

12 September 2011, 8.30 a.m. - 5 p.m.

Stockholms Handelskammare, Västra Trädgårdsgatan 9



Stockholms Handelskammare

## Doing Business in France – Myths and Opportunities

### • Opening statements:

The French Ambassador to Sweden  
The Swedish Ambassador to France, Gunnar Lund

### • Keynote speakers:



**Bo Dankis**  
Chairman  
Swedish Trade Council



**Pierre Forthomme**  
Multicultural  
management  
consultant



**Elisabeth Elgán**  
Associate Professor  
Stockholm University  
Women leadership in  
Europe



**Sveneric Svensson**  
Managing Director  
Capio Santé

- **Expert panel:** Jean-Marie Osdoit, President & CEO, Volvo AB in France  
Franck Bouetard, President, Ericsson France  
Bodil Sonesson, Vice President, Global Sales Axis Communications  
Peter Einarsson, Managing Director, Handelsbanken France  
and other business leaders and experts from France



Moderator: Rolf Gustavsson  
Journalist Svenska Dagbladet & winner of the  
National Press Club Grand Prize 2011

### • Networking lunch

### • One-to-one advisory meetings and expo

Registration by 2<sup>nd</sup> September 2011 on [www.chamber.se](http://www.chamber.se)

### Participation fee

Chamber members: 495 SEK / Non-members: 750 SEK

Parts of this conference will be held in English

For further information and partnership, contact:  
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The Swedish Chamber of Commerce in France

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# FRENCH-SWEDISH BUSINESS FORUM STOCKHOLM 12 SEPTEMBER 2011



## Preliminary Program FRENCH-SWEDISH BUSINESS FORUM IN STOCKHOLM 12 September 2011 At the Stockholm Chamber of Commerce

### PROGRAM

#### 08h30 Registration and coffee

#### CONFERENCE

Confrencier, Anders Lundwall, Senior Advisor, Stockholm Chamber of Commerce

#### 9h00 Welcome Remarks

Peje Emilsson, Chairman, Stockholm Chamber of Commerce

#### 9h05 Opening Statements

French Ambassador to Sweden

Swedish Ambassador to France

#### 9h15 Overview of Swedish investments in France and Business Opportunities

Gilles Debuire, Director Nordic Countries, Invest in France Agency

#### 9h30 Keynote Speakers - French-Swedish Business climate, culture and management

**Bo Dankis**, Chairman, Swedish Trade Council

**Elisabeth Elgán**, Associate Professor, Department of History Stockholm University, specializing in gender questions and global women leadership

**Pierre Forthomme**, Partner and intercultural management specialist, Forthomme&Associés

**Sveneric Svensson**, Managing Director, Capio Group France

#### 10h30 COFFEE

#### 11h00 EXPERT PANEL - Business leaders and experts from France sharing their experiences

**Moderator Rolf Gustavsson, journalist SvD**, winner of the National Press Club Grand Prize 2011

#### Among the participants

Peter Einarsson, Managing Director, Handelsbanken France

Laure Imhaus, French attorney, specializing in labor law questions

Pierre Schoeffler, Founding Partner, S&Partners, specializing in financial and real estate investments, including finance, stock market, and start-up questions

Robert Wenstrup, Director, Swedish Trade Council France

Bodil Sonesson, Vice President, Global Sales Axis Communications

Jean-Marie Osdoit, President & CEO, Volvo Construction Equipment Europe SAS and President, Volvo Holding France

Anders Fogelström, FranceOuverture Conseil, specializing in intercultural communication and management

Franck Bouetard, President, Ericsson France

#### 12h30 NETWORKING LUNCH

#### 14h00-17h00 EXHIBITION AND ONE-TO-ONE ADVISORY MEETINGS



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## FRANSK-SVENSKT AFFÄRSFORUM SOCKHOLM 12 SEPTEMBER 2011



### French-Swedish Business Forum in Stockholm on September 12, 2011

The Swedish Chamber of Commerce in France and the Stockholm Chamber of Commerce, in cooperation with the Swedish Trade Council, organize a French-Swedish Business Forum on September 12, 2011 in Stockholm.

The purpose of the day is to contribute to an increased Swedish business development in France by providing information on entrepreneurship in France and raising awareness among Swedish companies of the French market possibilities and conditions. Opportunities, challenges and French myths will be highlighted and debated, and individual counseling provided.

The Forum is aimed at those companies that are not yet established in or working with France, as well as at those that are already established.

Experienced business leaders will share their practical experiences during a morning conference and will, together with specialists, be available for private one-to-one meetings during the afternoon, in conjunction with the exhibition taking place.

Participants will be given a chance to get an answer to their questions about the French business environment and culture, investment strategies, business development, employee relations, cultural differences and French management, as well as receive information about the current French political situation. In connection with the individual counseling at the one-to-one meetings, technical issues of establishment, including those of a legal or accounting nature, may also be discussed.

We hope that the day will result in creating enthusiasm and a rethinking of France as a country for business, and help to resolve any outstanding issues for the pursuit of a successful business.

France's incoming new Ambassador to Sweden, as well as the Swedish Ambassador to France, Mr Gunnar Lund, will open the day with a brief introduction.

Swedish Trade Council Chairman, Mr Bo Dankis, with a long business management experience from France is among the keynote speakers. A number of Swedish and French business leaders from France will also share some of their practical experiences as participants in the Expert panel led by this year's winner of the Publicist club Grand prize, journalist Mr Rolf Gustavsson.

The Forum takes place in central Stockholm on Västra Trädgårdsgatan in the premises of the Stockholm Chamber of Commerce and adjoining Odd Fellow.

Invitations to the event will be sent to more than 15.000 Swedish companies and will be published on the website of the organizers and their partners.

Welcome !

For more information: [www.ccsf.fr](http://www.ccsf.fr) - [info@ccsf.fr](mailto:info@ccsf.fr) - Phone : 01 44 43 05 15



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