

## We go cross border in the South Baltic!

*With great pleasure we invite you to the dissemination conference of the project Going Abroad. The purpose of the conference is to introduce achievements of the project Going Abroad and to share experiences and knowledge regarding female business and aspects of cross border affairs. The conference is ended by a presentation about the art of doing business in Sweden for entrepreneurs. All participants are welcome also to this part of the conference.*

**Date: Friday the 1<sup>st</sup> of March 2013**

**Time: 10.00 – 16.30**

**Place:** Växjö Konserthus, Västra Esplanaden 10, Växjö, <http://www.vaxjokonserthus.se/konferens.php>

**Register for the conference by 15<sup>th</sup> of February to Ulla-Britt Holmberg** [ulla-britt.holmberg@qvinnor.com](mailto:ulla-britt.holmberg@qvinnor.com)  
or to Bodil Nilsson [bodil.c.nilsson@skane.se](mailto:bodil.c.nilsson@skane.se)

### Conference program

**10.00 Welcome and presentation of the project**, Bodil Nilsson, Ulla-Britt Holmberg, Solveig Cappelen, Maren Buchmüller [www.goingabroad.nu](http://www.goingabroad.nu)

**Welcome**, Roland Gustbée, Regionförbundet Södra Småland  
<http://www.rfss.se/Regional-Council-of-Southern-Smaland/Southern-Smaland.aspx>

**Gender analysis** of the present situation in Germany, Lithuania and Sweden – labour market, entrepreneurship, cross border exchange in trade and business cooperation, Anita Zdrojewska-Lichosik, University of Szczecin/WRC Poland

**Union of the Baltic Cities and the Commission on Gender Equality**, Linda Gustafsson, Gender equality officer, Umeå [www.ubc.net/commissions,28](http://www.ubc.net/commissions,28)

**Plans for a Flagship project in the Baltic Sea Area**, Britt-Marie S Torstensson, Winnet Sverige  
[www.winnnet.se](http://www.winnnet.se)

**12.00 Lunch**

**13.00 Experiences and results.** Examples of achievements of the project Going Abroad with Laima Dockeviciene, Rasa Baliuleviciene, Snieguole Benikiene, Christiane Bannuscher, Solveig Cappelen, Ulla-Britt Holmberg and entrepreneurs from Lithuania, Sweden and Germany

**14.00 Coffee break**

**14.30 Time for “fika” – the art of doing business in Sweden**, Michael Engström, Ahrens & Partners,  
[www.ahrens.se](http://www.ahrens.se)

**16.30 End**