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# PRESS RELEASE

**Another good year for Stockholmsmässan – positive earnings and 2,000 employment opportunities for the region**

*Scandinavia’s largest exhibition and congress center can add another successful year to the books. With a turnover of more than SEK 500 million and a profit in 2015, Stockholmsmässan is strengthening its leading position as both a meeting venue and an exhibition organizer. The business generated more than 2,000 employment opportunities during the year in the Stockholm area.*

"In 2015, our broad exhibition portfolio attracted large numbers of both exhibitors and visitors and set records at several of the exhibitions. The Stockholm Furniture & Light Fair completely revamped its hall layout and structure, which was very well received by visitors, and gained a lot of attention internationally. This strengthens Scandinavian design and in turn Swedish exports. Design exhibition Formex and the Stockholm International Boatshow, which are two of our heavyweights, had very successful years as well," says Stockholmsmässan's CEO Patric Sjöberg.

Events arranged by external organizers also performed well during the year. From among the national customers, the TV program, Idol, can be mentioned, which held its ten weekly finals here during the fall. Internationally, Stockholmsmässan has a very solid reputation as one of Europe's leading meeting venues, and this is generating results as several of the large international congresses are choosing to return to Sweden's capital once again. In 2015, Stockholmsmässan welcomed three medical congresses, the largest of which was EASD (European Association for the Study of Diabetes) with more than 17,000 delegates.

During the year, efforts continued to develop Stockholmsmässan's venue to meet the needs of customers in terms of both the premises themselves and service and digital solutions. For the latter, Stockholmsmässan received an award from INCON, a partner organization for the world's leading conference organizers and event companies. According to INCON's assessment, Stockholmsmässan's digital infrastructure is the best in Europe.

An increasing percentage of the events at Stockholmsmässan are collaborations where Stockholmsmässan works with other organizers to create different types of festivals, interactive events or conferences that are tailored to meet the needs of a specific industry.

"This approach to creating more flexible solutions has been greatly appreciated and we will be utilizing it extensively in the future. Examples from last year include Digital Health Days for IT solutions in the health care sector, Working for Change, which focuses on cultural diversity at the workplace, and Nordbygg Ecoforum for sustainable community development. This also goes for events like our new, large consumer weekend, with Fitnessfestivalen, Acadermia and Allt för Hälsan, which have been very well received," says Patric Sjöberg.

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