

# Ba zar en



**Bazaren 21–22 February 2019**

## **Invitation**

**Apply for exhibition space at  
*Sweden's largest fair for  
Education – Recruitment – Business start-up***

## **New location**

**Stockholm Waterfront Congress Centre**

# Bazaren at Stockholm Waterfront

## Thursday 21 – Friday 22 February 2019

### An informal meeting place in the heart of Stockholm

Bazaren is being organised for the 17th time. After many years in Kulturhuset at Sergels torg, Bazaren will now be held at the Stockholm Waterfront Congress Centre.

Stockholm Waterfront is right next to Stockholm Central Station. The address is Nils Ericsons plan, and is accessible via Klarabergsviadukten 59 (next to the upper entrance to the central station). Within walking distance of trains, buses, the metro, and Arlanda Express.

Bazaren is Sweden's largest fair for education, recruitment, and business start-up.

Bazaren creates a meeting place for employers, jobseekers, education providers, prospective students, business advisors, and persons looking to start their own business. More than 10,000 people of varying ages and nationalities visit Bazaren each year, hoping to find a new direction in life.

In the last two years, all available booths have been booked early – many of the exhibitors are recurring customers who come back year after year and who quickly reserve a spot each year.



### Education

This is where universities, komvux schools, vocational schools, folk high schools, and other adult education providers market themselves to potential students. Government agencies and organisations which students will be in contact with, for example regarding admission and validation, are also in attendance. Last year there were 40 exhibitors in this section.



### Recruitment

The recruitment area brings together companies looking for new employees and people looking for new jobs and challenges. The Swedish Public Employment Service (Arbetsförmedlingen) hosts the recruitment section and also invites companies looking to recruit to participate free of charge.

The results of last year's Bazaren was around 140 hires by the around 50 participants.

### Who can apply for a booth?

- Private and public sector employers looking to recruit
- Providers of adult education and government agencies that deal with admission and study conditions
- Companies and organisations that advise and support persons looking to start their own business

Bazaren is a noncommercial space, meaning that no selling is allowed in the premises.



### Business start-up

Participants in this area include companies and organisations who provide guidance and support for persons looking to start and run their own business. An exciting seminar programme is also being planned for visitors during the two days.

The Business start-up section is organised by NyföretagarCentrum Sverige. Last year this section had over 20 exhibitors.



## An overview of Bazaren visitors

Interview surveys show that there is a very even gender distribution among visitors. The age is also evenly distributed, with most visitors being born between the 1960s and 1990s.

Almost half of the visitors are born outside of Europe, while almost 40 per cent are born in Sweden.

Of the visitors to Bazaren's *Recruitment section*, roughly half have post upper-secondary education or higher education, while one in ten has only completed compulsory school. One third have been educated in administration, finance or law. More than ten per cent are educated in health and medical services. In general, almost any given profession can be found among the visitors – engineers, computer specialists, teachers, artisans, drivers, salespersons...

The visitors in the *Education section* will receive information about all kinds of adult education, including folk high schools, komvux, and university programmes. Many also want to learn more about study financing and how to have foreign grades and degrees validated.

More than 90 per cent of visitors to the *Business start-up section* felt that it was good and had given them good information for proceeding to plan their lives as self-employed.



## Marketing Bazaren

An intense campaign aimed at visitors is launched in the two final weeks before the event.

Double-sided window signs will be purchased in buses and rail traffic throughout Stockholm County.

Bazaren's media partner is Metro Media House AB. A number of ads will be printed in the Metro newspaper's Stockholm edition. In cooperation with Metro, we will also produce a number of native adverts for metro.se and metrojobb.se as well as for Facebook. There will also be a banner posted at the MetroJobb website.

A six-meter wide ad with a photo of Stockholm Waterfront will be displayed on the LED screen at Sergels torg – Klarabergsgatan during the two campaign weeks.

The County Administrative Board and the co-organisers will also manage Bazaren's own website and Facebook page.



## Fair magazine with discounted advertising prices for exhibitors

A fair magazine is produced in cooperation with MetroJobb. It contains layouts, information about exhibitors, articles and interviews. The magazine is distributed ahead of time, as part of the Stockholm edition of Metro, and is handed out at the venue during the fair. All exhibitors will be offered to advertise at a discounted price.

# Fair information

## prices excluding VAT

### ***Bazaren's opening hours for visitors***

**Thursday 21 February 11:00–17:00  
and Friday 22 February 10:00–16:00**

**Free admission for visitors**

## Education section

### **Application deadline 15 January 2019**

There is limited floor space and the section may fill up ahead of time.

Book exhibition space now at [bazar.nu](http://bazar.nu)

### **Price for exhibition space in the Education section**

3 x 2 m space: SEK 8,000

4 x 2 m space: SEK 12,000

### **Electricity and WiFi**

The price includes 1,000 watt electricity + 3 sockets / booth. If you need more power, please contact Birgitta Sjöblom for separate order and price.

Open, password-less WiFi available.

### **Set-up, disassembly**

Set-up of booths is done on

Wednesday 20 February 14:00–18:00.

Unfortunately, material cannot be sent to the premises ahead of time.

Disassembly and removal must take place immediately after Bazaren closes on Friday 22 February at 16:00.

*Please note! Exhibitors are expected to be present both days, until the fair closes.*

### **Exhibition space**

Open exhibition space without walls. Exhibitors are responsible for bringing their own screens, rollups, computers etc. Each space will have its corners marked with tape on the floor. The beautiful oak floor does not require carpeting, visually or acoustically.

### **Furniture available for rent**

- Café table normal height, SEK 400 per piece
- Café chair normal height, SEK 300 per piece
- Bar table (high), SEK 600 per piece
- Bar stool (high), SEK 450 per piece
- Brochure rack, SEK 550 per piece
- Info desk, straight white with two shelves (length 127–150 cm, height approximately 105 cm), SEK 1,900 per piece.

The prices include access during the whole fair, as well as transport to and from the venue.

### **Cancellation fee**

In the event of cancellation after 15 January 2019, 50 % of the total price of the order is charged. After 8 February 2019, 100 % of the total price is charged.

### **Contact**

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## Recruitment section

### **The Swedish Public Employment Service**

(Arbetsförmedlingen) hosts the recruitment section and also invites companies looking to recruit to participate free of charge.

### **Contact and applications**

[bazaren@arbetsformedlingen.se](mailto:bazaren@arbetsformedlingen.se)

## Business start-up section

The Business start-up section is organised by **NyföretagarCentrum Sverige**.

### **Contact and application**

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# Organisers and contact persons



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