



Two Countries One Region  
GÖTEBORG OSLO REGION



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**Taking care of business growth  
and future generations.**



# Welcome to Göteborg-Oslo Region – leading the way in sustainable development.

## Attend our seminar and hear all about it.

**Date and time:** 13 March 2008, 3 – 5 pm

**Location:** Salon Croisette, Hotel Grey D'Albion, 38, rue des Serbes

The Göteborg-Oslo Region is famous for its focus on environmental issues, energy efficiency, and sustainable city planning through innovative technologies and new infrastructures. In 2003 Oslo received The European Sustainable City Award and, together with Göteborg who 2007 was listed no 1 in the European Cities Entrepreneurship ranking, the Göteborg-Oslo Region is working for a more environment-friendly future through the European Sustainable Cities and Towns Campaign. Liveable, manageable, competitive and bankable are the four requirements the World Bank sets for a sustainable city. The Göteborg-Oslo Region aim for all four. Welcome to a MIPIM-seminar where we discuss how to achieve them.

**Speakers:** Göran Carstedt and Line Bull

**Moderator:** Jan Erik Grindheim, Oslo Teknopol

**Panel discussion:** Christer Abrahamsson, Göteborg City Planning Authority and Berit Skarhold, Oslo City Planning Authority

**RSVP:** maria.leffler@businessregion.se 5 March 2008



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**First speaker: Göran Carstedt**  
Senior Director – Large Cities Initiative,  
Clinton Climate Initiative

Göran Carstedt joined the Clinton Climate Initiative in January 2007 as Senior Director of its Large Cities Initiative. He is chairman of The Natural Step International and engaged in the formation of the SOL Global Network. The Natural Step is a non-profit organization with a scientific approach to sustainable development. Dr.

Carstedt is also an advisor and coach to various European, U.S. and

Asian organizations and serves as chairman and board member for several corporations. He is the former head of IKEA Retail Europe and member of the IKEA Group Management Board from 1990–1997. He served from 1990–1995 as President of IKEA North America. Before joining IKEA, Dr. Carstedt served for many years in different executive positions with Volvo.

**Second speaker: Line Bull**

Ass. Managing Director/Architect MNAL,  
Snøhetta Architects, Oslo

Snøhetta Architects is one of Scandinavia's leading architectural practices with offices in Oslo and New York. The Bibliotheca in Alexandria, Egypt, 1995–2001 brought them to international acclaim, famous for creating architectural symbols which infuses with their surroundings and paying special attention to the ideas of sustainable city development, like in the case of the Barcode Project and the new opera house in Oslo's Bjørvika. The new opera house, opening in April, is one example of an environmental-friendly building, being part of the project ECO Culture which sets focus on energy efficient technologies in cultural buildings around Europe. Snøhetta Architects are also famous for designing the new WTC Cultural Center in New York and the iconic gateway building for the new capital city of Ras Al-Khaimah in the United Arab Emirates – two architectural symbols for tomorrow's design of sustainable cities.



Photo: Trond Fjertoft