

GLOBAL KICK-OFF 2027

HemoCue Global Kick-off 2027 FAQs

Before completing your registration, please take a moment to read the FAQs. It contains important details that will help you make informed choices about travel dates, accommodation, and participation in optional sessions such as the Commercial Day.

Practical Information

The event will take place from Tuesday, January 19 to Thursday, January 21, 2027, at Maryhill Estate in Glumslöv (Ålabodarna), Sweden.

- Check-in at the hotel reception: Tuesday at 4:00 PM
- GKO27 event registration: Tuesday from 3:30 PM to 5:30 PM
- Welcome Dinner: Tuesday evening kicks off with an informal networking dinner, giving everyone a chance to connect in a relaxed setting.
- Annual Award Gala: The event concludes on Thursday evening with a festive award gala celebrating team achievements.
- Check-out: Friday at 10:00 AM (also for commercial day participants, unless you stay until Saturday)

Where is the event hosted?

All activities will take place at and around Maryhill Estate.

A dream that never faded, now brought to life. Örenäs Castle has been a treasure in Sweden since 1918 with an incredible history, in one of the most remarkable places in Glumslöv – South of Sweden. The creators behind it have longed for this dream ever since their start in 2007. Old school charm combined with today's glamorous standard.

The hotel opened in Autumn 2024. The destination offers a brand new resort located next to beautiful Örenäs castle. The hotel has 147 rooms and two restaurants, with two different themes. The hotel is a 15-minute taxi ride from Landskrona central

station and a 60 min drive from Copenhagen airport.

How do I get to Maryhill Estate?

If you fly from abroad, we recommend that you fly into Copenhagen airport. If you fly domestic, we recommend that you fly into Ängelholm and catch a ride with some of your colleagues down to the destination.

What's included in my stay?

Your stay includes:

- Hotel room
- Breakfast
- All scheduled meals and beverages

Note: Minibar and room service are not included.

What should I pack for the weather in Glumslöv?

January in Sweden is cold and often snowy, with temperatures typically ranging from -5°C to 3°C. Please bring warm clothing, including a winter jacket, gloves, hat, and waterproof shoes.

Will there be networking opportunities?

Yes! The kick-off is designed to foster collaboration and connection. Take advantage of the informal dinner, group activities and the Annual Award Gala to meet colleagues from across the globe.

Why are we asking for a photo?

As part of the registration, we kindly ask you to upload a recent headshot of yourself. This will be used to create a participant list that will be shared with all attendees once registration closes. The goal is to help everyone get to know each other in advance and make it easier to connect during the event.

Your photo will only be used for this purpose and will not be shared outside the participant group.

What size should I choose for the shirt?

As part of your welcome package, you'll receive a HemoCue shirt intended to accommodate cold January weather in Sweden and the possibility of chilly conference rooms. Please select your true size; the one you would normally wear for a standard unisex sweatshirt.

If you prefer a looser or more fitted style, feel free to size up or down accordingly. Size exchanges will not be available on-site, so please choose carefully.

Will there be a technical rehearsal for presenters?

Yes. If you are presenting during the kick-off, please note that a technical rehearsal session will be held on Tuesday afternoon, January 19, starting at 3:00 PM. A detailed schedule for the rehearsal will be shared closer to the event.

Commercial Day

We are hosting a Commercial Day specifically for our commercial teams on Friday, January 22.

A separate invitation will have been sent out for this day, but please note that you need to announce your participation in the main registration form.

If you plan to stay overnight from Friday to Saturday, make sure to select Saturday, January 23 as your departure date.

Please note: Regardless of your participation in Commercial Day, all guests must check out by 10:00 AM on Friday morning, before the official program begins at 9:00 AM.

Who do I contact for help?

For any questions or visa support, please reach out to the planning team at GKO@hemocue.se.