

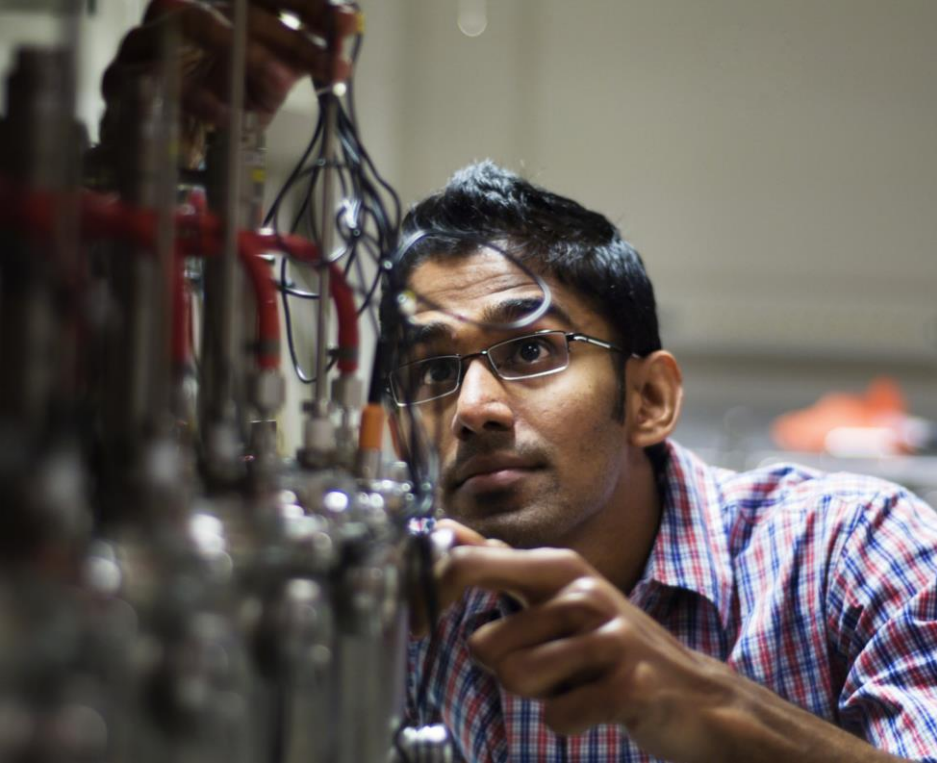
MATERIAL FOR DISCUSSION

Participation in MSPO 2024

Concept development
February 2024

www.business-sweden.se

ul. Bagatela 3, 00-585
Warsaw, Poland



MSPO 2023 in a nutshell

- Exhibition area of over 34 000 m² including an additional temporary hall of 2 800 m²
- 26 000 guests from all over the world
- 711 companies from 35 countries, including 350 Polish companies
- 61 delegations from 43 countries

MSPO 2024 is expected to be even bigger and attract relevant visitors

MSPO 2024



Dates:
3-6 SEPTEMBER



Location:
Kielce, Poland



Expected visitors:
Over 34 thousand



Expected exhibitors:
625



Both indoor and outdoor area



Estimated area:
34 000 m²

SWEDISH PAVILION AT THE EXPO

STAND

- We plan a 50m² stand shared among Swedish companies

LOCATION

- Pre-reserved prime location in permanent hall F, in proximity to Saab, WB Group, Lockheed Martin, Boeing and the Australian pavilion (detail on next slide)
- Permanent hall F is strategically located at the core of the expo area with renown international expositors

NETWORKING EVENTS

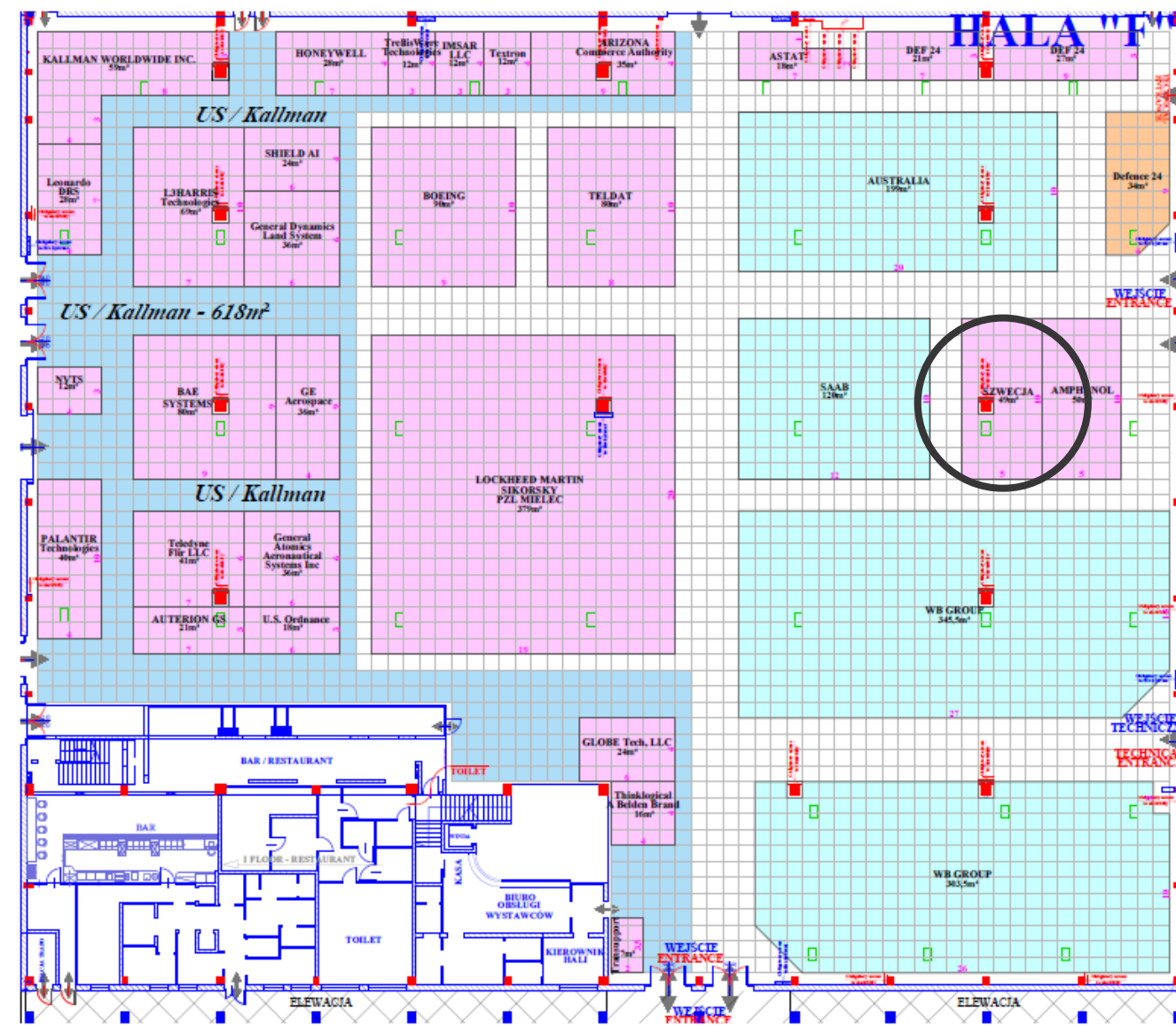
- The expo organizers will host a banquet and a BBQ in which the exhibitors can network
- Additionally, the Swedish pavilion aims to:
 - Count with the representation from the Swedish Embassy to Poland
 - Host a cocktail and invite stakeholders relevant to the exhibitors' interests

PARTICIPATION INCLUDES

- Logo and expo area in the Swedish pavilion
- Logo in the expo catalogue
- Two (2) exhibitor entry tickets
- Participation of company representatives in the events (1 included and additional subject to confirmation and add-on fee)
- Support from Business Sweden staff during the duration of the event

MSPO 2024 – prime location in the same permanent hall F as Saab and other strong international brands

- * XXXII Międzynarodowy Salon Przemysłu Obronnego *
- * 32nd International Defence Industry Exhibition *
- * MSPO * 3 - 6.IX.2024 *



The Business Sweden team has extensive defence and expo planning experience

Grazyna Sotta



Senior Project Manager
based in Warsaw

- 15+ years of management consulting experience with focus on industry, materials, defence, transport and energy sectors
- Extensive experience includes market entry, sales growth and acceleration, strategic business development and government relations
- Expo and delegation responsible

Email: grazyna.sotta@business-sweden.se

Phone: +48 602 313 940

Niklas Grybe



Program Manager
based in Stockholm

- 20+ years of experience from industry with focus on telecom, transport, defence and security
- Extensive experience in innovation management, product management, product marketing and partnership management
- Focus on defence program and TEAM Sweden projects and delegations

Email: niklas.grybe@business-sweden.se

Phone: +46 730 926 837

Natalia Kicińska



Consultant
based in Warsaw

- Sales Acceleration Lead in CEE and Eurasia
- 7+ years of strategic advisory experience with focus on tech and healthcare
- Extensive experience from business and market strategy with focus on industry analysis and strategic business development
- Broad portfolio of reference projects with a large number of Swedish corp clients

Email: natalia.kicinska@business-sweden.se

Phone: +48 602 671 936

Business Sweden HQ

Program manager at the headquarters and the project manager are the main points of contact for companies and partners in Sweden



The Business Sweden team in Poland will coordinate the participation in the expo and provide support during the event.

