



INVITATION

MOROCCAN SMART CITY DELEGATION TO STOCKHOLM

23-25 OCTOBER 2013

Morocco has, upon the initiative of H.M. the King Mohamed VI, set up an ambitious investment plan to promote the creation of new cities. The new neighbourhoods are planned around the major cities, and aim to structure their growth in a sustainable way.

Background

In order to initiate and reinforce relations between Swedish companies and Moroccan cities and real estate promoters, Business Sweden organised a matchmaking conference in Morocco in April 2013, which attracted a large number of Moroccan key players. Many of them have expressed a strong interest in the solutions presented, and we will therefore follow up with field and company visits in Stockholm in order to show concrete examples of successful Swedish projects and providers.

About the delegation

- The delegation, led by Mr. Nabil Benabdallah Minister of Housing, Town Planning and Urban Policy, consists of public and private decision-makers, including representatives from the Ministry for Housing as well as Morocco's largest real estate developers and constructors
- Participants have expressed specific interest in energy efficient buildings and urban mobility solutions
- The Moroccan business delegation is an opportunity to forge strong and fruitful partnerships, and aims to raise the participants' interest for Swedish solutions, and to create opportunities for Swedish companies in Morocco

About the investment plan

- 5000 hectares of land will be dedicated to this investment plan
- Objective to house 1.15 million citizens
- Estimated investment: 100 billion dirhams (78 billion SEK)

What is included in the fee as a Strategic Partner?

- Company presentation (to be defined by the company in discussion with Business Sweden, given time frame and preferences): e.g. company visit, possibility to sponsored lunch/dinner or other relevant activity
- High exposure in the official marketing material to the delegation, with the possibility to include a company presentation leaflet
- Networking possibilities and priority to individual meetings with the participating stakeholders
- VIP seating during networking lunches and dinners during the visit

**BUSINESS SWEDEN**

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www.business-sweden.se

What is included in the fee as an SME Participant?

- Exposure in the official marketing material to the delegation, with the possibility to include a company presentation leaflet
- Company presentation to Moroccan authorities and private players
- Networking possibilities and individual meetings with the participating stakeholders
- Invitations to networking lunches and dinners during the delegation



PRELIMINARY PROGRAMME

MOROCCAN SMART CITY DELEGATION TO STOCKHOLM

23-25 OCTOBER 2013

Draft Programme – continuously updated

23 October Day 1: Smart City Workshop – Visit to Hammarby Sjöstad

- 09:00 Welcome speech at Business Sweden in Stockholm
- 09:30 Smart City Workshop
 - ▶ Introduction by the Moroccan participants
 - ▶ Presentations by Swedish companies
 - ▶ Discussions
- 13:00 Discovery Lunch - Hammarby Sjöstad
 - ▶ Traditional Swedish lunch at Jimmy's Marina restaurant in Hammarby Sjöstad
- 15:30 Guided visit of Hammarby Sjöstad - Swedish Sustainability in Practice
- 19:00 Reception at the Embassy of the Kingdom of Morocco (TBC)

24 October Day 2: Stockholm Royal Seaport – Urban Mobility

- 09:00 Visit to Stockholm Royal Seaport
- 12:00 Lunch
- 14:00 Promotion session reserved for Strategic Swedish company partners
 - ▶ Relevant tailor-made activities, e.g. company visits, possibility to host a lunch/dinner or other
- 20.00 Dinner (TBC)

25 October Day 3: B2B meetings, conclusions and wrap up discussions

- 09:00 B2B meetings at Business Sweden in Stockholm
 - ▶ Separate meeting agenda (TBC)
- 11:00 Conclusions and wrap up discussions



REGISTRATION

MOROCCAN SMART CITY DELEGATION TO STOCKHOLM

23-25 OCTOBER 2013

Date: 23-25 October

Location: Stockholm

Strategic partner Fee: 30 000 SEK

Participant Fee: 10 000 SEK (exclusively for SME, defined as a company that does not have more than 250 employees or a turnover greater than 50 million EUR)

We hereby register for the "MOROCCAN SMART CITY DELEGATION TO STOCKHOLM" as a Strategic Partner (Fee: 30 000 SEK)

We hereby register for the "MOROCCAN SMART CITY DELEGATION TO STOCKHOLM" as a SME Participant (Fee: 10 000 SEK)

Registration to be sent no later than the 11^h of October

To: Abdou Ziat at abdou.ziat@business-sweden.se or via fax +212 522 36 24 63

Business Sweden's General Conditions for Participation in Joint Export Activities (June 2011) are enclosed.

Company: _____ Corporate ID: _____

Invoicing address: _____

Postal Code: _____ City: _____

Phone/Switchboard: _____

Name 1: _____ Title: _____

Email/Mobile: _____

Name 2: _____ Title: _____

Email/Mobile: _____

Contact Person: _____

Email/mobile: _____

Date: _____ Signature: _____

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www.business-sweden.se**General Conditions for Participation in Joint Export Activities
(exhibitions, delegation travels, etc)****1. General**

BUSINESS SWEDEN undertakes to carry out the export activity described in the invitation on condition that the necessary number of companies signs up by giving binding notice of participation and no obstacles specified in section 5 below exist in regard to the performance of the activity.

2. Participation fee

Companies taking part in the activity undertake to cooperate in order to achieve its aim and facilitate its performance and also to pay the fee specified in the invitation. Participation in the activity may not be made available or assigned to a third party without the prior written consent of BUSINESS SWEDEN. Unless otherwise expressly stated, all prices are exclusive of VAT. The participation fee shall be paid in advance. If the price has been specified in SEK and BUSINESS SWEDEN has to pay certain costs in local currency, the price shall at the time of payment be adjusted if the exchange rate has changed by more than 5% between the date of the invitation and the date of invoicing.

In the event of fewer companies signing up for the activity than required in the invitation, the participating companies undertake to pay an increase not exceeding 10% of the participation fee.

The term of payment is 30 days from the invoice date. In the event of late payment, penalty interest is payable at the current Swedish reference rate ("referensränta") plus eight (8) percentage points. Any costs for collection or other measures to obtain payment will be charged to the company.

3. BUSINESS SWEDEN's undertakings

BUSINESS SWEDEN's undertakings are limited to what is stated in the invitation and the present conditions. Payments for services that BUSINESS SWEDEN has undertaken to perform by written agreement, over and above what is included in the activity, shall be made as they fall due after invoicing.

BUSINESS SWEDEN is entitled to depart from the method specified in the invitation of performing the activity if its performance requires this.

4. Cancellation etc

Registration is binding. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date BUSINESS SWEDEN has received and confirmed the company's binding reservation.

5. Force majeure etc

BUSINESS SWEDEN may cancel the activity or postpone carrying it out for a reasonable period if any obstacle to or unreasonable increase in the cost of carrying it out arises or if carrying it out would jeopardise the safety of persons or property affected by the activity, due to an event or circumstance outside BUSINESS SWEDEN's reasonable control (force majeure). Such events or circumstances include acts of violence or a risk of acts of violence of all kinds (including war, hostilities, acts of sabotage etc.), natural phenomena (earthquakes, hurricanes, floods etc.), sudden events which cause injury or damage (fires, explosions etc.), labour conflicts (strike, lockout, blockade, working to rule etc.), events and interventions of an official nature (changes in the law, new legislation, a change in the exchange rate), and other unforeseen events or unforeseen consequences of foreseeable events such as lack of transport, a shortage of skilled workers, power cuts etc.

BUSINESS SWEDEN shall inform the participating companies in an appropriate manner as soon as possible after force majeure is deemed to exist.

In addition to what is stated in the first paragraph of this section, the effect of invoking force majeure is that BUSINESS SWEDEN will be absolved from economic consequences, including damages for delay in carrying out the activity or for the activity not being carried out at all or not being carried out as agreed.

6. Disputes etc

These general conditions shall be governed by and are construed in accordance with Swedish law. Any dispute in connection with these general conditions shall be finally settled by arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce.