

An invitation-only program for Nordic institutional investors featuring select U.S.-based venture capital and private equity firms.

In cooperation with the U.S. Department of Commerce in Washington, DC, the U.S. Embassy in Oslo, Copenhagen, Stockholm, and Helsinki; and the International Trade Administration; Venture Catalyst Private Equity Partners cordially invite you to apply to represent the United States Venture Capital and Private Equity industry as part of the 2011: US-NORDIC Private Equity Mission to Scandinavia, June 5-10, 2011.

This Certified Trade Mission to the entire Nordic Region focusing on relationship building will afford up to 15 U.S.-based GP's a place on the delegation slated to connect with Nordic **institutional investors, sovereign funds** and **family offices**.



OVERVIEW

A highly informative and interactive program to provide U.S. private equity and venture capital fund managers the opportunity to build key business relationships with LPs in the Nordic Region.

The 2011: US-NORDIC Private Equity Certified Trade Mission is focused on the following objectives:

- ◇ Introduce U.S. private equity firms to potential LPs who have the ability to invest in U.S. private equity firms
- ◇ Create opportunities for intimate interactions between GPs and potential LPs.
- ◇ Promote U.S. private equity firms.
- ◇ Introduce Nordic VCs, private equity firms, entrepreneurs, business and government leaders to U.S. private equity fund managers.

Invited Nordic LP's shall include top-tier institutional investors, high net-worth family offices, sovereign funds, and pension funds who either have an exposure to U.S. private equity and venture capital fund investments or have a potential interest in doing so in the future. The 2011-US NORDIC Private Equity Mission will enable our delegates to engage in an open dialogue with Nordic investors with better insights into topics that may not be explored at other private equity meetings and industry forums.

GP SELECTION CRITERIA

In order to assure the most successful outcomes possible, the Certified Trade Mission organizer will be selecting participants based on criteria meant to best showcase U.S. private equity and venture capital industry while selecting GPs who will best match investment interests of Nordic LPs. Selection criteria include:

- (i) Ability and interest in engaging with LPs to build long-term relationships and
- (ii) Unique perspectives that selected private equity firms will contribute to a well-balanced mix of delegation participants
- (iii) Interest in participating in panel discussions & roundtable meetings

The Government of the United States, particularly the United States Department of Commerce, and the U.S. Embassies in Oslo, Copenhagen, Stockholm, and Helsinki are not involved in selecting or recruiting for this mission. Such selection and recruitment is strictly left to the Certified Trade Mission organizer.

→ LP PARTICIPANT PROFILE

Previous participants in the 2010- US Nordic Private Equity Mission included pension funds, development finance institutions, angel investors, institutional investors, and sovereign funds. We have already received a confirmation from over 30 LP's across the Nordic region. More than 100 Nordic LP's (who either have prior exposure or future interest in U.S. private equity) will be invited between now and the commencement of our 2011 U.S.-Nordic Private Equity Mission.

TENTATIVE SCHEDULE FOR JUNE 5-10, 2011

Sunday, June 5th, 2011 | OSLO, NORWAY

Arrival of US Delegates in Oslo:

5PM : Welcome Reception

7PM : Dinner; Norwegian Venture Capital Association

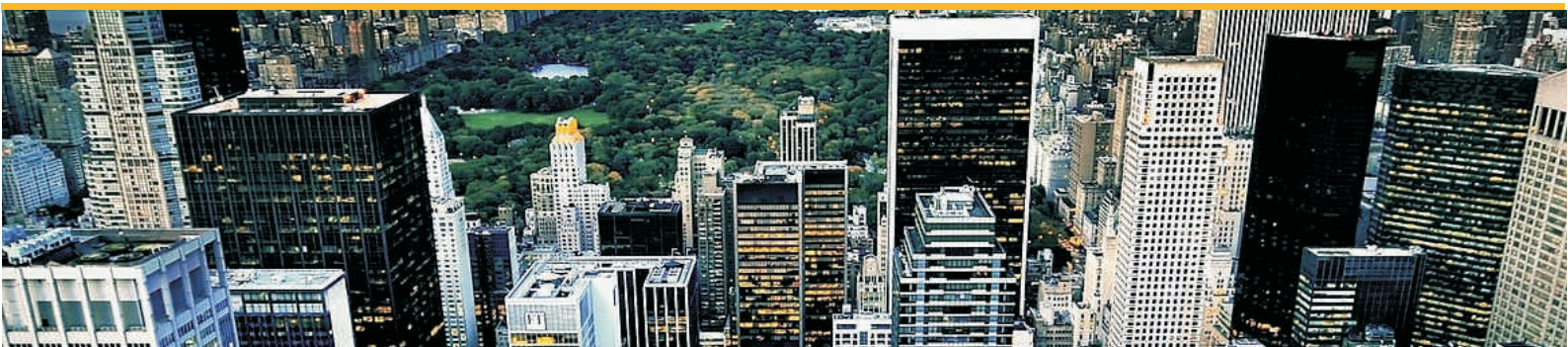
Monday, June 6th, 2011 | OSLO, NORWAY/COPENHAGEN, DENMARK

Connect with Norwegian LPs in a full-day seminar hosted by the Honorable Barry B. White, Ambassador of the United States to Norway.

- ◇ Economic Intelligence Briefing
- ◇ Local Investment Bank Perspective: Working with Norwegian LPs.
- ◇ Meeting with Economy, Finance Ministries: How Norwegian LPs invest in GPs. Investment rules/regulatory matters.
- ◇ Discussion with senior government officials/Norwegian LPs.
- ◇ Straight Talk: GP Breakfast & LP Luncheon (Venue:TBD)
- ◇ GP Presentations & Discussions on the state of the USVC/PE Industry, Top Technologies & Disruptions, Opportunities for Investors

Delegates leave on last flight Oslo to Copenhagen: 6:05PM Arrival 7:15PM

9PM: Welcome Reception/ After Dinner Drinks with DVCA



Tuesday, June 7th, 2011 | Copenhagen, Denmark

Connect with senior-level Danish LPs in a full-day seminar hosted by the Honorable Laurie Fulton, Ambassador of the United States to Denmark.

- ◇ Economic Intelligence Briefing.
- ◇ Local Investment Bank Perspective: Working with Danish LPs.
- ◇ Meeting with Economy, Finance Ministries: How Danish LPs invest in GPs. Investment rules/regulatory matters.
- ◇ Discussion with senior government officials/Danish LPs.
- ◇ Straight Talk: Full Day Seminar+ LP Luncheon
- ◇ GP Presentations & Discussions on the state of the US VC/PE Industry, Top Technologies & Disruptions, Opportunities for Investors

Delegates leave on last flight to Stockholm: 6:45 PM Arrival 8:00PM



Wednesday, June 8th 2011 | Stockholm, Sweden

Connect with senior-level Swedish LPs in a full-day seminar hosted by the Honorable Matthew Barzun.

- ◇ Economic Intelligence Briefing.
- ◇ Local Investment Bank Perspective: Working with Swedish LPs.
- ◇ Meeting with Economy, Finance Ministries: How Swedish LPs invest in GPs. Investment rules/regulatory matters.
- ◇ Discussion with senior government officials/ Swedish LPs.
- ◇ Straight Talk: GP Breakfast & LP Luncheon.
- ◇ GP Presentations & Discussions on the state of the US VC/PE

5PM: Cocktail Reception for Swedish VC's & Entrepreneurs @ DELPHI AdvokatFirman

7PM: TiE NORDIC Dinner for Delegates with Local Innovation Eco-System.

Keynote Speaker: The Honorable Ambassador Matthew Barzun

Thursday, June 9th, 2011 | Stockholm, Sweden/ Helsinki, Finland

Delegates leave on afternoon flight Stockholm to Helsinki: 1:00PM (Dep.)-3:00PM (Arr.)



Friday, June 10, 2011 | Helsinki, Finland

Connect with senior-level Finnish government officials LPs in a full-day seminar hosted by Ambassador Bruce J. Oreck.

- ⇒ Economic Intelligence Briefing.
- ⇒ Local Investment Bank Perspective: Working with Finnish LPs.
- ⇒ Meeting with Economy, Finance Ministries: How Finnish LPs invest in GPs. Investment rules/regulatory matters.
- ⇒ Discussion with senior government officials/ Finnish LPs.
- ⇒ Straight Talk: GP Breakfast & LP Luncheon
- ⇒ GP Presentations & Discussions on the state of the US VC/PE Industry, Top Technologies & Disruptions, Opportunities for Investors

Helsinki Harbor Champagne Toast 3:30PM-5:00PM
Delegation Ends

For more information on costs, the application and selection process please contact:

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