

SAS CITY PORTRAIT

Gothenburg

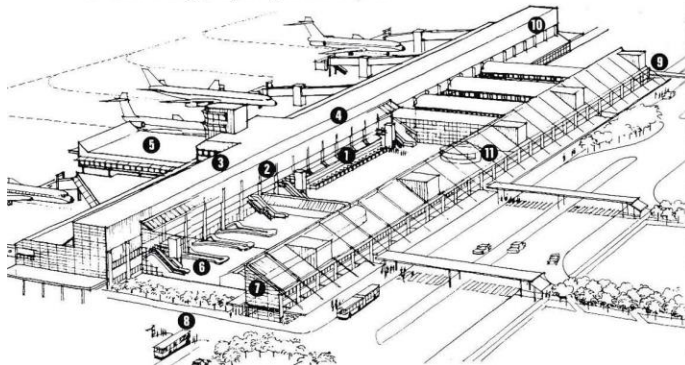
SAS SCANDINAVIAN AIRLINES



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This is the 14th edition of Gothenburg City Portrait printed in 60,000 copies – with information based on facts available in August 1978. Major changes from 13th edition: New address for Tourist Information Office (see page 9), one "pub" deleted, one department store deleted, increase in hotel rates, movie tickets, and cloakroom charges.

Gothenburg Airport, Landvetter



- | | |
|--------------------------------------------------|------------------------------------------------|
| 1. Departure Check-in. | 6. Arrival hall. |
| 2. Escalator to departue hall, passport control. | 7. Exit for arriving passengers. |
| 3. Departure lounge. | 8. Airport bus departure position. |
| 4. Tax-free shop. | 9. Entrance, domestic arrival/ departure hall. |
| 5. Departure check for mobile lounges. | 10. Counter, domestic hall. |
| | 11. Information and traffic cashier. |

Front cover: Kungssportsavenyn with Carl Milles' Poseidon fountain in foreground.

Introduction

Gothenburg's close relationship to the sea and shipping can be traced as far back as the 10th century when the Viking fleets habitually made the mouth of the Göta River their rendezvous as they set out on voyages of exploration.

Stone Age remains have been discovered within the city boundaries revealing an even earlier settlement, but today's city was founded by warrior King Gustavus Adolphus in 1621.

The city is now the principal port of Scandinavia, as well as one of the biggest in Europe, playing an important role in the country's export trading. Not only is it the home of Volvo, Sweden's largest automobile manufacturer, but it is also the headquarters of the giant SKF ballbearing complex and the country's most important shipbuilding center, helping to place Sweden among the world's leading shipbuilders. The famous Hasselblad "space" camera is also manufactured here – right in the center of the city.

But Gothenburg is more than just a bustling port on the Kattegat, it is a garden city at the center of Sweden's summer playground – at the southern end of the lovely coastal province of Bohuslän with its 3,000 islands and skerries.

And the city can boast many cultural achievements. The museums, art gallery and civic theater are outstanding and its concert hall, with its superb acoustics, receives visits from international conductors and soloists.

As a result of centuries of international trading, Gothenburg has a rich cosmopolitan atmosphere and outlook reflected in its citizens' ability to speak good English with many of them also speaking French and German.

Here you'll find a tang of the sea underlined by the fish auctions and the launchings at the shipyards, an old Dutch influence seen best from the flat-bottomed sight-seeing canal barges – the "Paddan" boats – and a friendly people who'll give you a welcoming smile as you stroll in the Liseberg Amusement Park or pause to admire the impressive Poseidon fountain at Götaplatsen.

Your arrival in Gothenburg

(see airport map, left)

Upon arrival at Gothenburg Airport, Landvetter, you proceed to the Arrival Hall for passport and customs control.

At the airport you will find a bank and the SAS Information Office – the SAS staff there will be glad to help you with any problem. If you have ordered a self-drive or chauffeur-driven

car to meet you at the airport, check with the car-hire counter. The trip to the city by bus costs SKR15 and takes about 30 minutes to the Air Terminal, Östra Nordstan (near Central Railway Station) – or you can take a taxi, the fare being about SKR40–50 to Hotel Rubinen, Hotel Opalen and Park Avenue Hotel. The SAS downtown ticket office is at 8 Kungsporsavenyn (Windsor Hotel building) in the center of Gothenburg (some of the best hotels are only a few minutes' away).

The monetary unit in Sweden is the krona (plural kronor) divided into 100 öre.

If you are flying on from Gothenburg by SAS, make sure you reconfirm your onward reservation as soon as possible after arrival. This can be done at the SAS Ticket Office (14 on the map).

Hotels

Gothenburg has many good hotels of all categories. Some of the best known ones are listed here with code numbers in brackets for easy reference to the map on the center spread.

First class

(Price SKR105–215 for a single room)

Carl Johan (off map), 66–70 Karl Johansgatan. Tel. 42 00 20

Hotel Europa (H2), 38 Köpmansgatan. Tel. 80 12 80

Opalen (K4), 73 Engellbrekts-gatan. Tel. 81 03 00

Park Avenue (J5), 36–38 Kungsporsavenyn. Tel. 17 65 20

Rubinen (I5), 24 Kungspors-avenyn. Tel. 81 08 00

Scandinavia (off map) 10 Kustgatan. Tel. 42 70 00.

Windsor Hotel (I4), 6 Kungsporsavenyn. Tel. 17 65 40

Tourist class

(Price SKR80–160 for a single room)

Hotel Eggers (I2), Drottning-torget. Tel. 17 15 70

Hotell Göteborg (F3), 1 Skeppsbroplatsen. Tel. 17 41 80

Hotell Heden (I4), Sten Sture-gatan. Tel. 20 02 35

Hotel Lorensberg (K5), 15 Ber-zeliigatan. Tel. 18 70 85

Hotel Örgryte (off map), 68 Danska Vägan. Tel. 19 76 20

Motor hotels

Esso Motor Hotel (off map), Åbro, Mölndal. Tel. 27 50 60

Hotell Hallarna (off map), Par-tihallarna. Tel. 80 10 00

OK Motor Hotel (off map), 43 Kageledsgatan. Tel. 25 04 50

Tre Kronor (off map), 15–17 Norra Kustbanegatan. Tel. 80 15 00

Hotel Ramada (off map) G:a Tingstadsg. Tel. 22 24 20

Restaurants and cuisine

Swedish cuisine is good and the service, particularly in the better restaurants, is usually excellent.

You must try the genuine smörgåsbord, a tempting table-long variety of hot and cold Swedish delicacies.

Sea food is popular and if you are in Gothenburg during August you should sample crayfish served with toast and butter. There is a big choice of fish from the freshwater pike and salmon to *sill*, a herring which makes a tasty meal itself and is used as an ingredient in many other dishes.

You can, of course, order "international" dishes such as filet mignon, beef steak, Wiener Schnitzel, and game. Liquor is served at the leading restaurants, but you may find that some of the other good eating places are licensed only to serve wines and beer.

Akvavit (snaps) is a popular Scandinavian spirit, usually taken with the hors-d'oeuvres. And if you are visiting during the Christmas season taste *glögg*, a hot spiced wine guaranteed to warm you.

Note that the sign "bar" in Sweden can indicate a milkbar or other types of self-service restaurants but never – except within fully-licensed restaurants – a place where liquor is sold.

The restaurants in the leading hotels offer high class cuisine and service, often with floor shows and dancing.

Among the first-class restaurants are:

Belle Avenue (J5), 36–38 Kungsporsavenyn

White Corner Steakhouse (I5) 43 B Vasagatan

Lorensberg (J5), 36–38 Kungs-portsavenyn

Trägår'n Restaurant (I3), Nya Allén

Johanna (H3), 47 S. Hamn-gatan

Henriksberg (A5), 7 Stigbergs-liden

Newport and Europakällaren (H2), 38 Köp-mansgatan

Victor (F3) Hotell Göteborg, 1 Skeppsbroplatsen

Windsor (J4), 6 Kungspors-avenyn

Sightseeing

Take a boat trip along the Dutch-style canals and in the harbor with its wharves and quays where fishermen auction off their catches each morning (price of tour SKR12) or enjoy one of the many different sightseeing tours of the city by motor coach.

You can obtain more details about these tours from any local travel agent or at the SAS ticket office.

Below you will find a list of the most important sights in Gothenburg with code numbers in brackets for easy reference to the map on the center spread.

Sjöfartsmuseet (Maritime Museum) (A5). Extensive display of ship models from Viking days to the present, and exhibits dealing with fishing, ports and lighthouses. The building also contains an aquarium. There is also a very interesting display of ships-in-bottles, curiosities like an SOS note found in a bottle, seashell-made ornaments, intricate string belts and old medicine chests.

Masthuggskyrkan (B6). Although this is a "new" church dating from 1916, it is a worthwhile stopping place because of the marvelous view from the Stigberget hill, on which the church is located, of the city, harbor and archipelago.

Slottskogen (C3). Gothenburg's largest park has retained a "natural" appearance which will give you a good idea of the country surrounding the city. It includes the Natural History Museum, a restaurant and a children's Zoo.

Kungsportsplatsen (H4). This is one of the focal points of the city, between the Kungsportsavenyn and Östra Hamngatan, the main shopping area. Close by are the departure pier for the Paddan sightseeing boats, Stora Teatern and the Trädgårdsföreningen Park, a favorite meeting place for Gothenburgers.

Götaplatsen (J6). An imposing municipal square with Carl Milles' enormous Poseidon fountain in its center. Flanking the square are the *Art Museum*, the *Art Gallery*, the *modern Concert Hall*, the *City Theater* and the *new City Library*.

Ullevi Stadium (L3). Built in 1958 for the World Soccer Championship games, this has become the scene for many a festive occasion, in addition to football matches. In wintertime, the field is transformed into an excellent skating rink. Architecturally it is unique in Europe and worth visiting if only to view the intriguing structure.

Elsborg Fortress. Located on a small island at the mouth of the Göta River, this extensively restored fortress was opened to the public in 1971. Dating from the 17th century it was the object of many fierce naval battles between the Danes and Swedes. Visitors can see evidence of this for there is a cannon ball embedded in the wall of the tiny fortress chapel. During the tourist season, there is a package tour which includes a boat trip through Scandinavia's largest harbor and into the picturesque archipelago before stepping ashore on the fortified island. At other times of the year visits can be arranged.

Kronhuset (G2), 1D Kronhusgatan. Oldest building in the city, Kronhuset was formerly the arsenal of Gothenburg. Today it is a museum housing collections illustrating the history of the city. Nearby are the reconstructed "Ye Olde Crown House Shops".

Scandinavium (K/L5). Largest indoor arena in Scandinavia, the circular Scandinavium can accommodate 14,000 spectators. It can be used for a wide variety of sporting activities as well as for concerts, congresses, exhibitions, musical shows and meetings.

The Swedish Trade Fair Foundation (K/L5) is the center for 10-15 fairs and exhibitions every year, of which the International Swedish Trade Fair for Industrial Goods (April) is the largest. There is also a permanent exhibition of building material and household appliances.

Lifeseeing

Meet Gothenburg at work to see how a truly contemporary society has tackled some of the pressing problems of our times.

– Visit Gothenburg's town planning office and study Gothenburg's renewal program including the building of more new dwellings (per inhabitant) than any other city in Europe. Visit the new suburbs such as Västra Frölunda with one of northern Europe's largest shopping centers under one roof.

– Social welfare and health. Make a visit to a day-school or nursery or a home for the aged, see a local medical clinic and "The Social Welfare Supermarket" at Västra Frölunda.

– Gothenburg is the home of Scandinavia's largest mechanical engineering companies. Visit shipyards where super tankers are built under roof, or Volvo, Scandinavia's largest auto manufacturer. See the factories of the world-famous Hasselblad cameras. Further information through the Tourist Office.

– Also meet Gothenburg at home. Visit a family whose members speak your language and share your interests. These host families are registered at the Gothenburg Tourist Office, 2 Kungsportsplatsen, Gothenburg, tel. 13 60 28/13 59 92, which also will assist you in making lifeseeing programs to institutions, organizations and companies. Book well in advance. It may take the organizers one or two days to make the necessary arrangements.

Excursions

Gothenburg is in a good location for visits to the many delightful small fishing villages and coastal resorts which nestle amidst the sandy coves, skerries and islands which form the attractive "Västkusten" coastline – the Swedes' own favorite holiday area.

Here are a few suggested excursions:

Marstrand – 27 miles (45 km) from Gothenburg. Take a trip by coach to this picturesque old fishing village with medieval buildings and the mighty Carlsten fortress from which you can get a panoramic view of the whole coast. The 14th-century church is also worth a visit.

Kungälv – 12 miles (20 km) from Gothenburg. The town dates from the 10th century. The fortress was built in 1308. Excavations have revealed traces of an even earlier town.

Orust and Tjörn – 30 miles (50 km) from Gothenburg. Two islands reached by road across single span bridges. Photogenic view of the archipelago. On the southern coast of Tjörn are the fishing villages of Skärhamn, Bleket and Rönnäng, while on Orust you should try to visit Gullholmen, Henån and Mollösund.

Mölnälsdal – 6 miles (10 km) from Gothenburg. The nearest town to the city. It has an elegant modern town hall and a well-known horse-trotting and flat-racing course.

Uddevalla – 54 miles (90 km) from Gothenburg. You may be lucky enough to witness the launching of a gigantic oil tanker built in the shipyards at Uddevalla. You can see Sweden's oldest sea-baths at Gustafsberg. At Bräcke, south of Uddevalla, are the largest shell-fish banks in Scandinavia. And at Tanum, about 30 miles (50 km) north of Uddevalla, you will find unique rock-carvings from 1000 B.C.

(cont'd on page 11)







ode numbers in this booklet refer to the above map. Thus (I4) is located where lines drawn from "I" and "4" cross each other.

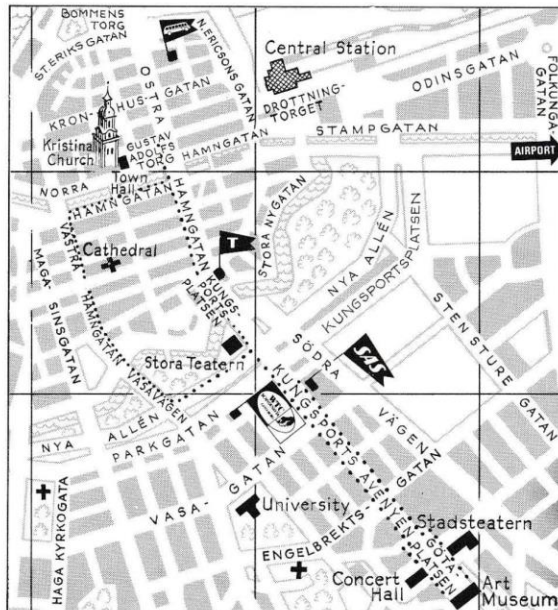
Interesting sights in Gothenburg

- | | |
|-----------------------------------------------|--------------------------------------------------|
| (A5) Sjöfartsmuseet
(the Maritime Museum). | (I6) Götaplatsen |
| (B6) The Masthugget Church. | (L3) Ullevi Stadium. |
| (B9) The Slottsskogen Park. | (G2) Kronhuset and Ye Olde
Crown House Shops. |
| (H4) Kungsporsplatsen. | (L6) Liseberg Amusement Park. |

Distance from city center to airport: 16 miles (25 km).

Useful addresses

-  **SAS Ticket Office:**
8 Kungsporsavenyn (Windsor Hotel Building) (I4), tel. 17 49 00.
Open hours: Monday-Friday 9 a.m.-5 p.m., Saturday and Sunday closed.
-  **Tourist Information Office:**
2 Kungsporsplatsen (H3), tel. 13 60 28, 13 59 92.
Open hours: May 1-Aug. 31 daily 9 a.m.-8 p.m.; Sept. 1-April 30
Mon.-Fri. 9 a.m.-5 p.m., Sat. 9 a.m.-1 p.m. Sunday closed.
-  **Air Terminal, Östra Nordstan,** tel. 80 05 50.
-  **Scandinavian World Trade Center AB,** 26 Storgatan (H5), tel. 11 90 71.



One hour's walk around Gothenburg

Start on Kungälvsgatan at SAS Ticket Office. Walk on the right along Kungälvsgatan towards Götaplatsen where you find the well-known statue of Poseidon by Milles, Konserthuset (The Concert Hall), Konstmuseet (The Art Museum), Stadsteatern (The City Theater) and Stadsbiblioteket (The City Library). Walk back along the opposite side of the avenue passing the Park Avenue Hotel. Go all the way down to the moat, where the city center starts and where Gothenburg's biggest stores and shops are to be found. Continue along Östra Hamngatan, cross the canal to Gustav Adolfs Torg with the statue of Gustavus Adolphus (the founder of Gothenburg), Rådhuset (The Town Hall) and Börsen (The old Exchange). Turn into Södra Hamngatan to Västra Hamngatan and walk via Kaserntorget, Hvitfeldtsplatsen and Rosenlundsbron to a tree-lined avenue. Turn to the left and after a few minutes' walk you will reach Stora Teatern (a theater for operas and musical comedies). Continue along the tree-lined avenue to Trädgårdsföreningen with its flower-beds and lawns. You can stroll around this park before going back to Kungälvsgatan and the SAS Ticket Office.

(cont'd from page 7)

Kungsbacka – 19 miles (30 km) from Gothenburg. A quiet little town stretching for a mile around the wide Kungsbacka Bay. Between Kungsbacka and Åsa is the Fjärås Bräcka, a moraine ridge dating from the Ice Age, where many Stone Age relics have been found. In the same area is the castle of Tjolöholm and the old farm houses of Eskhult.

Särö – 45 minutes by car from Gothenburg. A little place with delightful gardens, pleasant walks through extensive woods and a lovely view.

Näås Castle – north-east of Gothenburg, is a beautiful 24-room mansion furnished exactly as the last owner left it on his death in 1898. A lovely landscaped park is open to the public. Mammoth celebrations are held here during Midsummer. There is also a shop on the estate where woodcarving, fine needlework and wrought ironwork can be purchased.

Entertainment and night life

Night clubs. Two of the most exciting night clubs are the "Mirabelle" at the Park Avenue Hotel (J5) and the Stork Club at Hotel Europa (H2).

Other clubs staying open to 3 a.m. include Valand, Krokodilen (Baldakinen – G3).

Pleasure gardens. In the summer during the day and evening, be sure to visit the **Liseberg Amusement Park** (L6) which offers a wide choice of entertainment – open-air stage performances, dancing and a good selection of restaurants and cafés – all in a sylvan setting spectacularly illuminated by night.

Opera and Theater. Stora Teatern (the Opera House), Kungälvsgatan, rich in tradition and the oldest all-year-open theater in Sweden, has an extensive season of opera, operetta, ballets and musicals. One of the main features of the theater is the auditorium, decorated in baroque "court theater-style". If you are fond of music, head for the modern Concert building (Konserthuset) at the Götaplatsen. Gothenburg's fine symphony orchestra attracts many leading conductors and soloists from all over the world.

Pubs and discotheques. In the last few years, a number of cozy English-style pubs have been opened in Gothenburg. Among the most popular are White Corner, and the pub at Henriksberg Restaurant.

Discotheques, too, are varied and lively – to name just a few: New Yaki, Old Yaki and Mac Winnie.

Movies. There are many good cinemas in the city and you will easily find a show with an international film in the original language (with Swedish subtitles). A seat costs SKR15–20 and it is advisable to book.

Climate and clothing

Summers in Sweden are very pleasant. Long, sunny days with temperatures averaging about 70 degrees F (21°C) June through August.

Spring and autumn, too, have a magic of their own – but you should pack a light overcoat or raincoat.

Winter in Gothenburg is milder than you might expect but you will need a heavy coat.

Evening dress is not often required. Dinner jackets can be hired locally. Ask your hotel porter for advice in this matter.

Dry cleaning service throughout Sweden is good. Shops displaying the sign “Kemisk tvätt” will charge SKR16–20 to clean your suit or dress in two or three days.

Shopping

With 5,000 shops – 300 of them in the city center – and two miles of traffic-free streets, Gothenburg is a city designed for strolling and shopping.

What to take home? Be sure to examine the world-famous Swedish glassware and the stainless steel products, the hand-woven textiles, the ceramics, furniture and fashion goods. Here are but a few suggestions:

Photographic equipment. This is the home of Hasselblad, so be sure to take a look at this precision-made Swedish camera which has been used on all the USA Apollo missions. All makes of cameras are very good buys in Gothenburg.

Jewelry. There are many clever silversmiths of international renown in Gothenburg and a number of their designs have aroused a great deal of interest. Gold jewelry, too, is popular. Here the Swedes' ability to use a traditional design in a modern setting is seen to its best advantage.

Antiques. There are shops specializing in coins and watches, and others with such exotic specialities as East Indian porcelain. But if you like browsing through shops offering odds and ends from the turn of the century, rather than genuine antiques, visit Haga, an old part of the city characterized by small wooden houses. Here you can find a multitude of second-hand shops with such treasures as pearl-embroidered bags, porcelain of all shapes and sizes, copper objects.

Glassware and ceramics. Head for the main shopping area around Östra Hamngatan and along the Avenyn where you will find stores offering the latest in Swedish Modern. Names to remember for glassware are Orrefors, Kosta, Boda and Reijmyre.

Stamps. In addition to several stamp dealers, the post office on Kungssportsavenyn has a special department for philatelists selling Swedish stamps and first-day covers.

Textiles. Head for Kungsgatan and Korsgatan where you will find department stores and boutiques selling clothes and textiles. Marimekko is a name to remember for quality ladies' dresses but you will also find an exciting array of Swedish fashions – take a look, too, at the children's clothes which rank among the best designed, and made, in Europe.

Special gift suggestions. For him – a suede leather jacket, an ABU fishing rod and reel, hand-knitted tie, for her – reindeer-

skin moccasins, a fur coat (the prices and the styling make them very attractive), a leather handbag.

Or why not treat yourself to a typically Swedish gift, a brilliant-colored rya rug? A Scandinavian cheese-knife for cutting and serving? Stainless steel salad servers? Huge table candles in all shapes and colors?

A lithograph or etching? Or perhaps you would like to spend a little more on yourself, in that case modern-design chairs or some quality-made wooden garden furniture are worth considering.

DEPARTMENT STORES

Of course, one of the easiest ways of solving your shopping problems is to pay a visit to one of the large department stores which sell everything from playing cards to one-of-a-kind glass and stoneware ornaments – NK at 42 Östra Hamngatan is the biggest.

LANGUAGE

Language presents no problem. English is widely spoken and many of the larger stores have assistants who also understand German and French.

OPENING HOURS

Shops and department stores, in general, open from 9.30 a.m. to 6 p.m. Monday to Thursday, Friday until 8 p.m. and from 9 a.m. to 3 p.m. on Saturdays. Some centrally located food shops are open until 10 p.m. daily.

SHOPPING LIST

Just a few suggestions to give you a start.

Department stores

NK (H3), 42 Östra Hamngatan
Ähléns (H1), Östra Nordstan

Photographic equipment

Victor Foto (H4), 1 Kungssportsplatsen
Hasselblads (H3), 41–43 Östra Hamngatan

Handicrafts

Bohusslöjd (I5), 25 Avenyn

“Old things”

Kom och Se (F5), 17, 18 and 20 Husargatan (two shops)
Bengt i Haga (F5), 22 Haga Nygata

Glass and ceramics

Artium (I5), 31–35 Avenyn

Josephssons, 34 Kyrkogatan (H3), and 12 Korsgatan (G3)

Jewelry

Cecilia and Karl Ingemar Johansson (I5), 32 Engelbrekts-gatan
Högborgs Silversmedja (H6), 28 Aschebergsgatan

Antiques

Antique (H3), 45 Södra Hamngatan
Baronen (H3), 29 Södra Hamngatan
Lilla Möbelbutiken (H5), 47 Storgatan
Antikhallarna (G3), 6 Västra Hamngatan

Art

Mellgrens (H3), 17 Östra Larmgatan

Antique books

Thulin & Ohlsson (F4),
9 Kungsgatan

Mellgrens Antikvariat (H3),
17 Östra Larmgatan

Stamps

Frimärkshuset (G3)
2 Västra Hamngatan

Göta Frimärken (J5), 20 Södra
Vägen

Philatelic Dept. Post Office
12 Kungssportsavenyn (I5)

If you have time, it's also worthwhile to visit Frölunda Torg – 6 miles (10 kms) from Gothenburg – one of the largest shopping centers in Europe with two department stores, 40 speciality shops, six banks, a post office, restaurant, bar, bowling alley – all under one roof!

Tipping

In restaurants the normal service charge is 13 %, which will be included on your bill, but the waiter or waitress will expect a small tip.

Hotels will also generally add a 10–15 % service charge to your bill and only the baggage porter need be tipped.

Cloakroom attendants expect SKR2–2.50 per person and taxi drivers should be tipped about 10–15 % of the fare.

Transportation

Taxis are plentiful. A taxi is unoccupied when displaying a sign "LEDIG". Hail them in the street or dial 17 30 00.

There are also streetcar and bus services. Minimum fare SKR4.

You can buy a special tourist card for SKR8 which is valid for an unlimited number of trips during a 24-hour period.

If you wish to hire a car to tour the picturesque provinces of Bohuslän, Halland and Västergötland, contact the SAS office.

Sports

Football: Throughout Sweden, football (soccer) is the favorite sport in the summer, with important matches taking place at the Ullevi Stadium.

Golf: There is an 18-hole golf course at Hovås and at Hosingen "Albatros" golf course, 20 minutes' bus ride from Gothenburg. There are also courses at Delsjön (reached by bus from Sankt Sigfridsplan) and Öjjared (best reached by car).

Horse-racing: The race course is at Mölndal, south of the city (direct buses depart from Drottningtorget, or use streetcar No. 4 bound for Mölndal).

Tennis: Indoor tennis courts are available at the Ullevi Stadium (J3) and Valhalla Sports Center (L5).

Textiles

Elisabeth (I5) 41 Avenyn
Hörnet (H3), 6 Fredsgatan

Furs

Wasa Päls (H2), 38 N. Hamngatan

Päls-Nobel (H3), 1 Kungssportsplatsen

Andreassons Pälsvaruaffär
6 Kaserntorget (F4), 22 Kungssportsavenyn (J5)

Sailing: If you are a yachting fan, contact the Gothenburg Royal Yacht Club at 3 Järntorget (E5).

Fishing: No less than 10 tourist fishing boats set out from Gothenburg every day during the summer for sea-fishing off Vinga, Stora Pölsan, Kummelbank and other areas. The boats serve refreshments and tackle can be hired. Please note foreign visitors need a permit to fish off the Swedish coast, easily obtainable from the local police station.

Swimming: The coasts both north and south of Gothenburg are ideal for sea bathing – and there are also the following indoor swimming pools: Valhallabadet (also open-air pool), tel. 80 16 40, Skatås Sports Center (with sauna) tel. 25 48 11 and Askims Bastu (with sauna), tel. 28 43 06, the latter two being some 6 miles (10 km) from the city center

Convention facilities

With more than 100 conference halls to choose from, a good choice of first class hotels and an interesting list of after-meeting activities, Gothenburg has established a reputation as a convention-minded city. The Congress Center of the Swedish Trade Fair (K/L5), built in 1973, offers all modern facilities for functions with up to 3,000 participants.

For more information contact: Convention Service Manager, Gothenburg Convention Bureau, 2 Kungssportsplatsen, S-411 38 Gothenburg (tel. 031-13 60 32), telex 20690.

Highdays and public holidays

January 1	<i>New Year's Day.</i>
January 6	<i>Epiphany.</i>
March/April	<i>Good Friday, Easter Monday.</i>
April 30	<i>Walpurgis Night.</i> (The arrival of Spring is celebrated with bonfires and dancing.)
May 1	<i>International Labor Day.</i>
May	<i>Ascension Day.</i>
May/June	<i>Whitsun.</i>
June	<i>Midsummer's Eve and Day.</i> (A week-end of celebrations in typical Swedish style with dancing in national costumes around flower-bedecked "May" poles.)
November	<i>All Saints' Day.</i>
December 13	<i>St. Lucia Festival.</i> (A unique Swedish occasion when many communities choose a "Queen of Light", who, wearing a crown of lighted candles, leads an evening procession.)
December 24	<i>Christmas Eve.</i>
December 25	<i>Christmas Day.</i>
December 26	<i>Boxing Day.</i>

Edited by Mike Simon

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EXPORT

Pulp. Paper. Machinery. Building Material/Timber.
Steel. Chemicals. Textiles. Consumer goods.

IMPORT



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Selling or buying on a world-wide market can be very easily done; provided that you have the contacts, the people, the experience, the good-will, the know-how. We have. And we make your business our business.

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