

Nordic pavilion: Greenbuild 2011

TORONTO, CANADA, OCTOBER 4-6 2011



Join the Nordic Pavilion at GreenBuild in Toronto and Gain Access to the Most Important Event for Green Building

GreenBuild International is the most important event for green building solutions internationally and in North America.

Greenbuild Comes to Toronto!

This year Greenbuild will be held in Toronto, Canada, which boasts of more commercial construction projects than any city in North America.

The City of Toronto is a leader in the North American market when it comes to implementing new green technologies and is continuously looking to improve sustainability.

Nordic Pavilion

The Nordic Pavilion will showcase concepts and ideas as well as specific solutions from the Nordic countries in an inviting setting designed for networking.

The Nordic Innovation Centre is supporting the pavilion in order to brand the Nordic region as an innovative region that has assumed a leadership position in the development of sustainable solutions in the building sector.

Participating companies and organizations will benefit from the synergies and visibility of the group exhibition and from the networking event organized by the local Trade Councils

Included in Participation:

- Welcome Dinner
- Shared Booth, incl. your logo, presentation computers, meeting room, staffed reception counter, and networking area
- Events and seminars in pavilion
- Matchmaking with the largest builders in Canada
- Matchmaking with architects and building consultants
- Exhibit hall tickets October 5-6
- Assistance to set-up one-to-one meetings with potential partners, industry experts or other industry specialists can be offered

For More Information:

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Most Important Event of 2011!

Greenbuild is the world's largest and most influential conference and exposition dedicated to green building, and it's the place where over 20,000 attendees and nearly 1,000 exhibitors from the green building industry meet to do business.

In 2010, the exhibition had 28 000 visitors and more than 1000 exhibitors. Last year, participants in the Nordic delegations visited Chicago for sales as well as market intelligence.

Green Building Market Facts

The green building market is expected to hit \$173.5 Billion USD by 2015 and your path to the people writing the checks goes through Greenbuild 2011

Existing building projects are expected to grow at even faster rates than new construction.

By 2015, the green share of the largest nonresidential retrofit and renovation activity will more than triple, growing to 25-33% of the activity by value— a \$14-18 billion opportunity in major construction projects alone.

70% of Greenbuild attendees have significant buying power, directly evaluate, recommend or make the final decisions.

73% of attendees say seeing new products/services was the most important thing about Greenbuild.

65% said that exploring the hall and interacting with exhibitors was most important



The Nordic Pavilion is situated centrally in the exhibition hall, close to the entrance and on the main path through the show to gain maximum visibility and traffic.

There will be a range of networking and matchmaking activities and we are working closely with the Canadian Embassies in the Nordic countries to ensure that the Nordic participants benefit from the synergies of all activities.

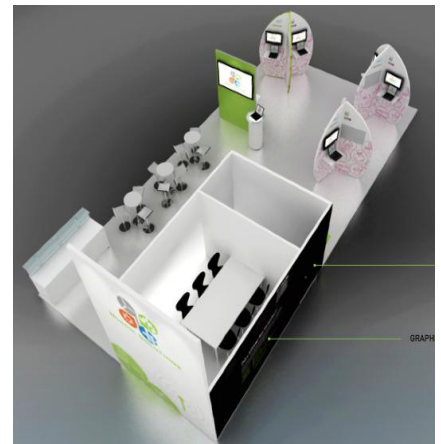
Registration and Price

The Nordic Delegations and the Pavilion at Greenbuild is partly financed by the Nordic Innovation Center

Participation is limited and is available on a first come, first serve basis.

Fee is CAD 3 000 per person for companies with fewer than 50 employees and a turnover of less than 10 Million EURO. (Price for 2nd person from same company is CAD 1.500)

Fee is CAD 5 000 per person for companies larger than above mentioned. (Price for 2nd person from same company or organization is CAD 3.000)



A full conference ticket that includes conference access, in addition to the expo, can be added for an additional fee of CAD 775 per person by Aug. 14th and CAD 975 after that date

Deadline to register is August 8th 2011