

BUILDING ALLIANCES, OPENING MARKETS

22-29 of April

Exploratory Visit – South Africa

Date of the 22-23 of April
22/4 Sweden-Copenhagen – 23/4 Cape town
Traveling
Date of the 24 of April
Kick off dinner hosted by Ambassadoer Håkan Juholt
<p>13,30-15,30 Team Sweden Welcome lunch in Cape Town, hosted by Ambassador Håkan Juholt – Kicking off the entire Swedish delegation with a briefing of the coming days, and a first chance to network with fellow delegates as well as with established Swedish company representatives that have been present and doing business in South Africa for a long time</p>
Date of the 25 of April
Cape Town/Sweden Connect Business Summit, hosted by City of Cape Town at Misfits by Ideas Cartel
<p>8,30-9,30 Stackholder meeting with . Craft + Design Institute – FGOI Meeting 9,30 -13,30 The more formal Business Summit will feature, and bringing together, business executives and thought leaders as well as key officials from both countries, discussing the past and future of Swedish – South Africa ties and cooperation. 3x panel discussions with both Swedish and South African participants:</p> <ul style="list-style-type: none"> • Scaling successful ventures/ startups • Disruptive Tech in South Africa • Collaboration and Business Practice <p>14.30-16.00 Pre-arranged B2B meetings and an opportunity to network and explore new business opportunities(the partners we will meet will be presented in the travelingreport after the trip)</p>

Cape Town/Sweden Connect Business Summit, hosted by City of Cape Town at Misfits by Ideas Cartel

17,30-20,30

Networking hosted by MFS Africa at University of Cape Town, Business School (MFS is the largest mobile money hub in Africa, with over 170 million users connected, and growing) – the founder of MFS, Mr Dare Okoudjou a serial entrepreneur who will share his insights and give clues how to set up operations, fund, recruit, and scale business in the region.

Date of the 26 of April

Capetonian immersion and Swedish success stories

8,30-15,30

Presentation by **Prince Nwadeyi** - an African entrepreneur full of passion and ambition to collect and use data from the informal sector in the townships to drive the African economy forward

Visit to **Khayelitsha township** – Bitprop’s vision is to create an entirely new asset class by partnering with low-income property owners to turn their township properties into incomegenerating businesses.

This project was founded by Carl-Fredrik Sammeli - a serial entrepreneur, advisor and investor who believes that entrepreneurship is a force for good in the world

Innovation City Cape Town – Keynote speakers

16,00-19,30

Innovation City Cape Town - Opened in November 2021 in partnership with Epicenter Stockholm and said to be “inspired by French riviera, powered by Sweden, taking root in Cape Town”!

Moderated by: Kieno Kammies (Co-founder of Innovation City Cape Town)

Caroline Nelson - Country Manager for H&M South Africa, responsible for overall Sales, People, Operations & Strategy for 27 stores and 900 employees and growing!

Stephan Ekbergh - An entrepreneur, business developer and advisor with +20 years of experience from South Africa, founder of Travelstart (South Africa's leading online travel agency) and Innovation City Cape Town in Partnership with Epicenter Stockholm.

Angelica Adamski - An International Executive noted for her history of launching, building and leading high-performance businesses for multi-national organizations such as Scania, Sandvik and Siemens in the mining, construction, power and tech industries with +20 years of experience in Southern Africa

Anna Broms - “farm to fork” stories with the award-winning chef and food entrepreneur from Broms Karlaplan, now residing and nurturing new plans for Cape Town!

Keynote: GG Alcock – Presentation on the informal business sector that is the next great frontier of Africa, and it is undergoing an economic revolution – a new world of small people doing big things, transforming the continent.

Networking at Innovation City with an opportunity to mingle to fuse the passion and business.

Date of the 27 of April

Freedom Day

Freedom Day on 27 April is an annual celebration of South Africa's first non-racial democratic elections of 1994. It is significant because it marks the end of over three hundred years of colonialism, segregation and white minority rule and the establishment of a new democratic government led by Nelson Mandela and a new state subject to a new constitution. This will be celebrated together with the Swedish

9,00-12,00

Morning visit to Project Playground. Project Playground is a non-profit organisation, founded in 2010, engaging over 840 vulnerable children and youth townships outside Cape Town in South Africa. Their vision is a world where every child and youth grow up with a belief in the future and the opportunity to positively impact their own lives. The project was founded by Princess Sofia of Sweden, at the time Sofia Hellqvist, and Frida Vesterberg in 2010 as they wanted to create a safe space and platform for children and young people through meaningful spare time where trusting adults motivate children and young people to believe in the future and the opportunity to influence and control their own lives positively.

13,00-18,00

Join Team South Africa and Team Sweden in celebrating this significant historical day.

Date of the 28 of April

Inauguration of Polarium's new factory in Montague Gardens in Cape Town

9,30-12,00

Team Sweden is invited to the inauguration of Polarium's new Factory in Cape Town. Since 2017, Polarium has helped American Tower Corporation's (ATC's) African subsidiary minimize greenhouse gas emissions and its overall carbon footprint as it transitions away from diesel fuel as the primary fuel source at its sites to energy storage built on lithium-ion battery technology. Both companies are now taking their partnership and shared vision in sustainability to the next level, whereby Polarium is establishing a factory in South Africa to produce energy storage solutions for use in Africa. Lunch and wrap up of the tech delegation

12,00-18,00

Lunch and wrap up of the tech delegation at Blaauwklippen, Stellenbosch one of the oldest wine farms in South Africa – Focus on wrapping up the week as well as taking part in interesting insights on:

Cracking the code for Impact in Africa – presentation by Andreas Giallourakis Market Area Director Africa and Trade Commissioner to Kenya

Macroeconomic overview of Africa – presentation by Magnus Furuholm from Swedbank's Johannesburg Representative Office

WeThinkCode – presentation by Nyari Samushonga, CEO of WeThinkCode

Date of the 29 of April
FGOI /Stakeholder meeting
<p>10,00-11,00 South African Furniture Initiative (SAFI) 11,15 -12,15 City of Cape Town Government 15,00-17,00 Summery meeting South Africa team</p>
Date of the 30 April/ 1 of May
30/4 Cape town – 1/5 Sweden-Copenhagen
Traveling



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