

HAGS PLY UNIT AT THE WORLD EXPO

Right now the World Expo in Shanghai is in progress. Outside the Swedish pavilion there is a particularly striking attraction - a large play unit in Villa Villekulla style from HAGS.

The play unit outside the Swedish pavilion will be in place in Shanghai for all the six months of the world expo. The Swedish theme for the expo is technique, innovation and our way of living. A common feature for the pavilion is Pippi Longstocking, who represents innovation. The play unit has been designed with inspiration from Pippi's house Villa Villekulla and it attracts a great number of people every day.

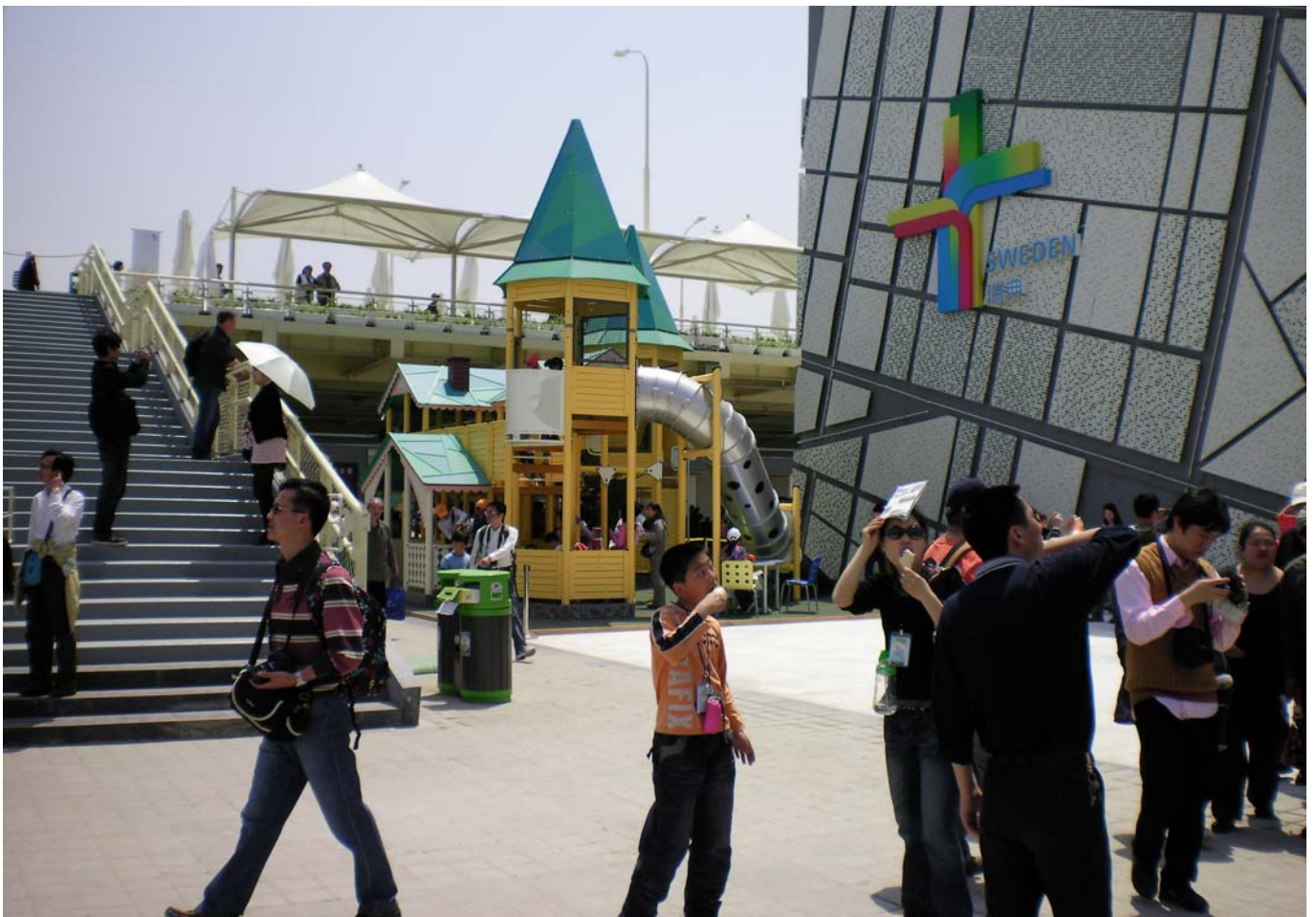
- The play unit is crowded with people all day, says Jörgen Svärd, Sales Manager at HAGS. Many adults are also appealed by it and stop willingly by for a moment. There are also park benches where you can sit down for a few minutes rest.

Sweden is the only one presenting activities also on the outside of the pavilion. The fact that the play unit is free to use is something that entices a lot of people.

- For HAGS it's a fantastic privilege to take part in in this expo, Jörgen says. It gives us a unique opportunity to present our products in China and we hope to develop our contacts in this country.

The World Expo is held in Shanghai and is in progress May 1st through October 31st. During this time a number of 70 million visitors are expected.

For further information, please contact Jörgen Svärd, Sales Director
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Pressrelease

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