

DAY 1

PLACE:
IKEA HOTEL
ÄLMHULT

PROGRAM FOR DECEMBER 13-14

ÄLMHULT

12:00 - 13:00 WELCOMING LUNCH at IKEA HOTEL

13:00 - 13:15 WELCOME AND INTRODUCTION
Anders Wisth and Carl-Gunnar Karlsson, Interior Cluster Sweden

13:15 - 14:00 EXPORT MANAGER FREDRIK EHRNSTRÖM FROM LAMMHULTS MÖBEL
Lammhults Möbel is reckoned as one of the leading designbrands in Sweden on the contract market. Their journey from being a sub-supplier in the mechanic industry to be a well known designbrand is remarkable. With design management as strategy, a proud reputation of their high quality based on local craftsmanship gives them a story to tell. Their location in Lammhult, one of Swedens most well known places for design retail and production gives them an added attraction.

Q&A



DAY 1

14:00 - 14:45

SARA WADSKOG FROM KARL ANDERSSON, HUSQVARNA

Karl Andersson & Söner from Husqvarna started up 1898. They use “Handmade in Huskvarna. Since 1898.” in their marketing. They have also been bold to use their link to the other big brand from the same town “Husqvarna” as a description of quality and innovation. Sara will describe the company's vision to extend their product range, and remain and increase their local production.

Q&A

14.45 - 15:15

COFFEE BREAK

15:15 - 16:00

THOMAS WILSSON PURCHASE MANAGER KINNARPS

Kinnarps is a well known brand on the office market. The company name is also the name of the village where it all started. Today Kinnarps holds a leading position and the company is determined to maintain and develop an even stronger efficiency in production and design development. Thomas holds an important position as purchase manager for the whole company with their different factories.

Q&A



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16:00 - 16.45 **JENNY ANDERSSON PROJECTMANAGAGER SWEDISH WOOD AND FURNIUTRE ASSOCIATION.**

Jenny is the projectmanager for Homes and Furnitures in the national association for the industry called TMF. A strong and committed work have been done to establish "Möbelfakta", a quality and environmental reference system for the products. The system also takes care of CSR issues. Tomorrows clients demands a "A trustworthy value chain" that can be evaluated and checked from persons outside. Scandinavia holds a pole position when it comes to sustainability, it's time to take market advantage of it together.

Q&A

16:45 - 17:00 **FRUIT AND WATER**

17.00 - 18:30 **WORKSHOP - FUTURE FELLOW MARKETING ACTIVITIES**

Based on the int we got att the event in Copenhagen we are keen to take the next step. Interesting opportunities are ahead of us and we will work on a fellow strategy and agree on interesting markets.

19:00 **DINNER** at IKEA HOTEL



DAY 2

PLACE:
IKEA MUSEUM
ÄLMHULT

9:00 - 11:00

A JOURNEY THROUGH THE UNIQUE STORY OF IKEA

Today we will have the opportunity to have a specially designed presentation and tour of the newly opened IKEA museum. www.ikeamuseum.com

The program in Älmhult ends at 11 am and after that there is transfer back to Copenhagen town and airport.

PRICE

Price/Person including Accommodation and Evening buffé* and program 2500 sek.
*Drinks are paid separately

Latest day for signing up: 14th of November

