

STYLE BY SWEDEN

2024
HANDBOOK

“STYLE BY SWEDEN”

is an event originally created by the Swedish Chamber of Commerce in China in 2022. The event is a pop-up fair, showcasing Swedish brands and companies within Lifestyle, Fashion, Design, Art and Architecture etc. segments, to present and promote Swedish Lifestyle.

HANDBOOK FOR YOU

2024

Welcome to Style by Sweden 2024! We are excited to invite you to showcase your brand at our upcoming event dedicated to sustainability and inspired by Swedish lifestyle.

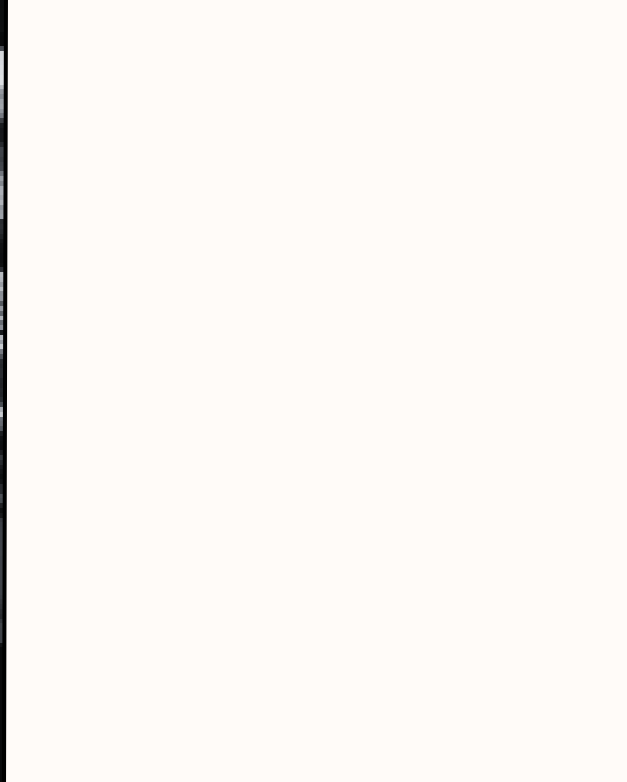
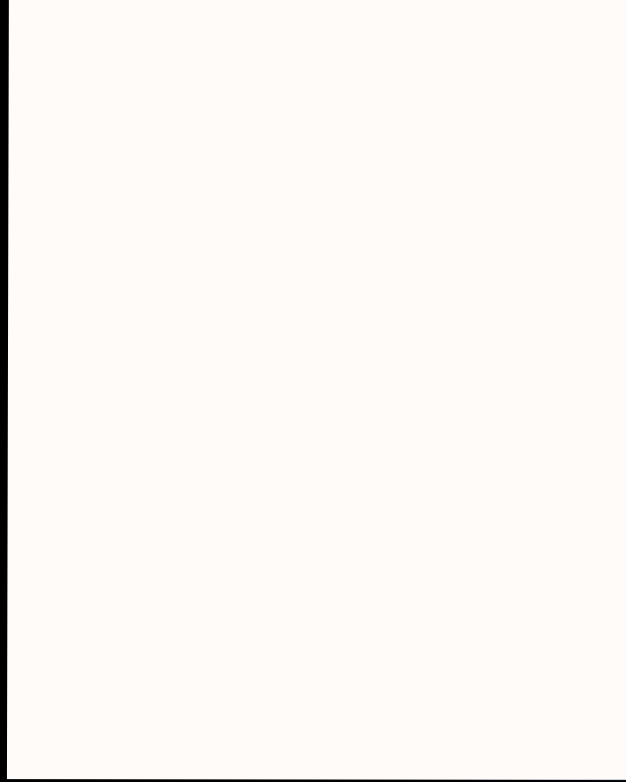
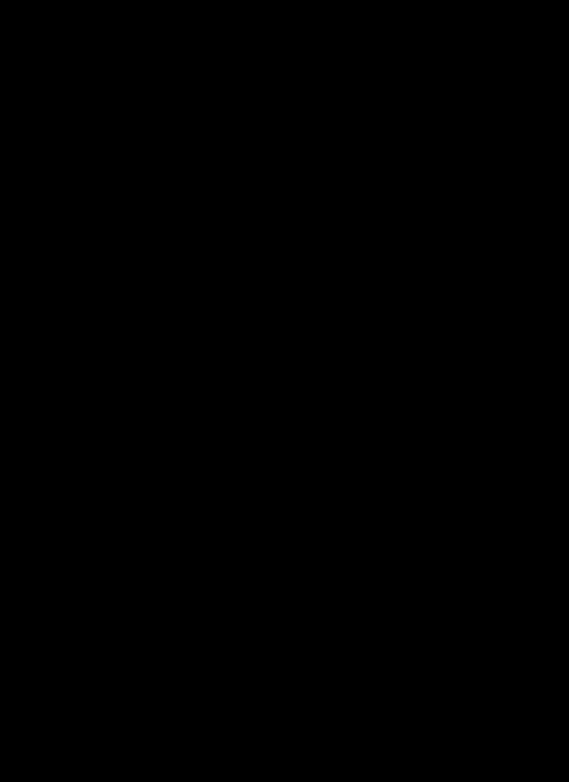
Join us

This handbook provides all the essential information you need to know as an exhibitor, including event details, benefits of participation, and how to get involved.

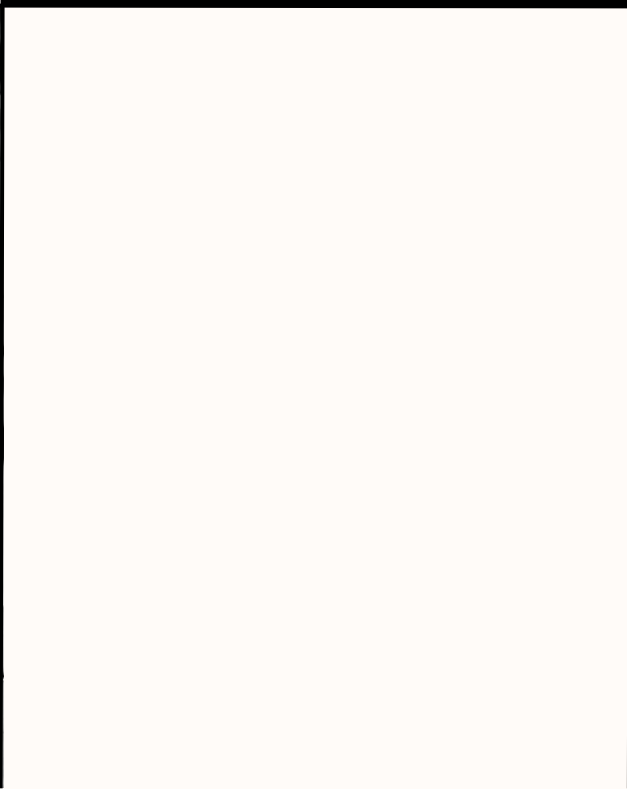
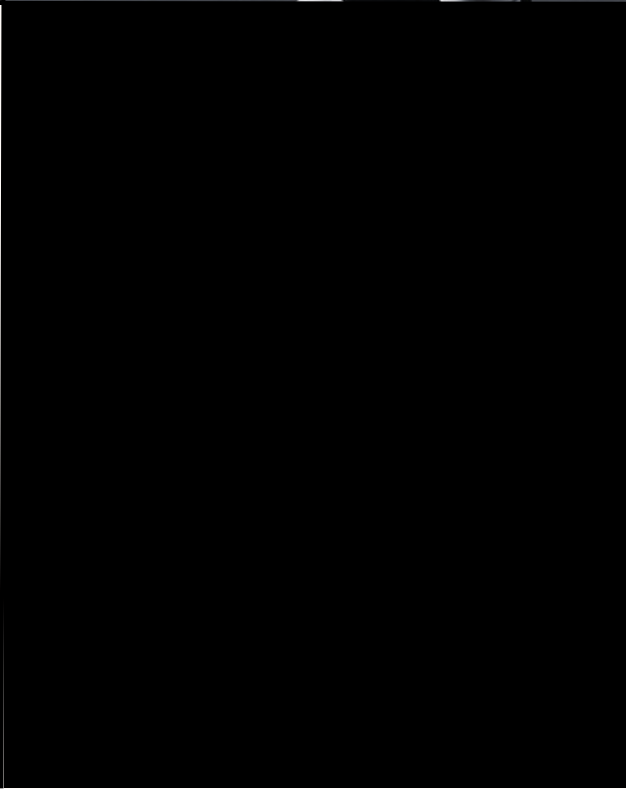
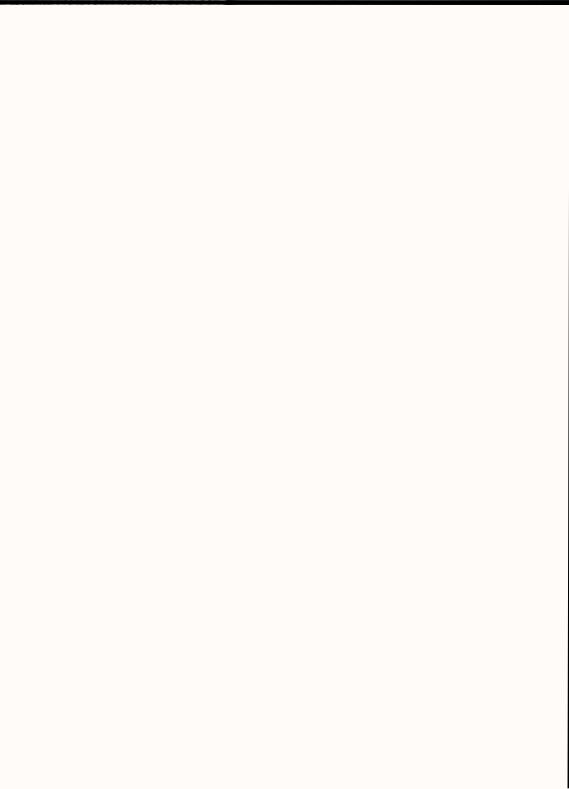
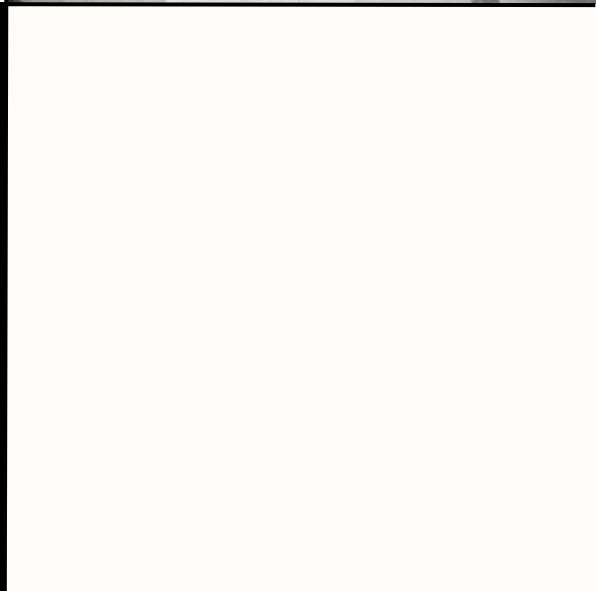
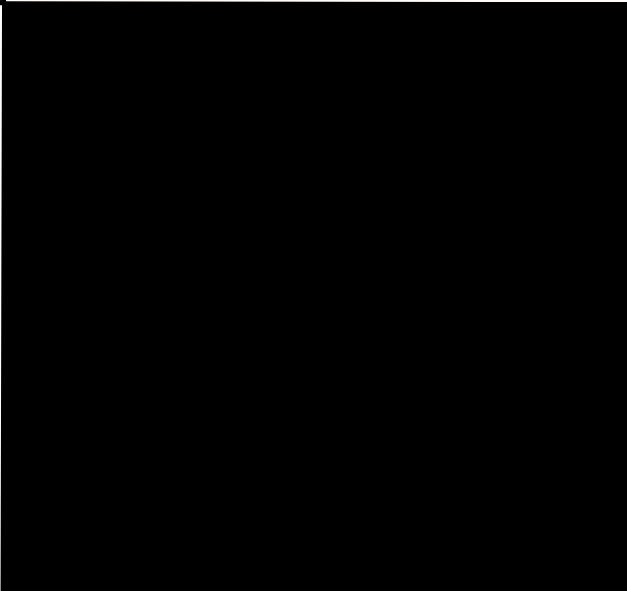


Lifestyle





WHAT HAPPENED BEFORE?



“STYLE BY SWEDEN” AS EVENT IN APRIL 2023 (FIRST TIME IN HISTORY)

- Main Organizer:



- 20 exhibitors:

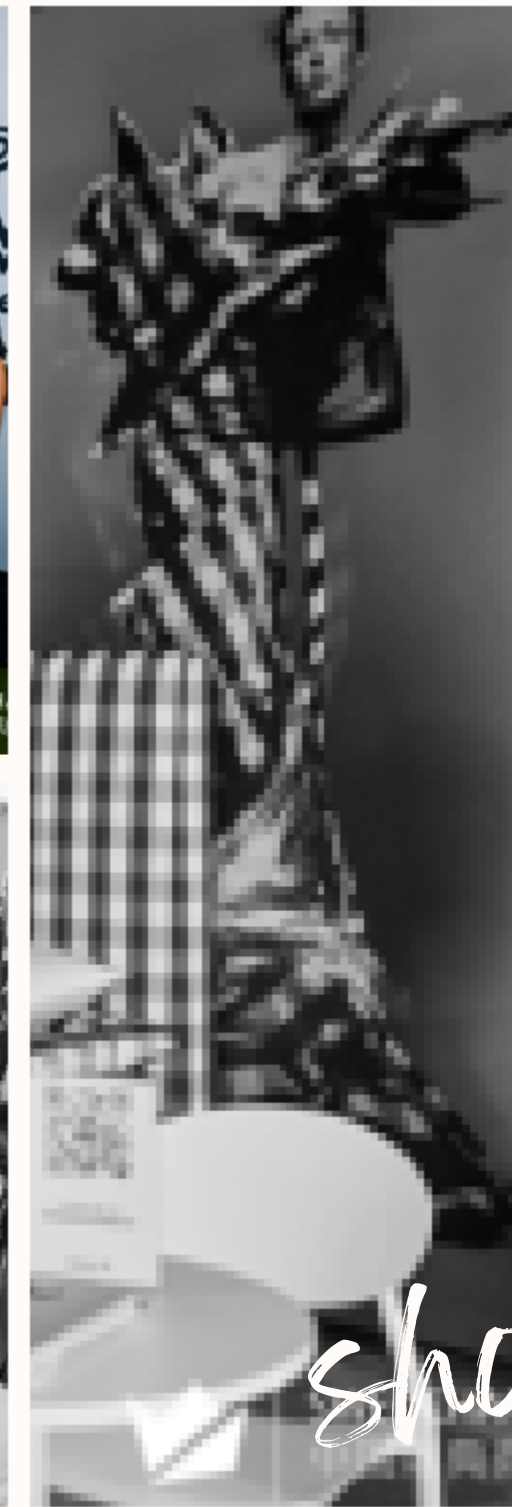


- Outstanding promoting partners:



- Half-day pop-up fair in Shanghai on 3F @ Fotografiska





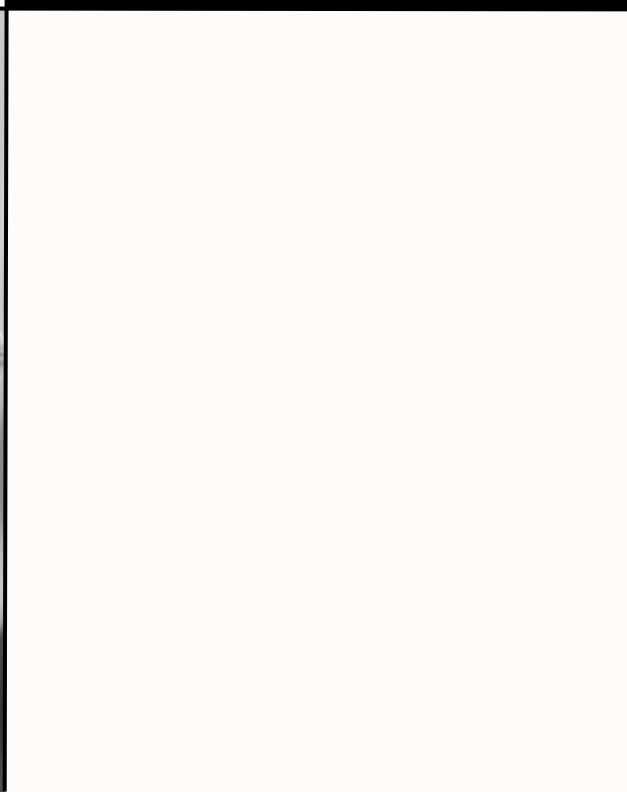
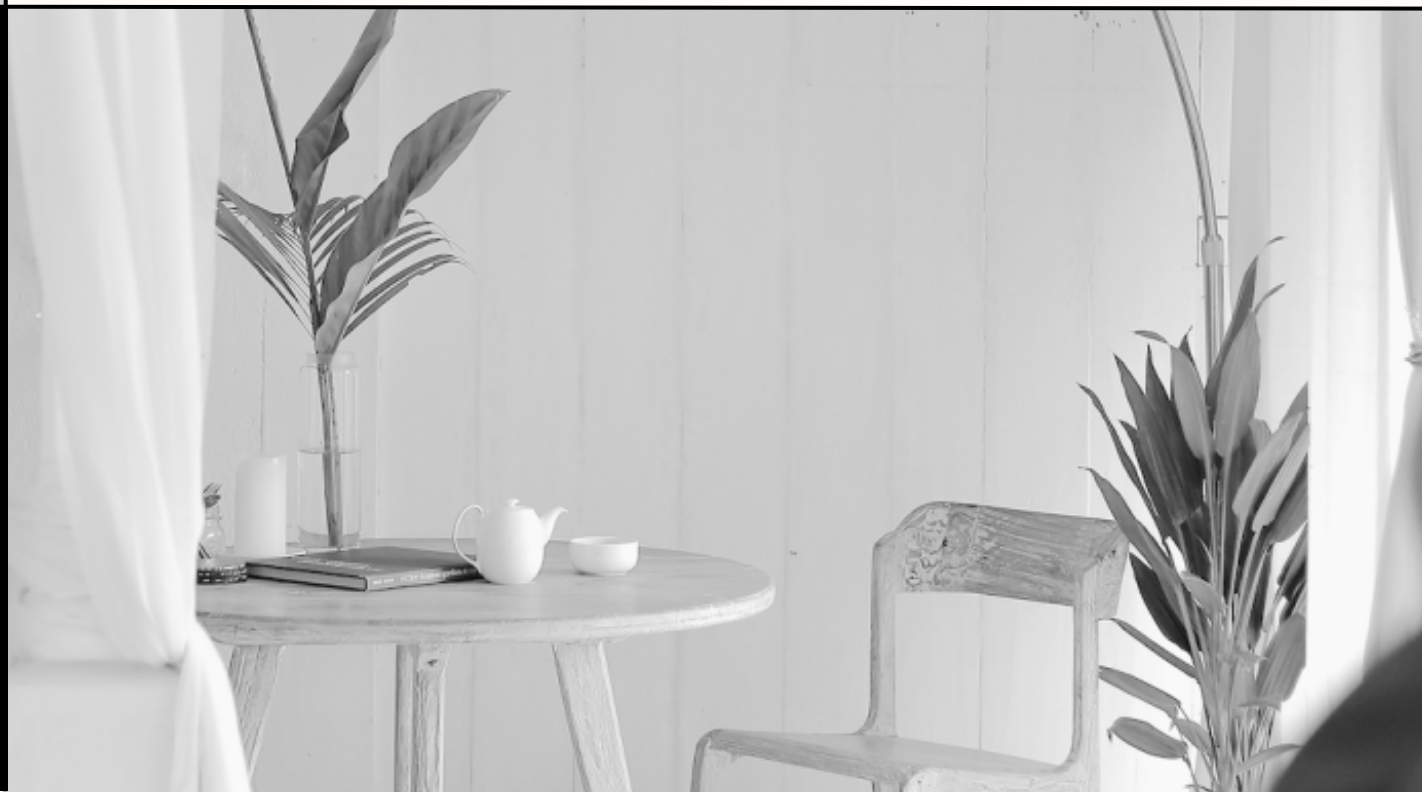
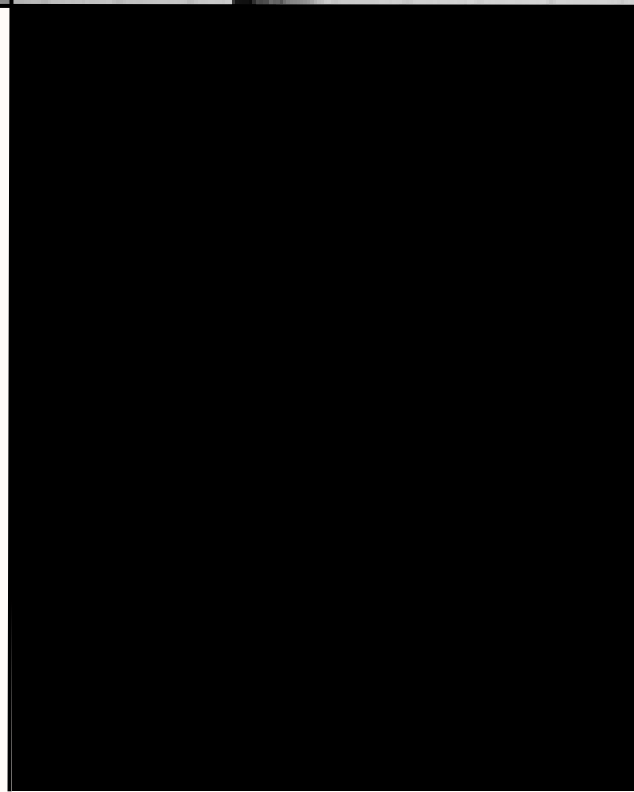
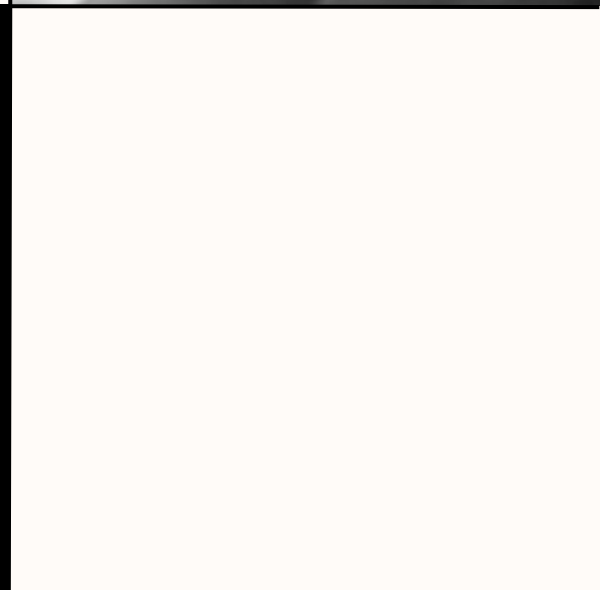
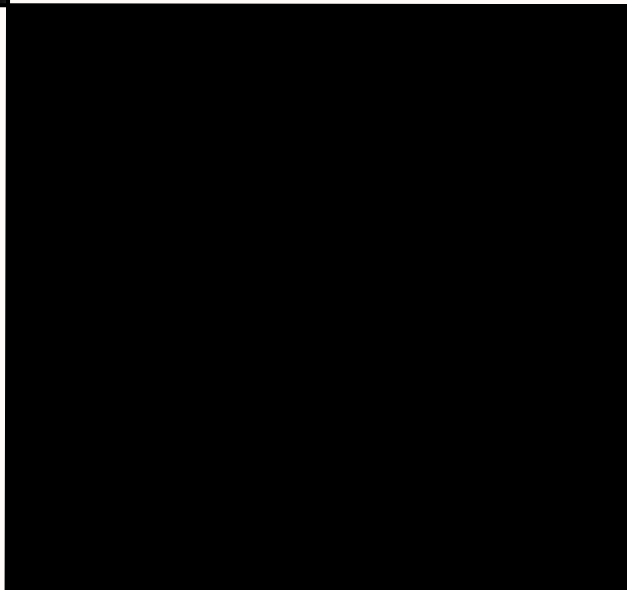
- 900+ visitors within 7 hours.

-More info: <https://swedcham.glueup.cn/event/style-by-sweden-39139/>

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WHAT IS THE NEXT?



“STYLE BY SWEDEN”

1. About “Style by Sweden 2024”:

Style by Sweden is an annual event organized by the Swedish Chamber of Commerce in China (SwedCham China) to showcase Swedish culture, innovation, and lifestyle. In 2024, our focus is on sustainability, highlighting products and services with a sustainable DNA. (showcasing products/services that involving sustainable DNA, for example: a product made by recycled materials)

2 Why Exhibit?

Exhibiting at Style by Sweden 2024 offers numerous benefits for your brand, including:

- Access to a targeted audience interested in sustainability and Swedish lifestyle.
- Opportunity to showcase your products/services to potential customers.
- Networking opportunities with industry professionals and fellow exhibitors.
- Exposure to media coverage and promotional opportunities.
- Chance to align your brand with the values of sustainability and innovation.





Lifestyle



3. Event Details:

Fair Type:

Pop-up fair, showcasing products/services, interaction between exhibitors & visitors, no trading allowed.

Dates:

14 June VIP evening and grand opening, **15-16 June full days**, 2024

Venue:

Shop 106A-108, No. 8, Hengshan Road, Xuhui District, Shanghai
上海徐汇区锦和越界衡山路8号106A-108号商铺

Exhibitors:

15-20 exhibitors, first come first serve.

Exhibitor Fee:

For SwedCham China Members: 1500 RMB for entrance sessions covering the venue fee etc.

For SwedCham China Non-Members: 7000 RMB for entrance sessions covering the venue fee etc.

Visitor Tickets:

Member: 80 RMB/person for the venue entrance including canapés

Non-Member: 160 RMB/person for the venue entrance including canapés

4. AGENDA

14 June 2024 VIP evening and grand opening (18:30 – 22:00)

Only for selected VIP guests and exhibitors.

Activity including mingle and networking session, welcoming and opening speech, preview or visit at the fair, 45-minute-long panel discussion upon sustainability topic.

15 June 2024:

Public visiting (10:00 – 21:00)

Activities including:

- One-hour-long panel discussion/seminar on “Swedish Design.”
- 1-3 hours long Workshop on “Craft by yourself”
- Swedish Language Corner, learn basic Swedish and culture.
- Visit Sweden Corner, get more info about traveling to Sweden
- Screening Corner with short Swedish videos
- Fair visiting
- Snacks and drink tasting
- Mingle & networking.
- Music Live DJ

16 June 2024:

Public visiting (10:00 – 21:00)

Activities including:

- One-hour-long panel discussion/seminar on “Sustainability by Sweden.”
- 1-3 hours long Workshop on “Craft by yourself”
- Swedish Language Corner, learn basic Swedish and culture.
- Visit Sweden Corner, get more info about traveling to Sweden.
- Screening Corner with short Swedish videos
- Fair visiting
- Snacks and drink tasting
- Mingle & networking.
- Music with Live DJ

fashion

5. Exhibitor Benefits:

- Dedicated space to showcase your products/services.
- Inclusion in event marketing materials and promotional campaigns.
- Access to networking events and VIP sessions.
- Opportunity to participate in panel discussions and workshops.
- Exposure to a diverse audience of consumers, industry professionals, and media.

6. Application Process:

To apply as an exhibitor, please send email to:

Jonatan J. Chang at: jonatan@swedcham.cn or Jayce Yang at: jaycee@swedcham.cn

Applications will be reviewed on a first-come, first-served basis, and successful applicants will be notified via email.

(Deadline 17 May 2024)

7. Exhibitor Guidelines:

- Ensure your products/services align with the theme of sustainability.
- Set up and dismantle your booth within the specified timeframes.
- Engage with visitors in a professional and welcoming manner.
- Adhere to all event rules and regulations provided by the organizer/venue partners etc.
- Maintain a tidy and visually appealing booth throughout the event.

CONTACT US



THANK YOU FOR CONSIDERING STYLE BY SWEDEN 2024 AS A PLATFORM TO SHOWCASE YOUR BRAND. WE LOOK FORWARD TO WELCOMING YOU TO OUR EVENT AND CELEBRATING SUSTAINABILITY TOGETHER!

For any inquiries or assistance, please contact us:

The Swedish Chamber of Commerce in China
(<https://www.swedcham.cn/>)

- Jonatan J. Chang at: jonatan@swedcham.cn
- Jaycee Yang at: jaycee@swedcham.cn or
- Daniela Ling-Vannerus Cassmer at: daniela@swedcham.cn

