



BAZAR **Jub
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**The Bazaar celebrates
its tenth anniversary
10–11 Februari 2012
Kulturhuset, Stockholm**

Register to exhibit now!

The Anniversary Bazaar

Are you needing to recruit – now or in the near future? At the Bazaar*, you have an excellent chance of finding prospective employees and forging valuable contacts for the future. The Bazaar is generally attended by approximately 10,000 people. Those who attend speak a total of around 30 languages and seek jobs in every conceivable field. What they especially appreciate about the Bazaar is that they get the chance to meet employers face to face.

Nearly as many attend to get information about higher education courses and other educational/training opportunities in the County of Stockholm; many others come to find out how to have their foreign certificates and degrees validated.

Several thousand visitors attend for information about how to start up and manage businesses.

Satisfied exhibitors

In a survey conducted at the Bazaar in 2011, 100 percent of employers who had jobs to offer replied that they had made contact with visitors that they believed they would take on as employees.

Just over 93 percent of exhibitors in the Education//Training section felt they had benefited from participating and 97 percent said that interest in their information was strong or very strong among visitors.

Of exhibitors in Café Starta Eget (Business Start-up section) a majority responded that they would be interested in exhibiting again at the Bazaar in 2012.

* Over the years, the nature and scope of Recruitment Bazaar has changed and expanded. Against that background, its name has been shortened to "The Bazaar".

Where and when

The Bazaar is held in Kulturhuset Sergels torg, Stockholm:

Floor 5 – Recruitment
Floor 3 – Education/Training
Ground floor – Business Start-up

Time: Friday, 10 februari
10.00 a.m.–5.00 p.m.
and Saturday, 11 February,
11.00 a.m.–4.00 p.m., 2012.

Admission is free.



Pictures from the most recent Bazaar.

The Bazaar in brief

Recruitment, Gallery 5

The Bazaar is a forum for immediate recruitment and longer-term competence sourcing. It provides the space for informal meetings between employers and jobseekers. The trade unions are present to provide information on conditions in the labour market. Entrance from the escalator on Floor 5.

Education/Training, Foyer 3

Here, institutes of higher education and other education/training providers come together. Entrance straight from the escalator on Floor 3.

Café Starta Eget, Studion

Café Starta Eget, will host not only exhibition stands but also interviews and discussions with business representatives and exhibitors, on the stage. Separate entrance straight from the ground floor.

Who is eligible to exhibit

- Private and public sector employers
- Education/training providers
- Companies and organizations with a startup advisory service
- Recruitment projects aimed at making it easier for people to enter the labour market.

The Bazaar is a not-for-profit event; no on-site sales are permitted.

Marketing

The Bazaar is advertised in buses and on subway and commuter trains in the County of Stockholm.

The Bazaar's media partner Metro will produce an event newspaper, which will be included as a supplement to the Stockholm edition about a week beforehand, and distributed on site during the Bazaar. Metro will offer exhibitors advertising in the supplement, at heavily discounted rates.

On the Bazaar website, links will be posted to the websites of all exhibitors. The Bazaar website will also have a list of job vacancies open to applicants at Bazaar.

Exhibitors' testimonials about the Bazaar



"I and my colleagues were able to present IT-Resurs (IT Resource) and EkonomResurs (Economist Resource) to nearly 10,000 visitors during our participation at the Bazaar. It was important and productive, since we met people that otherwise we might not have made contact with. Resurs Bemanning will, of course, be participating again in 2012. Hope to see you there!"

Mathias Linarfve
Head of Personnel Placement
Resurs Bemanning



"The Bazaar gave us at the Stockholm School of Theology the opportunity to reach out to, and be seen by, a broad public over a busy yet very enjoyable few days. It was a well-planned event with a good atmosphere in Kulturhuset, and one where optimism and confidence in the future were in the air. Many of those who were looking for jobs stayed in the education/training section and vice versa. Spontaneity, laughter, curiosity and enjoyment during many new, inspirational meetings provided me, as a student representative, with a brilliant opportunity to put across the best of the School of Theology's highly topical programmes and courses in Human Rights and Theology."

Heléna Tylleskär
Student at the Stockholm School of Theology



"The Bazaar has a lot of visitors. Offering specialist courses in Swedish to immigrants with a professional background and professional experience from their countries of origin, we reach out to many people. It's good that participants who attend courses can be there at the Bazaar and present their SFX (Swedish for Professionals) courses."

Bodil Renlund
Teacher, Swedish for Engineers
Coordinator and Acting Course Supervisor
Järfälla Lärcentrum



"We are keen to participate in the Bazaar because we have attended in previous years and it has been a productive and successful event. Every year, we have had many visitors. It's an enjoyable way of making contacts and, we hope, of meeting new people to recruit to Sector Alarm."

Johanna Gunnarsson, Helen Rubi, Josephine Lidman and (front) Karin Lindeberg
Recruitment executives at Sector Alarm



"To us, the Bazaar is an excellent environment where we can be seen and can meet our target group. Visitors are considering starting a business, are in the process of starting up or have just done so. Nothing beats meeting potential members in person; this enables us to describe our membership format of

customized services for entrepreneurs. We also feel that the event is very professionally organized."

Andreas Holmbäck and Lisa Nyberg
Developers
Unionen Egenföretagare

Exhibition information, prices excl. VAT

To register for the 10-year anniversary Bazaar, go to www.bazar.nu

**If you have any questions, contact Birgitta Sjöblom, on +49 3901-39 38 62 (Germany)
Birgitta.Ozelot@gmail.com**

Registration

Those wishing to participate as an exhibitor at the Bazaar must register no later than on 20 December 2011. The number of places is limited
– *register now!*

Complete the form on the website at www.bazar.nu or contact Birgitta Sjöblom.
Your space at the exhibition will be confirmed by e-mail.

Installation, dismantling of stands

Stands will be installed on Thursday 9 February, in the period 3.00 p.m.–6.00 p.m.

Stands must be dismantled and removed immediately after the Bazaar closes on Saturday 11 February, at 4.00 p.m.

Prices for exhibition space

Area of 2 x 2 m: SEK 14,000.
Double exhibition modules are available.

Exhibitions in Gallery 5 – Recruitment

Open exhibitions without partitions. Exhibitors are themselves responsible for screens, roll-ups, computers etc. Carpeting and hangings/signs with logotype are included in the price for the space.

Exhibitions in Foyer 3 – Education/Training

Project manager Birgitta Sjöblom is coordinating the participation of institutes of higher education and other education/training providers in Foyer 3. For contact details, see above.

Exhibitions in Café Starta Eget, Studion

A special package is offered for equipment and accessories. Contact Café Starta Eget's project manager Mats Evergren, on Tel. +46 708-14 44 04 or +46 8-14 44 00.
E-mail: info@egetforetag.se

Furniture for hire (Gallery 5 and Foyer 3)

- Café table, normal height @ SEK 400.
- Café chair, normal height @ SEK 200.
- Bar table (high) @ SEK 400.
- Bar stool (high) @ SEK 300.
- Brochure stand (high) @ SEK 400.
- Info counter, straight, white, with two shelf heights (length 127 cm, depth 47 cm, height 110 cm) @ SEK 1,900.
- Wireless Internet connection @ SEK 250.
- Electricity SEK 250.

Prices refer to the whole exhibition period.

Organizers and contacts

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TILLVÄXT VERKET

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In association with *Starta och driva företag*, the joint government agency organization for business start-ups

Arbetsförmedlingen

Bolagsverket

Försäkringskassan

Skatteverket

TILLVÄXT VERKET



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