



# SCANDINAVIAN OUTDOOR PRESS CONFERENCE

*Welcome to 15 press conferences in one!*

*Saturday, March 7th 2015, 12:45 - 13:45*

*Room Hongkong, level 1, NCC Ost*

**12:45** - Dropin Meet&Greet Product Highlight Exhibition.  
*Light lunch is served.*

**13:00** - Formal press conference commences with presentations from 15 Scandinavian outdoor brands

**13:30** - Product exhibition continues (voluntary). Meet the brands in person and have a closer look at the products.

**13:45** - Press conference ends

