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- FOR IMMEDIATE RELEASE -

Making it in America Jubilee Symposium

In the presence of

Their Majesties King Carl XVI Gustaf and Queen Silvia of Sweden;
Speaker of the Parliament of Finland, Mr. Eero Heinäluoma;
and Mayor of Philadelphia, Michael A. Nutter
at the Independence Seaport Museum, Philadelphia
A part of the 375th Anniversary of the New Sweden Colony
Saturday, May 11, 2013, 9:00am-10:30am.

What does it take to succeed in America?



Philadelphia, April 29, 2013 - In 1638 the full-rigged pinnace Kalmar Nyckel carried

an adventurous group of Swedes and Finns to the Delaware River. The creativity and endurance of this group led to the establishment of the colony New Sweden.

Since those first Swedes and Finns arrived in America 375 years ago, their descendants have continued creating successful businesses throughout the country.

Today this Nordic heritage is found in a new set of entrepreneurs who are eager to bring the U.S. and Nordic countries closer together. The inherited Nordic values such as integrity, sustainability and innovativeness have been put to good use.

Shining examples of those who have truly succeeded in America, **Marilyn Carlson Nelson, Mirkku Kullberg, Marcus Samuelsson and Matias Myllyrinne**, will share their success stories and their views on the secrets to success in America.

Led by moderator Dr. Stephen Tang, this panel discussion will focus on how the Nordic countries became global leaders in such innovative industries as design, travel and

hospitality, cuisine and gaming.

Saturday, May 11, 2013 from 9:00 AM to 10:30 AM

Independence Seaport Museum

211 S Christopher Columbus Blvd

Philadelphia, PA 19106

The event is free and open to the public, however seating is limited. Tickets available at www.375th.org.

Speakers:



Marilyn Carlson Nelson: Former Chairman and CEO of Carlson which includes brands such as Radisson Blu and Radisson Hotels, Park Plaza and Park Inns, Country Inns & Suites, Carlson Wagonlit Travel and T.G.I. Friday's restaurants. Carlson is one of the largest privately-owned companies in the U.S. Based in Minneapolis, Minnesota, there are 175,000 employees who work under the Carlson brands in 160 countries.



Mirkku Kullberg: CEO of Finnish Artek design company, world famous as a quality brand that has a long tradition of being a manufacturer of outstanding design products for daily use. The Alvar Aalto interior design collections and furniture are leading products of the company today.



Marcus Samuelsson: Chef and co-owner of Restaurant Red Rooster Harlem. Received more accolades in a few years than most chefs receive in a lifetime. Youngest chef to receive a three-star restaurant review from The New York Times. Rocketed to forefront of national and international culinary scenes by owning restaurants and writing books. Born in Ethiopia but raised in Sweden.



Matias Myllyrinne: CEO of Remedy Entertainment. Remedy is a developer of state-of-the-art action games, game franchises and cutting edge technology; all fields where Nordic companies have become global leaders. Highly acclaimed games of Remedy include Death Rally, Max Payne and Alan Wake.

Moderator:



Dr. Stephen Tang: President and CEO of the University City Science Center in Philadelphia, the oldest and largest urban research park in the U.S. It supports technology commercialization and technology-based economic development. Dr. Tang is a seasoned life science, energy technology, and management consulting executive.

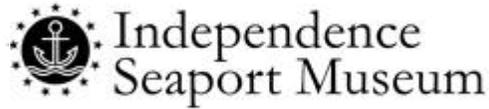
Agenda:

09:00 am	Welcome by Mayor Michael Nutter
09:10 am	Moderator Dr. Stephen Tang introduces the speakers and opens the seminar
09:30 am	The speakers share their experiences of starting a business "the American way," adapting to the prevailing culture and incorporating the ideals and work habits of their ancestry into their new venture.
10:10 am	Questions & Answers from the audience

This event is part of the year-long celebration of the Swedish/Finnish landing in Wilmington, Delaware and is hosted under the umbrella of *The New Sweden Alliance (NSA)*. NSA is a nonprofit, cooperative association of Swedish- and Finnish-American heritage groups in Delaware, Pennsylvania and New Jersey aimed at promoting and celebrating the culture, history and contributions of New Sweden in the Delaware Valley and, by extension, throughout the United States.

Partners for this event include: Embassy of Sweden, Washington DC; Embassy of Finland, Washington DC; and the American Swedish Historical Museum in Philadelphia.

Thanks to our sponsors for making this seminar possible:



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Please note! The symposium will be taking place at the Independence Seaport Museum at 211 S Christopher Columbus Blvd, Philadelphia.

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