

Supporting companies in preparing for and coordination of B2B meetings in Oslo, Norway 18.3.2020 – process description and time-line

October 21st 2019, Business Sweden in Oslo, Norway



Background and objective

CURRENT SITUATION

- The County Administrative Board of Östergötland, led by the County Governor Carl Fredrik Graf, will on March the 15th -18th 2020 foretake a delegation trip to Norway.
- The aim of the delegation trip is to learn, promote and develop the county's relations and networks with public representatives, stakeholders and businesses in Norway within the area of renewable energies and environmental technologies. Norway and Oslo was chosen due to the fact that Oslo for many years actively has been working with tackling climate change through different actions and introducing a wide range of integrated measures and initiatives to cut emissions by 50% by 2020 and to be carbon neutral by 2050.
- This project and initiative is in line with the county's overall energy and climate strategy and UNs Sustainable Development Agenda 2030.
- The programme is coordinated by the County Administrative Board of Östergötland in cooperation with Cleantech Östergötland, The Swedish Embassy in Oslo and Business Sweden.

OBJECTIVE

- As part of the County's delegation trip to Oslo, the County wish to offer the attending companies the possibility for B2B meetings in Oslo.
- This document describes the process of how Business Sweden can support attending companies in the preparation, arrangement, coordination and follow-up of B2B meetings.
- Interested companies are encouraged to take a direct contact with Business Sweden in Oslo for a company-specific, commercial proposal and action plan.

A project start in the beginning of January is recommended

Preparing and organising B2B meetings - process description, time-line and deliverables



Example of potential B2B Meeting program for March the 18th 2020

MEETING 1-2


- 9.00-10.00 Meeting 1
- 10.30-11.30 Meeting 2

▶ 12-12.45 Lunch

MEETING 3-4

- ▶ 13.00-14.00
- ▶ 14.30-15.30

* BUSINESS SWEDEN CANNOT GUARANTEE INTEREST IN PERSONAL MEETINGS OR BUSINESS DISCUSSIONS.
THE DESCRIBED PROGRAM ABOVE IS AN EXAMPLE

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A long bridge spans across a body of water under a cloudy sky. The bridge has a series of concrete pillars supporting it. The water is dark blue with some ripples. The sky is filled with large, white and grey clouds. The bridge extends from the left side of the frame towards the right, where it appears to be a cable-stayed bridge.

- **WE SHORTEN TIME TO MARKET**

- **WE FIND NEW REVENUE STREAMS**

- **WE MANAGE RISKS**

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