



SWEDISH PAVILION AT EXPOMEDICAL 2009 IN BUENOS AIRES

- The largest healthcare event in the Spanish-speaking world

Proposal for participation

Proposal # 55509015
Swedish Trade Council in Argentina



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BACKGROUND TO THE SWEDISH PAVILION INITIATIVE

- The Healthcare industry in Argentina has been **growing strongly since 2002**, with total health expenditure now reaching **21 billion USD/year**. There is an important growth in the number of premium beds and expansion and modernization of facilities are taking place, mainly in the private sector. Over 2,000 companies sell medical products in Argentina, of which as much as **75 percent are importers**.
- **ExpoMedical 2009** - held in Buenos Aires on the **10th to 12th of September** - is the largest multi-sector healthcare event in the Spanish-speaking world.
- ExpoMedical presents an opportunity for Swedish companies to show their portfolio of products and services for the healthcare sector to **Argentine and South American decision-makers** who attend ExpoMedical in search of new products and services.
- The presence of associations is also an important aspect of ExpoMedical. They often choose this event to present their current projects and give conferences on rules and regulations. They are **valuable contacts** for Swedish companies entering the market.
- In order to support, facilitate and **increase the impact of participation** for Swedish companies, the STC in Argentina in cooperation with the Swedish embassy will arrange a Swedish pavilion at ExpoMedical 2009.
- The Swedish pavilion will be used as a base to provide Swedish companies with the opportunity to **cost-effectively target customers** in Argentina and South America.
- This document is a proposal for participation in the Swedish pavilion at ExpoMedical 2009.



THE SWEDISH PAVILION ENABLES SWEDISH COMPANIES TO EXPAND BUSINESS IN ARGENTINA AND SOUTH AMERICA

By participating with the Swedish Pavilion at ExpoMedical 2009 the STC has the objective to provide Swedish companies with:

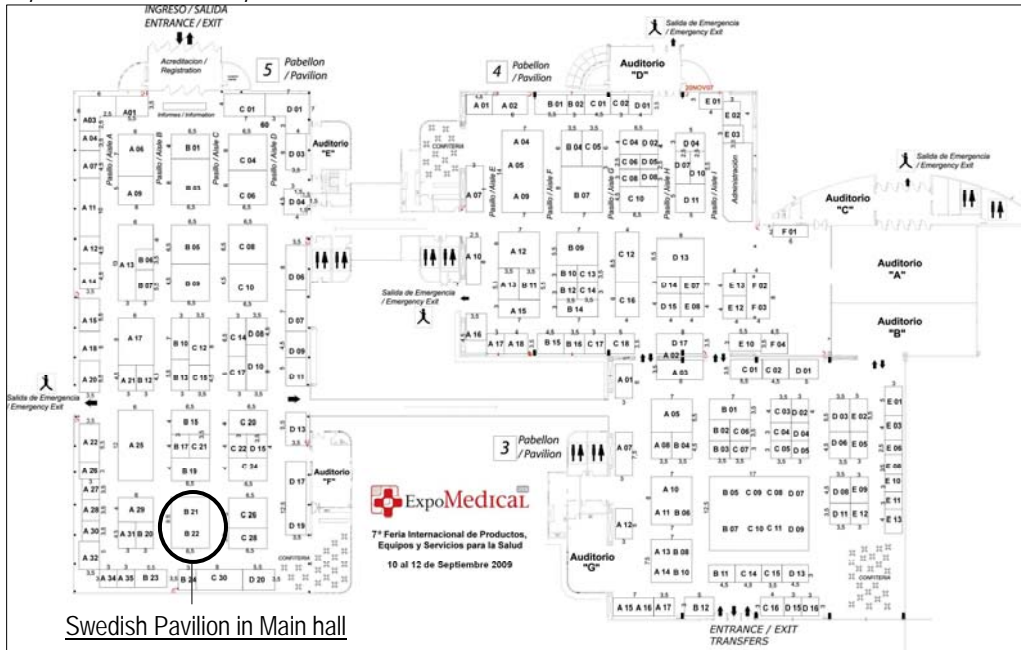
- ① Exposure to the market and generation of **business opportunities**.
Direct contact with purchasers of health care equipment and services in Argentina and South America
- ② **Key contacts** for future activities in Argentina.
For example: ANMAT (National Administration of Drugs, Food and Medical Technology) and AMA (Argentine Medical Association)
- ③ Access to **important clients** and industry players during inaugural event.
High profile event hosted by the Swedish Embassy
- ④ A time and **cost-efficient turn-key solution** in the stand.
The STC and handles practicalities and supports during the event

Participation is valuable for providers of hospital and laboratory equipment, medical technology and consumer goods as well as information technology for the healthcare sector.

THE SWEDISH PAVILION DESIGNED TO GENERATE A LARGE IMPACT

- Range of activities and meetings will be held in the stand

ExpoMedical 2009 Floor plan



The Swedish Pavilion



Illustrative

Strategic location

- High level of exposure at the fair
- Location facilitates good flow of visitors
- Activities to attract visitors to stand:
 - Inaugural cocktail / Press conference / Company presentations
- Possibility to arrange company events in the Swedish Pavilion
- Possibility to hold business meetings

Attractive design

- Stand for 7 - 10 Swedish companies
- Company space: 5 m²/company
- Joint meeting room
- Ample lounge and bar area
- Information material presenting Sweden as leader within the Healthcare Sector

TENTATIVE PAVILION PROGRAM OF EXPOMEDICAL 2009

- Three intensive days of business in Argentina

9th of September Kick Off	10th of September Inauguration	11th of September Trade Fair	12th of September Closing
<p>Morning</p> <ul style="list-style-type: none"> - Arrivals - Final preparations 	<p>Morning</p> <p>Final preparations of the Swedish pavilion</p>	<p>10:30</p> <p><i>VIP Cocktail Event Hosted by the Swedish embassy</i></p>	<p>08:00</p> <p>Study visit</p>
<p>14:30</p> <p>Kick off meeting:</p> <ul style="list-style-type: none"> - Introduction - Overview - Preparations <p>Afternoon</p> <p>Visit to the Swedish Pavilion</p>	<p>13:00 – 21:00</p> <p>ExpoMedical 2009</p> <ul style="list-style-type: none"> - Press conference in Swedish Pavilion - Company presentation - ExpoMedical inauguration cocktail (18:30) 	<p>13:00 – 21:00</p> <p>ExpoMedical open</p> <ul style="list-style-type: none"> - Company presentations - Sweden seminar 	<p>11:00 – 19:00</p> <p>ExpoMedical open</p> <ul style="list-style-type: none"> - Company presentations - Summary meeting
<p>21:00</p> <p>Inaugural dinner</p>	<p>Evening</p> <p>Free time <i>Activities arranged upon req.</i></p>	<p>Evening</p> <p>Free time <i>Activities arranged upon req.</i></p>	<p>Evening</p> <p>Closing dinner</p>
PREPARATIONS		EXPOMEDICAL 2009	

MANY FOREIGN EXHIBITORS AT EXPOMEDICAL

- High presence from European and US companies within the healthcare industry

THE FACTS

- 200 Exhibitors
- 20 countries
- 14 000 visitors during three days
- 55 seminars and conferences
- 11 500 m2 of exhibition space

PRODUCT AREAS

- Medical technology
- Hospital equipment, supplies and disposables
- Medical consumer goods
- Diagnostic and laboratory equipment
- Orhtopedics

WHO EXHIBITS?

- 50 participants from 20 countries outside Argentina
- Global players, e.g. Dräger Medical, Philips, Maquet, Getinge, Hill Rom, Acto GMBH, Stryker and others
- Germany, South Africa and US with national pavilions.

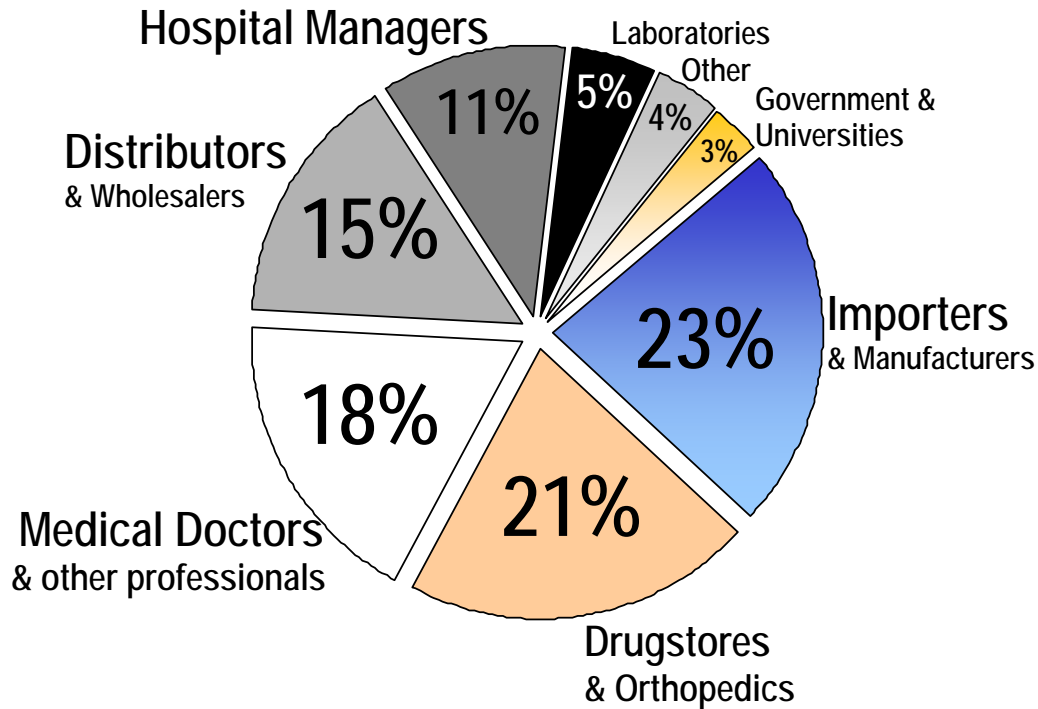


86 % of the companies expected to close deals during the event in 2008

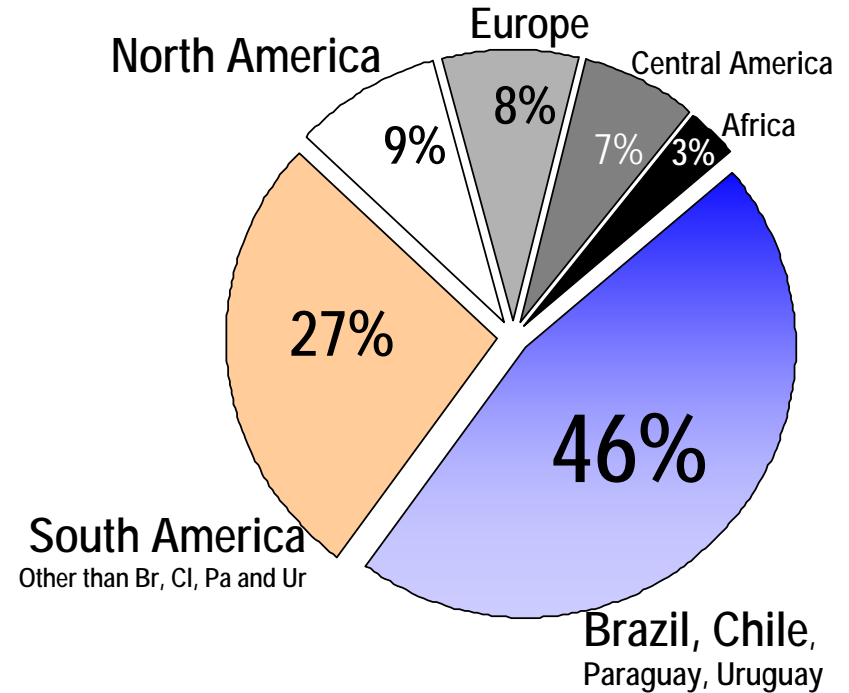
BUYERS FROM ACROSS SOUTH AMERICA VISIT EXPOMEDICAL

- ExpoMedical 2008 had over 14 000 visitors during the three days

Visitors by category (ExpoMedical 2008)



Attendance by origin (ExpoMedical 2008)



80% of visitors to ExpoMedical are in a position to make purchasing decisions.

THE PARTICIPATION FEE INCLUDES A COMPLETE TRADE FAIR PACKAGE

- Conceptual Swedish profile with good possibilities for each company to clearly profile itself

STAND

- ▶ Individual company stand (approx 5 m2)
(in the Swedish Pavilion for 2 company representatives)
- ▶ Design building of the stand
- ▶ Complete stand equipment
(as in floor, walls, tables, chairs, plants, lighting, electricity etc)
- ▶ Access to the common areas of the pavilion
(the bar, lounge and meeting rooms for you and your guests)
- ▶ Wireless Internet in the stand
- ▶ 15 guest passes to ExpoMedical *(for your contacts/potential clients)*
- ▶ 2 Exhibitor passes *(for your company representatives in the pavilion)*
- ▶ Common multimedia equipment in the stand *(LCD, Sound system)*
- ▶ Sound equipment *(for company presentations etc)*
- ▶ Welcome pack *(incl .an overview of the Argentine health care sector)*
- ▶ Continuous support from personnel from the STC and Embassy

EVENTS

- ▶ One 20 min presentation (or similar event) in the Swedish Pavilion
- ▶ Invitations for 15 guests to VIP Event
(Hosted by the Swedish Embassy)
- ▶ All activities included in the "Pavilion program"
Study visits to major hospital in Buenos Aires
- ▶ Discounted prices at hotels in Buenos Aires
- ▶ Participation in the Press Conference
Organized by the Swedish Embassy

MARKETING

- ▶ One full page in the official Swedish Pavilion catalogue (in Spanish)
- ▶ Company presentation in the ExpoMedical catalogue *(contact + product info)*
- ▶ Description of your company in the article on Swedish leadership in the Healthcare sector in "Temas Hospitalarios" Magazine distributed to 4 500 decision-makers in the health care sector
- ▶ Your logotype in the advertisement for the pavilion in "Temas Hospitalarios"
- ▶ Your company logo and description in the special invitation to the Swedish Pavilion sent out to 2 000 health-care decision makers prior to ExpoMedical
- ▶ Company description in the press release sent out by the Swedish Embassy



ACCEPTANCE OF PROPOSAL NO. PROPOSAL #55509015

The project is described in proposal "SWEDISH PAVILION AT EXPOMEDICAL2009 IN BUENOS AIRES"
This proposal is valid until May 15, 2009.

PROFESSIONAL FEES:

- | | |
|--|------------|
| <input type="checkbox"/> One company place in the Swedish pavilion | 48 000 SEK |
| <input type="checkbox"/> Discounted company-specific advertisement (0,5 page) in <i>Temas Hospitalarios</i> Magazine | 3 500 SEK |
| <input type="checkbox"/> Extra company representative | 2 000 SEK |

Conditions of payment:

- 50% of the set-up fee will be invoiced upon acceptance and the remaining 50% in September 2009.
- Invoicing will be done in SEK, based on the official exchange rate applied on the invoice date. Terms are 20 days after the date of invoicing. VAT will be added when applicable.
- An additional charge equal to 10% of professional fees will be added to offset operational expenses.
- Costs to other parties than the Swedish Trade Council are not included in the professional fee.
- Not included: Travel and hotel costs, Exhibitors passes other than the ones included in the offer, Company specific information material, Transport, insurance and storage of information exhibition material, Lunches/Dinners (food and beverages) unless specified, Local travel (in Buenos Aires) that is not with the group, Translation services and equipment
- The Swedish Trade Council's General Conditions for Assignments (last revised September 29, 2006) govern the performance of this project.

Accepted by:

(signature)

(date)

(please print)

(company)

(invoice address)

Please fax signed copy of this sheet to:
Fredrik Udd, Trade Commissioner
Swedish Trade Council Argentina
Fax: +54 11 5093 0090

SWEDISH TRADE COUNCIL

General Conditions for Assignments, September 29, 2006

1. Applicability of Terms

The following General Conditions of Assignments ("Terms") are applicable to all assignments that the Swedish Trade Council, including any of its foreign branch offices and owned privately held companies (jointly hereinafter referred to as "STC"), undertake on behalf of a client. These Terms may not be modified in any respect by any verbal statement, representation, or agreement made by any employee, officer, or representative of STC, or by any written document unless it is signed by a duly authorized officer of STC and the client.

2. Contracts for Assignments

Assignment shall be in writing and be based on a written proposal by STC to the client (the "Proposal"). Such Proposal must be signed and dated by a duly authorized representative of STC and shall be valid for one (1) calendar month, unless otherwise specifically stated in writing in the Proposal. A contract shall be established and become binding upon STC and a client upon acceptance of such Proposal, evidenced by execution by a duly authorized officer of client and, if required by the terms of a specific Contract, the receipt by STC of payment from client of any required up-front fee ("Contract").

3. STC Project Teams

In the event a Contract by its terms assigns a STC project team for the fulfillment of any part or all of a Contract, STC expressly reserves the right to in its discretion at any time exchange a STC project team member. STC shall provide notice to a client of such change in a timely fashion taking into account the specific circumstances at the time and will make a reasonable effort to inform a client of any such anticipated change in advance.

To accomplish an assignment goal, STC may from time to time in its discretion engage external professional service providers, in which case STC agrees to inform the client of the identity of such external professional service provider(s) and the part of an agreed assignment under a Contract such external professional service provider is being utilized.

4. Referrals

It is understood that STC may from time to time outside the scope of a Contract assignment refer a client to other professional service providers. Although STC makes every effort to

refer clients only to external professional service providers known to perform quality services and in a professional manner, STC does not under any circumstances warrant or guarantee to a client the outcome or quality of such service provider's engagement. Such referral shall be made by STC as a courtesy and deemed as information provided for the benefit of the client only. The engagement of and all fees related to services rendered by such professional service provider shall be the client's sole responsibility.

5. Fees

Fees for assignments carried out by STC pursuant to a binding Contract shall be stated in SEK and shall be exclusive of VAT, out-of-pocket expenses or local public charges or taxes. Any local public charges, taxes or other out-of-pocket expenses necessary for the fulfillment of an assignment shall be the responsibility of the client.

6. Terms of Payment

Invoices for assignments shall be paid by client in full no later than twenty (20) days from the date of invoice. Unless otherwise specifically agreed in writing between STC and a client, invoicing and payment shall be in SEK.

In the event STC has incurred out-of-pocket expenses on behalf of a client in local currency, such expenses shall be charged to the client pursuant to the SEK currency exchange rate at the date of invoice. If the currency exchange rate has changed by more than 5% between the date of invoice and payment, STC reserves the right to adjust its charge to a client accordingly.

In the event of late payment penalty interest shall be due and payable to STC at the current Swedish reference rate ("referensränta") plus eight (8) percentage points. Any costs for collection or other measures to obtain payment are for the client account, including attorneys' fees.

STC reserves the right to at any time client is more than thirty (30) days past due in payment of an outstanding invoice, in addition to remedies provided elsewhere herein or in the Contract, temporarily suspend providing services under the Contract and until such time client has submitted payment in full, unless otherwise agreed in writing between the STC and the client.

7. Term and Early Termination of Contract

The term of an assignment shall be specified in the Contract.

STC is entitled to terminate a Contract with immediate effect if the client (i) is in breach of any of the material terms or conditions of the Contract and shall fail to cure such default within thirty (30) days after receipt of notice in writing from STC of the default complained of, giving reasonable particulars of such default and the intention of STC to terminate the Contract pursuant to this paragraph unless such default is cured; (ii) jeopardizes the purpose or carrying out of the assignment; (iii) is judicially declared bankrupt or insolvent by a court in the jurisdiction in which its principal office is located, makes an assignment for the benefit of, or enters into a compromise with its creditors, institutes bankruptcy or insolvency proceedings of any kind or proceedings for winding up its affairs or for the appointment of a receiver or similar official with respect to its assets, becomes a party to a dissolution proceeding; (iv) supplies incorrect or misleading information to STC; or (v) engages in activities that are illegal, fraudulent, or against public policy in Sweden or in any other country where services are to be delivered by STC pursuant to a Contract.

The client is entitled to terminate a Contract in progress at any time by providing thirty (30) days prior written notice to STC, unless otherwise agreed in writing between STC and the client, and by paying a cancellation fee equal to 25% of the agreed upon fee for the uncompleted portion of the Contract.

Termination of a Contract under the above paragraphs shall not affect the client's obligation to pay for services performed by STC up to the effective date of termination or expenses reasonably incurred by STC for which STC is entitled to reimbursement.

8. Obligations of the Parties

Client shall provide STC with accurate and sufficient information and resources necessary for STC to perform the duties called for by the Contract. Client shall dedicate at least one staff person to assist STC's personnel in coordinating STC's efforts under the Contract and as more specifically described in the specific Contract.

Such client staff person(s) shall be available throughout the term of the Contract and shall act as a central contact and liaison between STC's and client. STC shall perform the duties of the Contract in a professional and workmanlike manner and in compliance with applicable

local laws, rules and regulations.

THE FOREGOING OBLIGATIONS AND WARRANTIES ARE EXCLUSIVE AND IN LIEU OF ALL WARRANTIES OF QUALITY OF PERFORMANCE, SPECIFIC OUTCOME OF ASSIGNMENTS, WRITTEN, ORAL OR IMPLIED. ALL OTHER WARRANTIES, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, PERFORMANCE AND FITNESS OF SERVICES RENDERED FOR PARTICULAR PURPOSE ARE HEREBY DISCLAIMED.

9. Limitation of Remedies and Liability

STC's liability on a claim, whether in contract, negligence, tort, strict liability or otherwise, arising in whole or in part out of the Contract shall in no case exceed the lesser of the fees paid by the client to STC under the Contract or the fees paid to STC for the portion of Contract which give rise to the claim. These remedies shall be client's sole and exclusive remedy and in lieu of all other remedies available at law or in equity for any act performed, or allegedly not performed, in connection with the Contract, or for any breach of the Contract, whether brought under a theory of tort liability, contract liability or any other theory.

STC's liability with respect to the quality and conformity of services supplied to client shall be limited to the provision of the warranties set forth above. **IN NO EVENT SHALL STC BE LIABLE FOR SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER FOR BREACH OF WARRANTY OR CONTRACT, NEGLIGENCE OR OTHER TORT, STRICT LIABILITY OR OTHER THEORIES OF LAW.**

Without limiting the generality of the foregoing, STC shall under no circumstances have responsibility to compensate client for losses or costs to client stemming from inaccuracies or omissions in information provided by client to STC in connection with the performance of the contracted assignment.

10. Defense and Indemnification

Client shall indemnify, and at its sole expense, defend and hold STC and its employees or representatives harmless from and against any and all claims or suits by a third party against STC or any of its employees or representatives, or any liabilities or judgments based thereon (including, without limitation, attorneys' fees and other costs incurred in defending any action), arising from STC's performance under the terms of a Contract with client, including as a result of services provided by a STC employee, representative, independent contractor or professional service provider engaged by STC.

11. Hiring of STC Personnel

STC's personnel are trained and their expertise maintained at considerable cost to STC. STC accordingly requests that client not solicit STC's personnel for work directly for the client. In any event, client agrees that, without the prior written consent of STC, client shall not solicit or hire any current or former employee of STC, who has been engaged, or worked, directly or indirectly with the client as part of a Contract, until the expiration of six (6) months following the termination of the Contract (the "Minimum Period"). Client furthermore agrees to give STC not less than thirty (30) days prior written notice that client intends to hire any current or former STC personnel after the Minimum Period.

12. Force Majeure

STC shall be excused from performance of any of the duties of an Contract for any period and to the extent that STC is prevented from performing any services, in the whole or in part, as a result of delays caused by the client, and act of God, war, civil disturbance, court order, labor dispute, third party nonperformance, or other cause beyond STC's reasonable control or which STC could not reasonably anticipate and which unreasonably adds to the cost of carrying out the assignment. STC shall as soon as possible after the event constituting force majeure is considered to exist inform the client in an appropriate manner. Should the assignment be postponed for six (6) months or more the Contract shall be cancelled, unless otherwise agreed by the client and STC in writing. Should the assignment thus be cancelled, STC is entitled to payment for accrued costs on behalf of the client up until the date of cancellation.

13. Disputes

Contracts shall be governed by and construed in accordance with the laws of the Kingdom of Sweden. Disputes concerning the interpretation or application of contracted assignments and legal matters connected therewith shall be finally settled by arbitration in Stockholm, Sweden, in accordance with the rules of the Arbitration Institute of the Stockholm Chamber of Commerce. If in the case of dispute the value of what is claimed clearly does not exceed ten times the current base amount (under the Swedish National Insurance Act) at the time of instituting the arbitration proceedings, the dispute shall finally be settled by arbitration in accordance with the Rules of the Arbitration Institute on simplified proceedings.

14. Waiver

The failure of either STC or Client to enforce at any time any provision of these Terms or a

Contract or to exercise any option which is therein provided or to require or to fail to require at any time performance by the other party of any provision thereof shall in no way affect the validity of these Terms or the Contract or any part thereof or the right of such foregoing party thereafter to enforce its rights thereunder, nor shall it be taken to constitute a waiver of the default of any other or subsequent default or breach by the other party.

15. Invalid or Unenforceable Provisions

If any provision of these Terms or a Contract, or the application thereof to any person or circumstance should, for any reason and to any extent, be invalid or unenforceable, the remainder of these Terms and Contract and the application of such provision to other persons or circumstances shall not be affected thereby, but rather shall be enforced to the greatest extent permitted by law in the jurisdiction where applied.

16. Amendment

A Contract may only be amended if in writing and signed by a duly authorized representative of the STC and client, respectively.

17. Independent Contractors

Neither these Terms or a Contract shall constitute STC an agent of client or client an agent of STC for any purpose whatsoever and neither STC or client shall have the authority to assume or to incur any obligations or responsibility, express or implied, for or on behalf of or in the name of the other, nor to bind the other in any other matter or form than specifically stated in a Contract.

18. Prior Agreements

A Contract between the STC and a client shall constitute the final agreement between such parties as pertains to the subject matter of such Contract and shall supersede any and all prior agreements and understandings, whether oral or written between STC and client.

19. Miscellaneous

In the event of any conflict or inconsistency between the English and Swedish versions of these Terms, the terms of the English version shall prevail.