



Study in Sweden Event Report

October 4th to 12th, 2024

SIREUS a program with SACC-USA

Introduction

The Study in Sweden Tour, organized by SIREUS in collaboration with nine Swedish universities and the Swedish Institute, aimed to promote educational opportunities in Sweden to students across the U.S. from October 4th to 12th, 2024. The tour spanned Washington D.C., New York, San Francisco, and Silicon Valley, where we partnered with organizations at each location to make the tour successful.

In Washington, we received support from the Swedish Embassy and House of Sweden. Ulrika Frank assisted with securing the venue, while Maria Brogren held welcoming remarks. In New York, the Swedish-American Chamber of Commerce hosted us, with Barbara Wennerholm giving the welcome speech, following by both Helmer Broberg and Maria Tufvesson Shuck. In San Francisco, we collaborated with the Scandinavian School and Culture Center, working closely with Margaretha Levander. Anna-Karin Brazee held welcoming remarks, following her was Anna Lekvall and the university representatives. In Silicon Valley our event was held at the Nordic Innovation House, where Kirsten Berken was our main contact.

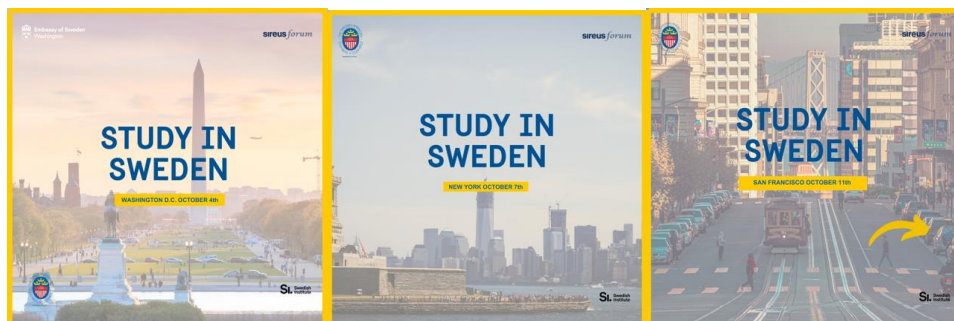
Following the successful concept from last year, we visited three key locations to build on the growing interest in Study in Sweden across multiple U.S. regions. The events collectively attracted 141 students and 69 alumni, reflecting strong engagement and enthusiasm.

The Study in Sweden Tour exemplifies the importance of education and cross-border collaboration, driven by the dedication and hard work of all involved. This initiative not only highlights the value of international educational opportunities but also fosters cultural exchange between Sweden and the U.S. Leading up to the event, we focused heavily on marketing to broaden our target audience, utilizing Instagram, Eventbrite, Facebook groups, and email lists. We also received valuable assistance from various contacts who helped extend our reach.

More details, including event evaluations, photos, and additional information, can be found on the SIREUS website (sireus.org), with specific event information provided below.

Our work with SI and “Study in Sweden”

SIREUS and the Swedish Institute have since the beginning of the program had a great collaboration and prior to this tour the two interns Alice Berntson and Annie Arcini Lundwall at SIREUS had a meeting together with Linnea Lindgren at SI where they talked about how we could make our merchandise and marketing align more with SI’s “Study in Sweden” concept. Below you can find examples of the used material for the tour;





Washington D.C.

On October 4th SIREUS together with 9 universities arranged a “Study in Sweden” event at House of Sweden. The goal of the event was to give American youths the opportunity to meet with the Swedish university representatives and Alumni’s and collect knowledge on the possibility to study in Sweden.

The event was in Anna Lindh’s Hall and started at 3:30 pm with a mingle session where we provided Swedish cinnamon buns (it was national cinnamon bun day in Sweden), coffee, tea and lemonade. Once the event was up and running and many participants had joined, our program director Christer Bergman made welcoming remarks where he informed the audience about SIREUS and the goals of the project, also thanking the Swedish Institute for the support. Next, Christer introduced Maria Brogren who is Head of Office of Science and Innovation at the Embassy in Washington DC. She discussed the experience of studying in Sweden and the enriching impact of cultural exchange through studying abroad. After the speeches the event continued as a student fair where the guests could meet the universities and ask all the questions they had. The event finished at 6.00 pm so that we could have time to set up for the next event and also ensure that only registered attendees for this event participated in the alumni event.



At 6.45 the alumni event started in the atrium one floor down. At the event we provided catering from Mikkos, a Finnish catering firm in DC, that also provided us the cinnamon buns. We also offered wine, beer and lemonade to the guests. Approximately 30 minutes after the event started Christer and Maria held welcoming remarks and then two alumni talked about their experience in Sweden. The goal of the event was to strengthen the connection between the alumni's but also their connection to the Swedish universities.



Student Event:

Total students registered: 143

Total student participants: 75

Total other participants: 21 (This includes university representatives and other staff)

Alumni event:

Total alumni registered: 61

Total alumni participants: 31

Total other participants: 18 (This includes university representatives and other staff)

New York

On October 7th SIREUS held the second event in New York together with 9 universities and with help from SACC NY. The event started at 3.30 pm and we provided small sandwiches and mezze platters together with coffee, tea, lemonade and sparkling water. After 30 minutes Barbara Wennerholm, who is president of the Swedish-American Chamber of Commerce in New York, made welcoming remarks and talked about the importance of strengthening the bilateral connections between Sweden and the US by sharing education and opportunities. Following her, Helmer Broberg, who is the Deputy

Consul General at the Consulate General of Sweden in New York, talked about Swedish universities and how they are at the forefront in a variety of subjects in the global arena, emphasizing their commitment to innovation, research excellence, and collaboration with international partners. The event then turned into a student fair where the guests had the opportunity to meet the university representatives and ask questions.



The alumni event started at 6.45 pm in the same venue. We provided catering from the same caterer as the student event but this time we had ordered a “boardroom-platter” and “Mezze-platter”. We also served beverages such as wine, beer and non-alcohol options. Maria Tufvesson Shuck, partner at Mannheimer Swartling law firm, delivered the welcoming remarks, followed by a networking mingle. The goal of the event was not only to strengthen the connection among the alumni but also to enhance their ties with Swedish universities.



Student Event:

Total students registered: 47

Total student participants: 22 (See enclosed detailed list)

Total other participants: 20 (This includes university representatives and other staff)

Alumni event:

Total alumni registered: 59

Total alumni participants: 26 (See enclosed detailed list)

Total other participants: 16 (This includes university representatives and other staff)

San Francisco & Silicon Valley

On October 11th the tour took off to the west coast and we had our third Study in Sweden event at the Scandinavian School & Culture Center in San Francisco. Three universities attended this event, Blekinge Institute of Technology, University of Gothenburg and Linköping University. In line with previous event, the goal was to attract American students to come to Sweden and pursue their bachelor, master or PhD there. At the event we provided catering from the chef from the school, and we had coffee and apple juice. When most of the attendees had arrived, Anna-Karin Brazee from the Scandinavian School gave welcoming remarks and then introduced Anna Lekvall, Consul General of Sweden from the Swedish Consulate in San Francisco, who spoke about the opportunities that this type of exchange paves the way for. Since we were fewer universities participating, we changed the concept a bit and we held a presentation where one representative from each university talked about studying in Sweden in general and answered questions that the audience had. After the presentation the event continued as a student fair. The event started at 3.00 pm and finished at 7.00 pm.



The next day we held an alumni event in Silicon Valley at the Nordic Innovation House. This time we changed the outline a bit and held brunch instead. The event started at 11 am and we provided several drink options such as mimosas, coffee, juice and sodas together with pastries from a local bakery called Mademoiselle Colette and fresh berries ordered from Safeway. The event aimed to strengthen both the connections among alumni and their ties to Swedish universities.



Student Event:

Total students registered: 89

Total student participants: 44

Total other participants: 11 (This includes university representatives and other staff)

Alumni event:

Total alumni registered: 30

Total alumni participants: 12 (See enclosed detailed list)

Total other participants: 5 (This includes university representatives and other staff)

Participating Universities

Blekinge Institute of Technology

Chalmers University of Technology (only west coast)

University of Gothenburg

Linköping University

Linnaeus University (only west coast)

Luleå University of Technology (only west coast)

Lund University (only west coast)

Stockholm University (only west coast)

Uppsala University (only west coast)