAHP)	K*

APRIL

3-4 april	En Öl & Whiskymässa	P*
24-25 april	Göteborg Vin & Deli	P*
29 april	GAIA Conference 2019 (Gothenburg AI Alliance)	

MAJ

5-7 maj	Vitalis	F/K*
13-16 maj	54th Annual Meeting of the Association for European Paediatric and Congenital Cardiology (AEPC)	K
14-17 maj	Göteborgsvarvet Expo	P
19-20 maj	Biblioteksdagarna	K

JUNI

3-5 juni	UFI European Congress	K*
24-26 juni	Tetrahedron Symposium 2020	K

OBS! Programmet är preliminärt september 2019.
F = Fackmässa, P = Publikmässa, F/P = Fack- och publikmässa, K = Konferens, S = Show.
(*) Arrangeras av Svenska Mässan

Besök svenskamassan.se
för det senaste programmet.

12-14 Nov	Quality Fair	F/C*
5-6 Nov	Logistics & Transport Expo	F/C*
5-6 Nov	Nordic Food Industry	F*
4 Nov	Stora Aktiedagen 2019	C
31 Oct-21 Dec	Danny Saucedo at The Theatre	S

NOVEMBER

22 Oct	Monitor roadshow	F
21-25 Oct	Devices	C
15-16 Oct	Syringes and Injection	F*
15-16 Oct	The Universe of Pre-filled	F*
15-16 Oct	Nordic Property Expo	F*
8-10 Oct	Nordic Architecture Fair	P
5 Oct	Skills	F*
	Gymnasiedagarna and Future	
	Sparkling	

4-7 Oct	ISN Frontiers meeting 2019	C
	CPR Cardio-Pulmonary-Renal Interactions and their Interdependence	
30 Sept-2 Oct	Närhälsan/Primärvårds-konferens	C
26-29 Sept	Göteborg Book Fair	F/P/C*
23 Sept	Aktiespararna	C
	Conference 2019	C
17-19 Sept	OSisoft - EMEA Users	P
14-15 Sept	Buying Property Abroad	C
13 Sept	Hjärntillskott	F
11-12 Sept	Fastfood & Café	C
9-12	Conference 2019	C
3-6	Sept ICS 2019	C
2-6	Sept IMOG 2019	C

SEPTEMBER

2019

PROGRAMME 2019-2020

PHOTO: ANNA SIGVARDSSON



On November 21-23, it is time for the Student & Knowledge Fair. A unique meeting place for those looking for future studies and jobs where you will have the opportunity to meet with universities, colleges and employers.