US AUTOTECH PROGRAM
2025 Overview

April - August 2025

www.business-Sweden.se

100 Montgomery St, Suit 1780
San Francisco, CA 94104,
USA

BUSINESS SWEDEN

The fourth annual US Autotech Program shapes business creation opportunities for Swedish Autotech companies in the US' leading technology hub

US Autotech Program 2025

The fourth year of Business Sweden's Autotech Program builds upon the strong momentum from 2022 – 2024, offering targeted networking and matchmaking with key US Autotech players and an exhibition opportunity at a leading Autotech trade show in Silicon Valley

The program's ambition is to continue to support Swedish companies to accelerate their US expansions, granting them ongoing access to innovation, partnerships, customers and policy makers, while continuing to promote industry transformation and sustainability

Overview of Autotech Program Initiatives and Value

Match-making between US stakeholders and Swedish companies

Arrange events providing opportunities for Swedish companies to meet and network with major automotive players in the market including OEMs, Tier 1s, and other tech partners

Connecting investors to leading Swedish technology

Connect Swedish SMEs with potential investors both at events and through individual pitch sessions and equip companies with proper tools and strategies to enable successful first dialogues

Connections with partners and demonstrators

Opportunities to engage with potential partners and visit testing and demonstration facilities with industry leading capabilities in key Autotech hubs in the US

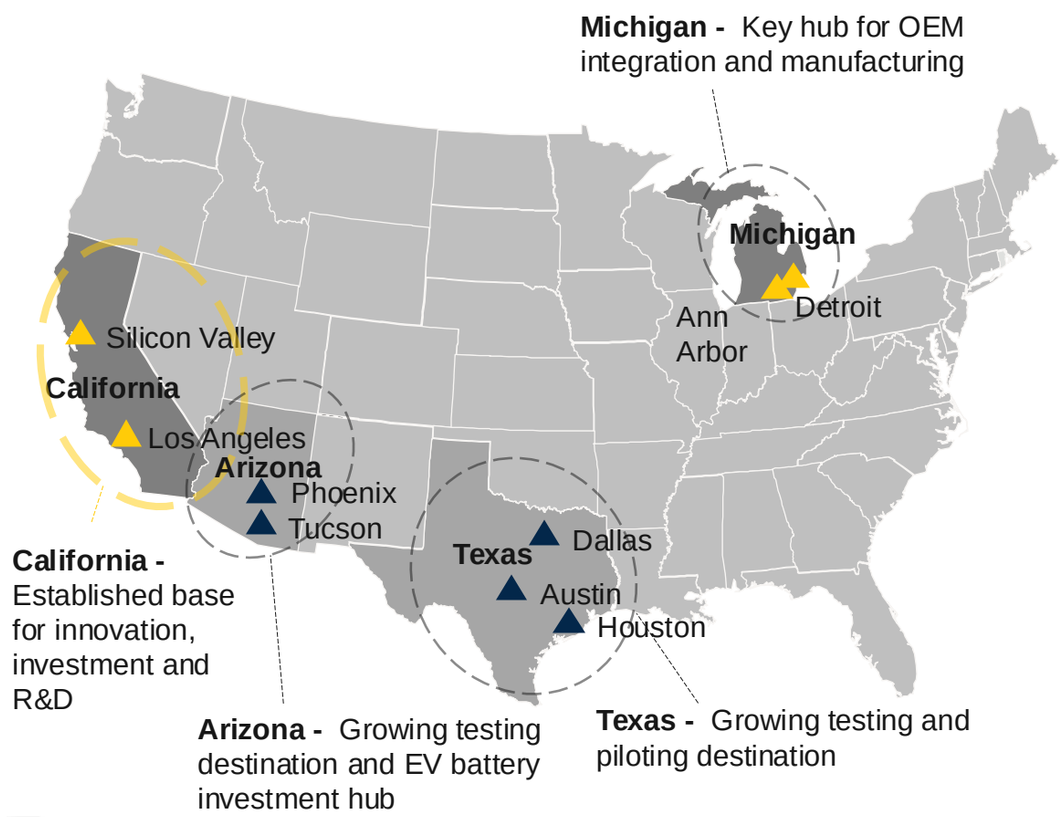
Supporting with US establishment and growth

Gain support and insights from Business Sweden US and Small Business Export team to help formulate entry/expansion strategy and plan for the US market

Silicon Valley continues to be a leading regional hub for Autotech and AV advancements and innovation as well as the US technology sector more broadly

Key US Autotech and AV Tech clusters

2025 Autotech Program Focus



Silicon Valley Leads in R&D and Innovation

First in US Software Publishing
California accounts for over 1/3rd of the software publishing revenue in the US; the software development talent pool in the Silicon Valley is extensive

Home to Leading Research Universities
The strong university system of Stanford, UC Berkeley and Caltech yields a strong talent pool and R&D support; Bosch has a long-standing partnership with Stanford, working on R&D to develop their regional network

Comprehensive AV regulatory environment
California's comprehensive framework governing AV testing and operations sets permitting and safety driver requirements for AV companies, enabling over 3.3 million AV test miles driven on California roads in 2023

Hub for Startups
Many startups choose Silicon Valley as a HQ location, though it is often only a smaller hub in a larger network of locations to be closer to key partners

Source: Crunchbase, CB Insights, Smart Cities Drive, Geospatial World, Business Sweden Interviews & Analysis

The 2025 Program has four key components comprising of an in-person event, digital pitch coaching, ongoing marketing promotion activity, and tailored insights

Key Components of the US Autotech Program 2025

IN PERSON EVENT + ROADSHOW

One in-person exhibitor event providing opportunities for speaking, demos and matchmaker meetings with 2 days of B2B roadshow visits to US stakeholders (e.g. Ford, Ouster, Pony.ai, Waymo*)

- ADAS & AV Tech Expo California
- Silicon Valley Roadshow

TAILORED ANALYSIS

Individualized support (10 consulting hours) for each member company, analyzing 2-3 key questions on the US Autotech market**. Example research topics include:

- Recent strategic partnerships and M&A activity in the US
- US growth strategies and opportunities

MARKETING PROMOTION

Accelerate awareness among US Autotech stakeholders through promotion opportunities

- Feature on US Autotech program landing page
- Company-specific social media posts
- Exhibitor marketing opportunities at trade show

DIGITAL PITCH COACHING

Tailored pitch coaching to cater your pitch material and delivery to US audiences

- 1 on 1 virtual coaching session with the Business Sweden team ahead of the ADAS & AV Tech Expo

Outcome & Deliverables

Opportunity to showcase solutions at a leading trade show while acquiring new contacts and qualified leads in Silicon Valley

Tailored advisory to support decision-making for each participant's US expansion

Increased brand awareness among potential customers and partners in the US Autotech landscape

Improved pitch material and pitch presentation

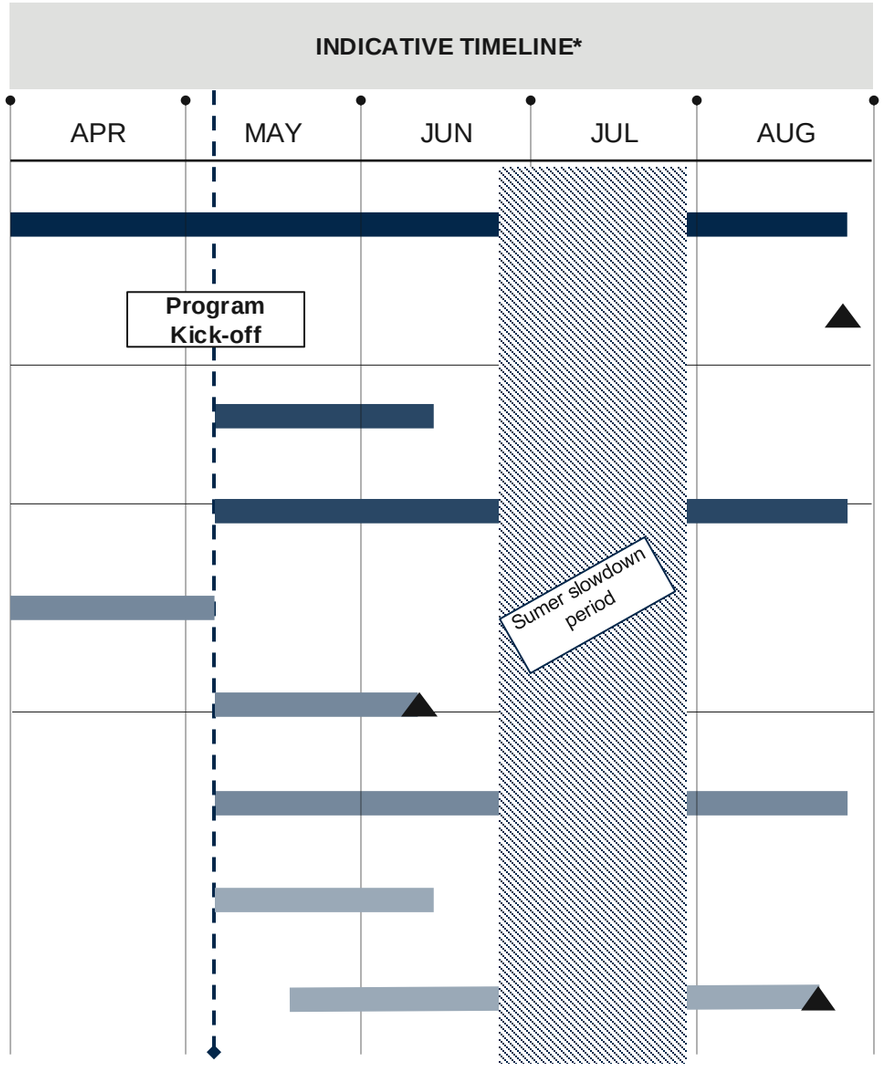
Program fees and terms overview

- 70 000 SEK
- Price based on 2 attendees per company
- Fee excludes travel expenses (flight, accommodation, etc.)

Note: *Illustrative for discussion purposes; 2025 site visit partners will be confirmed following the program launch **Research topics to be decided together with each member company

This year's US Autotech Program will formally kick off in April 2025 and will run through August 2025, including a brief slowdown period during the summer

IN-PERSON EVENT & ROADSHOW	Show Preparations & Planning
	Silicon Valley Roadshow + ADAS & AV Tech Expo
DIGITAL PITCH COACHING	Pitch Deck Review
	1-on-1 Pitch Coaching
MARKETING PROMOTION	Refresh of US Autotech Program Landing Page
	Autotech Program 2025 Company Profiles on Landing Page
	Ongoing Social Media Promotion
TAILORED ANALYSIS	Research Scoping Workshops
	Tailored Research & Analysis



Note: *Illustrative for discussion purposes; subject to change depending upon program partners and member companies

▲ = key program event /milestone

ADAS & AV Tech Expo is the US' leading trade show for ADAS and automated driving system development

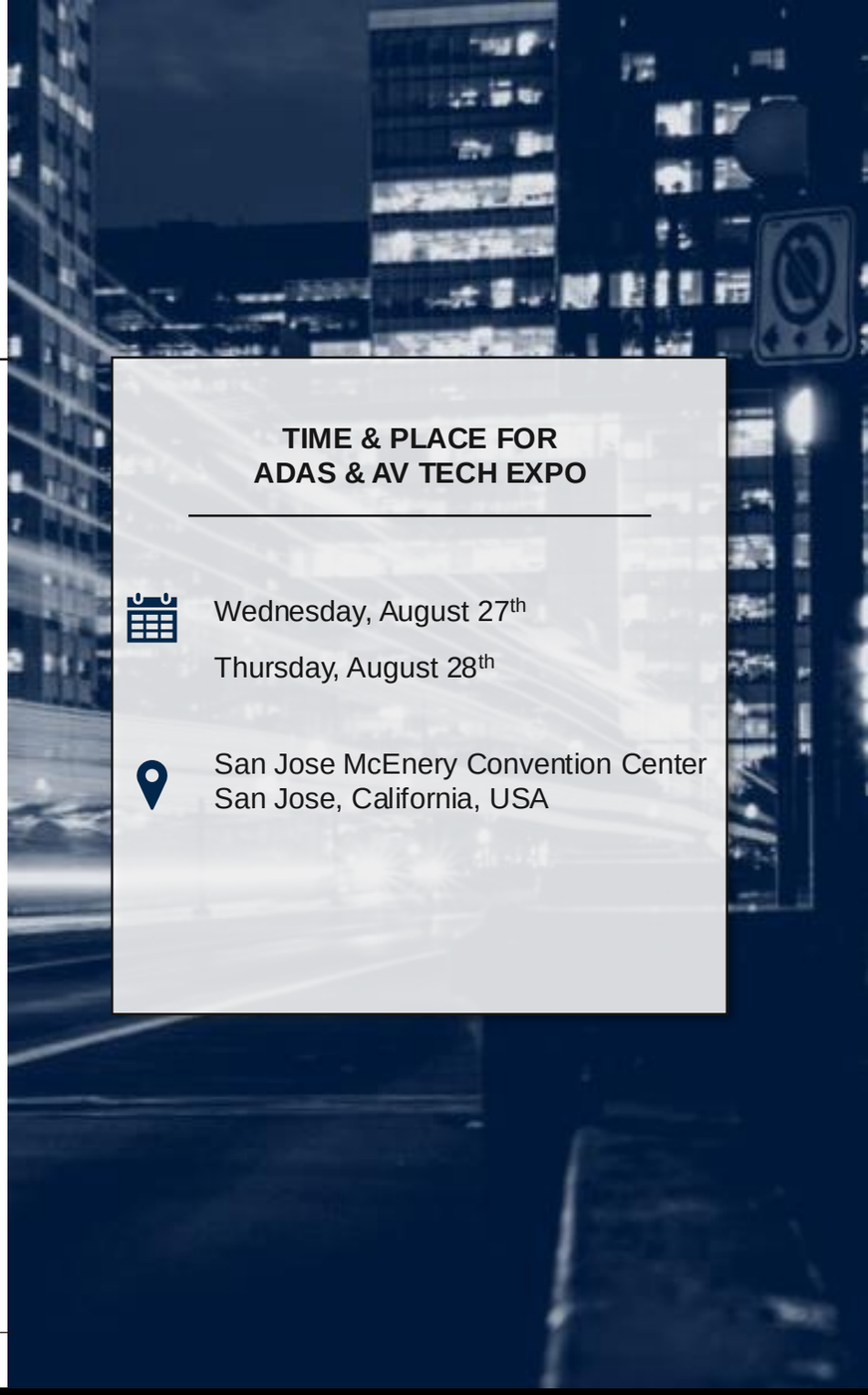
ADAS & AV Tech Expo 2025

1 000+ industry professionals attending*, including players like Ford, Stellantis, Bosch, ZF, Microsoft, Plus, etc.

See the end-to-end ADAS/AV ecosystem on display, including AI, dataloggers, AD simulation and validation, sensors/systems, wireless communication (5G, V2X), testing tools, and more

Gain expert insights from 30+ conference speakers, covering topics including innovation, legislation, and future trends

Autotech Program members generate an average of 8 qualified leads at the ADAS & AV Tech Expo (2023 and 2024)



TIME & PLACE FOR ADAS & AV TECH EXPO

Wednesday, August 27th

Thursday, August 28th

San Jose McEnery Convention Center
San Jose, California, USA

*Industry professionals includes Tier 1s, vehicle OEMs, and other stakeholders in the advanced mobility ecosystem
Source: ADAS & AV Tech Expo California

The ADAS & AV Tech Expo and Silicon Valley Roadshow provide valuable opportunities to generate qualified leads with relevant US Autotech stakeholders

Swedish Pavilion at the ADAS & AV Tech Expo 2024

2024 Autotech Program members visiting Pony.ai in Fremont

> Many thanks for the wonderful week in the Bay Area - both the roadshow and event effort were great.
>
> We had a particularly productive event, with over 25+ proper lead conversations. I think the gathering of Swedish companies in one thematic area via Business Sweden provided a nice differentiation

2024 Autotech Program Participant

Participating Swedish companies were able to meet and interact with key Autotech and AV stakeholders at US Autotech program 2023/2024 events

Relevant Stakeholders Swedish Autotech Program 2023 & 2024 Members Engaged With (Selection)

Organized by Business Sweden

OUSTER
CARS Center for Automotive Research at Stanford
Audi
VOLVO Volvo Group
TRUCKS
NISSAN
pony.ai
MAGNA
RIVIAN
may mobility
NORDIC INNOVATION HOUSE SILICON VALLEY
PLUGANDPLAY
Gatik
ZOOX
gm VENTURES
ZF
DRP
LUCID
gener8tor

Engaged with at Expos and Events

Uber
Google
CEVT
HITACHI
WAYMO
deepen
DENSO Crafting the Core
SIEMENS
BOSCH
Microsoft
STELLANTIS
Continental
NVIDIA.
Ford
Valeo
HYUNDAI MOTOR GROUP
GM

2025 US Autotech Program Participation: Membership & Events

Participation information:

The 2025 US Autotech Program **general membership cost is 70 000 SEK**

General membership includes exhibition space at ADAS & AV Tech Expo, event preparation and coordination, in-person roadshow visits, pitch coaching, marketing promotions, and tailored research support

Please note that this document is not a legal contract; a separate contract will be sent to interested parties to confirm program participation

Terms and Conditions:

Business Sweden's General conditions for participation in trade and invest activities, which govern the performance of this project, will be shared in conjunction with the contract for signing.

Invoicing will be done in SEK, based on the official exchange rate applied on the invoice date. Payment terms are 30 days after the date of invoicing. VAT will be added when applicable.

Any additional costs or expenses to be paid by the client will be verified with the client in advance.

Registration is binding after written confirmation from Business Sweden. The fee will be invoiced upon confirmation and is non-refundable.

Program Conditions:

Included in Price: Company space at in-person event within the "Swedish Pavilion" (size of event space varies per event), Silicon Valley roadshow, access to virtual pitch coaching, marketing promotions including company feature on program landing page, and tailored advisory support

Not included in price: Company travel costs, hotel or flights as well as any additional equipment or shipment of exhibition materials. Marketing materials to be provided by participating company

Business Sweden team to support in general setup and coordination of events as well as support for matchmaking sessions and company profile registration

Questions?

If interested in joining or if you have any questions about the Autotech Program, please e-mail Bill O'Leary at Bill.OLeary@business-sweden.se or Abigail Richardson at Abigail.Richardson@business-Sweden.se

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