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## Now we are launching Embedded Conference Scandinavia Syd

The organizers of Embedded Conference Scandinavia (ECS), the successful Scandinavian conference and exhibition which has taken place in Stockholm for eight years, launch on March 10-11, 2015, ECS Syd in Malmö.

- The industry in southern Sweden and Denmark has been asking for a long time for a regional event in the embedded technology field and we have therefore decided to create a spin-off from the established Embedded Conference Scandinavia focused on embedded professionals in the Öresund region, says Johan Nordin, chairman of the trade association Svensk Elektroniks Embedded Technology section.

ECS Syd will, as the original, consist of a two-day high quality conference that focus on the most current topics in the embedded technology field and an exhibition where suppliers can display their products and services for an dedicated public.

 The event will be smaller than ECS in Stockholm, but of course maintain an equally high quality in terms of the program and exhibitors, says Björn Delin, CEO of BraMässor, coorganizer of ECS. – We aim to attract foremost the important targeted visitors in the Malmö-Copenhagen area.

Organizers of Embedded Conference Scandinavia Syd are the trade organization Branschorganisationen Svensk Elektronik –with the section Embedded Technology, the trade magazine Elektronik i Norden and exhibition organizer BraMässor.

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