



November 12

Business Sweden – The Swedish Tech Hour	09:00 – 11:00
Sweden's tech ecosystem shines as Europe's unicorn factory per capita with a unique combination of progressive digital infrastructure, strong engineering talent, and a culture that emphasizes collaborative innovation and sustainability. Come and meet us to learn more about the opportunities in Sweden, specifically with focus tech ecosystems.	
Invest in Skåne Swedish Tech Hour: Sweden's Sweetspot Skåne	11:00 – 12:00
Skåne is a hotbed of innovation. Learn how you can be a part of our movement towards sustainability, circularity, and tech innovation for the future.	
Inauguration of The Swedish Booth with the Embassy of Sweden in Portugal	12:00 – 13:00
Interested in Sweden's innovation and startup scene? Want to explore job opportunities? Join us at The Swedish Booth to network with innovators, companies, and key stakeholders while enjoying traditional Swedish fika.	
ESSITY – Discover Essity, Sweden's Global Leader in Hygiene and Health	13:00 – 16:00
Explore how we innovate sustainably, highlighting our net zero efforts and sustainability achievements. Learn about our journey in Portugal and the diverse and inclusive environment we foster, from gender balance to supporting our multi-national workforce. Join us as we share these stories through engaging presentations from our IT, HR, and Management teams.	
IKEA – IKEA's Omni-development	16:00 – 17:00
Explore how IKEA blends online and in-store experiences to create a smooth omnichannel customer-journey. Come chat with IKEA to discover their innovative approach to modern retail through digital transformation.	



Join Sweden!



November 13

Swedish Institute – Join Sweden and shape the future	09:00 – 11:00
Lead in the green transition, strong-life balance, innovations is highly valued, equality is key and nature on your doorstep. Making it happen. We stretch the boundaries of the possible. Meet the Swedish Institute to learn more about "Why Sweden?".	
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Business Region Göteborg Swedish Tech Hour: Focus Gothenburg	12:00 – 13:00
A Hotspot for Innovation, Master of Collaboration and a Frontrunner in Sustainability. We would love to have a conversation about how you and your company can benefit from the thriving Tech eco-system in Gothenburg. A warm welcome!	
Foxway – A Leader in Circular Tech	13:00 – 15:00
Stefan Nilsson, Founder of Foxway and Chief Sustainability Officer invites you to 4 Sustainability Talks: 13:00 Sustainability and Ethics in the AI industry - Are we doing good or just increasing the pace of planetary collapse? 13:30 Circular Tech and how to reduce the negative impact from the tech industry. Can we reach longer than greed and greenwashing? 14:00 The Value Chain and Supply Chain of Tech. Facing the real truth. What can be done and is it possible to change? 14:30 Join our "Authentically Sustainable" network in the Tech industry. Sign up for the transparent knowledge sharing alliance between planetary advocates in the AI and Tech industry.	
Kundprospekt – Sales Engine for Hubspot	15:00 – 16:00
Mingle with Swedish startup Kundprospekt and learn about their smart prospecting tool for you to find customers and close deals now.	
IKEA – IKEA's Omni-development	16:00 – 17:00
Explore how IKEA blends online and in-store experiences to create a smooth omnichannel customer-journey. Come chat with IKEA to discover their innovative approach to modern retail through digital transformation.	



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November 14

QueensLab – Navigating the Future of Tech	09:00 – 11:00
Come and meet the co-founders Stefan & Marcus of the successful and visionary Gasell & Tech company QueensLab.	
The Lantern – Illuminating Data for Fintech	11:00 – 12:00
Do not miss the opportunity to follow the next big thing in Scandinavian FinTech. Meet the Lantern, where financial data comes to life.	
Mingle with The Swedish Booth	12:00 – 14:00
Join us at the Swedish Booth to connect with Swedish stakeholders in Portugal! Don't miss out on authentic Swedish fika – a cozy break with pastries and conversation. Stop by and experience the perfect blend of business and culture.	
Pihr – Stay Ahead of the EU Pay Transparency Directive: How Prepared Are You?	14:00 – 15:00
Swedish SaaS company Pihr offers a leading tool to help companies comply with the EU Pay Transparency Directive. In collaboration with local law firm Macedo Vitorino, Pihr is here to guide you on your path toward compliance and offers you access to a free readiness report.	
Proxify – Connecting Innovative Businesses With the World's Top Tech Talent	15:00 – 16:00
Meet the minds behind Proxify. Mingle with other tech leaders and founders to get insights on how to maximize developers' productivity.	



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