


# Victoria, Crown Princess of Sweden, visits Porsche

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**23/11/2017** Royal visit to Porsche: Victoria, Crown Princess of Sweden, paid a visit to the Porsche site in the German state of Saxony to find out more about industry innovations in the digital age.

The Swedish Embassy, the Swedish Chamber of Commerce and Porsche invited around 80 German and Swedish industry representatives to the plant's customer centre for the experts to share their knowledge. The event also included the presentation of the latest start-up projects from the region to the Crown Princess. Porsche assists these start-ups as they develop new business ideas to market maturity.

In the evening, Her Royal Highness presented the Swedish Business Award in Germany in a ceremony held at KONGRESSHALLE am Zoo Leipzig. This award is given to Swedish companies with successful operations in Germany. Germany is the most important trading partner for Sweden: Ten percent of all

Swedish exports supply the German market, around 17 percent of all imports into Sweden come from Germany.

**Link Collection**

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