

# Pioneer the possible™

You are invited to “Pioneer the Possible”, an event and a pre-briefing organized by the Embassy of Sweden and Business Sweden together with the Municipality of Groningen and the Province of Groningen leading up to the trade mission to Sweden and Finland in May.

**Thursday 12 May 2022 at 13.00-16.00**  
**New Energy Academy, Nijenborgh 6, Groningen**

Sweden has set a target to become the world's first fossil free welfare state. We want to share our innovative solutions for sustainable growth as well as learn from other countries. Groningen is key to the green transition and the Netherlands is an ideal partner - we can set a new course together.

Groningen's mission to Sweden is an excellent opportunity for both the Province and the Municipality, together with a trade delegation, to study Swedish green solutions. During this event, you will meet some of the companies the mission will visit in Sweden.

Welcome!

## Program

- 13:00 Welcome speech by the Mayor of Groningen, Mr. Koen Schuiling  
Welcome speech by the CEO of New Energy Coalition, Ms. Marieke Abbink  
Speech by H.E. Mr. Ambassador Johannes Oljelund
- 13:20 Keynote Speech “Pioneer the Possible” and Q&A by Mr. Mattias Frumerie, Head of Delegation to UNFCCC & EU Climate Envoy
- 13:40 Company presentations:  
Ms. Frédérique Biston, Head of EU representation, Volvo Group  
Mr. Staf Seurinck, Managing Director ABB
- 14:00 Panel discussion and Q&A with the Swedish companies, Mr. Thom Duijvené de Wit, Senior Adviser Innovation and Knowledge Economy, Municipality of Groningen and Mr. Patrick Cnubben, Director Hydrogen Strategy, New Energy Coalition.  
Moderated by Mr. Jörg Gigler, Topsector Energie/TKI New Gas
- 15:00 The “Pioneer the Possible” exhibition is opened by H.E. Mr. Ambassador Oljelund, followed by a reception in the Atrium.
- 16:00 End of program

R.S.V.P. via [Haag.invit@gov.se](mailto:Haag.invit@gov.se) before 6 May 2022.

