



May 22, 2015

Pressconference

Kistamässan, Kista 4th june 2015, 12.00

Frost & Sullivan's Scandinavia Lab to Transform Industries in Northern Europe and beyond

The global growth partnership company Frost & Sullivan is launching a new initiative that promises to transform and shake industries and markets in Scandinavia and beyond. With those objectives in mind, the Frost & Sullivan Scandinavian Lab was established to focus on identifying leading edge Scandinavian technologies and concepts with international growth potential. The Scandinavia Lab is part of a wider programme which includes the opening of two offices in Copenhagen and Stockholm.

"This is, in a way, a natural progression of our work in the region after serving a wide range of strong Scandinavian clients such as Ericsson, Volvo, Statoil, Danfoss, Coloplast and Vestas for many years from our European headquarters in London," comments Frost & Sullivan Chairman David Frigstad.

As part of the new Frost & Sullivan's Scandinavia Lab and the opening of two offices in Copenhagen and Stockholm, Frost & Sullivan will offer the Digital Value Summit as part of their Growth, Innovation and Leadership (GIL) programmes. The association of 2M's international senior executive network and Frost & Sullivan's global GIL programme, will further strengthen the concept of "digital value creation", where the focus is on the value digitalization it is creating, rather than the technology itself.

The next GIL Digital Value Summits will be in: Ghana on 18th August 2015, in Copenhagen 2nd-3rd September 2015, and in Stockholm on 15th-16th September. A number of interactive Frost & Sullivan workshops will be included in the programme where participants will be able to receive immediate feedback on their daily business challenges.

Frost & Sullivan Scandinavia's management will consist of Chairman Michael Mathiesen and Director Lars-Goran Frojd.

The press conference will be followed by a seminar during which Frost & Sullivan will introduce the Mega Trends report. Representatives from McKinsey & Co. will also take part and present their new report, "Future Work" as well as "Democratisation of financial system". See attached invitation.

Send mail to info@2mdigitalvalue.com to confirm participation before 3th june.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our “Growth Partnership” supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- ***The Integrated Value Proposition*** provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- ***The Partnership Infrastructure*** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organisation prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

Contact:

Chiara Carella
Corporate Communications – Europe

P: +44 (0) 20 7343 8314

M: +44 (0) 753 3017689

E: chiara.carella@frost.com