

SWEDEN

**MEDIA
PLANET**
June 2008



Building a Swedish Home

With the BER applying to all homes from January 2009, we take a look at Swedish homes and how Irish people can make their properties more energy efficient.

Page 4

Swedish Innovation & Efficiency

A look at how Swedish companies in the Irish market have made an impact through innovation and efficiency.

Page 8 & 9

Stockholm, Gothenburg & Malmö

A guide to the three leading destinations in Sweden. Which one is right for you?

Pages 10, 12 & 14

Golfing in Skåne

The most southern region in Sweden offers Irish golfers a large selection of top quality courses and is becoming a new hotspot for European golfers.

Page 12

Dear Reader,



Ireland has experienced dramatic and positive developments over the last twenty years. The areas in which Ireland is developing, and making considerable investments in, are numerous. This development is something we have been glad to promote in Sweden, where Ireland the country may be a bit anonymous but where the Irish brand is really strong. Sweden could certainly learn from this. Like Ireland, Sweden is a small nation and at many times rather unknown to the Irish. But we do have several qualities that makes Sweden a strong brand. We like to see ourselves as a progressive country characterised by innovation, openness, caring and authenticity.

What we would like to achieve by this supplement on Sweden is to present you with an image of Sweden, which could hopefully strengthen the Swedish brand here in Ireland and further contribute to the Irish-Swedish relationship. It is a question of presenting some examples of Swedish businesses and thus making them more visible to their potential customers and partners here in Ireland. It is also a question of presenting Sweden to the Irish individual, he/she who most certainly would be attracted by Sweden if, or rather, when he/she pays our country a visit.

In Ireland Swedish companies and brands are all around you in your daily life. They create jobs, investments and trade. Even though you might not be fully aware of it you already have had the Swedish Experience by dressing smart with H&M; cleaning your house with Electrolux; driving safely to work in your Volvo or Saab; chatting with colleagues and friends with your Sony Ericsson; travelling to Holyhead or Stranraer with Stena Line; eating healthy bread with Polarbröd; feeling safe at home with Securitas; travelling the world with SAS, and hopefully soon...decorate your house with IKEA. Who knows, you might even have changed from Bulmers to Kopparberg for an evening or two! Moreover as an industrial professional you surely have been in contact with companies such as Atlas Copco, Ericsson, ABB, Boliden Tara Mines, ITT Flygt. Sweden has itself greatly benefited from these businesses.

Sweden is unique as it is the European country with the greatest distance between north and south and could provide you with a highly diversified offering regarding landscapes, culture, activities and so on. We hope this will be a teaser to the Swedish Experience, contributing to the Swedish-Irish relationship and that we will see you all soon in Sweden, either up north with Santa and his reindeers or down south with Pippi Longstocking!

Have a pleasant reading!

Claes Ljungdahl
Ambassador
Embassy of Sweden in Ireland

Jesper Öhrn
Country Manager
Swedish Trade Council in Ireland

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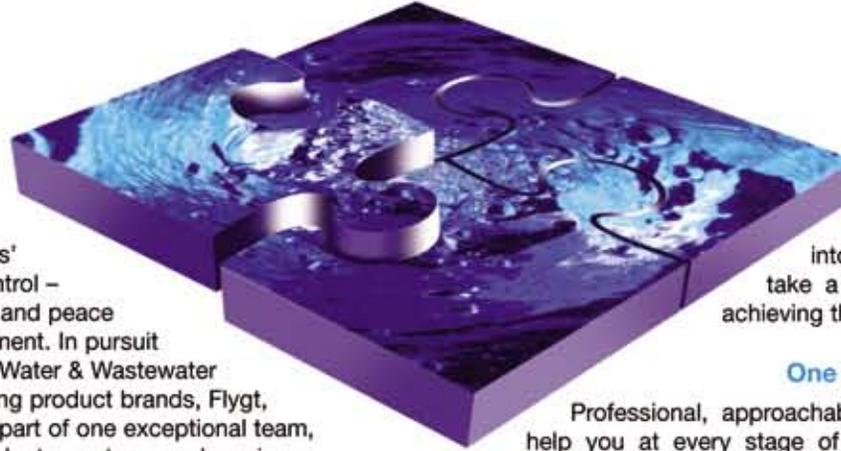
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SCANIA



The total solution in water and wastewater



ITT Water & Wastewater's vision is to be their customers' first choice for fluid handling and control – offering a complete service, security and peace of mind within a sustainable environment. In pursuit of this vision, the new company, ITT Water & Wastewater Ireland Limited, comprises four leading product brands, Flygt, Sanitaire, Wedeco and Leopold – all part of one exceptional team, and Ireland's premier provider of products, systems and services specialising in the transport and treatment of water and wastewater.

Investing in the future

All four of these brands are leaders in their fields, each investing heavily in research and development to ensure that their products are the best in class.

First choice for a total solution

The recent merger of Flygt, Sanitaire, Wedeco and Leopold allows customers access to a greater breadth of complementary products and services, including pumps, aeration, filtration, ozone and UV disinfection

– driving the business forward into new markets, enabling them to take a significant step forward towards achieving their goal.

One exceptional team

Professional, approachable, competent staff are there to help you at every stage of the process – from design and engineering to after sales support. Whether your business is in construction, public utilities, industry, mining or other sectors, highly skilled, knowledgeable and reliable personnel take pride in each project undertaken – giving you the right equipment to get the job done and keeping your business moving forward.

General Manager Ireland

ITT Water & Wastewater Ireland Limited's General Manager, Alison Kirwan comments "The combined expertise and experience of these four businesses will create a real force in the market, allowing us to fully utilise the high levels of technical knowledge, to the benefit of our customers."

The picture is now complete



Flygt is a world leader in submersible heavy duty pumping and mixing technology – internationally recognised as offering high quality, efficient and versatile products. The company offers customers outstanding life-long performance and added value through its products, people and services.

Operating in all market sectors, Flygt also provides pump rental, monitoring and control capabilities and after market services as part of its total solutions package.



SANITAIRE®

Sanitaire is a leader in diffused aeration systems, SBR technology, instrumentation and monitoring for municipal and industrial facilities. Products include diffused aerators, package plants, oxidation ditches, clarifiers, airlifts and ozone dissolution systems.

Operating turnkey projects, they can provide design, project management, installation and start-up services plus full scale field testing of oxygen transfer efficiency. With this breadth of services, systems are designed to meet customers' specific needs.

WEDECO

Wedeco leads the field in UV Disinfection and Ozone Oxidation systems.

Highly efficient UV Systems provide chemical free disinfection solutions to a diverse range of applications, whilst Ozone Oxidation Systems are used to oxidize harmful contaminants in industrial wastewater and to eliminate colour, taste and odour in drinking water.

Customer service extends from delivery and system installation to bespoke solutions, including laboratory and pilot testing, water analysis and tele-diagnostics.



Leopold produces filtration systems which provide powerful and reliable solutions for both potable and wastewater treatment applications. Each of the tertiary filters is designed and engineered, based on extensive systems knowledge and application experience, to achieve the specific performance characteristics of individual treatment plants. Using Computational Fluid Dynamics (CFD), a customer's application requirements can be modelled in their hydraulics laboratory.



Four leading brands. One powerful force

Engineered for life

Energy efficient homes - from Swedish foundations



Swedish home design is known in Ireland primarily for both its distinctive timber-clad exteriors, and minimalist interiors. Combining an all-weather durability with the traditional simple design of furniture and household objects, the Swedish style has become synonymous with our early ideas of modernist living. As the Swedes were embracing the new as far back as the 30s and 40s, here in Ireland, we were still surrounded by Victoriana and chintz, with little thought into developing building styles.

It is against the background of the Swedish example that we are increasingly looking north to be inspired for both our home and interiors. The latter will be more than catered for when the long-awaited first IKEA store in the Republic opens in Dublin. The Belfast store, opened earlier this year, is already seeing brisk trade from here in the south, to the extent that it now accepts the euro. For a country that has embraced house-building in a major way over the past few years, those who are building homes are also following Swedish principles, or even importing the raw materials and blueprints for the construction process.

One materials manufacturer that is now exporting Swedish products to a number of European countries is LB Hus ('hus' is the Swedish word for 'house'). Stockholm Homes in partnership with LB Hus is now offering a range of houses in the Irish market that can overcome all the current and future environmental issues. LB-Hus is at the fore-front of the building industry in Sweden. They have developed the latest in energy efficient and sustainable

buildings and produce over 600 units per annum.

A typical home features significant insulation in the attic, walls and floor slabs, along with triple-glazed windows. With environmental concerns just as important as the construction itself, creating a sustainable indoor environment that reduces the overall consumption of fuel for heating and lighting is the goal of the project.

Just as Swedish construction specialists are focused on creating energy-efficient homes, Swedish heating equipment manufacturers are providing the solutions. One unique solution is the Ice-Stick. Produced by Octopus, it is a heating system that uses aluminium panels to condense naturally formed steam in the air into water, to create the energy for heating. The water then passes through the system to become frost. The Ice-Stick is installed outside, and is reminiscent of a piece of modern sculpture. It can also control water heating in the home. The Irish distributor of this innovative product is Hotfoot, who specialise in under-floor

heating. The Ice-Stick has been utilised in over twelve countries throughout Europe to save energy. The heat-pump lowers the cost of heating substantially as a heat exchanger transfers the heat directly to your water heating system. For more information regarding this innovative product visit www.hotfoot.ie.

Geothermal heating has also been embraced by the Swedish – possibly having a knock-on effect here in Ireland. Pumping coolant through pipes under the home, the liquid is heated from the natural hot water and steam sources close to the surface of the earth. The pipes connect to the heating system, providing heat energy to regulate the system whenever heat is required. This system avoids the use of fossil fuels and gas, and is set to increase substantially in Irish homes if the effect of the ongoing turmoil in the oil markets continues to have a direct impact on homeowners. Irish provider Geothermal Heating Systems Ltd is one of the principle providers of geothermal solutions here. They are the largest Geothermal Installer in Leinster specialising in geothermal drilling, water wells,

underfloor heating, heatpumps, solar panels and building energy ratings. With their ground-source heat pump you can lower your energy heating consumption by up to 75% and as they are a registered SEI installer, a grant can be availed for residential and commercial premises.

Swedish energy efficiency measures can play a huge role in helping Irish householders to save money on their utility bills, help to reduce carbon emissions, but also to comply with the new Building Energy Rating (BER). Introduced in 2007, the BER awards a rating to almost every new home built, ranging from A1 (most efficient) to G (least efficient). In January 2009 the BER will apply to all homes and therefore property owners should commence making the changes now to prevent reductions in the value of their buildings.

The rating takes into account such areas of the home as its size, windows and doors, ventilation, insulation, heating and lighting, water heating, energy usage, and other associated aspects, to create an overall picture of how efficiently the house processes energy, and the levels of carbon emitted in the process. As the BER could, in theory, be used to make a decision on whether or not to buy a new home, it would pay to employ Swedish standards of construction - in particular, insulation, window glazing, and heating - to ensure a BER that is as close to A1 as possible.



Swedish energy efficiency measures can play a huge role in helping Irish householders to save money on their utility bills



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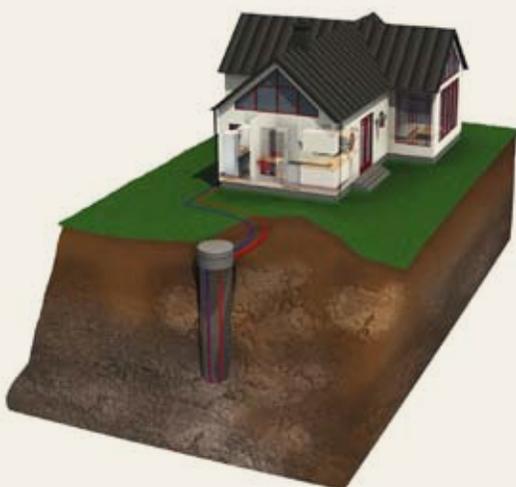
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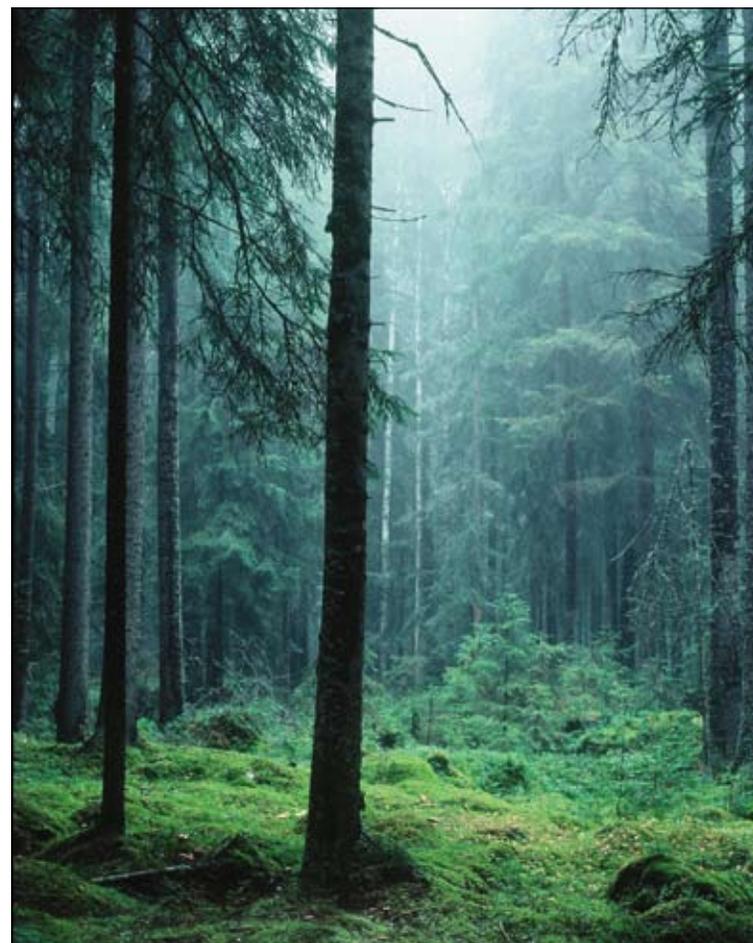
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Industry, Productivity and Telecommunications -

Swedish style



Sweden's forests have been an important part of its economy for some 800 years

As an egalitarian society, the freedom of expression and communication has always been important to Swedish people. Today, this freedom needs to be adapted to accommodate the immense changes imposed by telecommunications. More than just the phone, or even email, today's electronic communications are increasingly mobile, with data traffic in particular expanding massively each year.

As the first major telecommunications market in Europe to be deregulated in 1993, Sweden's companies have been operating in such conditions for a lot longer than other industry players. With a high level of broadband penetration, it is usually taken for granted that such facilities will be available in most parts of the country.

Ericsson is one of Sweden's leading players in the international communications area. With an established research and development facility in Athlone, alongside offices in Dublin, the company has been operating in Ireland for some time. Known for its mobile communications products in partnership with Sony, Ericsson also provides broadband and multimedia services, handling 40 percent of the world's mobile data traffic from the ten biggest operators.

In Ireland, the company now provides the infrastructure for mobile operators to provide 3G services, such as online video, music and downloads to mobile devices. This remit also includes

mobile broadband services, helping to extend communications into hitherto unreachable areas, such as trains, vehicles and other areas not previously served by broadband.

TeliaSonera (known as Telia in Sweden - Sonera is the name of its Finnish merger partner) is the main mobile provider in Sweden, with significant presences in Norway, Finland, Denmark and further afield. Although, like Ireland's eircom, Telia started life as the state telephone company, it successfully navigated the government sell-off in 1993 to become the biggest telecommunications provider in Scandinavia.

Telia has now become attractive to other companies, and at the time of writing, is currently dealing with interest from France Telecom (its cash bid of US\$40.7 billion was rejected as too low) as well as Norway's Telenor.

The same effort that has driven Sweden's telecommunications industry has also driven its au-

tomotive companies. Unlike its neighbours (and unlike most other countries of similar population size), Sweden has a long history of car manufacture. One of the foremost companies to export its vehicles is, of course, Volvo. Founded in 1924, Volvo's first cars were designed for the Swedish market - cold winters and bumpy roads. It is this initial marketing idea that has led on to establishing Volvo's reputation for producing sturdy and safe vehicles.

Today, Volvo is, perhaps unsurprisingly, concerned with the environmental impact of motoring. Last year, it demonstrated trucks that do not produce any carbon emissions, in addition to embarking on a programme of creating carbon-neutral manufacturing plants. Its facility in Ghent in Belgium is already neutral, with its truck plant in Tuve in Sweden set to follow.

Another Swedish automotive manufacturer that has expanded across the world is Scania. Focus-

ing on heavy-duty vehicles, the company was founded in 1891. Today, it also produces vehicles that have a limited impact on the environment, with a variety of trucks, buses and coaches. It also manufactures engines for use in boats and industrial machinery.

One of the world's major producers of public transport vehicles, Scania has been manufacturing ethanol-fuelled buses for sale to Swedish authorities since 1989 - well before such issues were being thought about elsewhere. It is now selling ethanol buses as far away as Brazil, China and Australia, helping to reduce significantly carbon emissions. It recently showcased ethanol trucks, rolling out the same carbon-reducing technology for industrial transportation use.

Sweden's natural resources have also helped to push productivity forward. Its forests have been an important part of the Swedish economy for some 800 years, with wood and paper its principle products, particularly for export;

it is probably likely that the paper on which this supplement has been printed is derived from Swedish wood.

Biotechnology is a major industrial field in Sweden. One of Europe's principle locations for research and development, Swedish leaders include AstraZeneca, Pharmacia and Nobel Biocare.

Many commentators have said that Sweden has, and continues to punch way above its perceived weight in industry. This may be true in some respects, but it is clear that Swedish companies have always strived to put themselves at the front of whatever field in which they were operating. Whether this is as a result of its history (it is almost a cliché to say, but from the time of the Vikings, Sweden has always been an influential voice in northern Europe), as a result - or despite - of its social policies, or purely for an entrepreneurial spirit, the Swedish model continues to inspire and promote growth everywhere.

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Sweden - At the Forefront of Innovation and Efficiency

Sweden has always been renowned for its culture of innovation. Punching well above its weight in terms of its population size compared to other countries, Swedish companies and brands are renowned all over the world, and, for the most part, are names that are associated with the biggest brand of all – Sweden itself.

When consumers think of Sweden, thoughts that could invariably come to mind are those of reliability, safety, precision, and above all, efficiency and innovation. Leading the fields in so many different areas, Swedish companies have come to represent the best; a bit of a generalisation, perhaps, but few other countries would arguably provoke similar positive reactions for their export output.

Atlas Copco is a Swedish manufacturer of industrial productivity solutions. Founded over 130 years ago, the company makes and sells specialist technical products for

use in construction, mining and other areas. Items include compressed air tools, drills, grinders, demolition tools, underground vehicles and road construction equipment.

Such tools are designed for use in high-pressure situations, where accuracy, efficiency, and safety are all paramount. With little scope for error, such tools need to be able to do the job first time. Based in Stockholm, Atlas Copco has established itself worldwide as one of the leading equipment manufacturers. Having already grown throughout Europe and North America, the company is obviously working in China, in addition to the ever-expanding Indian market. Angola and Bangladesh are two other, diverse, markets in which the company has started to operate.

One Swedish company that may be more familiar to ordinary consumers is Electrolux. A brand that has seemingly always

been around, the founder of Electrolux, Axel Wenner-Gren, was actually the first person to develop the idea for the modern vacuum cleaner. Adapting a cumbersome American product that he saw on sale in Vienna in 1908, he developed the product to be lighter and cheaper. He was also responsible for the introduction of door-to-door vacuum cleaner sales - going into the home to show how a vacuum cleaner could make a difference - a concept that has probably disappeared here, but was revolutionary at the time.

Today, Electrolux is one of the world's leading domestic appliance manufacturers, making everything from dishwashers, to espresso machines, wine coolers, and, yes, vacuum cleaners. Last year, its net sales amounted to around €11.28 billion.

Another efficient company is 'Scandinavian Airlines, who have been flying into Dublin since 1962 and have built up a strong quality brand with the Irish Busi-

ness & Leisure traveller. Today, SAS operate 25 nonstops flights a week from Dublin to Stockholm, Copenhagen and Oslo, offering a comprehensive schedule and network. SAS is also the only airline to operate a three class cabin onboard its European fleet (Business - Economy Extra - Economy) tailoring products for the needs of its customers.

It would be very much amiss to discuss Swedish successes in innovation and efficiency without mentioning what is possibly the most well known company to ever come out of the country. The yellow and blue logo of IKEA can be found all over the world (including, finally, in Dublin from next year) and has become shorthand for good-quality furniture and household products, for a fraction of the price available elsewhere.

Started by Ingvar Kamprad at the precocious age of 17, IKEA started off *Continued on next page »*

NEW BOLIDEN Tara Mines

Tara Mines – Europe's Largest Zinc Mine

Boliden Tara Mines Limited, Europe's largest zinc mine, celebrated 30 years in production in June 2007. Since 1977 Tara Mines, situated close to Navan, Co. Meath has mined over 68 million tonnes of ore and has produced concentrates containing over five million tonnes of zinc metal and over one million tonnes of lead metal.

Tara Exploration and Development Company was formed in Canada in 1953 and they discovered the largest zinc and lead deposit in Europe in 1970: a major breakthrough in the world mining industry. Development of the mine began in 1973 and production commenced in June 1977.

In January 2004 Tara Mines became part of the Swedish company Boliden AB, a leading European metals company whose core competence is in the fields of exploration, mining, smelting and recycling. Boliden's main metals are zinc and copper. Other important metals extracted and refined include lead, gold and silver. The operations are located in Sweden, Finland, Norway and Ireland, and are conducted in three Business Areas: Market, Smelters and Mines. The total number of Boliden employees is approximately 4,500 and the turnover amounts to approximately EUR 3.6 billion annually.

In 2007 Boliden Tara Mines Limited was awarded the Sustainable Energy Ireland Award for an Energy Efficient Project in a Large Enterprise, and in 2008 Tara will receive the IS 393 Energy Management Certification. The National Standards Authority of Ireland certified Boliden Tara Mines Limited under the ISO 14001 Environmental



Management Standard in 2007 and the OHSAS 18001 Safety Management Standard in 2008.

There are currently 670 direct employees at Tara Mines, with a significant number of contractors also employed on site, producing 2.7 million tonnes of ore per annum. With major investments in exploration, equipment and technology Tara Mines will continue to be a very important industry nationally and locally for many years into the future.

BOLIDEN



"Going to great depths to generate growth"

Boliden Tara Mines Limited
Knockumber, Navan, Co. Meath.

“

Sweden has used both its reputation and disregard of convention to build on its successes

«Continued from previous page

life in 1943 selling minor household goods at discounted prices. Five years later, he started to sell furniture, produced locally, using local materials. Primarily a mail-order business, it was not until 1958 that the first IKEA store was opened, with a 6,700 square metre premises. From there on, with a policy of employing the best qualities of Scandinavian design, combined with the notion of making design available to everyone, regardless of their economic status, IKEA has positioned itself into being one of the biggest exponents of 'brand Sweden' - desirability and affordability are the main ideas on which IKEA continues to trade to huge success.

Such egalitarian principles are perhaps one of the inspirations for the formation of Swedish company MySQL in 1995. Having started to trade just as the dot.com bubble was starting to expand (to unsustainable bursting point), the company was recently acquired with American corporation Sun Microsystems in a deal valued at around US\$1 billion. Developing and licensing the use of 'open-source' software, MySQL is regarded as one of the leading computer software

developers. Open-source software allows users and other parties to get into the 'foundations' of a software product to see how it works, and how it can be improved upon. Allowing such access has helped MySQL to stay at the forefront of providing reliable solutions to companies such as Google, Nokia and YouTube.

These four examples of Swedish companies operating in quite different areas shows, nevertheless, just how far 'brand Sweden' goes in terms of demonstrating the reliability and efficiency of a company. Whilst plenty of other countries can also boast a similar diversity of business, Sweden has actively used both its reputation and disregard of convention to build on its successes. Indeed, it is probably the fact that a lack of what non-Swedes would regard as convention is probably quite conventional in Sweden. As anyone in business recognises, adaptability and openness to change is vital to ensure future success and growth. The four examples here, like countless other established Swedish companies, have all demonstrated such flexibility, which has allowed them to position themselves at the top of their respected fields.

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Atlas Copco

Atlas Copco is proud to be the largest supplier of compressed air products to industry in Ireland with a dedicated team of 55 staff. Established in Dublin in 1969, we have recently opened new customer centres in Cork and Lisburn ensuring that our global business continues to be supported by local knowledge and local service. By investing in countrywide bases Atlas Copco Ireland aims to provide our customers with the best of care and the fastest response to their needs.

Atlas Copco's portfolio of world-class customers requires a world-class supplier with comprehensive and in-depth knowledge about customer applications as well as about future trends. To learn more about current and new customer applications Atlas Copco engineers spend time at customer sites on a regular basis to better understand the working environment of various target industries.

To satisfy the specific need of each customer, knowledge and service is as important as the product itself.

Atlas Copco Products and Innovation

Products are developed from core technologies to improve customers' productivity and reduce their energy consumption. Atlas Copco has a strong reputation for innovation and works at the cutting edge of technology, which is essential for a market leader. We believe that there is always a better way of doing things. That explains

why Atlas Copco is continuously striving to arrive at better and more efficient solutions.

Innovative breakthroughs are a means of staying ahead of the competition and maximizing performance in the long run. We invest more in research and development than any of our competitors. Continuous improvements in manufacturing products, marketing, organization, and business flows enable us to provide customers with better services.

We develop, manufacture, market, distribute, and service oil-free and oil-injected stationary air compressors, portable air compressors, gas and process compressors, turbo expanders, electric power generators, air treatment equipment (such as compressed air dryers, coolers, and filters) and air management systems. The range also features models that include the latest energy optimization technology with Variable Speed Drive (VSD), which can provide energy savings of up to 35%. Portable air compressors constitute an important power source for machines and tools used mainly in the building and construction sector but also in other industries.

We also offer a broad and diversified service portfolio to ensure total customer satisfaction. The portfolio consists of service and repair, preventive maintenance, consumables, and spare parts. For certain applications we also offer testing and monitoring equipment.

Atlas Copco Values

A significant attribute of Atlas Copco is our ability to listen and to understand the diverse needs of our customers and other target groups coupled with our capacity to create new and better solutions.

We are fully committed to our customers' business and totally engaged in each and every project we undertake together. We believe in lasting relationships. That is one of the reasons why we attach such importance to consistently delivering high-quality products and keeping

our promises.

We strive to be a good and reliable corporate citizen, observing the spirit as well as the letter of the laws of the countries in which we operate.

Atlas Copco's core values express what we stand for, what we think it takes to be able to serve our customers effectively and to reach our vision to become and remain First in Mind—First in Choice®.



from left: Darren Keogh, Aircosse Business Line Manager; Joe Newman, Oil-Free Air Business Line Manager; Andrew Walker, General Manager; Declan Fennell, Aftermarket Business Line Manager; Tom Dowling, Industrial Air Business Line Manager; Peter Webb Financial Controller.

Atlas Copco Ireland

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photo of The Öresund Bridge by Martin Nyman, courtesy of www.imagebank.sweden.se. Photos of Malmö above by Leif Johansson

Business and Pleasure in Malmö

A city of diversity, development and possibilities

Øresund – two countries, one region

The Øresund Region with Malmö comprises of the southernmost part of Sweden and greater Copenhagen in Denmark. This area with a population of 3.6 million is one of Europe's most vibrant regions and has everything companies need to invest and grow, including a very dynamic and diversified business structure.

The region is home to the largest concentration of highly educated people in Northern Europe. It is liberally sprinkled with world-class innovative environments and boasts a well-developed working relationship between industry, higher education establishments and authorities. The 14 universities and colleges here are populated by 150,000 students and more than 10,000 researchers.

World-class infrastructure

The infrastructure is competitive and includes the Oresund Bridge between Sweden and Denmark (the longest combined road and rail bridge in Europe), the ongoing Citytunnel Project and the Northern Harbour for transportation of goods.

The region is served by Copenhagen Airport – one of Europe's largest airports with direct flights to all over the world including

Malmö Airport. Both are just 30 minutes away from Malmö city centre. When the Citytunnel underground system is completed in 2011, the journey to Copenhagen Airport will be even shorter.

A sustainable, dynamic and vibrant city The region's 14 universities offer one of the best-educated populations and a unique and growing pool of skills. Malmö is a multicultural city in the true sense of the word – with representatives from 169 countries speaking over 100 languages. Malmö has a vision of being a sustainable city socially, economically and ecologically. This will be achieved and maintained by consolidating and raising the level of education, strengthening integration and increasing the number of employees with a foreign background.

Hotels and new developments – a booming future

The tourism industry in Malmö is doing extremely well, and 2007 was another record year for the hotels. November 2008 will see the inauguration of the new Malmö Arena, which will be Europe's most modern multi-sports/event stadium, attracting audiences of between 2,000 and 15,000 people. There will be several bars and restaurants, the largest of which can seat 1,100 guests,

and will of course also host conferences and corporate events.

In April 2009 Malmö's new football and event arena, the Swedbank Stadium, will be ready for action. Several new hotels are to be built, giving the City a total hotel capacity of about 4,000 rooms within just a few years.

Today, Malmö has the Hilton, Ramada and Clarion hotels and during 2009, Malmö and Sweden will be welcoming their first Marriott hotel to central Malmö with 115 rooms and conference facilities.

Right by the Öresund Bridge, Petter Stordalen, majority owner of Choice Hotels is currently proposing to build an ultramodern spa and conference facility with about 250 rooms and conference capacity for approx. 750 people.

In addition, Malmö's conference facilities are first-rate as the city offers seven top-class conference and exhibition facilities. Malmö Arena will be able to accommodate very large congresses or meetings and Europaporten's Congress Centre can host exhibitions and conferences facilities for over 800 people.

Western Harbour

The spectacular building Turning Torso is a landmark in Malmö, standing 190 metres tall, and was constructed for living, work-

ing and meetings. The Turning Torso represents a human body in a twisting motion and was designed by the architect Santiago Calatrava, with operations in Zurich, Paris, Valencia and New York.

The Western Harbour enhances Malmö's claim as the City of Tomorrow and the location offers a living and working environment by the sea. This new city district attracts people with its exciting architecture, lovely beach promenades, green spaces and a fabulous view over Øresund.

Culture, entertainment and beachlife – within walking distance

The city also offers a large and excellent range of restaurants with food from all corners of the world, exciting nightclubs and an internationally recognised cultural life. The major institutions include Malmö Dramatic Theatre/Hipp, Malmö Opera, Malmö Symphony Orchestra, Malmö Art Gallery and the Form/Design Center. The little square in malmö, "Lilla Torg" is a pulsating meeting place for many people during the Summer months and has earned recognition in Michelin's Green Guide. Ribersborg is Malmö's own 2 km long beach – in the city centre!





Polarbröd is traditional Swedish soft bread made from an age-old Scandinavian recipe using the most natural ingredients. This authentic range of delicious breads is made without using any artificial additives and is preserved under extreme temperatures in a unique process referred to as Polarmetoden™. The freshness, the wonderful taste and all the nutrients are preserved so when Polarbröd is thawed out, it tastes just like freshly baked bread.

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Beat Irish VRT the Swedish way

In Sweden, as in Ireland, there are many things to consider when buying a new car, but increasingly the cost and environmental impact are high on the list. Sweden has long been known as the caring society and environmental concern is part of that culture. As a consequence Sweden's car manufacturers are amongst the world leaders when it comes to environmental technology.

One technology that is already playing an important role in Sweden is bio-fuels and particularly E85, a mix of 85% bio-ethanol and 15% unleaded petrol. Ireland is also supporting the development of alternative fuels for transport. In last December's Budget it was announced that from 1st July cars capable of running on E85 would benefit from a €2,500 reduction in Vehicle Registration Tax (VRT).

Swedish company Volvo Cars currently has the most comprehensive range of E85 compatible cars available in the Irish market with their Flexifuel Range.

However if you act quickly, Volvo Flexifuel cars registered before the 1st July this year benefit from a massive 50% VRT rebate, worth between €3,500 and €7,500 depending on the Volvo model chosen.

The pre-July Volvo Flexifuel range starts from just €24,500 (plus delivery and related charges). So if you want to save VRT and make a positive impact on CO2 emissions, a trip to your local Volvo dealer might be a reasonable starting. But be quick if you want to make the greatest savings!!

So if you want to save VRT and make a positive impact on CO2 emissions, a trip to your local Volvo dealer might be a reasonable starting place.



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Stepping out in Stockholm

Stockholm has always been regarded by visitors as one of the more fashionable city destinations. With a sense of style to rival Paris, a confidence to rival New York, and a music scene to rival London, what the city lacks in size, it more than makes up for with cool.

Flight times of just over two hours between Dublin and Stockholm mean that it is perfect as a weekend break destination. A relatively compact city centre means you can do as little or as much as you like, without collapsing at the end of the day through exhaustion before you can sample the city's nightlife.

Gamla Stan, or the Old Town, is one of the oldest parts of the city. Dating from the 13th century, many of the buildings date from the 17th and 18th centuries, and offer a uniquely preserved flavour

of what the city was like in earlier years.

Those looking for a romantic walk away from the crowds in the old town, Södermalm is a quieter area, with a more contemporary atmosphere. Plenty of great cafés, galleries and shops, at the weekends it is also home to Street, a market specialising in art, music and design.

A Swedish institution, Skansen is an open-air museum that was opened almost 120 years ago. On the island of Djurgården (in the centre of Stockholm), the museum features original historical buildings, with authentic workshops, a bakery, shop, farms and a zoo. The focus of public celebrations for Sweden's national day, Skansen is also host to hugely popular outdoor concerts during the summer.

Design has been one of Sweden's biggest exports for many years. The arrival of one particular famous Swedish home furnishings store onto the Irish market has been anticipated for years. For something a little more special and unique, however, actually coming to Stockholm is required. From everyday home objects, to clothes, architecture, and, of course, furniture, Swedish designers continue to be at the forefront of both fashion and practicality. Drottningatan is Stockholm's main shopping area, with lots of side streets offering the very best and latest design products.

Stockholmers love to eat out. Even though there are plenty of international restaurants around the city, visitors for the first time should at least try some typically Swedish dishes – fish



photo top by Hans Bjurling, photo bottom by R. Ryan.

is, of course, a speciality. The nightlife in Södermalm attracts a hip, young crowd (also for its less-costly drinks), with a relaxed bar scene. Östermalm is a bit more conscious of itself. In any case, wherever you go - dress up. Visitors will notice during the day that Stockholm is a fashion-conscious city, and really goes to town at nighttime.

Sweden's capital is a city of contrasts. Modern and tradition, egalitarian and elite, all come together to form a city that offers much to discover for those who are willing to see beyond the conventional.

For more information, visit www.stockholmtown.com

Swinging your way to Skåne

If you are a golf enthusiast, Sweden is probably not foremost on your list of possible destinations when thinking about booking a golfing break. Perhaps now is the ideal time to get a little northern exposure into your game, however.

Whilst many would not tend to think of Sweden as a golfing destination, it has managed to produce some of the professional game's heavyweight players – Annika Sörenstam and Jesper Parnevik are two of the most well-known players on the women's and men's circuits respectively.

Skåne (pronounced 'score-ne')

is the southernmost province of Sweden, perhaps best known for being the first region encountered by those who cross the Öresund Bridge from Denmark. Unlike the more northerly regions of the country, Skåne is renowned for its relatively flat, green pastures, sandy beaches, and more temperate climate than one would normally associate with this part of the world. During the summer, there is usually natural light until well into the late evening, affording more time for play.

An ideal region, therefore, for golf. With more courses than any other part of Scandinavia, Skåne is probably one of Sweden's best-kept secrets – albeit

one that Swedish golfers have enjoyed for years!

There are around 70 locations to play golf in Skåne, ranging in design, from picturesque links to more challenging forest courses. With an excellent transportation network, every course is within a 90-minute drive at the most.

Close to Malmö (with its direct flight connection to Dublin), Bokskogen Golf Club is a member of the 'Golf in Skåne' group organised by the tourist board. With a limited number of clubs selected to participate, the scheme ensures that visitors can expect high standards and excellent service. Conditions for par-

ticipation for each club include having practice areas such as a driving range, the availability of a PGA instructor, at least one full-length 18-hole course with a minimum par 70, and English-speaking staff.

Other clubs in Skåne that also provide these services include the Elisefarm golf course, which opened in August 2005. The course was designed by Martin Hawtree, of which his family have been associated with championship courses such as Portmarnock, Royal Birkdale and Lahinch. Rya, near Helsingborg (where games are played with the Danish coast providing a unique backdrop), Österlen, near

“

There are around 70 locations to play golf in Skåne, ranging in design, from picturesque links to more challenging forest courses

Simrishamn on the eastern Baltic coast (the course includes an orchard, where players can help themselves to apples along the way), and Falsterbro, modelled on the traditional, generally harsher courses found in Scotland are all worth a visit will test your handicap.

Perhaps regarded, like Ireland, as a higher-cost destination, golfing in Skåne is a lot cheaper, compared to better-known locations. Current offers available include two nights' accommodation, and two rounds of golf for a very reasonable €220.

For more information visit www.skane.com

THE NEW VOLVO XC60



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"It's not only the safest Volvo ever. If you ask me, it's also the most stunning. Not a bad combination, is it?" says Volvo Cars President and CEO Fredrik Arp. "it's also a Swedish car that is ideal for Ireland" he added.

Volvo's new crossover vehicle boasts an exciting mix of two car. Sporting capable XC muscles, highlighted by a strong athletic body combined with high ground clearance and large wheels, while the flowing lines create the sporty charisma of a coupe.

A variety of intelligent safety systems are another important part of the new Volvo XC60. The major news is City Safety – a unique system that can help the driver avoid or reduce the effects of the type of

low-speed impacts that are common in city traffic and traffic tailbacks.

"We are the first manufacturer in the world to offer this type of feature as standard. City Safety clearly shows that the new Volvo XC60 is the safest car Volvo has ever produced" says Fredrik Arp.

The new XC60 is being launched with a choice of two engine variants of the D5 turbodiesel, producing 185 and 163 horsepower respectively. All Wheel Drive (AWD) is fitted as standard. The new XC60 will arrive in Irish dealer showrooms in October and Volvo Dealers around Ireland are taking orders now for 2009. When the XC90 was launched in Ireland there was a huge demand and long waiting times and the same is expected for the XC60.



ICE-STICK Air source Heat Pump



hotfoot
the warm floor store

ICE-STICK from HOTFOOT is an air source heat pump which does not require boreholes or other labour intensive and costly preparative works, and is ideal for residential, commercial and industrial heating solutions.



Ice Stick installed in Wicklow



OptiHeat Pipes



Hotfoot Pumped Screed over Pipes

This unique air source heating system has been developed in Sweden over 30 years by Kurt Karlsson, "the father of the heat pump", and is ideally suited to the Irish climate, since the majority of the time that heating is required, the weather is cold, wet and windy.

How does it work?

The ICE-STICK is filled with a liquefied Refrigerant Gas which, at normal pressure, boils at circa -43°C. Even at low temperatures this gas absorbs heat from the air!

Moisture in the air condenses on the aluminium profiles of the ICE-STICK, which receives this latent heat energy. This may form frost or ice, hence the name. This exchange of heat converts the refrigerant liquid to gas, which is transferred to a compressor where pressure increases its temperature even more.

Transferred to a very efficient heat exchanger, the gas donates its heat energy to water, after which it liquefies. The water is connected to Underfloor Heating pipes or Radiators.

OptiHeat is a unique low temperature water pipe system designed to operate with the ICE-STICK which, because it constantly circulates, can redistribute "free heat" from warmer parts of the building to otherwise colder parts.

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- No bought energy is required to defrost the system.
- The simplicity of the design requires no moving parts.
- Through the aluminium profile of the ICE-STICK, it's surface radiator provides heat energy equivalent to around 800 metres of underground piping.
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It's no exaggeration to say that this Swedish region is a golfer's paradise. From the centre of Skåne, you have more than 70 courses to choose from within an hour. Picking your favourite is as hard as choosing dishes from a Skåne smorgasbord. It's a matter of personal taste.

Visit www.skane.com

Gothenburg

The City of 1,000 Islands

Sweden's second city is a lively city on the west coast with a pleasant atmosphere. It is a green city with many gardens and parks – almost 175 square metres of green space per citizen. It is a city that is great for shopping and culinary experiences, with a stunning archipelago nearby.

Gothenburg has a compact city centre with most sights as well as hotels within walking distance. There are wide boulevards with well-kept flower arrangements and extensive gardens and parks. This summer sees one of Northern Europe's greatest garden exhibitions taking place in the city, Gardens of Gothenburg. The four participating parks are all within easy reach in the city centre, the Garden Society of Gothenburg (Trädgårdsföreningen), Liseberg Park and the Gothenburg Botanical Garden, while Gunnebo House and Gardens is located some ten kilometres south.

The city's maritime influence is always present. Along the old moat and canals you can go on a sightseeing trip by boat and in the busy harbour, which is

the largest in Scandinavia. The nearby archipelago is well worth an excursion. A tram ride for half an hour and then the passenger ferry, brings you to the picturesque islands of Brännö, Styrösö, Vrångö or any of the other inhabited islands.

Gothenburg, with its half a million inhabitants, is a city known for its friendly and relaxed atmosphere. It's easy to get around in and everybody speaks English. There are lots of cafés as well as a lively music scene, mainly thanks to the large student population. When it comes to shopping there is a mixture of large central indoor malls and numerous independent fashion shops run by young local designers, within the old moat and in the Haga old town.

The main boulevard Avenyn, is Sweden's most restaurant-packed street. There are twelve nightclubs in this district alone, plus loads of restaurants, pubs and bars. The city is also a popular host to major events, ranging from sports to concerts, and in the summer there are several open-air music festivals taking place. The much

acclaimed Way out West festival in the central city park Slottsskogen, now in its second year, is on during the 8-9 of August.

Gothenburg is one of Europe's top culinary destinations. The location – between coast and countryside – ensures a plentiful supply of fresh fish and shellfish. Seafood grows slower in the cold waters of the North Sea, a key component of quality. Raw ingredients that are grown organically and sourced locally contribute to the complete dining experience. Typical Swedish cuisine for the 21st century is a fusion of traditional Nordic cooking combined with new flavours and ideas from all over the world. The city currently boasts five Michelin-starred restaurants plus a large number of great eateries.

Gothenburg is located equally close to the Scandinavian capital cities of Stockholm, Copenhagen and Oslo. The surroundings offer nature experiences along the rocky coastline up north with its picturesque fishing villages, the wilderness with forests and lakes to the north east, and the cultural- and farmers land to the east.

Facts and Figures - what you'll find in Gothenburg:

- A concert hall with its own national symphony orchestra
- A leading museum for fashion, design and decorative arts
- An amusement park, Liseberg – the most visited tourist attraction in Sweden
- An annual Film Festival, the largest public festival of its kind in Scandinavia
- A football team, IFK Gothenburg, reigning national champions
- 61,000 students and two universities
- The largest port in Scandinavia
- 1,000 islands



Above: two views of the main boulevard Avenyn, a popular meeting spot.



Above: The central harbour, featuring the Gothenburg Opera House, is popular for a stroll.

Photos by Göran Assner

A selection of major events in Gothenburg summer 2008

• June 27–28

Metaltown – music festival in the central harbour

• June 28–September 28

Gardens of Gothenburg exhibition in four leading parks

• June 30–July 6

Match Cup Sweden – International sailing at Marstrand, island just north of the city

• July 1–6

Partille Cup – leading youth handball tournament

• July 4–5

Bruce Springsteen & The E Street Band
Open-air concert at Ullevi Stadium

• July 13–19

Gothia Cup – leading youth football tournament

• August 1–3

World Slalom Skateboard Championships – in Slottsskogen city Park

• August 8–9

Way Out West – music festival in Slottsskogen city Park

• August 12–17

City Culture Festival, with free admission to hundreds of concerts and events

• August 15–24

Dance and Theatre Festival – contemporary performing arts

• August 18 – 21

Göteborg Masters – Ladies European Tour, at Lycke golf course on the coast just north of the city

Gothenburg visitors and events guide, with online booking of hotels etc:
www.goteborg.com

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