Business Region Göteborg and Fordonskomponentgruppen, the trade association for Scandinavian suppliers to the automotive industry, arranges a delegation visit/GoGlobal program to China November 26 – December 1. We welcome you to join us.

During summer 2017, Geely company decided to establish its European Innovation Center in Gothenburg. An investment of an 80,000 m² new building, with room for 3500 people. This is a clear statement following from years of fruitful cooperation between our countries and an acknowledgement to the Swedish automotive competence, innovation and cross sector collaboration system to be one of the best in the world. It should also be seen as a sign of a transformation of the Chinese automotive industry, becoming more internationally present, reaching out to new markets and customer segments, which makes it even more important for Swedish sub-suppliers to the industry.

It is clear China today belongs to one of, if not the most important market for the automotive industry, both in terms of growth figures in the country but also with regards to the pace of development and introduction of new sustainable products and services to meet the environmental challenges. For Swedish companies it is of outmost importance to understand the Chinese market, ways to make new business, understand competition, who to collaborate with and learn how to develop your product offerings.

Our journey will have a focus both on market and business outlook, provide opportunities to development your competence by learning from others and create new contacts and collaboration with Chinese and Swedish companies. It will bring opportunities for developing your network, meet new customers and also create contacts with universities, research institutes, Chinese cities and Swedish representatives in China.

Welcome to join us!
PROGRAMME

Sunday 26/11

17.00-18.00: Presentation of weekly program

Venue: Sofitel Hotel, Shanghai

Monday 27/11

Forenoon:

Ericsson Shanghai - headquarter
- Presentation about Telecommunication market outlook and opportunities in China, Mr Yuan Sheng Site manager and responsible for Packet Core development in China.
- Technical demos and office tour.

Ericsson had already established a presence in China in the early 1890s. But in 1994, when Ericsson established its local company, Ericsson China Ltd, things really took off. Just three years later, China was Ericsson's largest market with respect to order bookings. Today Ericsson is particularly strong in mobile communications in China, with nearly half the market for mobile systems.

Information from Foreign Investment Shanghai
Afternoon:

**Volvo Group**
- Volvo Group China presentation,
  *Mr Huang Zheng, Vice President Public Affairs, Volvo (China) Investment Co., Ltd.*

See: information

**Scania**
- Scania China presentation, TBD
- Federal Mogul
- How to run business in China,
  *Mr Daniel Holmgren, Executive General Manager*

Evening:

**China investment Bank**
- Presentation, Mr Andreas Medin,
  *Mr Wu Tao and team*

Tuesday 28/11

Forenoon:

**Shanghai automotive innovation park**
- Introduction of the area

**NextEV**
- The EV market outlook and how to start a new brand,
  *Mr Roger Malkusson, CTO NextEV.*

Newly started electrified vehicle brand in China with Swedish leadership representatives (Roger Malkusson CTO). The company describes the development around Evs and shared solutions on the China market in a good way.

See: information
SKF

- Learning experiences from the China market,
  Mr Alex Teng, Director, China automotive & aerospace sales

SKF has a long history in China. In 1912, SKF started its business in China through agent. In 1916, the first sales company was established in Shanghai, China. Today SKF has more than 3600 employees in China, 18 manufacturing units, several service units and sales offices, and over 250 distributor sites to work closely with the Chinese customers. In 2010, SKF opened a new Global Technical Centre China in Shanghai. In 2011, the Fourth Asia Fortune Forum Annual Conference authorized SKF with “Asian Force Award”. SKF China head office is located in Shanghai. In 2012, SKF celebrates its 100 year anniversary in China.

Afternoon:

**Jiading automotive test center & SIAC - Shanghai International Automobile City**
- Presentation and study tour EVData center, EVZone and EVCARD, TBD
- SIAC and Tongji university; MAAS (mobility as a service project), Professor Mr YE Jianhong of, academic leader of research center

See: [information](#)

Evening:

**Possibly: Mobike - bicycle sharing company, alternatively Boxon-packaging solutions**
- Business opportunities and export plans, TBD

See: [information](#)
See: [information](#)
Wednesday 29/11

Forenoon:

**Business Sweden**
- Business opportunities and services,
  *Mr David Hallgren, Trade commissioner and Bin Li Senior Investment Officer Business Sweden*
- Investment promotion

**Energy Agency Cleantech hub**

**CATARC – China Automotive Technology and Research Center**
- Introduction to CATARC, - TBD

Handling standardization and technical regulation, auto manufacturer and product catalogue management.

See: [information](#)

**Matchmaking with Chinese companies**

**Forenoon parallel session:**

**Shanghai Municipal Transport Commission**
- SMTC - New Energy Vehicles and transport facilities management in Shanghai,
  *Ms Sandy Wong, Senior officer*
- Gothenburg - Market development, regulatory outlook and initiatives around electromobility and autonomous vehicles development in Sweden and Gothenburg
- FFI: Vehicle strategic research and innovation programs in Sweden
- Visit Pudong Bus Co Ltd, depot and charging stations

See: [information](#)

Collaboration under the umbrella of the sistercity agreement between City of Gothenburg and City of Shanghai
Afternoon:

ZF

- Site visit and company presentation, Mikael Lundberg, ZF Swedish representative in China

See information

Transport to Hangzhou

Hangzhou

A leisure but modern city near Shanghai with nice landscape and famous for dragon well tea.

Local Government Hangzhou

- Presentation on incentives and development around transport segment,
Thursday 30/11

Forenoon:

Alibaba - worlds biggest e-commerce company
- Company presentation, TBD
- World logistic network and expansion plans
- Visit to Alibaba campus

Geely headquarters
- Visit to exhibition hall
- General presentation about Geely company
Ninghai ligger i den östra kustdelen av Zhejiang-provinsen, mellan Xiangshan hamnen och Sanmen Bukten, i södra delen av det ekonomiskt utvecklade Yangtze River Deltat. Området har utnämnts till ”Kinas formningsverktygs industri Bas” ”Kinas stationära industriella bas”, ”Kinas Bilgummidetaljers Industriella Bas”, ”Kinas Pressgjutnings Industriella Bas” och ”Kinas Bildelars Tillverknings Bas.” År 2016 har företag inom länet med en omsättning på över §3.2 miljoner sammantaget uppnått en total industriproduktion av 9.37 miljarder dollar.

Det finns mer än 500 professionella verktygstillverkare, mer än 2 000 formsprutningsföretag och verktygsverkstäder, mer än 30 000 verktygstekniker, totalt ca 50000 anställda, med en årlig produktion av nästan 40 000 formningsverktyg. Under 2015 har verktygs produktionen omslutit 437 miljoner dollar.

Ninghai har byggt åtta industriområden omfattande bildelar, formningsverktyg, elektroniska apparater, CNC-maskiner, ny energi, nya byggmaterial, hushållsmaterial, biomedicin, kontorsmaterial, som en viktig plattform för att främja industriell klusterutveckling. Inom området „Ninghai Internationella Bildelar Industriområde” har det planerats och byggts två lands parker, ”Kina-EU SME Företagsparken” och ”Kina- Sverige produktionsteknik centrum”.

Afternoon:

Ningbo - Smart Car Town district
A-way - consultant company
Zhidou
- Micro Evs factory tour
See: information
Local Government Ningbo
- Presentation on incentives and development around transport segment, Evs etc

Transport to Ningbo- Cixi zone

Friday 1/12
Forenoon/Afternoon:
Geely
- Meeting with Geely purchasing,
- Meeting with Geely R&D
- Geely factory tour

Transport to Shanghai

Saturday 2/12
Travel back to Sweden.
Partnership agreement between the City of Gothenburg and Shanghai

Student exchange programmes, elder care and climate issues – these are some of the areas included in the partnership agreement between the Swedish City of Gothenburg and Shanghai, signed on 22 May 2017, for a period between 2017-2019. The future of the Swedish City of Gothenburg is dependent on remaining at the cutting edge of innovation and collaborating with actors all over the world who think in new ways. As a city open to the world, Gothenburg shares its knowledge and experience while also learning from its collaboration partners.

A rewarding history of collaboration
Gothenburg and Shanghai have been trading with each other since the 18th century. The first formal partnership agreement was drawn up in 1986, and since then the relationship has been particularly rewarding for both cities. Gothenburg businesses have a considerable presence in Shanghai, as exemplified by the fact that around half of the city’s public transport buses being made by AB Volvo, and that Volvo Cars, owned by Geely, is currently building its Asian office in Shanghai.

In total, 930 Swedish companies are today present in China, whereof 250 established in Shanghai. For its part, the Shanghai Foreign Investment Development Board has one of its six offices worldwide in Gothenburg, in order to facilitate further trade and investment links.

The partnership agreement focuses on the following areas:
• Culture, e.g. in exchanges of culture professionals and participation in events.
• Welfare, particularly nursing and care of the elderly.
• Innovations/test environments e.g. in mobility and elder care.

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