

SWEDEN 瑞典 EXPO 2010
SPIRIT OF INNOVATION 创意之光

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创意之光

瑞典的创新思维方式和探索精神使瑞典成为了全球最具创意的国家之一。在2010年上海世博会上，瑞典将盛意邀请中国参观者领略其最佳的创意作品和创意者。

瑞典的创意之光始于孩童时期，学校通过各种活动帮助孩子们发展创意性思维和行为。瑞典文化非常注重团队精神、协作精神及对个人的尊重。瑞典对企业家的重视为成功企业的发展和成长提供了一个极具活力的平台。“创意之光”是世博会瑞典馆的主题。创新的思路和创意的才能是瑞典在众多领域都处于世界先进水平的主要原因。瑞典是全球最具创意的国家之一。许多著名的瑞典工业企业已在中国经营了数年，中国电台里也经常播放瑞典音乐，瑞典汽车、服装和家居更是为中国消费者所津津乐道。我们的环境研究正帮助全世界创造更加清洁的城市。而这些仅仅是其中的冰山一角。

SPIRIT OF INNOVATION

Creative Swedish minds and an adventurous spirit have helped make Sweden one of the world's most innovative nations. In 2010, Sweden will invite Chinese visitors to view its best innovations and innovators.

The Swedish *Spirit of Innovation* starts in childhood, when children are inspired to think and act in their own creative way. Teamwork, collaboration and respect for every individual are deeply engrained in Swedish culture. A national flair for entrepreneurship creates a dynamic platform for successful businesses to develop and grow.

The *Spirit of Innovation* is the theme for Sweden's participation in Expo 2010. Imaginative thinking and a talent for innovation have made Sweden a world leader in many areas. Sweden is ranked as one of the world's most innovative nations. Well-known Swedish industrial corporations have been present in China for many years. Swedish music is played on Chinese radio stations and Chinese people buy Swedish cars, clothes and furniture. Our environmental research is helping to create cleaner cities. These are just some of many examples.

哈玛必湖区——斯德哥尔摩市内的生态城区
Hammarby Sjöstad – an eco-friendly part of Stockholm



2010 年上海世博会瑞典馆

在2010年世博会上，瑞典将展示为创建美好城市和日常生活而提出的各种智能解决方案。受世博会主题“城市，让生活更美好”的感染，瑞典政府和业界联合各公共和私有部门，共同为瑞典参与本次世博会做出了成效卓著的努力。

创意之光体现了中国和瑞典所共同面对的各种机遇和挑战。在2010年世博会上，瑞典将展示可持续再生和发展的各种解决方案。通过与值得信赖的商业和社会合作伙伴的紧密联系，我们将能满足全球的需要，将可持续发展变成现实。瑞典的参展将提供一个中瑞对话和会晤的平台，延续始于一个世纪前的双边关系。瑞典的参展获得了来自政府、商界、各地区、组织、学校和艺术界的大力支持，他们都对巩固和发展中瑞关系表现出了无限的热情和支持。只有合作才能达到最高创意水平。欢迎来到瑞典馆！

SWEDEN AT EXPO 2010 IN SHANGHAI

At Expo 2010, Sweden will showcase smart solutions for better cities and everyday life. China's Expo theme – Better City, Better Life – has inspired a comprehensive effort by Swedish government and industry that unites public and private sector players in fruitful collaboration.

The *Spirit of Innovation* reflects opportunities and challenges relevant to China and Sweden alike. At Expo 2010, Sweden will offer solutions for sustainable renewal and growth. Working with trusted partners in business and society, we can meet global demands and make sustainable development a reality. Sweden's participation will provide a forum for dialogue, meetings and continued relationships that began centuries ago.

This national venture enjoys strong support from government, business, regions, organizations, universities and the arts – all keen to be involved and help strengthen Sino-Swedish relations. Innovation is best when working together. Welcome to the Swedish pavilion!

Annika Rembe, Commissioner General



2010年上海世博会中国馆
Chinese pavilion at World Expo 2010 in Shanghai

上海将主办迄今为止规模最大的世博会——2010年世博会

诞生于1851年的世界博览会至今仍是人们进行交流、技术沟通和理念共享的前瞻性平台。在如今的现代化社会中，人们不断追求着更优质的城市生活以及可持续性城市发展战略。上海世博会的主题——“城市，让生活更美好”，概括了我们所共同面对的迫切挑战。本次世博会将有200多个展馆，7000万人次的参观者，其中95%为中国参观者。

SHANGHAI WILL HOST THE LARGEST -EVER WORLD EXPO IN 2010

Dating back to 1851, the World Expos still serve as forward-looking meeting places for people, technology and ideas. In our modern world, people strive for better urban lives and for strategies towards sustainable urban development. The Shanghai Expo theme of *Better City, Better Life* encapsulates the pressing challenges that we share. The event will host more than 200 pavilions and 70 million visitors, 95 percent of them Chinese.



2010年上海世博会瑞典参展组委会指定合作伙伴
Official partners to the Swedish Committee for Expo 2010 in Shanghai



REGERINGSKANSLIET

Government Offices
of Sweden



荣誉赞助商

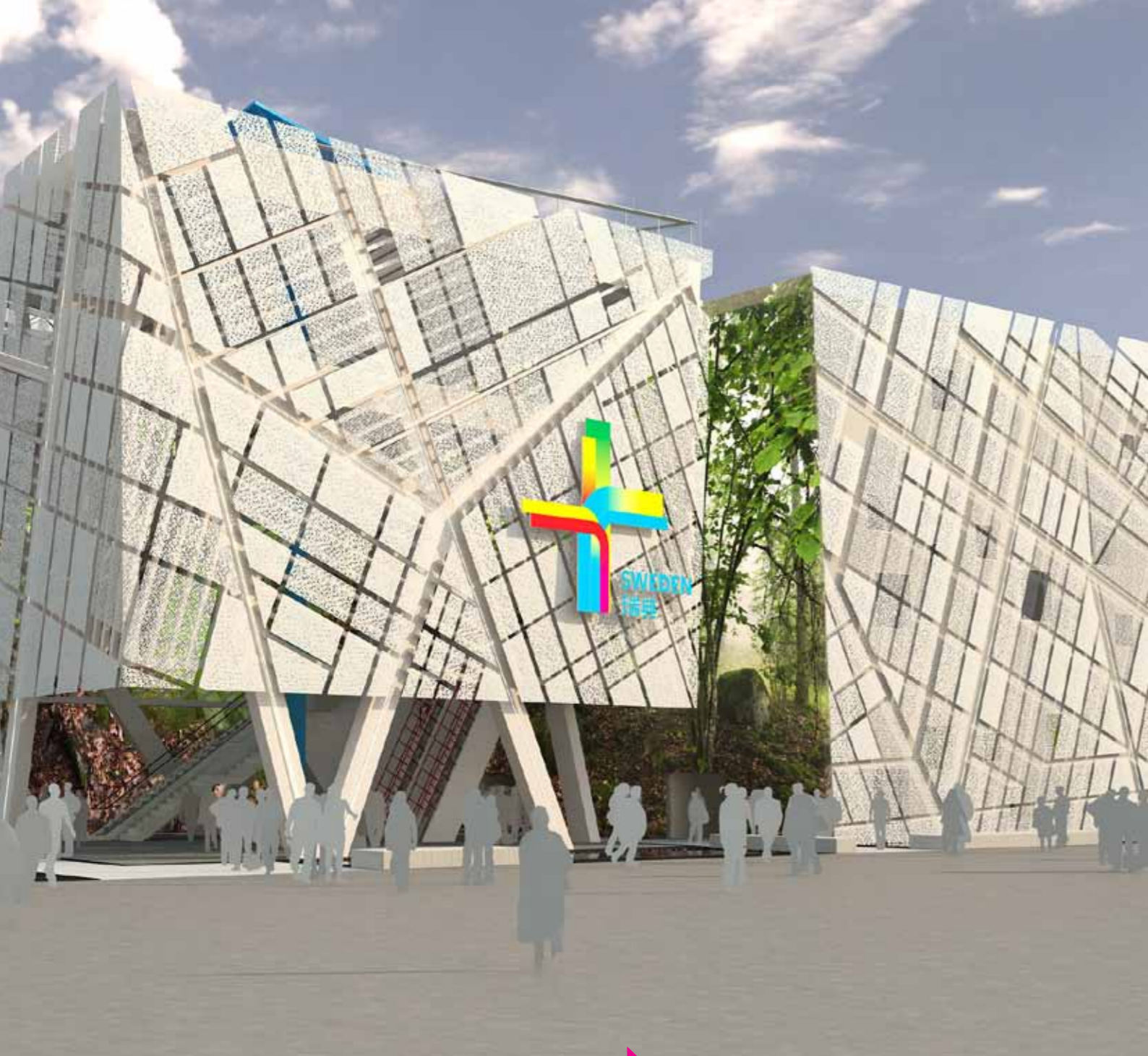
2010年世博会的瑞典参展工作是一次瑞典政府和商界的真正联手。瑞典参展2010年世博会获得了来自瑞典政府、商界、地区机构、组织、大学院校和艺术界的大力支持，他们都对巩固和发展中瑞关系表现出了无限的热情和支持。瑞典参加世博会为发展经济、创建可持续社会，构建了增进彼此了解、共享理念的平台。

PROUD PARTNERS

Sweden's participation at Expo 2010 is a truly joint partnership between the Swedish government and the business community.

Sweden's involvement in Expo 2010 enjoys strong public support from the government, business, regions, organizations, universities and the arts. It reflects a desire to develop and strengthen Sino-Swedish relations.

Sweden's participation creates a platform for mutual understanding and sharing ideas to promote business and a sustainable society.



为可持续社会而建的展馆

实现可持续社会的跨越式发展，需要创意解决方案，使城市、自然和人类能够同步成长。瑞典馆的设计以这三方关系为基础。象征城市的展馆外墙由穿孔金属板构成，其布局模拟了斯德哥尔摩市中心的街道规划方案。展馆内墙的装饰取自瑞典的自然风光，以及我们所共同拥有的自然环境。瑞典馆的结构设计体现了可持续性的主题，展馆在世博会结束后可被移动并再利用。从踏进展馆的那一刻起，直到满载创意体验离开展馆，参观者都将感受到全面综合的设计理念为展馆营造的温馨舒适的氛围。

PAVILION FOR A SUSTAINABLE SOCIETY

Making the leap to a sustainable society demands creativity in developing innovative solutions that enable city, nature and man to grow together.

The Swedish pavilion design is founded on this three-way relationship. Symbolizing the city, the pavilion façade is of perforated metal and patterned to resemble the street plan of downtown Stockholm. The inner walls are decorated with scenes from Sweden's nature and the environment that we all share.

The pavilion structure has been designed with sustainability in mind and can be moved and reused. The architecture reflects a holistic approach aimed at making visitors feel welcome from the moment they join the queue to when they leave, full of positive impressions and feelings.

由瑞典Sweco公司设计的2010年上海世博会瑞典馆效果图 摄影师：Mattias Klum
Swedish pavilion at world Expo 2010, designed by Sweco with inner façade pictures by Mattias Klum



博纳—2010年世博会指定赞助商

博纳于1919年在瑞典马尔默成立。博纳是世界领先的实木地板整体解决方案-产品和技术的制造商及研发者。博纳始终追求创新、环保，并经过长期坚持不懈地努力，使其产品性能独特、环保、高效。现在，我们能够提供品种齐全、健康环保的从木地板粘帖、打磨、底漆、面漆以及全套的木地板保养产品，使您的木质地板历久常新！我们对此深感自豪。此外，我们还通过遍及50多个国家的子公司和经销商为世界顶级的国际地板制造商提供UV涂料，并为其提供终身支持，使木地板在其使用寿命期间一直保持完美外观。

今天，博纳的产品已经被广泛应用于中国的各高端项目中。在北京奥运会期间，很多体育地板采用博纳专业的体育系列产品进行维护。我们通过设立在新加坡的子公司、多家经销商和新近开设的“博纳贸易（上海）有限公司”为亚太地区提供服务。我们设立在大连的UV漆工厂为该地区的预涂漆木地板生产商提供服务。2010年，博纳筹备已久的中国培训中心即将开业，培训中心将向中国的工程人员提供“从木地板安装到使用维护”方面的培训及技术支持。

BONA - OFFICIAL SPONSOR OF EXPO 2010

Established in Malmö, Sweden in 1919, Bona is a world leading manufacturer of unique and innovative systems for treatment of wooden floors. Through our long commitment and constant search for innovation we are proud to be able to offer a full range of environmentally sound products for sanding, finishing, fastening and maintaining a wooden floor. We supply UV-coatings to leading international floor producers and through our network of subsidiaries and distributors in more than 50 countries we are able to offer Lifetime Support to maintain a perfect floor throughout its lifetime.

Today Bona's products are often used at high end projects in China. Several sports floors have been treated with Bona's products for wooden floors, many of which were used during the Olympic Games in Beijing. We serve the Asia Pacific region through our subsidiary in Singapore, distributors and our newly opened Bona Shanghai Trading company. Our plant for UV-finishes in Dalian serve pre-finished parquet producers in the region. In 2010 Bona is opening the first training school of its kind to educate Chinese flooring contractors how to renovate wooden floors.

Bona[®]

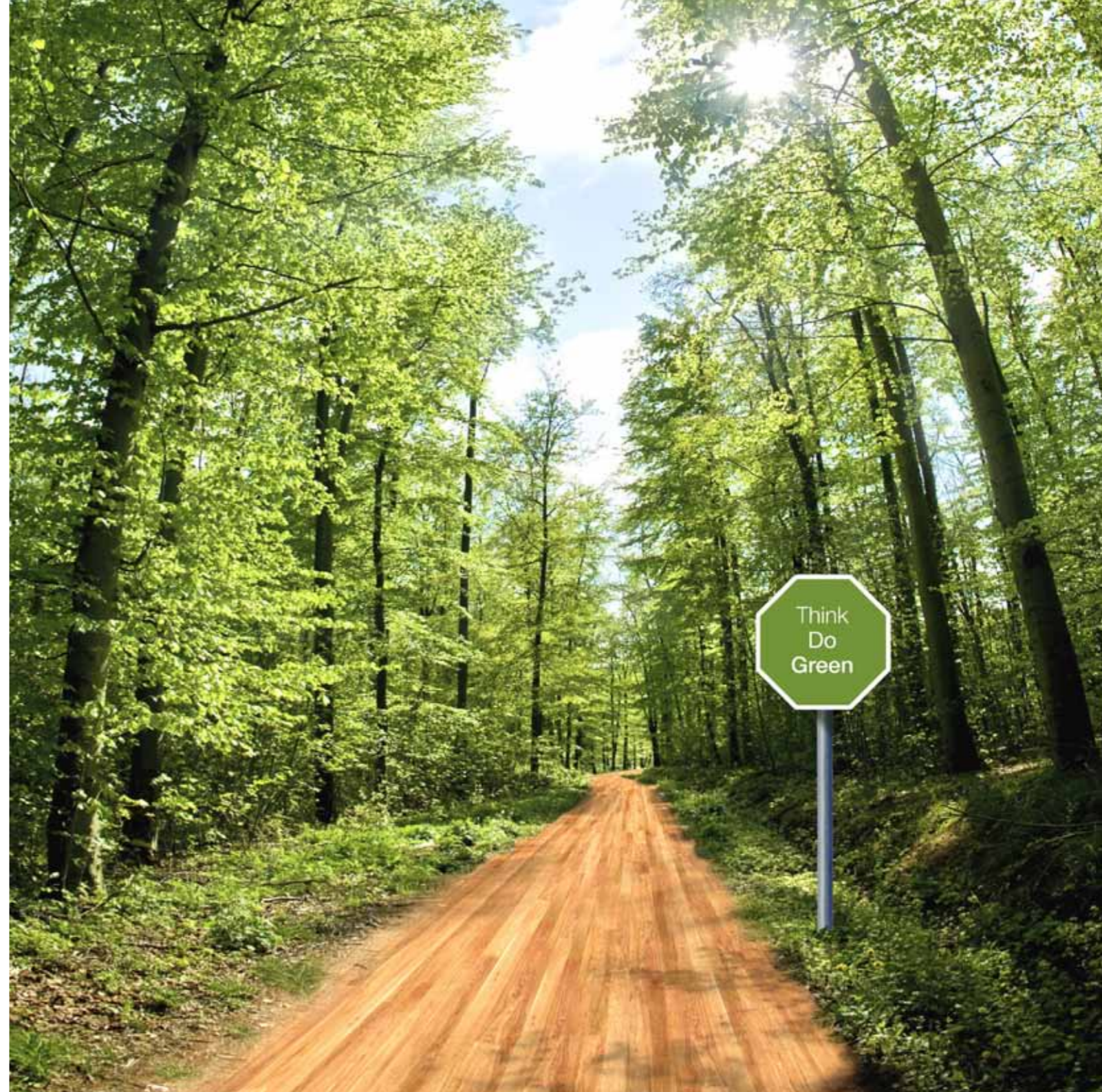
博纳—可持续发展之路

博纳始终肩负着对全球环境保护的责任感。我们采用突破创新、科学系统的方法，更好地为全球环境的可持续性发展做出贡献！我们秉承长期、可持续性发展的理念，始终关注并研究木地板的性能、施工环境的健康控制以及室内外的环境质量，从而对产品进行不断的创新和完善。从20世纪70年代的“水性漆”到21世纪的“无尘打磨”，我们取得了众多革命性的突破。在产品开发方面，我们始终关注安全、健康和环境问题，我们不断制定新目标，推进我们的环保工作。最近，博纳在欧盟逐步淘汰了溶剂型漆、地板胶和溶剂型地板护理产品，这成为我们最新的环保事迹和成就！

BONA - ON TRACK FOR SUSTAINABILITY

Bona acts with global responsibility. Our innovative and systematic approach enables us to make our contribution to a sustainable global environment. We always innovate with a longer, sustainable perspective in mind considering the floor, the craftsman and the outside environment. This has led to breakthrough innovations from waterborne finishes in the 1970s to dust-free sanding in the 2000s. In our product development we always consider safety, health and the environment. We continue to set new goals to drive our environmental work. One recent achievement is phasing out solvent-based finishes, adhesives and floor care products in the EU.

Bona[®]





商业、科学、文化和社会活动

通过我们长期不懈的努力和我们始终坚持的创新精神，我们为专业人士及最终用户提供历久常新的木地板系统及可持续的人性化服务，这使得博纳成为您终身、甚至是几代人的选择！通过博纳种类多样的产品系统，我们向您提供高性能、绿色环保且产品齐全的一系列产品、技术和服。这涵盖了实木地板从基层地面准备、地板黏贴、地板打磨、染色上漆、保养护理 - 实木地板整个生命周期的所有环节，并保证在实木地板的各个层面上都与其他产品兼容。

BONA SYSTEM

Through our long commitment and constant search for innovation we are able to offer lasting, sustainable results for professionals and floor owners. With Bona you can expect a choice that lasts for generations. We offer a full range of high performing, environmentally sound products through the Bona System. This covers everything the wooden floor needs throughout its lifetime be it sanding, finishing, fastening and maintaining a wooden floor.

With the Bona System we guarantee compatibility on every level.

Bona®





瑞典——长袜子皮皮和诺贝尔奖的故乡

瑞典是一个拥有众多著名品牌和无数跨国企业的小国家。一个以国王为国家元首的拥有悠久民主传统的国家。一个提供带薪产假且半数国会议员为女性的国家。一个拥有全球最苛刻的道路安全标准、最多人均合唱团数量的国家，同时也是吸引大量游客的太空中心所在地。超过550家瑞典公司在中国开展业务，其中以产品开发和生产型企业为主。瑞典历来重视与外界的贸易交流，以拓展自身的视角。抱着与维京时期以及瑞典东印度公司相同的冒险精神，我们来到了2010年上海世博会。从长袜子皮皮到诺贝尔奖，好奇心和探索周围世界的欲望正是我们瑞典人的真实写照。欢迎来到瑞典馆！

SWEDEN –THE COUNTRY OF PIPPI LONGSTOCKING AND THE NOBEL PRIZE

Sweden is a small country with well-known brands and numerous multinational corporations. A nation that combines a long democratic tradition with a king as head of state. A state that offers paid paternity leave and where half of all parliamentarians are women. A place with the world's toughest road safety regulations, more choirs per capita than anywhere else and a space center for tourism.

More than 550 Swedish companies are established in China, many with production and research and development facilities. Sweden has a rich tradition of going abroad for trade and to broaden its horizons. For Expo 2010 we are going to China with a sense of adventure that dates back to the Viking age and the era of the Swedish East India Company.

Curiosity and a desire to explore the world around us are at the heart of who we are – from Pippi Longstocking to Nobel.

Welcome to the Swedish pavilion!

瑞典开满蒲公英的草坪
Swedish meadow with dandelions

OFFICIAL PARTNERS

ABB, Absolut, Alfa Laval, Astra Zeneca, Atlas Copco, Business Region Göteborg, Envac, Ericsson, Fagerhults Lighting, IKEA, Investor, City of Malmö, Munters, Region Skåne, Region Småland-Blekinge, Sandvik, SCA, SEB, SKF, SSAB, Skogsindustrierna, City of Stockholm, Trelleborg, AB Volvo

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组织机构

2010年上海世博会的瑞典参展组委会是隶属于瑞典外交部的政府机构。组委会作为决策机构，负责瑞典参加本次世博会的所有工作。组委会由一名主席和六名委员组成。这六名委员中，三位代表瑞典政府，三位代表瑞典商界。组委会在斯德哥尔摩和上海设有办事处。瑞典希望通过参加2010年世博会提升其全球形象，促进瑞典商界的竞争力，并巩固瑞典对旅游和投资的吸引力。

THE ORGANIZATION

The Swedish Committee for Expo 2010 in Shanghai is a government agency under the Ministry of Foreign Affairs and responsible for Sweden's World Expo participation. It has a chairman and six members, of whom three representing the government and three from Swedish business. The Committee has offices in Stockholm and Shanghai. By taking part in World Expo 2010 Sweden aims to strengthen its image abroad, promote the competitiveness of Swedish business and reinforce Sweden's attractiveness for tourism and investment.

OFFICIAL ORGANISATIONS

Consulate Generals Shanghai, Hong Kong, Embassy of Sweden, Beijing, Government Offices of Sweden, Invest in Sweden Agency, National Public Art Council, Royal Swedish Academy of Engineering Sciences, Sweden China Trade Council, Swedish Arts Council, Swedish Chamber of Commerce in China, Swedish Energy Agency, Swedish Institute, Swedish Trade Council, The Swedish Agency for Growth Policy Analysis, The Swedish Governmental Agency for Innovation Systems, Visit Sweden

OFFICIAL SUPPLIERS

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