

## Swedish Forestry Expo 2021 - The Swedish Trade Association MaskinLeverantörerna creates its own fair for the forestry industry

**The trade association for suppliers of mobile machines, MaskinLeverantörerna, is launching a brand new trade fair 'Swedish Forestry Expo' which will take place June 3-5, 2021 at Solvalla in Stockholm, Sweden. The fair will be a meeting place for the commercial large-scale forestry with the machines at centre stage.**

The launch of the fair is an initiative developed by the trade association on behalf of its members. The Swedish Forestry Expo will be open to all exhibitors who have relevant products, both machines and accessories, for the large-scale forestry industry. The new trade fair aims to be an easily accessible meeting place with a practical layout where visitors can experience all it has to offer. In addition to the areas where machines will be showcased, meetings and seminars will be organised as the exchange of knowledge is an important part of the experience.

"We want to create a fair dedicated for the commercial forestry buyers, where large-scale forestry is the focus. Solvalla was the natural choice for the location as their facilities can support the new concept. We previously hosted the Swedish Machine Fair (Svenska Maskinmässan) for the construction equipment industry there and received positive feedback from both exhibitors and visitors as it met their accessibility needs" commented Björn Bäckström, CEO of MaskinLeverantörerna.

### **Facts about Swedish Forestry Expo 2021**

Date: June 3-5, 2021

Place: Solvalla, Stockholm, Sweden

Exhibitors: Companies with products for professional large-scale forestry industry

Organiser: MaskinLeverantörerna, the Swedish Trade Association for suppliers of mobile machines

Other: Free entrance and free parking

### **More info:**

[www.swedishforestryexpo.com](http://www.swedishforestryexpo.com)

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MaskinLeverantörerna:

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### **Comments about the Swedish Forestry Expo 2021 by exhibitors who have already confirmed their attendance:**

*"It will be exciting to test a new concept, with a niched fair. We want to give the visitors a high-quality fair experience, giving them the opportunity to immerse themselves in the things they think are of particular interest. "*

Peter Hasselryd, VP Marketing and Sales Sweden, Komatsu Forest AB

*"It will be the perfect forum where we can really meet the customers and pay full attention to large-scale forestry. With a niche fair, the content becomes relevant to the visitors and we look forward to showing our news!"*

Anders Gustafson, CEO, Eco Log Sweden AB

*"The new fair concept at Solvalla makes it easier for our customers to visit us, no matter where they live. With a trade fair focusing on professional forestry, we will have more time for our customers, something that we are looking forward to. "*

Henrik Johansson, Country Manager, John Deere Forestry AB

*"We can now create a trade fair the way we want it. Out with the ice cream, balloons and the log splitters, full focus on the machines! "*

Carl-Henrik Hammar, CEO, Ponsse AB

*"We at Rottne are really looking forward to meeting and taking care of our customers and suppliers at an entirely unique meeting place. As the only fair in the world, the SFE 2021 will focus exclusively on forestry machines and equipment for the cut-to-length method. The fair will give us a fantastic opportunity to showcase our range of products and services for a relevant audience. "*

Arne Isaksson, Sales and Marketing Manager, Rottne Industri AB