

PRESS RELEASE

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Focus in and on Stockholm

August sees the launch of “Focus Stockholm”, the collective name for a new arrangement involving a week full of events featuring fashion, shoes, design and interior decorating. For the first time, some of the most important players in the industry will present various activities during one and the same purchase week in Stockholm. The first Focus Stockholm is set to take place week 34 this August and will be followed by weeks 6 and 7 in February 2005.

In other words, Focus Stockholm will be arranged twice a year in order to create attractive and inspiring arenas on which to establish different business opportunities for exhibitors and visitors. Since Stockholm will be offering such a broad range of events during a limited period, both the international media and the public are expected to take a great interest in the happenings. Focus Stockholm is mainly arranged for specific branch activities but this broader form of cooperation offers new possibilities for public events.

“This is just a first step, since we are convinced that the project will strengthen Stockholm’s attraction as a meeting place and hotspot for design and fashion. This is a whole new way of combining areas and we are currently at the forefront of developments. In the long run, our ambition is to become northern Europe’s number one exhibition centre for highlighting fashion and interior decorating side-by-side”, says Anna Wigardt Duhs, MD of the Swedish Association of Agents and one of the initiators of the collaboration.

All the events taking place during Focus Stockholm will be presented on a joint website – www.focusstockholm.se – which will also function as a portal. The site is currently under construction and is estimated to be opened in June 2004.

Activities and contacts during Focus Stockholm week 34:

The largest shoe and bag fair in the Northern countries 21-22 August

Contact: Anna Wigardt Duhs, The Swedish Association of Agents, +46 (0)8 411 00 22, mail@agenturforetagen.se, www.agenturforetagen.se

Stockholm Fashion Week 16-22 August

Contact: Jukka Mäkeläinen, Modecenter, +46 (0)8 681 01 00, info@modecenter.se, www.modecenter.se

The Formex and Textile Fair 19-22 August

Contact: Maria Strandberg, Stockholm International Fairs, +46 (0)8 749 41 00, info@stofair.se, www.formex.se

Press schedule for Focus Stockholm 16-22 August

Contact: Helena Mellström, The Swedish Fashion Council, +46 (0)8 411 17 44,
info@moderadet.se, www.moderadet.se



The Stockholm Visitors Board AB (formerly the Stockholm Information Service) is a wholly owned subsidiary of Stockholm Stadshus AB, whose purpose is to market Stockholm and the Stockholm region and develop Stockholm as a tourist destination.

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