

Swedish Winter Challenge 2020

18 – 25 January 2020

PARTNERSHIP FOR BUSINESS GROWTH IN AFRICA

Some years ago, we got this crazy idea; Inviting African business leaders to Sweden in January, the coldest month, to an event that we named the Swedish Winter Challenge. We have seen some very positive outcome such as:

- Leaders with new skills and insights
- Business partnerships ongoing
- New businesses inspired by the trip to Sweden
- Business growth
- A growing international network of leaders entrepreneurs trusting and relating to each other.



WELCOME

We would like to welcome you to the sixth **Sweden Winter Challenge (SWC)**, January 2020. The purpose is to develop you as business owner and empower the community of business leaders from Africa and Sweden, to develop an eye for opportunities and to grow their businesses to the next level by exploring new markets, products and new business relationships.

The program will include a combination of training in leadership skills, business visits for exposure, developing enabling business relationships, exposure to good practice) and interaction (program attached below).

Registration, accommodation and visa

Dates: Arrival 18 January and departure 25 January 2020

Registration: jenny@adlignum.se, closing November 1st 2019

Price: USD 1500

Payment: At registration, instructions will be given in an email.

What is included? The price includes training and documentation, business visits, transport to and from the airport. Most of the meals are included, but it will be wise to calculate USD 12 per day in additional expenses.

Accommodation: Options ranging from USD 260 to 510. Four nights at the conference centre, (210-340 USD), two nights in homes (free) and one night before departure in a hotel near the airport (USD 45-170). Prices may change slightly.

Visa: Will be needed. You will need an individual invitation. We send it at registration. **Start the application process early!**

Don't hesitate to contact us for any reason!

The SWC International team

Swedish Winter Challenge 2020

Programme

January 2020	Activity	Accommodation
Saturday 18th	Arrival at Landvetter Airport, Gothenburg transport to Jönköping	Conference center
Sunday 19th	Possibility for church visit Shopping Introduction to the SWC event	Conference center
Monday to Tuesday 20th-21th	Training Facilitative Leadership Development, FLD: <ul style="list-style-type: none"> • Coaching and mentoring • Being a facilitative leader 	Conference center till jan 22th
Wednesday to Thursday 22th-23th	Exposure programs aligned to the participants sectors and interest. Encounters with Swedish businesses and business leaders. Matchmaking and exploration partnerships.	Families
Friday 24th	Exposure to innovation ecosystems, entrepreneurial training and incubation Business conference – networking and pitching of ventures	Hotel near airport
Saturday 25th	Departure	

The program will be more detailed, and changes may occur.

Accommodation

rates

18 – 22 January at the conference center.

Choose different options. Price per person in for 4 nights including breakfast*:

- Single room hotel standard SEK 3000/USD 340
- Shared double room hotel standard SEK 1800 /USD 210

22-23 January during customized program,

- Hosting in homes of families no cost

24 January, At a hotel near the airport*

SEK 500-1800/USD 45-170

*Prices are preliminary and may change slightly