

Turnkey concept linked to product launches

The secret places of Swedish Lapland

NordGuide offers an exciting turnkey concept linked to product launches and press showings. The combination of the most interesting hunting areas in Europe, magnificent natural settings and professional service ensures that you and your products are at the centre of things. Test your equipment under conditions only to be found in Europe's last wilderness. Ten thousand years of hunting history, in which equipment and materials have always played a decisive role, have created the right conditions for successfully launching new products. Swedish Lapland is called the Land of the Midnight Sun and the Eight Seasons, and here you can provide maximum exposure for your products under well-planned and professional conditions.

We offer the best in the way of shooting ranges, exclusive hunting for moose, capercaillie, black grouse and ptarmigan, as well as stunning scenery, backed up by professional service, exclusive meeting facilities, excellent food and first-class accommodation.



Information:

Program

- Midnight sun
- Northern lights
- Artic circle
- Sub arctic climate
- Wilderness
- Lapland
- Same culture
- Snow and ice

Temperatures

+30 C° till -40 C°

Concept:

- Car testing
- Clothes
- Equipment
- Hunts
- Fishing
- Adventures
- Conference
- Congress
- Business meeting
- Road shows



Box 500 14, 973 21 Luleå, Sweden

Phone: +46(0)70 666 53 04

www.nordguide.se

www.secretsofsweden.com

info@nordguide.se

Program

Product launch Swedish Lapland

(Example)

Day 1 Guests arrive at Luleå Airport, Swedish Lapland. The day involves testing and demonstrating at the shooting range or other suitable setting. Transfer to the hunting area, followed by dinner and a sauna to round off the day.

Day 2 After a buffet breakfast together, the day is for hunting activities where you as customer choose between moose, capercaillie, black grouse and ptarmigan. Hunting areas with guaranteed excitement and plenty of game provide a favourable backdrop for your products. The evening ends with dinner and a sauna. An optional extra is to enhance your enjoyment of the experience through traditional Swedish folk music or Sámi (Lappish) *juoiggos* singing.

Day 3 You may choose either to hunt on this day too or conclude the showing, followed by transfer to the airport.

We look forward to meeting you.



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About NordGuide

The company, which has been in operation since the mid-1990s, specialises in a quality travel concept featuring sea, forest and mountains. The company operates solely with experienced and well-trained guides who understand the importance of putting service and the guest before all else. We also work with packages of one day to several days' duration and we collaborate with the best companies in the business. Our unique network and cooperation philosophy make us leaders in adventure experiences combined with game cooking and know-how.

Tommy Holmberg



About Swedish Lapland

Norrbottnen is the northernmost county in Sweden, with a population of 250,000 people, 160,000 reindeer and 65,000 snowmobiles spread over a quarter of Sweden's total area. We represent 2.8 % of the Swedish population which totals nine million. Norrbotten has 14 local authorities or municipalities. In area, Kiruna is the biggest and Haparanda the smallest. Luleå Municipality has the largest population – 72,000 – while Arjeplog has the smallest with just 3,000. Norrbotten contains the highest mountain in Sweden, Kebnekaise (2,111 m), as well as the deepest lake, Hornavan (226 m). Three of Sweden's four state-protected rivers run through Norrbotten: the Torne, Kalix and Pite rivers.



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