



PROGRAMME & PARTICIPANTS

The Stockholm-Mälaren Region
International Study Mission to Seattle
24th-30th of September 2005

»THE STOCKHOLM- MÄLAR REGION INTERNATIONAL STUDY MISSION TO SEATTLE 24th-30th OF SEPTEMBER 2005«

Challenges for metropolitan regions

As metropolitan regions all over the world, the Stockholm–Mälär Region is facing global competitiveness. One challenge is to *attract* capital, competence and visitors. Another challenge is to get a deeper *understanding and openness* to the outside world. And a third challenge, is to *mobilise* key players in order to remain internationally competitive.

Greater Seattle

Greater Seattle knows this. Inspired by Greater Seattle and the fruitful work conducted by the Trade Development Alliance, Partnership for Prosperity and other tools that have been created to forge a better cooperation between business, politics and academia, we will look closer into this Seattle model.

The Greater Seattle region and the Stockholm–Mälär Region have many similarities; population of around 3 million inhabitants, strong ICT and biomedical clusters, multicore regions, beautiful waterfronts, and ambitions to serve as gateways and nodes in international networks.

The Stockholm–Mälär Region

The delegation is composed of 30 regional leaders from the Stockholm–Mälär Region. The delegation is led by Kristina Axén Olin, Chairman of Council for the Stockholm – Mälär Region and Oppositional Vice

Mayor of Stockholm. Among the delegates you find people from businesses such as Microsoft, Skanska and SAS, Ports of Stockholm and Stockholm Arlanda Airport, representatives from Karolinska Institute and Stockholm BioRegion, Mayors from bigger cities in the region and the Chambers of Commerce.

The trip is organised by the Council for the Stockholm–Mälär Region, a voluntary based regional organisation composed of 45 local authorities and 5 county councils from the Greater Stockholm region. The organisation serves as a platform for regional development issues and to this purpose also invites other key players from the regional community.

On the agenda for the Stockholm–Mälär region you find issues such as global competitiveness facing all metropolitan regions, development of cluster-based economy and innovation systems, long-term infrastructure and transportation planning, national policy for metropolitan regions and cross-border cooperation with Finland, the Baltic countries and North-West Russia.

Aims

The objectives of the Stockholm–Mälär Region International Study Mission to Greater Seattle are to:

- Benchmark and learn from Greater Seattle
- Get an international mindset and understanding of the role of metropolitan regions in a globalised economy
- Promote the Stockholm–Mälär Region and enhance co-operation between the Stockholm – Mälär Region and Greater Seattle
- Enhance relationship between government, business and the academic sector in the region

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»PROGRAMME«

Saturday, September 24

- 11.30 Welcome
Kerstin Lindberg Göransson, Airport Director and Kristina Axén Olin, Chairman of the Council for the Stockholm-Mälär Region. A light meal will be served.
[Meeting point: Stockholm Arlanda, Café Ritazza, located inside the security control \(in the new part of Terminal 5\)](#)
- 13.20 Departure from Stockholm via Köpenhamn to Seattle with SAS
- 16.50 Arrival to Seattle-Tacoma International Airport
Transport to the Crowne Plaza Hotel
[Crowne Plaza Hotel, 1113 Sixth Avenue.](#)
[Phone: \(206\) 464 1980 Fax: \(206\) 340 1617](#)
- 20.00 Dinner
Free

Sunday, September 25

Theme: An introduction to the Greater Seattle region

- 7.00 Breakfast served
- 9.00 Walk to the Trade Development Alliance
[1301 Fifth Avenue, Suite 2500](#)
[Phone: \(206\) 389 7301 / 7289](#)
- Welcome
Bill Stafford, President Trade Development Alliance of Greater Seattle
- Presentation of Greater Seattle and discussion on what the Stockholm – Mälär Region could learn from Seattle
- Moderator: Tomas Rosander, Consul General of Sweden for the Western United States, Los Angeles
Deanna Zachrisson, Marketing Manager, Sea-Tac Airport, Immediate Past Chair, Swedish- American Chamber of Commerce, Seattle
Göran Sparrman, Transportation Director, City of Bellevue

Lars Jonsson, Chairman, Stellar International Holding Inc.

- 11.00 Guided bustour of Greater Seattle
- 12.30 Lunch
[China Harbor Restaurant on Lake Union](#)
[2040 Westlake Avenue North.](#)
[Phone: \(206\) 286 1688](#)
- 17.30 Dinner hosted by Lars Jonsson, Stellar International Holding Inc.
[Venue: "The Golden Eagle"](#)

Monday, September 26

Theme: Key factors to business development in the global economy

- 7.00 Breakfast served
[Venue: Parkside room at hotel](#)
- 8.00 "Greater Seattle in the global economy"
Bob Watt, Vice President - Government and Community Relations for Boeing Commercial Airplanes, Boeing.
"The Greater Seattle Economy"
Paul Sommers, Professor of Economics Institute of Public Service and Albers School, Director Center on Metropolitan Development, Seattle University
- 9.00 Break
Walk to the Seattle Municipal Tower
[700 Fifth Avenue Phone: \(206\) 684 4008](#)
- 9.30 "Economic Development strategy for Greater Seattle"
Jill Nishi, Director, Economic Development Department, City of Seattle
"Technology Alliance: Educate, innovate and prosper"
Susannah Malarkey, Executive Director, Technology Alliance
"Marketing Greater Seattle internationally"
Bill Stafford, President Trade Development Alliance of Greater Seattle
- 11.15 Departure by bus to Microsoft, Redmond
[One Microsoft Way Redmond](#)
[Phone: \(425\) 882 8080](#)

- 12.30 Lunch hosted by Microsoft
 "E-government, innovation and economic growth"
 Nancy Anderson, Deputy General Counsel, Worldwide Sales Group, Law and Corporate Affairs, Microsoft Corporation
 "Productivity vision"
 Apollo Fuhrman, Microsoft Center for Information Work
 "Advanced consumer technology"
 "Microsoft Research overview"
- 17.15 Departure by bus to hotel
Summing up discussion on bus: What do we bring back home?
- 19.00 Dinner hosted by Microsoft AB
 "The role of university in the regional economy"
 Lee Huntsman, former president of University of Washington
[The Rainier club](#)
[820 Fourth Avenue. Phone: \(206\) 296 6848](#)

Tuesday, September 27

Theme: Greater Seattle – gateway to the east

- 7.00 Breakfast served
[Venue: Breakfast room at hotel](#)
- 8.00 Departure by bus to Port of Seattle Headquarter
[2711 Alaskan way. Phone: \(206\) 728 3000](#)
 "Puget Sound logistics strategy"
 Speaker to be confirmed
 "Trends in worldwide cruising industry"
 Speaker to be confirmed
 "Seattle cruiseship strategy"
 Speaker to be confirmed
- 11.30 Walk to Lunch restaurant Anthony's, pier 66
[Pier 66, 2201 Alaskan way.](#)
[Phone: \(206\) 448 6688](#)
- 12.00 Lunch
 "China – a Washington state perspective"
 Joe Borich, Executive Director - Washington State China Relations Council

- 14.00-16.00 Possible roundtable discussions:
 A) Roundtable discussion on infrastructure: Regional transportation
 B) Roundtable discussion on infrastructure: Logistics and investment in large infrastructure projects
 C) Technical visit to Swedish Hospital Medical Center
Summing up discussion: What do we bring back home? In each of the Roundtables
- 16.15 Departure by bus to Tacoma
- 17.00 Welcome to Tacoma
 Speaker to be confirmed
 "Presentation of Skanska in Seattle"
 Tony Stewart, Skanska USA Building Inc.
[Venue: Museum of Glass](#)
[1801 East Dock Street, Tacoma.](#)
[Phone \(253\) 284 47 50](#)
- 18.45 Departure to Pacific Lutheran University (PLU)
[12180 Park Street S., Tacoma.](#)
[Phone: \(253\) 531 6900](#)
- 19.00 Dinner hosted by Loren Anderson, President Pacific Lutheran University
 "Global competition requires regional cooperation. The art of uniting a region"
 John Ladenburg, Pierce County Executive, Chairman of Puget Sound Regional Council

Wednesday, September 28

Theme: Greater Seattle – an environment for world class research and development

- 07.00 Breakfast served
[Venue: Parkside room at hotel](#)
- 8.00 "The American model for research and development: strategy, resources and profiles"
 Craig Hogan, Provost for research, University of Washington
- 9.00 Departure by bus to University of Washington

- 10.00 Welcome to University of Washington.
Presentation of Scandinavian programme at University of Washington
Speaker: Terje Leiren, President of the Scandinavian programme and Ann-Charlotte Gavel Adams, Associate Professor, Scandinavian Studies
- 11.15 Departure by bus to Nordic Heritage Museum in Ballard
[3014 NW 67th Street. Phone: \(206\) 789 5707](#)
- 12.00 Presentation of Nordic Heritage Museum by Marianne Forssblad, Director

Lunch hosted by SAS
"Presentation of SAS"
Andris Zvejnieks, Director Corporate Communications, SAS Sweden

"Boeing – an example of world class manufacturing"
Helene M. Michael, 737 Factory Superintendent, Boeing
- 14.30 Departure by bus to Vulcan Inc.
[505 Fifth Ave S Suite 900 Seattle, Phone: 206 342 2000](#)

"The South Lake Union project"
Alison Jeffries, Harbor properties, Vulcan Incorporated

"Greater Seattle biotechnical and biomedical cluster"
Jack Faris, President, Washington Biotechnology and Biomedical Association

Summing up discussion: What do we bring back home?
- 19.00 Dinner hosted by the Consulate General of Sweden for the Western United States and the Council for the Stockholm Mälars Region
[Venue: World Trade Center, Holland America Line Dining room 2200 Alaskan Way, Suite 410. Phone: \(206\) 441 5144](#)

Thursday, September 29

Theme: Regional strategies for economic development

- 7.00 Breakfast served
[Venue: Breakfast room at hotel](#)
[Check out from hotel](#)
- 8.30 Bus to Puget Sound Regional Council (PSRC)
[1011 Western Avenue. Phone: \(206\) 464 7090](#)

"Partnership for prosperity – economic strategy for the Puget Sound Region"
Bob Drewel, Executive Director PSRC

"Partnership for prosperity – the business community perspective"
Speaker to be confirmed

"Regional infrastructure planning in the Puget Sound Region: Destination 2030, America's best plan "
Charlie Howard, Transportation Planning Director, Puget Sound Regional Council
- 11.30 Departure by bus to Salty's on Alki Beach
[1936 Harbor Avenue SW. Phone: \(206\) 937 1085](#)

Lunch
"A social perspective on economic prosperity"
Rita Ryder, President YWCA of Seattle, King county and Snohomish county
- 14.00 Departure to Seattle-Tacoma International Airport
[Venue: Alaska Airlines Board Room \(lounge\), Central Terminal.](#)

Presentation of Seattle-Tacoma International Airport
Dave Soike, Airport Director

Closing discussion led by Johan Danielson, Secretary General for the Council for the Stockholm – Mälars Region
- 18.55 Departure from Seattle Tacoma International Airport with SAS via Köpenhamn

Friday, September 30

- 15.25 Arrival to Stockholm Arlanda

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»SPECIAL THANKS FOR CONTRIBUTING TO THE SUCCESS OF THE PROGRAMME«

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Nordic Heritage Museum

Pacific Lutheran University

Port of Seattle

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SAS

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