

Press Release: October 1, 2012

Embedded Conference Scandinavia is changing venue

After seven successful years at Stockholmsmässan, Embedded Conference Scandinavia now takes the next step and moves to the Silicon Valley of Scandinavia: Kista, just outside the Stockholm City Centre.

- We are very positive in taking this step to move closer to the industry, says Johan Nordin, chairman of the Swedish Electronics Trade Association with the Embedded Technology section. – Kista feels relevant as a meeting place and moving venue involves an exciting development for the event.

Embedded Conference Scandinavia has grown over the years and become a leading international event. A large part of the exhibitors, over half of the speakers and many visitors come from other countries than Sweden. Today Embedded Conference Scandinavia is a meeting place where you make new contacts and meet companies from all over the world. As previously, the exhibition and conference are free of charge for all visitors.

- The concept will be the same but improved, Johan Nordin continues. – We will still have a world class conference, plenty of news on the exhibition floor and social activities such as the Embedded Dinner Party with the ceremony for the Swedish Embedded Award.

Embedded Conference Scandinavia 2013 will be held on November 5-6 at Kistamässan. The event is organized by The Swedish Electronics Trade Association with the Embedded Technology section, in co-operation with the "Elektronik i Norden" trade magazine and the exhibition organizer Nice Events Scandinavia.

For further information, please contact:

Lars Johan Larsson, lars.johan@embeddedconference.se or +46 (0)708 80 36 48



Nice Events Scandinavia AB, P.O. Box 22 307, SE-104 22 Stockholm, Sweden
Visit: Klara Norra Kyrkogata 31
Phone: +46 (0) 723 11 13 15. +46 (0) 708 80 80 06 Fax: + 46 (0) 31 881 882
www.niceevents.se