COUNTRY COMMERCIAL GUIDE
FISCAL YEAR 2001
EMBASSY OF THE UNITED STATES OF AMERICA
STOCKHOLM, SWEDEN

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Fiscal Year 2001 Country Commercial Guide
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Fiscal Year 2001 Country Commercial Guide in PDF format.
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1. EXECUTIVE SUMMARY

This Country Commercial Guide (CCG) presents a comprehensive look at Sweden's commercial environment, using economic, political, and market analyses. The CCG's were established by recommendation of the Trade Promotion Coordinating Committee (TPCC) a multi-agency task force, to consolidate various reporting documents prepared for the U.S. business community. Country Commercial Guides are prepared annually at U.S. Embassies through the combined efforts of several U.S. government agencies.

Sweden, the fifth largest country in Europe and with almost 9 million inhabitants has a rich past filled with unique twists and contradictions. Sweden's early history is a saga of wars and occupation of a large part of Europe, reaching its peak in the 17th century when the Swedish King controlled all of the Baltic Rim, much of Northern Europe, and Russia. The defeat of Charles XII by Peter I in 1709 signaled the beginning of the downsizing of the Swedish empire, which ended in 1905 when Norway joined Finland, Denmark, the Baltic States, Western Russia and parts of Germany and Poland in moving out from under Swedish control. Sweden today, known for its tradition of neutrality, peacekeeping activities and decision to stay out of NATO (while still an active participant in Partnership for Peace programs), is a constitutional monarchy whose King retains purely ceremonial duties.

However, Sweden is once again a dominant force on the global map, but this time it is for different reasons. Today its information technology and mobile telecommunications that put Sweden at the top of the charts.

As evidenced by the 1999 ranking of Sweden as the world's second largest destination for foreign direct investment, the Swedish business environment is acknowledged to be one of the most competitive in the world. The United States is the second largest investor in Sweden now that the Astra-Zeneca merger makes the UK the leading investor country. The latest figures show almost 700 U.S. companies operating in Sweden, employing more than 78,000 people. And its not just the United States - the number of foreign-owned companies has increased by more than half over the past ten years to 3950.

Why do companies invest in Sweden? Reasons often cited include low corporate taxes (at 28 per cent, one of the lowest corporate tax rates in the EU), a strong history of quality engineering design and manufacturing, a skilled labor force, and an advanced infrastructure, especially in the area of IT and communications technology. In fact, several terms are in vogue today to describe the current phenomena - with Sweden being at the center of the Wireless Valley (or Wireless Valhalla) or alternately, Mobile Valley, acknowledging their Nordic neighbor Finland and its growth engine, Nokia. Major U.S. investors last year include Oracle, Microsoft, Intel as well as Ford, General Motors and Snap-On, a mix of the old and the new economies.

The New Economy has strong roots here in Sweden - Sweden was the first country in Europe to fully deregulate its telecommunications market, and today there are over 40 telecom operators offering plain old telephone service as well as broadband initiatives. On the manufacturing side, Sweden is the third largest total volume export of telecom equipment. With Sweden leading the way with WAP - Wireless Application Protocol, and Third Generation Wireless just around the corner, it is not surprising that U.S. companies are furiously opening up labs and R&D centers here in Sweden to share in this tech frenzy. The lack of venture capital discussed a few years ago has improved, and now there are over 100 ven cap firms in Sweden, with room for more. Not by coincidence, Sweden spends a larger part of its GDP on education, training and research and development than any other country, according to the OECD.

Why do business in Sweden? Sweden is no longer a well-kept secret - it's a dynamic country that offers three distinct markets to U.S. companies - Scandinavia, or the Nordic market with some 25 million consumers, the Baltic Sea Region with its 100 million inhabitants, and the EU, with its 370 million consumers. Adding the Eastern European nations, and that number approaches 700 million. Being early adapters, and keen to follow U.S. and other global trends, Sweden is increasingly being utilized as a test market. English is widely spoken, and with Swedish cities having the largest per capita percentage of Internet users in the world, the country is often touted as being a perfect test lab for online services. Of the world's top ten Internet banks, three are located in Sweden, and Internet stock brokerage is firmly established.

A corporate base in Sweden allows a firm to take advantage of its geographic proximity to major markets, and well-developed air and sea links. Swedish air ports and seaports are the largest in Scandinavia, and with the completion of the fixed Oresund link between Malmo in Sweden and Copenhagen and Denmark, Sweden becomes an even more attractive location.

Will this growth continue? This is a constant debate in many circles, as Sweden transitions itself from the old economy to the new. This summary hasn't mentioned the growing importance of the biotechnology sector, which along with the related pharmaceutical sector is alive and growing, and could kick in a second wave of growth within this decade. Most economic forecasts call for continuing expansion through 2001, albeit at a slower 3.5 per cent growth rate. The economic difficulties of the early 90's are well behind Sweden, and increasingly, attention is being paid to the notion that the social welfare system must be adapted to today's context. The challenges facing Sweden today are not dissimilar to our own economy - concern about the continuing supply of skilled labor, the need to integrate a sizable immigrant population into the workforce, and rising social costs.

Finally, Sweden is a great place for Americans to do business. U.S. products are highly regarded, and well received. As described later in this report, the legal system provides protection to corporate interests; the political system is stable and the workforce is skilled, efficient and well educated. As stated in earlier reports, the government is business friendly, and prides itself on national treatment and the free flow of goods and capital. The Minister of Trade is on record as stating the government's intent to improve the infrastructure and educational system to consolidate Sweden's position as a leading nation.

Country Commercial Guides are available for U.S. exporters from the National Trade Data Bank's CD-ROM via the Internet. Please contact STAT-USA at 1-800-STAT-USA for more information. Country Commercial Guides can be accessed via the World Wide Web at http://www.stat-usa.gov, http://www.state.gov, and http://www.mac.doc.gov. They can also be ordered in hard copy or on diskette from the National Technical Information Service (NTIS) at 1-800-553-NTIS. U.S. exporters seeking general export information/assistance and country-specific commercial information should contact the U.S. Department of Commerce, Trade Information Center by phone at 1-800-USA-TRAD(E) or by fax at (202) 482-4473.

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2. ECONOMIC TRENDS AND OUTLOOK

- Major Trends and outlook

The Swedish economic picture has brightened significantly in recent years, though serious structural problems remain. Growth is strong, with an expected GDP growth of 4.4 and 3.5 percent for 2000 and 2001 respectively. The inflation rate is low and stable, with projections for continued low levels over the next 2-3 years. Since the mid-nineties the export sector has been booming, acting as the main engine for economic growth until 1997. Since then, domestic demand has picked up, through strong domestic consumption and investment. Swedish exports have also proven to be surprisingly robust. A marked shift in the structure of the exports, where services, the IT industry, and telecommunications have taken over from traditional industries such as steel, paper, and pulp, has made the Swedish export sector less vulnerable to international fluctuations, such as the crises in Asia, Russia and Latin America. The telecommunication industry, for example, increased its share of the total export from 8 to above 15 % during 1998 and 1999.

The government budget balance has improved dramatically, from a record deficit of over 12 % of GDP in 1993 to surpluses starting from 1998, with large surplus projections for the period 1999-2002. The new, strict budget process with spending ceilings set by parliament, and a constitutional change to a truly independent Central Bank, have greatly improved policy credibility. This can be seen in the long-term interest rate margin versus the Euro, which is negligible. From the perspective of longer-term fiscal sustainability, the long-awaited reform of the old-age pensions entered into force in 1999. This entails a far more robust system vis-à-vis adverse demographic and economic trends, which should keep the ratio of total pension disbursements to the aggregate wage bill close to 20 percent in the decades ahead. (Sweden will not be as severely hit by demographic changes as some other countries, e.g. Japan and Germany.) Taken together, both fiscal consolidation and the pension reform have brought public finances back on a sustainable footing. The government still has a high level of consolidated gross debt, although it is declining after a peak of 79 % of GDP in 1994. Projections for 2000 and 2001 are 57.6 and 52.5 % respectively.

These figures show a quite remarkable improvement of the Swedish economy since the crisis in 1991-1993, resulting in that Sweden could easily qualify for membership of the third phase of the European Monetary Union. The government, however, decided for largely domestic political reasons that Sweden would not enter into the EMU from the start on January 1, 1999, but will keep its options open for a possible entry at a later date. It remains very much an open question, though, how and when Sweden will decide on EMU participation.

Sweden's primary economic problem remains its high level of unemployment. During a very short period in the early nineties the rate rose from levels among the lowest in the industrialized world to average EU-levels. It remained at record high levels until quite recently, when the up-turn in the business cycle, combined with government training schemes and early retirement programs, started to have an impact. The latest monthly figure for open unemployment is 4.1 % and the total figure, including those involved in training schemes, is 7.2 %. The government had set a goal to reduce the open unemployment rate to 4 % at the turn of the century. Few believed that it would be fully met, although the rate dropped quicker than most observers expected. The government recently announced another goal -- that 80 % of the working age population will have a regular job by 2004. The prognosis for 2000 is an employment rate of 78 %.

Both the IMF and the OECD have recently presented reports commending Swedish economic management since the mid-nineties. In particular they praised the budget consolidation program and the monetary policy. Both organizations pointed out, however, that in order to raise the potential growth rate above the present estimate of 2 %, structural reforms are needed. The recommendations for reform were very similar; both the IMF and the OECD emphasized reform of the labor market to increase flexibility. Furthermore, they called for lower taxes and highlighted the need to keep within the spending ceilings.

Clearly Sweden needs structural reforms in its labor market. One sign of this is that wage increases were not moderated by the high levels of unemployment during the past decade. Since 1991 real wage increases have exceeded those of most of Sweden's foreign competitors. Most independent observers have recommended fundamental labor market reforms, including the following measures: wage differentiation to reduce labor costs for low skilled jobs and to introduce an incentive to increase individual competence levels; tougher eligibility requirements for unemployment benefits, and a shortening of their duration; cutting income taxes and non-wage labor costs; making the unions and their members bear the cost of the unemployment insurance system; and liberalizing employment protection legislation.

- Principal Growth Sectors

Despite Sweden's recent economic growth, Swedish consumers remained cautious until the second half of 1997, when the first signs that private household consumption was picking up could be seen. Domestic demand is expected to grow by 3.7 % in 2000 and 3.1 % in 2001. The real disposable income of households will increase by as much as 4.0 % 2000 and 3.7 % in 2001, which is a marked shift from the years in the middle of the decade, when disposable income decreased by 4 %. GDP growth will to an increasing extent come from domestic private consumption, even though export industries still are competitive enough to generate large current account surpluses, amounting to an expected 2.6 % of GDP in 2000 and 3.4 % in 2001.

Overall public expenditure as a share of GDP will remain high. Although the government is working to fulfill its goal that the state budget should generate an average surplus of 2.0 percent of GDP over a business cycle, political demands for public spending will keep expenditure cuts marginal in the near term.

The healthiest sectors of the Swedish economy will continue to be the export-oriented sectors, such as traditional cyclical manufacturers (cars and construction equipment), services, information technology, and telecommunications.

- Government Role in the Economy

Sweden combines a free market economy with extensive social welfare services. Central and local authorities play a dominant role in providing educational, health, old age, disability, unemployment, and a wide variety of other social services.

The governing Social Democratic Party, in particular, includes full employment and maintenance of current living standards among its basic planks. While government expenditure is equal to nearly two-thirds of GDP (57.5 % of GDP in 1999), almost half of that amount is expended as domestic transfer payments, the bulk of which are to households.

- Balance of Payments

Sweden is a small country with a large dependency on international trade. Exports have long been an important growth and employment generator. Sweden's combined exports and imports account for approximately 55 percent of GDP. Sweden's international competitiveness is therefore of utmost importance.

Competitiveness dropped considerably in the second half of the 1970s, due to a rapid increase in costs. Sweden lost market share and suffered from weaker trade and current account balances. The de-valuations in the 1980s improved competitiveness only temporarily, since costs increased faster in Sweden than in its main competitors.

After the Swedish Krona was de-linked from the ECU in 1992, the currency dropped considerably. Together with drastic rationalization of Swedish industry, this led to increased competitiveness. Sweden started to regain lost market share. The current account returned to surplus in 1994 after nine years of deficit, and it has showed stable surpluses since 1995. A substantial and increased surplus in the trade of goods has been only partially offset by higher interest payments on external debt, larger transfers arising from EU-membership, and a declining surplus on the services balance.

- Infrastructure

Sweden has world-class infrastructure with excellent highway and railway systems, modern ports for containerized shipping, and deregulated telecommunications.

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3. POLITICAL ENVIRONMENT

- Bilateral Relationship with the United States

The relationship between Sweden and the U.S. is excellent. Despite foreign policy differences in the seventies and early eighties, relations have improved markedly over the past ten years. The United States and Sweden work very closely on regional issues involving the three Baltic States and Russia as well as on EU-related matters. Regardless of political party affiliation, there is an active schedule of official visitors to both countries and regular high-level government meetings.

- Major Political Issues Affecting Business Climate

Parliamentary elections were last held in September 1998. Prime Minister Goran Persson's top domestic priority is to strengthen Sweden's economy and to combat unemployment. The referendum on European Union Membership was approved on November 13, 1994, and Sweden became a member of the EU on January 1, 1995. Sweden will assume its first 6-month presidency of the EU on January 1, 2001. Sweden has been a leading member of the Council of Baltic Sea States, which promotes close economic and political cooperation among the states bordering the Baltic Sea.

- Political System

Sweden is a constitutional monarchy and a multi-party, parliamentary democracy. While the King is the Head of State, all executive authority is vested in the Cabinet, which is formed through direct parliamentary elections every 4 years. It consists of the Prime Minister (Head of Government) and some 20 Ministers. The Social Democratic Party is the current majority party, ruling in an informal cooperation agreement with the Left (former Communists) party and the Greens.

- Major Political Parties

Social Democratic Party - Regained power after the 1994 elections. The party has strong ties to the trade union movement and has made reducing unemployment a top priority. Its strongest supporters are blue-collar workers and public-sector employees. It is a proponent of a strong public sector.

Moderate Party (Conservative)- Stands for individual freedom with a minimum of involvement by the Government, low taxes, stimulation of private industry and business, and strong defense.

Center Party - Supported by agrarian groups but includes a significant environmentalist faction. The party wants an economy based on free enterprise, competition and widespread ownership.

Liberal Party - Supports a socially oriented market economy. The party wants an economy that does not lead to the concentration of power, economic gulfs or over-exploitation of the environment. It favors unrestricted immigration and generous aid to developing countries.

Left Party - Based on a socialist/communist tradition, it has traditionally supported a Social Democratic government. The party is strongly against EU membership; it is also the most populist party in the political system.

Environment Party (The Greens) - Has a basic vision of a society in ecological balance with nature. The economy must be subordinated to the ecological system. The party has a strong anti-EU stance and backs the political left.

Christian Democratic Party - Stands for morality and values-based governments, is anti-abortion, and wants greater support for homes and families in order to reduce youth problems, alcoholism, crime, and other social problems. Like the Liberals, the party desires more aid to developing countries and a liberal immigration policy.

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4. MARKETING U.S. PRODUCTS AND SERVICES

- Distribution and Sales Channels

Sweden offers American exporters a wide range of methods for the distribution and sale of products. A very high level of efficiency characterizes the distribution system. The Swedish Federation of Trade (Svensk Handel) is the principal organization for private sector importers and traders in Sweden. Its membership includes more than 100 trade associations, whose 20,000 member firms are importers, wholesalers, distributors, agents, and general agents of all types of goods. Approximately two-thirds of all Swedish imports are purchased through wholesalers/importers. Consumer goods and industrial raw materials are usually imported through these channels.

- The major distribution centers are Stockholm, Gothenburg and Malmo.

Stockholm is the capital and business center of Sweden with a metropolitan area population of more than 1.6 million. The head offices of most Swedish industrial, and commercial associations, and most large corporations are located in Stockholm. Many multinationals also use Stockholm as the headquarters for Nordic and Baltic operations.

Gothenburg, Sweden's second largest city (population 830,000) is the nation's foremost port for international shipping. Located on the southwestern coast, Gothenburg is also the center of a fast growing industrial complex with a wide spectrum of manufactured products ranging from motor vehicles to petrochemicals.

Sweden's third largest city and distribution center, Malmo, is located at the southern tip of the country, a short distance from neighboring Denmark. It is an important port for Swedish shipping to continental Europe. The Oresund bridge and tunnel linking across the straight between Malmo and Copenhagen in Denmark was completed and opened in July 2000.

Helsingborg is also considered an active port in the southwest quadrant of Sweden. The northern two-thirds of Sweden are sparsely populated, but contain many large industrial sites for forest products, mining, and hydroelectric power. Major population centers are Sundsvall, Skelleftea, Lulea and Umea.

- Agents/Distributors - Finding a Partner

Swedish commercial agents are organized under the Federation of Commercial Agents of Sweden (Svenska Handelsagenters Forbund). In collaboration with organizations in the other Nordic countries, it has developed a new contract form for agency agreements. The contract was developed in accordance with the EU's "Directive on the Coordination of the Laws of the Member States Relating to Self Employed Commercial Agents" dated December 1986. Specific Swedish legislation sets out the rights and obligations of each party in an agency/principal contract or arrangement. The basic law covering such agreements is found in the Swedish Code (SFS) 1914:45 as amended.

Normally, an exclusive agent or distributor is appointed to cover the Swedish market. Swedish agents/distributors often represent several foreign firms. A visit to the market is the best way to appraise the relative merits of prospective agents/distributors. Close contact between the American principal and the Swedish agent/distributor is very important and should be developed early.

- Franchising

Franchising is one of the fastest growing methods of doing business in Sweden. Franchising is popular in the fast food and auto related services. Other opportunities exist in the home improvement sector, apparel retailing, and business services.

It is strongly recommended that U.S. companies, which are considering franchising in Sweden, conduct a qualified legal study to ensure full validity and enforcement of franchising agreements. The use of an American franchising agreement without adjustments for Swedish laws and practices could be detrimental to the franchiser's business.

Franchise networks which have been successful in the United States will not automatically succeed in Sweden, but a name that is well-known in the U.S. market does have a great advantage. However, to meet the needs of the Swedish market, U.S. franchisers should be prepared to modify their product mix or implement other changes in their marketing policy in order to boost competitiveness.

For detailed information on franchising contact should be made with the Swedish Franchise Association, Box 5243, SE-402 24 Goteborg, Sweden. Tel: 46-31-83 69 43. E-mail: info.franchiseforeningen@telia.com. Web address: franchiseforeningen.a.se.

- Direct Marketing
American exporters of consumer goods may find it advantageous to sell directly to department stores, consumer cooperatives, chains, and other retail outlets. Some of the larger Swedish retailers have purchasing agents in the United States.

Direct marketing is expanding in Sweden. Although well-established mail-order firms strong in the areas of clothing, sporting goods and hardware already exist, there are good opportunities for specialties, such as up-market clothing and sporting goods. Telephone marketing is still relatively rare, but use of cable TV sales channels is growing as in direct mail.

- Joint Ventures/Licensing

In Sweden a joint venture is an agreement between two or more parties to carry out a project. It is not a legal entity, but only an agreement, and a legal vehicle must be formed to pursue the project. This legal vehicle may be either a limited liability company (AB), with the joint-venture participants as shareholders, or a partnership (HB), with the joint-venture participants as partners. Agreements for production in Sweden of U.S. products are common. Royalty and license fee payments may be freely transferred out of Sweden.

- Steps to Establishing an Office

There are no restrictions on foreign-owned firms establishing companies in Sweden. The legally recognized forms of business enterprise in Sweden are:
- Limited liability company (aktiebolag, abbreviated AB)
There are two types of limited companies: public and private
- Branch of a foreign company (filial)
- General or limited partnership (handelsbolag, kommanditbolag)
- Sole proprietorship (enskild firma)
- Economic association (ekonomisk forening)

Foreign investors in Sweden historically have favored the limited liability corporate form. A subsidiary of a foreign company established in Sweden in accordance with Swedish law is considered a Swedish company in all respects, and generally no legislative distinction is made between companies whose shares are wholly or principally owned by foreigners and those owned by Swedes.

The founding of a company is governed by the Swedish Companies Act. However, an investor need not bother with these proceedings, as it is much easier to acquire an already registered shelf-company and adapt its articles of association to the needs and intents of the investor.

- Selling Factors/Techniques

Selling techniques are comparable to the practices in the U.S. General competitive factors such as price, quality, promptness of delivery and availability of service are those which determine the success of a supplier. Swedish firms do not change suppliers readily and many commercial relationships have been built up and maintained over decades.

- Advertising and Trade Promotion

Advertising plays a major role in Sweden's commercial life. All types of media are utilized, from hot air balloons to web banners. Daily newspapers and other publications are by far the most important media accounting for over half of all advertising expenditures. Direct mail is the second most important advertising medium, followed by radio and television commercials. Other forms, useful for certain types of products, are point-of-sale advertising, motion picture advertising, outdoor posters, and billboards. Commercial broadcasting exists and is growing in importance.

In order to place advertisements in newspapers, magazines, and trade journals, an agency must be authorized to do so by the Swedish Publishers Association (Tidningsutgivarna)Box 22500, 104 22 Stockholm. Web address: tu.se Tel: 46-8-692 46 00. Fax: 46-8-692 46 38. Authorization requires that the agency have experience in advertising and that its books be open for audit by the association.

The major metropolitan papers in Stockholm, Gothenburg and Malmo have wide geographical circulation. The three large Stockholm dailies - Dagens Nyheter, Svenska Dagbladet, and Dagens Industri - enjoy nationwide circulation. While the large dailies in Gothenburg and Malmo (Goteborgs Posten, Sydsvenskan) provide important media for advertising exposure in western and southern Sweden.

Advertising sources are listed below:

Advertising Brokers

Carat Sverige AB
Box 7054, S-103 86 Stockholm
Tel: 46-8-698 68 00; Fax: 46-8-791 84 64
www.carat.se

Gester & Co Mediakonsulterna AB
Box 1782, S-111 97 Stockholm
Tel: 46-8-679 33 00; Fax: 46-8-679 33 90
www.gester.se

Mediekompetens i Stockholm AB
Saltmatargatan 5, S-113 59 Stockholm
Tel: 46-8-33 16 50; Fax: 46-8-33 53 75

TV-Commercials

Airtime AB
Box 21127, S-100 31 Stockholm
Tel: 46-8-562 024 00; Fax: 46-8-562 024 10

Major Newspapers:

Svenska Dagbladet
S-105 17 Stockholm
Tel: 46-8-13 50 00; Fax: 46-8-13 51 40
www.svd.se

Dagens Nyheter
S-105 15 Stockholm
Tel: 46-8-738-10 00; Fax: 46-8-738 19 11
www.dn.se

Sydsvenskan
Krusegatan 19, 205 05 Malmo
Tel: 46-40-28 12 00; Fax: 46-40-93 54 75
www.sydsvenskan.se

Goteborgs-Posten
405 02 Gothenburg
Tel: 46-31-62 40 00; Fax: 46-31-62 43 23
www.gp.se

Business Magazines/Trade Journals

Affarsvarlden (Business weekly)
S-106 12 Stockholm
Tel: 46-8-796 65 00; Fax: 46-8-20 21 57
www.afv.se

Veckans Affarer
Torsgatan 21, SE 113 90 Stockholm
Tel: 46-8-736 52 00, Fax: 46-8-736 50 22
www.va.se

Dagens Industri (Business daily)
S-113 90 Stockholm
Tel: 46-8-736 50 00; Fax: 46-8-31 19 06
www.di.se

Finanstidningen
Box 70347, SE 107 23 Stockholm
Tel: 46-8-506 245 00, Fax: 46-8-14 99 30
www.fti.se

Computer Sweden (Computer industry)
Sturegatan 11, S-106 78 Stockholm
Tel: 46-8-453 62 00; Fax: 46-8-453 62 05
www.idg.se

Dagens Medicin (Medical)
Box 3396, S-103 68 Stockholm
Tel: 46-8-545 123 00; Fax: 46-8-411 01 0
www.dagensmedicin.se

Datateknik 3.0 (Computer technics)
S-106 12 Stockholm
Tel: 46-8-796 66 80; Fax: 46-8-613 30 38

Elektronik i Norden (Electronics)
Box 1387, S-172 27 Sundbyberg
Tel: 46-8-445 20 70; Fax: 46-8-445 20 90
www.elinor.se

ForsakringsVarlden (Insurance)
Kammakargatan 38, S-103 54 Stockholm
Tel: 46-8-791 17 00; Fax: 46-8-10 22 71

Kemisk Tidskrift (Chemistry)
Box 27817, SE-115 93 Stockholm
Tel:46-8-670 41 00; Fax: 46-8-661 64 55

Skydd & Sakerhet (Safety & Security)
S-115 87 Stockholm
Tel: 46-8-783 74 50; Fax: 46-8-663 96 52

Motormagasinet (Automotive)
Svenska Pro Motor AB
Box 83, S-260 35 Odakra
Tel: 46-42-16 83 00; Fax: 46-42-16 39 15

Habit (Fashion)
Box 27817, S-115 93 Stockholm
Tel: 46-8-670 41 00; Fax: 46-8-661 64 55

Tidningen RES (Travel)
Biblioteksgatan 3, S-111 46 Stockholm
Tel: 46-8-679 82 82; Fax: 46-8-679 57 10

Allt om mat (Food)
Sveavagen 53, S-105 44 Stockholm
Tel: 46-8-736 53 00; Fax: 46-8-21 40 84

Aperitif (Food)
Box 15, S-101 20 Stockholm
Tel: 46-8-545 120 15; Fax: 46-8-545 120 11

ICA-Kuriren (Food)
Box 6630, S-113 84 Stockholm
Tel: 46-8-728 23 00; Fax: 46-8-728 23 50

There are three major trade fair venues in Sweden. Together they host approximately two million visitors each year. The largest is Stockholmsmassan (Stockholm International Fairs) with one million visitors annually, followed by the Svenska Massan (Swedish Exhibition and Congress Center) and the Sollentunamassan (Sollentuna Fairs). For further information, contact the addresses below.

Stockholmsmassan
SE-125 80 Stockholm
Tel: 46-8-749 41 00; Fax: 46-8-99 20 44
www.stofair.se

Svenska Massan
SE-412 94 Gothenburg
Tel: 46-31-708 80 00; Fax: 46-31-16 03 30
www.swefair.se

Sollentunamassan
Box 174
SE-191 23 Sollentuna
Tel: 46-8-506 650 00; Fax: 46-8-506 652 25
www.sollfair.se

- Pricing

Prices are set individually by companies. According to the Swedish Competition Act (which is in line with EU rules), companies are not allowed to practice price fixing. All goods and services are subject to VAT, which ranges from 12 percent to 25 percent. Products in Sweden are priced using the following formula: CIF price + import duty + excise tax + profit + VAT

- Sales Service/Customer Support

Sales services and customer support are comparable to the practices in the United States. American firms wishing to enter the Swedish market will have to provide outstanding service and support to successfully replace a Swedish supplier.

- Selling to the Government

In Sweden the EC Council directive on public works contracts has been implemented by means of the Public Procurement Act. Bodies governed by public law must procure goods and services in a businesslike, competitive and non-discriminatory way.

The act applies to bodies that award public works contracts: central government agencies, municipalities, county councils and Church of Sweden units. Also covered by the Act are central and local government-owned companies, associations, special districts and foundations established to perform tasks for the benefit of the public.

The act applies to large as well as to small procurement. In the case of procurement above certain threshold values, the EC directive's rules on advertising, grace periods, and so forth must be applied. The threshold values are denominated in European Currency Units, with goods and services valued at ECU 200,000 and construction contracts valued at ECU 5,000,000. To make it possible for all conceivable suppliers to become aware of forthcoming and concluded procurement, notification of such procurement shall be published in the Supplement to the Official Journal.

Procurement below the threshold values must follow the same basic principles as procurement above the threshold values, but the tender procedure is not regulated in as much detail.

The Public Procurement Board is responsible for contacts with public agencies, organizations and the public. One of the tasks is to provide information and general advice on how the Public Procurement Act and the WTO agreements shall be interpreted.

Under the WTO "Agreement on Government Procurement," signatories to the agreement, including Sweden, will not discriminate against or among the products, certain services and construction of other signatories in purchases covered by the agreement. The agreement's coverage extends to purchases of goods by specified government entities (e.g. ministries and Government authorities) listed in the agreement on contracts valued at 130,000 Special Drawing Rights (about $190,000). The list includes all the central government entities of the major developed countries.

The agreement does not apply to purchases of national security items, purchases by local governments, or purchases by any entity that has not been specified as being covered.

To eliminate discrimination against foreign products at all stages of the procurement process, the agreement includes detailed requirements as to how government procurement is to be conducted. Many Swedish government procurement announcements, covered by the code are published in the U.S. Department of Commerce's publication, Commerce Business Daily. Code-covered tenders are also published in the Journal of Commerce, a private sector newspaper.

- Local Government Procurement

Local government procurement has become increasingly significant and in some cases offers American companies excellent trading opportunities. Local governments are not subject to the national procurement procedures but are free to adopt their own procurement rules. The Swedish Association of Local Authorities and the Federation of Swedish County Councils have, however, adopted a recommendation aiming at rules for local government procurement, which follow closely the rules of the national procurement regulations.

As is also the case with procurement on the national government level, purely business considerations determine the methods and sources of procurement by local governments and similar bodies, and no distinction is made between domestic and foreign suppliers or contractors. The normal procedure in inviting bids is through circular letters addressed to firms known to be reputable and reliable. Such firms could be Swedish or foreign, the latter often being the local subsidiary or sales representative of a foreign company. Local governments and their procurement procedures and practices are reputed to be liberal and completely nondiscriminatory in character.

- Health Care Equipment Procurement

The county councils arrange centralized equipment procurement for the medical care sector. The 21 councils are autonomous units, and the degree of centralization varies.

The normal procurement procedure is for the county medical care authority, together with end-users of the equipment, to survey the equipment needs for hospitals and forward them to the purchasing departments. In the case of replacements, the procurement request originates in the hospital department involved, with the decision to purchase made by the county authority. There is a high degree of uniformity in the Swedish hospital organization.

- Need for a Local Attorney

This publication gives only general information on business activities in Sweden. Detailed advice in legal, accountancy, fiscal and other matters should be sought from professional advisors. A list of Swedish attorneys can be obtained from the Consular Section of the American Embassy in Stockholm,tel: 46-8-783-5300.

- Performing Due Diligence/Checking Bona Fides

Credit reports on Swedish companies can be obtained by contacting any of the sources below:

Dun & Bradstreet Sverige AB
Box 1506
SE-171 29 Solna, Sweden
Tel: 46-8-519 00 00
Fax: 46-8-519 03 59
www.dbsverige.se

AB Svensk Uppplysningstjanst
Box 244
SE-201 22 Malmo, Sweden
Tel: 46-40-729 00
Fax: 46-40-23 29 45

UC AB
SE-114 96 Stockholm, Sweden
Tel: 46-8-670 90 00
Fax: 46-8-670 9 20

(UC AB, the Swedish Business and Credit Information Agency, is jointly owned by all Swedish commercial banks).

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5. LEADING SECTORS FOR U.S. EXPORTS AND INVESTMENT

Best Prospects for Non-Agricultural Goods and Services

1.	Travel & Tourism	(TRA)
2.	Computer Services	(CSV)
3.	Computers & Peripherals	(CPT)
4.	Computer Software	(CSF)
5.	Aircraft and Parts	(AIR)
6.	Telecommunications Services	(TES)
7.	Drugs and Pharmaceuticals	(DRG)
8.	Electronic Components	(ELC)
9.	Automotive Parts and Accessories	(APS)
10.	Telecommunications Equipment	(TEL)
11.	Medical Equipment	(MED)
12.	Pollution Control Equipment	(POL)
13.	Sports and Leisure Products	(SPT)
14.	Security and Safety Equipment	(SEC)

Sector Rank: 1
Name of Sector: Travel & Tourism
ITA Code: TRA

Data Table in USD Million	1998	1999	2000e
A. Total Sales:	15,000	15,500	17,000
B. Sales by local firms:	8,000	8,700	9,200
C. Sales by foreign owned firms:	5,500	6,100	6,500
D. Sales by US-owned firms:	1,050	1,100	1,350
Exchange rate: $1.00 equals	1998: SEK 7.95;	1999: SEK 8.30;	2000: SEK 8.60;

The above statistics are unofficial estimates.

The Travel and Tourism industry is the largest industry in Sweden and the largest export earner for the U.S. The travel to the U.S. increased by 4.4 percent in 1999. The growth rate increased by 1.4 percent in 1999 despite the expensive dollar. Sweden offers good business opportunities for U.S. travel and tourism related organizations. There are 5 major wholesalers and 25 travel/incentive agencies specializing in travel to the U.S.

Swedes enjoy a legislated 5 weeks paid holiday each year and they are avid travelers. In 1999 there were 16 million international arrivals and departures. The United States is the second most popular long-haul destination. In 1999 a record amount of 314,236 Swedes visited the U.S of which 49 percent were business travelers and 51 percent were on holidays. They spent an estimated $750 million in 1999 while in the U.S. (the figure is excluding airfare).

Sector Rank: 2
Sector Name: Computer Services
ITA Industry Code: CSV

IDC/World Times has compared 55 countries, based on parameters related to IT maturity, and ranked Sweden No. 1, slightly ahead of the U.S. As much as 7.72 percent of Sweden's GDP is invested in ICT. Services spending grew by almost 16 percent in 1999, with Y2K and to some extent Euro project driving growth. The following trends will continue to sustain IT services growth in 2000 and beyond: increasing reliance on outsourcing, the Internet and e-commerce, consolidation and global networks, new pricing models, and the emergence of remote application hosting. Consulting services as well as implementation services are forecast to grow by around 18 percent during 2000. Outsourcing has continued to experience sustained growth driven by companies' need to face increasing global competition, Y2K, etc. Growth in 2000 is expected to be around 9 percent in 2000. The support services sector will see a growth around 6 percent in 2000, a slight decrease from 1999. This is mainly due to decreasing post-warranty maintenance contracts on smaller systems and the increasing impact of remote monitoring and diagnostics. Sweden, with its high IT sophistication, will continue to be a good market for U.S. companies.

USD Million	1998	1999	2000(e)
Total Sales	3,391	3,921	4,454
Sales by U.S. Firms	864	968	1,110
Exchange rate used: USD 1 equals SEK	7.95	8.27	8.60 (e)

The above statistics are unofficial estimates Sources: EITO and local trade press

Sector Rank: 3
Sector Name: Computers & Peripheral Equipment
ITA Industry Code: CPT

Sweden is one of the most computerized countries in the world with 7.72 percent of GDP invested in ICT. The Swedish IT hardware market grew by around 7 percent in 1999 and is estimated to grow by ca. 6.5 percent in 2000. Both the PC and server segments supported growth. The server market is seeing a shift toward mid-range and low-end servers. High-end servers have continued to decline. NT server adoption has remained strong in the areas of network management and Web site applications as well as online services, banking, telecom, retail and transport. Driven by demand in both the business and consumers segments, the PC market grew by about 7.6 percent in 1999 much thanks to the Y2K preparation and Internet expansion. It is estimated that 1.2 million PCs will be sold in Sweden during 2000, up nine percent from last year. In the printer market, it is forecast that growth will occur in the desktop color laser and liquid and solid ink printers segment. U.S. companies will continue to find the Swedish market a good, albeit small, market for their products.

USD Million	1998	1999	2000 (e)
A. Total Market Size	2,885	2,425	2,481
B. Total Local Production	127	123	126
C. Total Exports	676	542	555
D. Total Imports	3,434	2,844	2,910
E. U.S. Imports	182*	166*	160*
Exchange rate used: USD 1 equals SEK	7.95	8.27	8.60 (e)

*This figure is in reality much higher since the majority of U.S. hardware is exported from plants within the EU.

The above statistics are unofficial estimates. Sources: EITO and Statistics Sweden

Sector Rank: 4
Sector Name: Computer Software
ITA Industry Code: CSF

The Swedish computer software market will see a healthy growth during 2000 and beyond. The driving forces behind this are the explosive growth of the Internet, continued globalization of business, increased level of competition, and an increased level of integration between enterprises and their business partners regarding information sharing, supply chain management and e-commerce. High investments in multi-tiered applications are driving demand for distributed system and therefore demand for systems software, middleware, serverware, and security software. Sweden has some 600 software companies, mainly focused on the market for enterprise resources, data security and encryption software. Two new trends emerged on the horizon last year, ASP (Application Service Provider) and CRM (Customer Relationship Management). These will create new possibilities for the companies, but at the same time, challenge traditional business solutions. The major U.S. packaged software suppliers are well represented in the Swedish software market and U.S. products are considered to be of high quality and reliable, which makes Sweden an excellent market for U.S. products.

USD Million	1998	1999	2000 (e)
A. Total Market Size	1,048	1,146	1,277
B. Total Local Production	751	859	958
C. Total Exports	83	87	97
D. Total Imports	765	875	976
E. U.S. Imports	562	617	688
Exchange rate used: USD 1 equals SEK	7.95	8.27	8.60 (e)

The above statistics are unofficial estimates Sources: EITO and local trade press

Sector Rank: 5
Name of Sector: Aircraft and Parts
ITA Industry Code: AIR

Rank of Sector:
Name of Sector: Aircraft and Parts
ITA Industry Code: AIR

Air travel in Sweden reached its highest level ever in 1999. A total of 21.8 million passengers traveled via the airports operated by the Swedish Civil Aviation Administration (SCAA) and an additional 1.6 million passengers traveled via the municipal airports. The record numbers reflect both strong Swedish exports and a booming domestic economy. The SCAA-forecast for the coming three years predicts an annual growth in domestic air travel of 4.4 percent and in international air travel of 4.6 percent.

To accommodate the increased passenger volume, Swedish airports are expanding and airlines are investing in new aircraft. This is particularly the case with Scandinavian Airlines System (SAS), Sweden's and Scandinavia's flagship carrier, which is striving to expand its market share in northern Europe. Between 1995 and 1998, SAS ordered a total of 56 Boeing 737 New Generation aircraft (mainly 600's) to replace its fleet of Fokker F-28 and DC-9 aircraft. In December of 1999, the company announced that it is renewing its long-haul fleet by acquiring six Airbus A340-300 and four A330-300 to replace its 14 Boeing 767-300ER. The contract is valued at USD 1.2 billion, with aircraft delivery during 2001-2004. SAS will also employ a new class of larger aircraft on its European and Scandinavian routes. For these routes, SAS in February announced the buy of twelve Airbus A321-100 at USD 530 million.

Maintenance of the SAS fleet is divided up between the three Scandinavian countries. Full maintenance (up to D-checks) on the Boeing 737's is done at Stockholm-Arlanda airport. Maintenance of the Airbus fleet will be done at Copenhagen-Kastrup, and maintenance on SAS's MD fleet is performed at Oslo-Gardemoen.

While SAS is increasingly using medium-size aircraft (100-150 seats) on short hauls, the company is also investing in pure regional aircraft. Between 1997 and 1999, the company signed a USD 410 million contract for 22 Dash 8/Q400 to operate mainly on Swedish and Danish domestic routes, but also on routes to northern Europe and the Baltic States. The Dash 8/Q400, which seats 70, will gradually replace the five Saab 2000 and the 22 Fokker 50 in SAS inventory.

Also the smaller carriers in Sweden are renewing their fleets. The largest non-SAS order for regional aircraft has been placed by Skyways. The carrier is the launch customer in Sweden for the Embraer ERJ-145, of which it has ordered six. Following its decision to discontinue production of regional aircraft, Saab in the summer of 1999 delivered its last Saab 340 and 2000 aircraft. The company will now focus on the production and export of the JAS 39 Gripen fighter. Saab will, however, remain in civil aerospace by expanding its role as systems supplier to Boeing and Airbus, and as a risk-sharing partner in Airbus development of the Superjumbo A3XX. Saab will continue to support the 459 Saab 340 and 63 Saab 2000 sold on the world market.

The military aerospace market remains strong. Despite significant reductions in Swedish defense spending, the procurement of 204 JAS 39 Gripen multi-role fighters for the Swedish Air Force remains on track. The USD 2 billion Nordic Standard Helicopter Program (NSHP), i.e. the joint procurement of 73 (plus 22 on option) medium-heavy utility helicopters for the Swedish, Finnish, Danish and Norwegian armed forces continues. Contract award was scheduled shortly before Christmas of 2000, but may slip to mid or late 2001. The contenders for the NSHP are Sikorsky (S-92), NH Industries (NH-90), EH Industries (EH-101) and Eurocopter (Cougar). Parallel to the NSHP, Sweden is nearing the contract award for a light, twin-engine helicopter for the Swedish Armed Forces and for the Swedish Police. The procurement comprises 20 helicopters, valued at 150 million USD.

The Swedish aerospace industry is well developed and is involved in research, development and production in most aerospace segments: aircraft and engines, space applications, and communication and positioning systems. While the aerospace companies were formerly focused mainly on the domestic market, they are now seeking new markets and teaming partners globally. The principal Swedish aerospace companies are Saab (aircraft, avionics, aircraft maintenance), Volvo Aero (aircraft and rocket engines), Ericsson (radars) and the Swedish Space Corporation (micro-satellites and sounding rockets).

Data Table in US Million	1998	1999	2000
A. Total Market Size	1,504	1,703	1,873
B. Total Local Production	2,117	2,298	2,320
C. Total Exports	1,507	1,620	1,572
D. Total Imports	894	1,025	1,125
E. U.S. Imports	660	742	816
Exchange Rates used: 1 USD =	7.95 SEK	8.27 SEK	8.60 SEK (est.)

Sector Rank: 6
Sector Name: Telecommunications Services
ITA Industry Code: TES

The Swedish market for telecommunication services was liberalized in 1993, well ahead of most other EU countries. The market is characterized by a sophisticated infrastructure with 69.6 lines per 100 inhabitants, a mobile phone penetration of around 60 percent, and a PC penetration of 66 percent. As much as 7.72 percent of Sweden's GDP is invested in telecommunications and information technology.

The liberalization of the market brought lower interconnection fees and other price changes, which has improved competitiveness for new entrants. Another boost for competition has been heavy marketing from the new operators and increased acceptance by customers to pick alternative suppliers. There are 158 companies in Sweden that supply telecom services in one form or another (18 companies have licenses) and around 30 of those companies are foreign. Internet usage is very high with around 52 percent of all Swedes aged 12-79 using or having access to the Internet, around 18 percent of which shopped online last year. There are around 90 ISPs. The banking and financial services sector has seen a sharp increase in Internet customers. By January 2001, it is estimated that 31 percent of all bank customers will be connected to Internet services. A large number of initiatives are under way to introduce broadband Internet access. The Swedish government plans to invest around USD 976 million on broadband expansion throughout Sweden with the condition that commercial players match the investment. The already high (60 percent) mobile phone penetration will see a boost when the 3G technology is rolled out in 2002. The Swedish regulator (Post & Telecom Agency, PTS) recently announced the licensing procedure and licensees will be announced before November 30, 2000.

As Swedes are early adopters, the country is very often used as a test market for foreign companies. Swedish companies are also looking to the U.S. for partnerships and/or new products for the market. U.S. exporters should find this an exciting, albeit, small market.

USD million	1998	1999 (e)	2000 (e)
Total Sales	6,407	6,518	6,957
Sales by Local Firms	5,766	5,866	6,261
Sales by Foreign Owned Firms	641	652	697
Sales by U.S. Firms	320	326	348
Exchange rate used: USD 1 equals SEK	7.95	8.27	8.60 (e)

The above statistics are unofficial estimates Sources: EITO and local trade press

The Swedish telecommunications market was deregulated in 1993. There are no restrictions protecting Swedish interests or restricting foreign operations from establishing themselves in Sweden. The infrastructure is well developed, with 68 lines per 100 inhabitants and a mobile phone penetration of approximately 48 percent, and is continually improved (digitalization has reached 99.3 percent of Swedish customers.) There are eight companies that provide leased lines, 13 companies that provide fixed telephony, and four companies licensed to provide mobile telephony (three currently active). There are also some 30 companies specializing in niche markets. Internet usage is among the highest in the world and is growing steadily. There is fierce competition in long distance services, mobile telephony, Internet, CATV and leased lines. Significant players in the market are Telia, Tele2, Global One, Telenordia, MCIWorldCom, TeliTel, AT&T, Europolitan.

Best sales prospects are packaged, custom-designed solutions based on integration of datacom and telephony, broadband, mobile and Internet services.

USD million	1997	1998	1999 (e)
Total Sales	6,206	6,407	6,518
Sales by Local Firms	5,585	5,766	5,866
Sales by Foreign Owned Firms	621	641	652
Sales by U.S. Firms	310	320	326
Exchange rate used: USD 1 equals SEK	7.64	7.95	8.30 (e)

The above statistics are unofficial estimates

Sector Rank: 7
Name of Sector: Drugs and Pharmaceuticals
IT Industry Code: DRG

The Swedish pharmaceutical industry is active in research and drug sales in the areas of oncology, growth disorders and eye diseases, gastrointestinal, respiratory and cardiovascular diseases. The U.S. market share (39%) is the highest among foreign suppliers. American pharmaceutical firms are considered world-leaders in research and production, consequently their products enjoy a good reputation. The Swedish pharmaceutical market is highly competitive, but according to trade sources the following areas should represent opportunities for new entrants in the market: antibiotics, anti-asthmatics, impotence treatment, treatments for Alzheimer, AIDS and cancer.

Data Table - In USD Million	1998	1999	2000(e)
A. Total Market Size	2,086	2,135	2,175
B. Total Local Production	4,460	4,696	4,787
C. Total Exports	3,392	3,745	3,853
D. Total Imports	1,017	1,184	1,241
E. Imports from the U.S.**	45	23	23
Exchange rates used: $1 equals SEK	7.95	8.27	8.60E

The above statistics are unofficial estimates.

** it should be noted that the figures quoted reflect direct import from the U.S. U.S. imports are in reality higher (39% of total imports, or US$461 mill in 1999) as the market is supplied through U.S. subsidiaries in

Sector Rank: 8
Name of Sector: Electronic Components
ITA Industry Code: ELC

The Swedish market for electronic components is dominated by the telecommunications sector, in which Telefon AB L.M. Ericsson is by far the most significant enterprise. Domestic production, which is highly specialized and low volume, is not a competitive factor for U.S. producers. The U.S.A. is the leading supplier of sophisticated components to Sweden. Main competitors for U.S. firms are Japanese companies, companies located in the EU countries (much of Sweden's imports are really product of U.S. design manufactured by U.S. subsidiaries in other countries), and to some extent Asian suppliers. There are no trade barriers or market impediments for electronic components. The most promising sub-sectors are semiconductors and connectors due to Ericsson's successes in the telecommunications market.

Data Table - in USD Million	1998	1999	2000
A. Total Market Size	2,089	2,109	2,129
B. Total Local Production	744	751	758
C. Total Exports	1,094	1,104	1,115
D. Total Imports	2,439	2,462	2,486
E. Imports from the U.S.	294	297	300
Exchange rates used: $1 equals SEK	7.95	8.27	8.60

The above statistics are unofficial estimates.

Sector Rank: 9
Sector Name: Automotive Parts and Accessories
ITA Industry Code: APS

Sweden, with a population of about 8.9 million, had 3.9 million cars in 1999. This corresponds to one car to every 2.3 people. The number of commercial vehicles was 369,000. Half the fleet of cars in use today are at least 10 years old, which is a high proportion compared to many other European countries.

The total import of automotive parts and accessories (HS 87.08) was worth dollars 2,487 million in 1999. Major supplying countries were Germany, UK and Belgium. US suppliers accounted for approx. 6.5 percent of the import market, which is an increase of about 17%, compared to 1998.

Especially good sales prospects exist for products within the "safety" and "environment" sectors. Swedes are very safety conscious and the automotive manufacturers are known to follow high safety standards. Products that are related to the Swedish climate also enjoy good prospects (engine heaters, roof boxes for skis, etc.). According to the statistics, areas where US suppliers are doing well are within brake systems, steering systems, body parts and gearboxes/transmissions. Automotive chemicals are also a segment where U.S. firms are strong.

USD Million	1998	1999	2000(E)
A. Total Market Size	2,691	3,298	3,328
B. Total Local Production (E)	3,936	4,132	4,171
C. Total Exports	3,513	3,321	3,353
D. Total Imports	2,268	2,487	2,510
E.Imports from the U.S.	138	161	162
Exchange rates used: $1 = SEK	7.95	8.27	8.60

Sector Rank: 10
Sector Name: Telecommunications Equipment
ITA Industry Code: TEL

The Swedish market for telecommunication services was liberalized in 1993, well ahead of most other EU countries. The market is characterized by a sophisticated infrastructure with 69.6 lines per 100 inhabitants, a mobile phone penetration of around 60 percent, and a PC penetration of 66 percent. IDC/World Times has compared 55 countries, based on parameters related to IT maturity, and ranked Sweden No. 1, slightly ahead of the U.S. As much as 7.72 percent of Sweden's GDP is invested in telecommunications and information technology. The dominating companies in the Swedish market are Ericsson. and Nokia. Motorola, Intel and Microsoft have established development centers in Sweden to take advantage of the country's prominent position in wireless technology.

The Swedish government plans to invest around USD 976 million on broadband expansion throughout Sweden with the condition that commercial players match the investment. The already high (60 percent) mobile phone penetration will see a boost when the 3G technology is rolled out in 2002. The Swedish regulator (Post & Telecom Agency, PTS) recently announced the licensing procedure and licensees will be announced before November 30, 2000. Last year the infrastructure and mobile telephone sectors experienced the largest growth, 12.5 percent and 29.7 percent respectively. This will be the case in 2000 as well. The newly introduced WAP technology has rapidly become very popular, so much that suppliers have difficulty supplying enough phones. Wireless applications will by far be the segment with the highest growth in Sweden.

USD Million	1998	1999	2000 (e)
Total Market Size	6,276	5,142	5,489
Total Local Production	12,146	13,019	13,359
Total Exports	8,017	10,067	10,330
Total Imports	1,957	2,190	2,247
U.S. Imports	190*	158*	162*
Exchange rate used: USD 1 equals SEK	7.95	8.27	8.60 (e)

*U.S. imports are in reality higher as the Swedish market is mainly supplied by plants within the EU.

The above statistics are unofficial estimates Sources: EITO and

Rank of Sector: 11
Name of Sector: Medical Equipment
ITA Industry Code: MED

Sweden is regarded as one of the most advanced medical equipment markets in the world. The factors reshaping the future health care system in Sweden are the increase in an aging population, efforts to contain cost and the influence of new technologies. U.S. suppliers, currently dominating the import market with a 28% market share, enjoy a good reputation. Trade sourcec expect the demand for U.S. products to remain stable, with an anticipated annual growth rate of 4-5%. Major third-country competitors include Germany, Denmark/Finland and the U.K. Trade sources expect the demand for telemedicine/medical informatics to show a strong increase in the next few years.

Data Table - In USD Million	1998	1999	2000(e)
A. Total Market Size	624	712	729
B. Total Local Production	1,091	1,103	1,124
C. Total Exports	1,307	1,216	1,227
D. Total Imports	840	825	832
E. Imports from the U.S.	279	270	273
Exchange rates used: $1 equals SEK	7.95	8.27	8.60E

The above statistics are unofficial estimates.

Sector Rank: 12
Name of Sector: Pollution Control Equipment
ITA Industry Code: POL

Swedish environmental technologies and services firms operate in the areas of air pollution, water pollution, waste management and environmental monitoring. Although domestic suppliers of pollution control equipment are strong and world leaders in their respective field, they look for new development in R&D and the application for new techniques. American products enjoy a good reputation on the market but will find strong competition from both domestic firms as well as third-country suppliers. According to trade sources, the market for water treatment control is mature and well covered, while best sales prospects may be found in products and services related to air pollution control, soil remediation and waste management products/techniques.

Data Table - In USD Million	1998	1999	2000E
A. Total Market Size	1,198	1,218	1,241
B. Total Local Production	1,555	1,581	1,612
C. Total Exports	989	1,005	1,024
D. Total Imports	632	642	645
E. Imports from the U.S.	85	86	86
Exchange rates used: $1 = SEK	7.95	8.27	8.60E

The above statistics are unofficial estimates.

Rank of Sector: 13
Name of Sector: Sports and Leisure Products
ITA Code: SPT

Comments: The sports and leisure market dropped slightly in 1999, due to the expensive dollar. The total sector including sports wear is worth approx. $1.2 billion. U.S. producers traditionally have a strong position in the high-end segments. Golf equipment, snowboards, paint ball equipment, water sports equipment and the latest fad in-liners are dominated by U.S. producers. New items/quality products are often trend setting and enjoy a very good reputation in general. Three major distributors cover 70 percent of the market. The main volume of the sports market turnover in Sweden is divided between the following categories: bicycles, sportswear and shoes, sports equipment and leisure articles.

	1998	1999	2000
A. Total Market Size:	954.6	915	887
B. Total Local Production:	413.3	415	418
C. Total Exports:	557.3	570.7	580
D. Total Imports:	1098.4	1021.5	1000
E. Total Imports from U.S.:	60.7	49	49
F. Exchange rate: $1 = SEK		8.30	8.60

The above statistics are unofficial estimates.

Sector Rank: 14
Name of Sector: Security and Safety Equipment
ITA Industry Code: SEC

Comments: A growing crime rate and people's insecurity benefits the security and safety business. Personal security has become a commodity in short supply, which makes the security business a profitable one. Sales of domestic security alarms are increasing by 40 percent a year. Structural changes in banks, postal services, and the rest of the business-life contribute to make the security business insensitive to the business fluctuations. Tailor-made package solutions have become a successful concept for the big firms, which today can guarantee cheaper safety solutions for many customers, who earlier used to solve their own security problems. The increased demand for domestic alarm systems is partly due to the heavy budget cuts done by the Swedish administration of justice; the police authorities just don't have the time to solve all the crimes. The most promising sub-sectors are equipment for personal and residential security, like domestic alarm systems and tailor-made package solutions for both home and business. U.S. made products enjoy a good reputation, but new-to-market firms should be aware of a keen competition from both domestic and third-country suppliers, e.g. Germany and the U.K. There are no trade barriers or market impediments for security and safety equipment.

Data Table in US Million	1998	1999	2000
A. Total Market Size:	363	377	392
B. Total Local Production:	218	226	235
C. Total Exports:	160	166	172
D. Total Imports:	305	317	329
E. Imports from the U.S.:	20	21	21
Exchange rates used: $1.00 equals SEK	7.95	8.27	8.60

The above statistics are unofficial estimates.

Best Prospect Sectors - Food and Agricultural Products

Sweden is a major market for dried fruit, nuts, grapefruit, apples and pears. Demand for organic food products are increasing in addition to other overall healthy food products such as high-fiber cereals, pasta products, pasta sauces, fruit juices of all kinds, avocados, and celery. Also, the Swedish market is strong for spices and condiments. However, considering domestic production, prices and competition from other EU countries can cause major swings in year to year imports of many of these commodities. Swedish consumers are prepared to pay for high quality and insist on freedom from chemicals and pesticides. Tolerance levels for salmonella in meat and meat products are stricter in Sweden than in the European Union.

In the fisheries sector, the United States dominates a stable market for "Swedish style" crayfish. There is also some interest in Pacific salmon and white fish roe.

In the forestry sector, minor quantities of U.S. hardwood lumber for the furniture industry is being imported. Some softwood lumber is being exported from Sweden to the United States.

For current data on agricultural trade prospects with Sweden, the reader is referred to the following Internet web site:
http://www.usemb.se/Agriculture/index.html

This site is maintained by the USDA office in Stockholm, which has regional responsibilities for Sweden, Finland, Norway, Latvia and Estonia. Its content includes an analytical overview of agricultural marketing opportunities in the region, marketing activities of possible interest to U.S. firms, an array of exporter/importer services and links to sites containing a detailed current breakdown of individual country imports/exports of agricultural products subdivided into several product categories (bulk, intermediate, consumer-oriented, forestry and fishery).

Growth in these markets is limited. These markets are facing increasing competition from other EU countries and the U.S. must continue to promote its product or loose its market position. In the case of crayfish, the U.S. could have a stronger market position. However, currently the People's Republic of China and Spain have become the main competitors to U.S. suppliers. U.S. wine have become increasingly popular due to increased wine consumption and Swedish consumers are looking to other countries than the traditional wine suppliers.

Food Fairs - Sweden

GastroNord & Vinordic
September 11-14, 2000
Stockholm International Fairs
S-125 80 Stockholm
Tel: 46-8 749 4100
Fax: 46-8 749 6192
Web site: www.stofair.se

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6. TRADE REGULATIONS AND STANDARDS

- Tariffs and Import Taxes

After Sweden's entry into the European Union on January 1, 1995, the Swedish customs law and regulations were replaced by the EU law with coherent regulation which means that Sweden applies the external EU tariffs to imports from the United States and other non-EU countries. The EU tariff schedule utilizes the Harmonized System (HS) codes, which consist of a 6-digit code number. The additional 4-digit code number is the so-called Taric digit code number (Taric = Tarif Integre Communautaire). Most industrial products are charged between 2% to 14% duty. Many IT-products are free of duty following the IT agreement.

Goods imported into Sweden are also subject to a value-added-tax (VAT). The general VAT rate is 25% with a lower VAT rate of 12% for food and certain services effective from 1996.

- Customs procedures, including the classification and valuation of imported goods, are governed by EU rules.

Certain agricultural products are subject to import duties and/or fees, which are imposed in accordance with EU rules and regulations. Among the products subject to these duties and fees are cereals, flour, certain fats and oils, fishery products, butter, cheese, eggs, poultry, meat and some cattle and hogs. During a transitional period, due to animal health protection reasons, Sweden maintains stricter rules on imports of certain agricultural products than the EU. As a member of the EU, Sweden maintains duty-free entry on all products originating in other EU countries.

- Customs Valuation

Virtually all import duties are on an ad valorem basis. The basis for valuation is the normal price of the merchandise plus costs of transportation and all other expenses, such as insurance and freight, connected with the sale and delivery of the merchandise up to the point of its introduction into Swedish or other EU member states' customs territory. Imports are also subject to the value-added tax. Some products are subject to special taxes. Information can be obtained through the Swedish Customs, Head Office (see appendix E.).

- Import Licenses

After Sweden's entry into the European Union on January 1, 1995, import licenses are required for a number of commodities, especially textiles. Import licenses are also required for import of certain foodstuffs and live animals.

- Parallel Imports

Parallel imports on a large scale is a fairly recent phenomenon in Sweden. Parallel imports from countries both outside and inside the European Economic Area (EEA) are to be found in a large number of trade sectors, such as clothing, footwear, capital goods, cars, pharmaceuticals etc. In 1998, the European Court of Justice ruled in what has become known as the Silhouette Case. In brief, the ruling means that parallel imports from countries other than those belonging to the European Economic Area - i.e. the EU Member States plus Norway, Liechtenstein and Iceland - are no longer allowed. Parallel imports within the EEA zone, however, remain both permissible and desirable.

Private imports are quite considerable in certain sectors, like cars, alcoholic beverages and tobacco. Private imports differ in character from parallel imports mainly in that they are not primarily for commercial ends but for the importer's own use. Recently, direct imports through private channels have increased with the growth of Internet trading. The private consumer products that at present are chiefly associated with trade over the Internet are CD records and books. Once further standards and security routines for the payment process are in place, a sharp increase in Internet trading can probably be expected. Trading over Internet is subject to customs duty.

- Export Controls

Export license applications for both military equipment and dual-use goods are handled by the National Inspectorate of Strategic Products (ISP). Licensing decisions are taken by ISP, but matters of principal significance should be referred to the Swedish Government for decision.

The legal basis for export control of military equipment is the Military Equipment Act(1992:1300), and the Military Equipment Ordnance(1992:1303). The legal basis for export control of dual use goods is the Council Regulation (EC) No. 3381/94 and on a national basis complemented by Act (1998:397) on Strategic Products and Ordnance (1998:400) on Strategic Products.

- Import/Export Documentation

The documents required by Sweden from the exporter include a commercial invoice, a bill of lading, and such special certifications as may be necessary. Certificate of origin or certification of origin stated on the invoice is required for textile products according to EU legislation. There are no stipulations as to the form of commercial invoices, bills of lading, or other shipping documents. Swedish (and EU) customs regulations specify that the invoice must contain the seller's name, signature, and address; the buyer's name and address; date the invoice was prepared; date the purchase contract was concluded; number of cases, parcels, or containers; the denomination of the merchandise; type and gross and net weight plus marking and number; product's discounts (and the nature of discount); and also conditions of delivery and payment. Goods liable to an ad valorem duty shipped on consignment should be accompanied by an invoice as though they had been sold. Shipping documents may be made out in the English language. The usual bill of lading (or an airway bill) suffices for shipment to Sweden. The bill of lading must be completed in accordance with the invoice. "To order" bills of lading are accepted. Sanitary certificates, which must show the country of origin, are required for goods that may be suspected of bringing contagious animal or vegetable diseases into the country or for goods for which special stipulations are prescribed. Goods subject to these sanitary certificates includes live animals, animal products (including meat, meat products and feedstuffs) and vegetable products as potatoes, live plants and seeds. The sanitary certificate must be legalized by a competent authority in the country of production or export.

- Temporary Entry

Sweden honors the ATA Carnet, an international customs document designed to simplify customs procedures for business and professional people taking commercial samples, advertising materials or film or medical or professional equipment into specified countries for a short period. More than 40 countries participate in the carnet system. The U.S. Council of the International Chamber of Commerce, 1212 Avenue of the Americas, New York, NY 10036-4480 (fax 212-944-0012, tel. 212-354-4480) has been designated by the U.S. Bureau of Customs as the U.S. issuing and guaranteeing organization. U.S. firms should write to the U.S. Council at its New York address to apply for ATA Carnets.

- Labeling, Marking Requirements

There is no general requirement in Sweden that imports be marked as to the country of origin. However, goods carrying incorrect designations of origin are prohibited, and a product which has been made to appear as though it has been produced or manufactured in Sweden may not be imported unless its foreign origin is clearly, conspicuously, and durably marked thereon. It would suffice if the marking in this case consisted only of the word "imported".

Special marking regulations exist concerning a few products, e.g. pharmaceuticals and chemicals and Sweden has exacting labeling requirements for foods. Its health, sanitary and labeling rules are very strict and its laboratories have sophisticated capability to monitor product quality. A retail-size food package must show the name of the manufacturer, packer or importer, commercial name of the product, net metric weights or volume, ingredients in descending order of weight, last recommended date of consumption, and storage instructions if perishable or intended for infants. Mandatory information described above must in principal be labeled in Swedish. Swedish importers are helpful in arranging for proper labeling information.

Inspection and food labeling requirements were changed to conform to E.U. regulations when Sweden became a member of the E.U. on January 1, 1995.

- Prohibited imports

Certain goods, such as weapons, explosives, drugs, poisons, etc., may be imported only by authorized persons and institutions, and require import licenses or special permits.

- Standards

Sweden uses the metric system. Products for sale in Sweden should be adapted to it whenever possible. The United States is the only major nation where the metric system is not in full use. U.S. exporters not using the metric system have a serious disadvantage in world markets since overseas buyers are reluctant to accept products that are non-metric. Information is available from the U.S. Department of Commerce Metric Program at (301) 975-3690. Electric current in Sweden is 50 hz, AC 230V single-phase and 230/400V three-phase. Information about Swedish standards may be obtained from:

Swedish Standards Institution
P.O. Box 3295, S-103 66 Stockholm, Sweden
Tel: Int/46/8-610 30 00, Fax: 46-8-30 18 50

Companies can invite an accredited registration body to audit their production and issue a certificate regarding the quality system in compliance with the demands in ISO 9000, or some equivalent standards system. Information can be obtained from Swedac, a government entity with the following address:

Swedac, Styrelsen for Ackreditering och Teknisk Kontroll
Box 878, S-501 15 Boras
Tel: Int/46/33-17 77 00, Fax: 46-33-10 13 92

Since the diversity of foreign standards, regulations, inspection procedures, and certification requirements can constitute a considerable barrier to increasing U.S. exports, American firms should keep abreast of standards abroad. Exporters can get up-to-date information about technical standards by contacting:

National Institute of Standards and Technology (NIST)
U.S. Department of Commerce
Room A 163, Building 411
Gaithersburg, MD 20899
Tel. (301) 975-4038

Information about industrial standards may also be obtained from:

The American National Standards Institute Inc.
11 West 42nd Street
New York, NY 10018
Tel. (212) 642-4900

- Free Trade Zones/Warehouses

There are no free trade zones in Sweden at present; only free trade warehouses at Stockholm Harbor and Arlanda Airport, which are not open to all companies.

- Special Import Provisions

With Sweden being a member of the European Union, the EU customs union system applies to all imports.

- Membership in Free Trade Arrangements:

Sweden is a member of the European Union and WTO. Via the European Union, Sweden is also a member of WCO (World Customs Organization).

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7. INVESTMENT CLIMATE STATEMENT

A.1. Openness to Foreign Investment

Until the mid-1980's, Sweden's approach to direct investment from abroad was quite restrictive and governed by a complex system of laws and regulations. During the later part of that decade, however, doubts were raised about the effectiveness and desirability of controlling foreign direct investment (FDI) in Sweden. Such considerations, and Sweden's entry into the European Union (EU), have greatly improved the investment climate and attracted foreign investors to the country. Sweden is considered to be an attractive country in which to invest. In 1999, 83.6 percent of FDI inflows came from other EU member states. The largest investor was the U.K., which through the merger between pharmaceutical companies Astra and Zeneca accounted for 63.8 percent of the 1999 inflow into Sweden. The U.S. was the third largest investor.

Swedish authorities have implemented a number of reforms to improve the business regulatory environment that will benefit investment inflows. They are also seeking ways to ensure wider ownership in Swedish industry, which they feel, will increase competition and lead to greater efficiency. Foreign ownership in Sweden has increased rapidly in the last decade and foreign-owned firms employed 17% of the work force in the private sector, or 397,665 workers, in 1999. The corresponding figures for 1997 were 14 percent of the workforce and 301,000 employees.

The conditions for doing business in Sweden have improved significantly in the last decade: Sweden has become a member of the European Union which gives investors access to the large EU market, corporate taxes have decreased and are now among the lowest in Europe, and commercial contacts with neighboring former communist countries have expanded rapidly. Combined with the well-educated and relatively inexpensive labor force, outstanding telecommunications network, and stable political environment, Sweden has become more competitive as a choice for American companies establishing a presence in the Nordic region.

U.S. investors are increasingly recognizing this new situation, and consequently there has been a substantial increase in interest and investment from U.S. firms in the Swedish market. abolition of the law that required foreigners to obtain permission to transact business in Sweden makes it easier for foreigners to invest in any form, including greenfield investments, which in the past were modest. Also the former corporate practice of restricting some shares from foreign acquisition has been abolished. Today, shares in any company listed on the Stockholm Stock Exchange may be acquired by Swedes and foreigners alike, though shares may still have differing voting strengths.

The regime for foreigners in financial services has been liberalized, too. Now foreign banks, insurance companies, brokerage firms, and cooperative mortgage institutions are permitted to establish branches in Sweden on equal terms with domestic firms.

These fundamental changes in Sweden's FDI regime have significantly improved Sweden's investment climate and opened the country to foreign mergers and takeovers. At the end of 1999, 687 U.S. companies with 78,621 employees were established in Sweden, many of which are active in computer software or hardware, general industrial goods, professional services, or health care. This makes the U.S. the largest country of origin among the foreign owned companies in Sweden, followed by Finland with just over 49,000 employees. A survey by the Invest in Sweden Agency in 1998 inquired about the profitability of the Swedish operations compared to operations elsewhere. 59 percent of the U.S. companies participating in the survey indicated a profitability that exceeded the average of all of their parent companies' overseas subsidiaries. 18 percent indicated that the profitability of their Swedish operations were average, and 23 percent found them to be below average.

Nevertheless, a number of practical impediments to direct investment remain in Sweden. These include a fairly extensive, though non-discriminatory, system of permits and authorizations needed to engage in many activities and the dominance of a few, very large players in certain sectors, e.g. construction and food wholesaling.

Possibly the greatest changes in Sweden's general investment climate during the last few years are the result of major changes in the global political and economic picture. Since the former communist countries have opened to world markets, Sweden's geography has provided it with a strategic location at the heart of the Baltic Sea region, in a market of over 100 million people. For emerging markets such as Russia, the Baltic countries, and Poland, Sweden has become a gateway for further eastward expansion.

In addition to these global changes, the Swedish government has pursued a macroeconomic policy that is favorable to the business sector. Inflation has been tamed and stabilized at a very low level (below 2%). With its conservative monetary policy, the government is preparing the country for possible future membership in the European Monetary Union, even though it decided that Sweden would remain outside the EMU from the start. Sweden is keeping its options open for a later entry, but then only after holding some form of referendum to get a mandate for the EMU-entry.

The value of the Krona (SEK), interest rates, and inflation are influenced to a lesser extent than previously by the Swedish government because of the liberalized capital flows and abolished currency restrictions, which has opened Sweden to the global financial markets.

The Swedish Government provides many kinds of incentives to research and development programs through the National Board for Industrial and Technical Development (Swedish acronym, NUTEK). The country spends 3.85 percent of its GDP on research and development, the highest rate in the OECD.

The Government pursues a regional development policy in order to generate more employment in certain areas of the country. There is a wide range of regional support available which provides incentives for investing in these areas.

A.2. Conversion and Transfer Policies

There are no foreign exchange controls in Sweden, nor are there any restrictions on remittances of profits, of proceeds from the liquidation of an investment, or of royalty and license fee payments. A subsidiary or branch may transfer fees to a parent company outside of Sweden for management services, research expenditures, etc. In general, yields on invested funds, such as dividends and interest receipts, may be freely transferred. A foreign-owned firm may also raise foreign currency loans both from its parent corporation and credit institutions abroad.

A.3. Expropriation and Compensation

Private property is only expropriated for public purposes, in a non-discriminatory manner, with reasonable compensation, and in accordance with established principles of international law.

A.4. Dispute Settlement

There have been no major disputes over investment in Sweden in recent years. The country has written and consistently applied commercial and bankruptcy laws, and secured interests in property are recognized and enforced.

Sweden is a member of the International Center for the Settlement of Investment Disputes and is a signatory to the New York Convention on the recognition and enforcement of foreign arbitration awards. The Arbitration Institute of the Stockholm Chamber of Commerce is one of the leading arbitration centers in the world, with many of its cases originating in East-West business relations. An agreement between the American Arbitration Association and the Russian Federation Chamber of Commerce, reached in 1993, provides for arbitration to take place in Sweden under the Rules of the United Nations Commission on International Trade Law, with the Stockholm Chamber of Commerce administering the cases and acting as appointing authority if needed.

A.5. Performance Requirements/Incentives

Sweden imposes no performance requirements on presumptive investors but offers certain incentives to set up a business in various targeted depressed areas. Loans are available on favorable terms from the National Board for Industrial and Technical Development and the Regional Development Funds and a range of regional support programs, including location and employment grants, reduced payroll taxes, low-rent industrial parks, and economic free zones are also available. Regional development support is concentrated in the lightly populated northern two-thirds of the country.

A.6. Right to Private Ownership and Establishment

Rights of this kind are not specifically written into Swedish law, but individuals and Swedish entities are well protected by the legal system. Private enterprises enjoy as great an access to markets necessary for conducting business operations, as do public enterprises.

A.7. Protection of Property Rights

Swedish law generally provides adequate protection of all property rights, including intellectual property. As a member of the European Union, Sweden adheres to a series of multilateral conventions on industrial, intellectual, and commercial property. On January 1, 1995, Sweden signed the 1989 Madrid Protocol on the International Registration of Trademarks.

Patents - Patents are adequately protected under the terms of the EU Agreement, in which member states have agreed to comply with the substantive provisions of the European Patent Convention of 1973, which Sweden ratified in 1980. Protection in all areas of technology may be obtained for 20 years.

Copyrights - Sweden is a signatory to various multilateral conventions on the protection of copyrights, including the Berne Convention of 1971, the Rome Convention of 1961, and the WTO's Trade Related Intellectual Property (TRIPS) convention. Swedish copyright law protects computer programs and databases. Enforcement of the law, however, has been less than ideal, although a contradiction between Sweden's constitution and its international obligations to protect unpublished, copyrighted material has been resolved in a satisfactory manner.

Trademarks - Sweden protects trademarks under a specific Trademark Act (1960:644) and is a signatory to the 1989 Madrid Protocol.

Trade Secrets - Proprietary information is protected under Sweden's patent and copyright laws, unless acquired by a government ministry or authority, in which case it may be made available to the public on demand.

Semiconductor Chip Layout Design - The EU Agreement's Article 4 of Protocol 28 addresses this specific question.

A.8. Transparency of the Regulatory System

As a EU member, Sweden has altered its legislation to comply with the EU's stringent rules on competition. As described above, the country has made extensive changes in its laws and regulations to harmonize with EU practices, all with a view to avoiding distortions in or impediments to the efficient mobilization and allocation of investment.

A.9. Efficient Capital Markets and Portfolio Investment

Credit is allocated on market terms and is made available to foreign investors in a non-discriminatory fashion. The private sector has access to a variety of credit instruments. Legal, regulatory, and accounting systems are transparent and consistent with international norms.

The Stockholm Stock Exchange is a modern, open, and active forum for domestic and foreign portfolio investment. It is an official institution and operates under specific legislation.

The balance sheet total of Sweden's banking sector was SEK 2,461 billion (the equivalent of USD 289 billion at year-end exchange rate) at the end of 1999. The figure does not include affiliated housing mortgage companies, finance companies, or other firms owned by the banks. The Swedish banking system is sound, although the commercial banks suffered serious losses in the wake of the real estate and financial crisis in the late 1980's and early 1990's.

The banking crisis of the early 1990's changed the structure of the banking sector. A large share of the savings banks were converted into commercial banks. Several foreign banks have established branch offices and several niche banks have started to compete in the retail bank market. The U.S. is represented by Citibank and GE Capital. A deposit guarantee system was introduced in 1996, whereby individuals get protection of up to SEK 250,000 (USD 29,350) of their deposit in case of bank insolvency.

Sweden's modern business environment, with its large transnational corporations, has adapted itself to recent deregulatory trends and consequent growing exposure to hostile takeovers. Major firms frequently have a confusing maze of owners. Such cross-share holding arrangements have been set up not as a specific defense against foreign investment but against unwanted investment from any quarter.

A.10. Political violence

Sweden is politically stable and no changes are expected.

A.11. Corruption

Sweden has comprehensive laws on corruption, which are fully implemented. It has ratified the 1997 OECD Anti-Bribery Convention.

B. Bilateral Investment Agreements

Sweden has concluded Investment Protection Agreements with the following countries:

Cote d'Ivoire, Madagascar, Senegal, Egypt, Yugoslavia, Slovenia, Malaysia, Pakistan, China, Sri Lanka, Yemen, Tunisia, Hungary, Poland, Bolivia, Morocco, Czech Republic, Slovakia, Argentina, Latvia, Lithuania, Estonia, Indonesia, Chile, Vietnam, Bulgaria, Hong Kong, Peru, Belarus, Albania, Russian Federation, Oman, The Ukraine, Republic of Korea, Laos, Venezuela, Turkey, Zimbabwe, Uruguay, FYROM Macedonia, and South Africa.

There is a bilateral Taxation Agreement between the U.S. and Sweden, but no bilateral Investment Protection Agreement.

D. Labor

Sweden's labor force of 4.3 million is disciplined, well educated, and experienced in almost all-modern technologies. About 87 percent of the workforce belongs to labor unions, perhaps the highest rate of unionization in the world. Swedish unions have helped to implement business rationalization and strongly favor employee education and technical progress. Management-labor cooperation is generally excellent and non-confrontational. Labor, employers, and the government all openly welcome U.S. investment and involvement in the Swedish economy.

Sweden has co-determination legislation, which provides for labor representation on the boards of corporate directors once a company has reached a certain size. This law also requires management to negotiate with the appropriate union or unions prior to implementing certain major changes in company activities. IT calls for a company to furnish information on many aspects of its economic status to labor representatives. But in the end, management has the final say. Labor and management usually find this system works to both sides' benefit.

There is no fixed minimum wage by legislation. Instead, wages are set by collective bargaining. This is preferred by both labor and management. This system was recognized in a provision in Sweden's EU accession agreement before Sweden's entry into the EU in January 1995.

According to U.S. Bureau of Labor Statistics and the Swedish Employers' Federation figures, Sweden's average total hourly wage cost (including pay, benefits, social fees, taxes, etc.) for each production worker in manufacturing in 1999 at average exchange rates was USD 21.76. That is cheaper than the cost in Germany, Switzerland, Belgium, Norway, and Denmark.

Almost all private and public sector collective bargaining agreements expired in March-June 1995. Despite several significant but short strikes, resulting new contracts were reached with only minimal disruption to the economy. Since agreements concluded in 1995 range from one to three years, Sweden will no longer have almost all collective bargaining agreements expiring on the same date, as was the case previously. According to GOS statistics wages increased by 6.5 percent in 1996 and 4.5 percent in 1997, significantly above the rate of inflation. Wage increases were held back to around 3.4 percent in 1998 and 1999, but were still on a level above Sweden's main competitors. Agreements concluded in the last years are even more moderate, indicating an awareness that Sweden's competitive strength will be eroded by too high wage increases. However, It is still expected that total wage increases in Sweden over the next couple of years will be slightly above those of its main competitors.

Sweden has ratified most ILO conventions dealing with workers, rights, freedom of association, collective bargaining, and the major working conditions and occupational safety and health conventions.

E. Foreign Trade Zones/Free Ports

Sweden has foreign trade zones with bonded warehouses in the ports of Stockholm, Gothenburg, Malmo, and Jonkoping. Goods may be stored for an unlimited time in these zones without customs clearance, but they may not be consumed or sold on a retail basis. Permission may be granted to use these goods as materials for industrial operations within a free trade zone. The same tax and labor laws apply to foreign trade zones as to other workplaces in Sweden.

F. Foreign Direct Investment Statistics

Flow of Foreign Direct Investment into Sweden
A positive value indicates an inflow, where investment is larger than disinvestment. Amounts in millions of Kronor.

Year	1998	1999
Year end exchange rate	8.06	8.52
(SEK per 1 USD)	------	-------
Austria	362	5123
Belgium, Luxembourg	3869	10732
Canada	1784	821
Denmark	1560	3621
Finland	96520	143
France	1257	1260
Germany	3767	63082
Great Britain	4349	316569
Greece	-11	-14
Ireland	12	-668
Italy	201	2783
Japan	-814	-1276
Netherlands	2700	12005
Norway	1766	3228
Portugal	-67	38
Spain	671	-194
Switzerland	6014	-9666
USA	5347	51864
Other Countries	6427	210
Reinvested Profits	19798	35886
Total	155512	495547
Total EU	115190	414479
Total OECD	129430	459186
Total/GDP (Percent)	8	25

Source: Riksbanken (The Swedish Central Bank), Balance of Payments, April 2000

Stock of Foreign Direct Investment in Sweden, by country Amounts in Billions of Kronor

Year	1997	1998
Year end exchange rate	7.87	8.06
(SEK per 1 USD)	------	------
Netherlands	53	79
United States	48	34
Switzerland	37	51
Norway	33	36
Finland	31	81
Germany	28	27
U.K.	25	26
Denmark	21	23
France	9	12
Other countries	45	47
Total	330	416
Total OECD	306	394
Total EU	188	271
Total/GDP (Percent)	18	22

Stock of Foreign Direct Investment in Sweden, by Industry

Amounts in Billions of Kronor and Percent, 1998. Year-end Exchange rate: 8.06.

	Amount	Percent
	----------	---------
Manufacturing	246	59.1
Power utilities	29	7.0
Merchandise Trade	61	14.7
Other Services	42	10.1
Bank and Insurance	22	5.3
Other	16	3.8
Total	416	100

Source: Riksbanken (The Swedish Central Bank), "Direct Investments 1998", December 1999

Major Foreign Investors

Major U.S. investors, in terms of number of employees in Sweden, include: Volvo Car Corporation (Ford, 17000 employees), Pharmacia & Upjohn (5620), Manpower (5080), Lear corporation (3010), IBM corporation (2650), Autoliv (2110), Philip Morris (1895), ITT Industries (1480), and American Express (1455).

Major foreign investment in the last two years include several acquisitions of power utilities, an industry which was recently liberalized. Other investments are in the automotive industry, the banking and finance sector, paper and pulp, forestry, mail order, chemical industry, pharmaceuticals, and the transport sector.

U.S. investments in the form of acquisitions during 1996-1999, in addition to the mega Ford-Volvo deal, have been made by FMC corporation, Medtronics, Goodyear, Caterpillar, Rational software, Security dynamics, Caterpillar Logistics, Meritor automotive, Blyth industries, and Intermec.

Since the collapse of the Soviet Union and the subsequent changes in Central and Eastern Europe, another trend has emerged in U.S. investments in Sweden. Many major U.S. investors have chosen Sweden as their regional base for the Baltic States and sometimes even for their operations in all of Eastern Europe. Major corporations include: AT&T, DHL, DuPont Conoco, Eastman Kodak, GE Company, IBM, ITT Sheraton, Levi Strauss, Microsoft, Monsanto, Motorola, Nike, and Sun Microsystems.

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8. TRADE AND PROJECT FINANCING

- Description of Banking System

Credit-market institutions in Sweden fall into two main categories, banking institutions and capital-market institutions. In addition to the Central Bank, there are two main types of banks: joint stock banks (commercial banks) and savings banks. There are also a couple of so called 'member-banks', i.e. banks formed as economic associations. All the above-mentioned types of banks are - since the amendment of banking legislation in 1969 - entitled to operate in all areas of banking.

In 1986, Sweden issued a charter for the first 12 foreign-owned commercial banks and since 1990 foreign-owned banks have been entitled to open branch offices in Sweden. These branch offices have primarily concentrated on servicing the business sector. Also in 1990, the restrictions concerning foreign ownership of Swedish bank stock were abolished.

The banks' activities are closely supervised by the Swedish Finance Inspectorate (Finansinspektionen) to ensure that all necessary standards are met. Swedish banks' financial statements meet the international standards well and are audited by internationally recognized auditors only.

Several Swedish banks suffered substantial credit losses in early 1990's due to economic recession, and as the bank crisis accelerated in 1992, the government had to engage itself in a series of ad hoc rescue efforts to guarantee the commitments of banks and mortgage institutions toward their depositors and investors. A special agency, the Bank Support Council, was set up to manage the assistance program. The State guarantee was replaced in 1996 by a deposit guarantee, based on EU-directives.

The number of banks in Sweden has decreased substantially through mergers. The total number of commercial banks in Sweden in January 2000 was 36, out of which 15 were foreign affiliates. Meanwhile new, smaller, so-called 'niche banks' have been established. These banks tend to concentrate on certain areas of banking services or methods of banking, e.g. 'dial-in' banks for banking services by telephone. All major banks are offering banking services through Internet.

The largest banks are Nordbanken (MeritaNordbanken Group's bank in Sweden), Skandinaviska Enskilda Banken, Svenska Handelsbanken and ForeningsSparbanken.

The American banks and financial institutions represented in Sweden are Citibank and GE Capital Bank.

- Foreign Exchange Controls Affecting Trading

Foreign exchange restrictions in Sweden were removed in 1991. Commercial transactions are in general not subject to any restrictions. There are no restrictions on remittances of profits, or from investment liquidation proceeds. Royalty and license fee payments may be freely transferred out of Sweden. Moreover, yields on invested funds, such as dividends and interest receipts, are usually freely transferred.

- General Financing Availability

Sweden does not offer special tax or other inducements to attract foreign capital. Foreign-owned companies enjoy the same access as Swedish-owned enterprises to the country's credit market and government-sponsored incentives to business.

- How to Finance Exports/Methods of Payment

The Swedish Government provides basic export promotion support through the Swedish Trade Council, financed jointly with Swedish industry.

There are two general risks in the financing of foreign trade: the credit risk and the foreign exchange risk although the latter can be avoided by quoting sales in dollars only. Prepayment and letters of credit involve the least risk for the exporter but are not necessarily conducive to increase in sales. After the exporter/importer relationship has been established, U.S. exporters should be open to and consider other trade credit terms.

- Types of available export financing and insurance

- Project financing available

Swedish Export Credit Corporation, financed by the Swedish Government and Swedish industry grants medium- and long-term credits to finance exports of capital goods and large-scale service projects.

- List of banks with correspondent U.S. banking arrangement

Nordbanken AB
Smalandsgatan 17
S-105 71 Stockholm
Tel: Int/46/8-614 7000
Fax: Int/46/8-200846
http://www.nb.se

Nordbanken U.S.
450 Park Avenue
Suite 1401-14th
New York, NY 10022
Tel: (212) 755 3800
Fax: (212) 755 1304

Svenska Handelsbanken AB
Kungstradgardsgatan 2
S-106 70 Stockholm
Tel: Int/46/8-701 1000
Fax: Int/46/8-701 4835
http://www.handelsbanken.se

Svenska Handelsbanken
153 East 53rd Street,
37th floor
New York, NY
10022-4678
Tel: (212) 326-5100
Fax: (212) 326-5196

SE-Banken
Kungstradgardsgatan 8
S-106 40 Stockholm
Tel: Int/46/8-763 8000
Fax: Int/46/8-763 7163
http://www.sebank.se

Skandinaviska Enskilda
Banken
245 Park Avenue, 42
floor
New York, NY 10167
Tel: (212) 907-4700
Fax: (212) 370-1709

Citibank
Box 1422
S-111 84 Stockholm
Tel. Int/46/8-723 3400
Fax Int/46/8-611 4843
http://www.citibank.com

Citibank
399 Park Avenue
New York, NY 10043
Tel. (212) 559-1000
Fax (212) 759-3973

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9. BUSINESS TRAVEL

- Business Customs

The business traveler to Sweden will quickly realize that while most customs and procedures are similar to the United States there are a few quite noticeable differences. After arriving in the world class Arlanda airport, one can catch a cab to center Stockholm, being sure to ask for the fixed fee before departing, all very standard. The difference is that the cab driver will open the door for you and help you with your luggage.

Swedes tend to be less formal than Americans in all but two areas, "skåling" and dinner parties. The procedure is well defined and best explained by your Swedish host. If one remembers to make strong eye contact before and after a "skål" and not to drink until the host "skåls" you, the rest will fall into place. The guest of honor usually is seated to the left of the hostess and is responsible for offering the "thanks" or behalf of all the guests in a toast to the host and hostess.

There is an anecdote that concludes the Swedish worker is the most efficient in the world, unfortunately he only works 8 months a year. Swedish workers do get 5 weeks of vacation each year. Nothing of import happens in Sweden during the month of July. July begins the day before mid-summer's night June 20 and ends in mid August. The Christmas celebration actually begins when the country shuts down for the Nobel prize ceremonies December 10, and the St Lucia festival December 13. Business is usually back to normal after Orthodox Christmas in January. The month of May has three official holidays, making it the month of long weekends. Consequently the business traveler should focus on specific periods, e.g., September 15 to December 10, January 15 to April 30, and early June. Business is conducted during the vacation periods, but the senior management is often not available.

Swedish business people appear to be willing to spend more time discussing a situation than do Americans. During a business meeting there is always time to get to know each other and to discuss the program in sufficient detail that all feel comfortable with each other's position. Promptness for meetings and functions is very important, as is organization, be it company matters or an event.

- Travel Advisory and Visa

U.S. travelers to Sweden must have a valid passport. A tourist or business visa is not required for stays up to 3 months. This 90-day period begins when entering the Nordic area: Sweden, Norway, Denmark, Iceland or Finland.

For further information concerning entry requirements for Sweden, travelers can contact the Swedish Embassy at 1501 M Street, N.W., Washington, D.C. 20005, telephone: (202) 467-2600. Sweden has no vaccination requirements.

Medical care is widely available in Sweden. U.S. medical insurance is not always valid out of the United States. Travelers have found that in some cases, supplemental medical insurance with specific overseas coverage has proved to be useful. Further information on health matters can be obtained from the Center for Disease Control International Travelers' telephone hot line at (404) 332-4559.

- Temporary Entry

Sweden honors the ATA Carnet, an international customs document designed to simplify customs procedures for business and professional people taking commercial samples, advertising materials or film, or medical or professional equipment into specified countries for a short period. More than 40 countries participate in the carnet system. The U.S. Council of the International Chamber of Commerce, 1212 Avenue of the Americas, New York, NY 10036-4480 (fax 212-944-0012, tel. 212-354-4480) has been designated by the U.S. Bureau of Customs as the U.S. issuing and guaranteeing organization. U.S. firms should write to the U.S. Council at its New York address to apply for ATA Carnets.

- Holidays

New Year's Day:	January 1
Epiphany:	January 6
Good Friday and Easter Monday	April 13- April 16
Swedish Labor Day:	May 1
Ascension Day:	May 24
Whit-Monday	June 4
Midsummer Day:	June 23
All Saints Day:	November 3
Christmas:	December 25-26

Offices are also closed on Mid-Summer's Eve, Christmas Eve, and New Year's Eve. Government and many business offices generally close at 1:00 p.m. on the day before major holidays.

- Business Infrastructure

Business infrastructure in Sweden is similar to that in the United States. The two countries have had a long history of educational exchanges at the student and professorial level. Consequently most business leaders have been taught the same operating principles by professors who have collaborated on writing the text. One slight difference may be that the senior business people in Sweden may be a bit more "hands on" then their American counterparts. Perhaps due to the Swedish tradition of social democracy or the great egalitarian concerns, Swedish managers are more consensus builders than decision-makers. Delays in reaching an agreement are less a negotiating tool as in other cultures and more an in-house management activity.

- Guide for Business Representatives

Guides for business representatives are available for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402; tel. (202) 512-1800; fax. (202) 512-2250. Business travelers to Sweden seeking appointments with the U.S. Embassy Stockholm officials should contact the commercial section in advance. The commercial section can be reached by telephone at 46-8-783-5346 or by fax at 46-8-660-9181.

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10. ECONOMIC AND TRADE STATISTICS (U.S. millions except where noted)

	1998	1999	2000(E)
Total exports	83,654	83,795	85,978
	67,898	68,386	70,430
Exports (from the U.S.)*	4,210	4,290	4,418
Imports (from Sweden to U.S.)	6,870	7,431	7,624
Exchange rates used:$1 = SEK	7.95	8.27	8.60

Sources: Swedish Central Bureau of Statistics Ministry of Finance Embassy forecasts
* Does not include goods entered into Sweden via other EU-countries

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10. A. DOMESTIC ECONOMY (U.S. millions except where noted)

	1998	1999	2000(E)
GDP	235,578	238,463	239,402
GDP Growth rate (%)	2.9	3.8	4.4
GDP per capita (USD)	26,606	26,910	27,016
Gov't Spending as % of GDP	58.4	57.5	56.2
Inflation (%)	-0.6	1.2	1.1
Unemployment (% of workforce)	6.5	5.6	4.6
Foreign exchange reserves	17,138	18,469	n/a
Average exchange rate (for USD 1)	7.95	8.27	8.60
Debt service ratio	n/a	n/a	n/a
(E) = Estimated			

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10. B. SWEDISH INVESTMENT STATISTICS

Swedish Investment Abroad expressed in millions SEK

A negative value indicates an outflow, where investment abroad is larger than disinvestment. A positive value is a net disinvestment, where disinvestment abroad is larger than investment.

Year	1998	1999
Year end Exchange rate	8.06	8.52
(SEK per 1 USD)	------	------
Austria	457	65
Belgium, Luxembourg	2471	6479
Canada	-1594	1122
Denmark	-666	-9256
Finland	- 77706	8744
France	1299	-2625
Germany	-123	-4546
Great Britain	-3361	-17933
Greece	26	-2
Ireland	-4903	-4304
Italy	1807	-2382
Japan	-186	54
Netherlands	-2476	-7480
Norway	-4408	-8858
Portugal	244	-233
Spain	-1934	-277
Switzerland	-3032	7814
USA	-19836	-27114
Other Countries	-32460	-39327
Reinvested Profits	-44740	-62605
Total	-193719	-162664
Total EU	-84863	-46707
Total OECD	-120938	-76765

Source: Riksbanken (The Swedish Central Bank), Balance of Payments, April 2000

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10. C. COUNTRY DATA

Population	8.9 million
Population Growth rate	0 percent
Religions	Lutheran 94 percent, Other 6 percent
Government System	Constitutional monarchy
Language	Swedish
Work Week	Monday-Friday, 40 hrs

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11. U.S. AND SWEDISH CONTACTS

- Government Agencies

The Swedish National Rail Administration
(Banverket)
SE-781 85 Borlange
Phone: 46/243/450 00
Fax: 46/243/450 09
Web address: banverket.se

The Swedish Civil Aviation Administration
(Luftfartsverket)
SE-601 79 Norrkoping
Phone: 46/11/19 20 00
Fax: 46/11/19 25 75
E-mail: luftfartsverket@hk.lfv.se
Web address: lfv.se

The Swedish National Police Board
(Rikspolisstyrelsen)
Box 12256
SE-102 26 Stockholm
Phone: 46/8/401 9000
Fax: 46/8/401 9990
E-mail: info@rps.police.se
Web address: police.se

Swedish National Food Administration
(Statens Livsmedelsverk)
Box 622
SE-751 26 Uppsala
Phone: 46/18/17 55 00
Fax: 46/18/10 58 48
Web address: slv.se

The Swedish National Road Administration
(Vagverket)
SE-781 87 Borlange
Phone: 46/243/750 00
Fax: 46/243/758 25
E-mail: vagverket@vv.se
Web address: vv.se

Statistics Sweden
(SCB)
SE-115 81 Stockholm
Phone: 46/8/783 4000
Fax: 46/8/661 5261
E-mail: scb@scb.se
Web address: scb.se

Swedish National Board of Trade
(Kommerskollegium)
Box 6803
SE-113 86 Stockholm
Phone: 46/8/690 4800
Fax: 46/8/30 67 59
E-mail: info.marknad@kommers.se
Web address: kommers.se

The Swedish Defense Materiel Administration
(FMV)
SE-115 88 Stockholm
Phone: 46/8/782 4000
Fax: 46/8/667 5799
Web address: fmv.se

The Swedish National Post & Telecom Agency
(Post & Telestyrelsen)
Box 5398
SE-102 46 Stockholm
Phone: 46/8/678 5500
Fax: 46/8/678 5505
E-mail: pts@pts.se
Web address: pts.se

The Swedish Maritime Administration
(Sjofartsverket)
SE-601 78 Norrkoping
Phone: 46/11/19 10 00
Fax: 46/11/10 78 41
E-mail: sjofartsverket@shipadm.se
Web address: sjofartsverket.se

The Swedish Board of Customs and Excises
(Tullverket)
Box 2267
SE-103 17 Stockholm
Phone: 46/8/789 7300
Fax: 46/8/20 80 12
E-mail: generaltullstyrelsen@tullverket.se
Web address: tullverket.se

The Swedish Agency for Administrative Development
(Government Procurement Office)
Box 2280
103 17 Stockholm
Phone: 46/8/454 4600
Fax: 46/8/791 8972
E-mail: statskontoret@statskontoret.se
Web address: statskontoret.se

Swedish National Board for Industrial and Technical Development
(NUTEK)
Liljeholmsvagen 32
SE-117 86 Stockholm
Phone: 46/8/681 9100
Fax: 46/8/19 68 26
Web address: nutek.se

- Trade Associations

Svensk Handel
Mr. Carl-Johan Westholm, President
SE-123 29 Stockholm
Phone: 46/8/762 7700
Fax: 46/8/762 7777
E-mail: info@sht.se
Web address: sht.se

The Federation of Swedish Commercial Agents
(Agenturforetagens Forbund i Sverige)
Ms. Anna Wigardt Duhs, President
Box 1137
SE-111 81 Stockholm
Phone: 46/8/411 0022
Fax: 46/8/411 00 23
Web address: agenturforetagen.se

IT-foretagen (Association of IT companies)
Ms. Ann-Marie Nilsson, President
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Web address: sito.se

The Federation of Swedish Industries
(Industriforbundet)
Mr. Per Olofsson, President
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SE-114 85 Stockholm
Phone: 46/8/783 8000
Fax: 46/8/662 3595
Web address: industriforbundet.se

MTB (mobile phone equipment suppliers)
Mr. Arvid Brandberg, President
Box 1416
SE-111 84 Stockholm
Phone: 46/8/24 07 00
Fax: 46/8/21 84 96
Web address: mtb.se

- Chambers of Commerce

Stockholm Chamber of Commerce
Mr. Torbjorn Hogberg, Director Int'l Department
Box 16050
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Phone: 46/8/555 100 00
Fax: 46/8/566 316 00
E-mail: stock@chamber.se
Web address: chamber.se

American Chamber of Commerce
Ms. Marianne Raidna Wali, Executive Director
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Fax: 46/8/506 129 10
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Web address: amchamswe.se

Gothenburg Chamber of Commerce
Mr. Per-Erik Abrahamsson, Director Int'l Department
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SE-402 25 Gothenburg
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Fax: 46/31/83 59 36
E-mail: trade@west.cci.se
Web address: west.cci.se

Malmo Chamber of Commerce
Mr. Ingmar Nilsson, Director Int'l Department
Skeppsbron 2
Se-211 20 Malmo
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Fax: 46/40/690 2490
E-mail: chamber@south.cci.se
Web address: handelskammaren.com

- Market Research Firms

Borell Market Research AB
Mr. Sten Lexeus, President
Baldersgatan 2
SE-114 27 Stockholm
Phone: 46/8/24 35 30
Fax: 46/8/24 40 15
Web address: borell.se

AC Nielsen Company AB
Mr. Johan Sjostrand, President
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Phone: 46/8/453 2500
Fax: 46/8/411 4551
E-mail: acn@nielsen.se

Sevenco AB
Ms. Peter Asp, President
Box 30131
SE-104 25 Stockholm
Phone: 46/8/619 5200
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E-mail: mail@sevenco.se
Web address: sevenco.se

Gartner Group (specializes in ICT research)
Mr. Per Lindén, President
Box 1500
SE-171 29 Solna
Phone: 46/8/624 9920
Fax: 46/8/624 9939
Web address: gartner.com

IDC (specializes in ICT research)
Ms. Katarina Hallberg
Box 1096
SE-164 21 Kista
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Fax: 46/8/750 5888
Web address: idc.com

- Banks

Citibank International plc, Sweden
(corporate customers only)
Mr. Jan Belfrage, Managing Director
Box 1422
SE-111 84 Stockholm
Phone: 46/8/723 3400
Fax: 46/8/611 4843
Web address: citicorp.com

Merita-Nordbanken
SE-105 71 Stockholm
Phone: 46/8/614 7000
Fax: 46/8/24 09 68
Web address: nb.se

SEB
Mr. Tom Karrlander, Vice President
SE-106 40 Stockholm
Phone: 46/8/763 8000
Fax: 46/8/763 7163
Web addess: sebank.se

Handelsbanken
Mr. Magnus Uggla, Vice President
SE-106 70 Stockholm
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Fax: 46/8/611 3858
Web address: handelsbanken.se

U.S. Embassy Contacts - American Embassy

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- Washington-Based U.S. Government Contacts

U.S. Department of Commerce
Leaksmy Norin
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Room H-3043
Washington, D.C. 20230
Phone: 202/482 4414
Fax: 202/482 2897

U.S. Department of Agriculture
Mr. Andrew Burst,
Northern Europe Area Officer
Foreign Agricultural Service
Washington, D.C. 20250
Phone: 202/720 2144
Fax: 202/690 2909
E-mail: bursta@fas.usda.gov

TPCC Trade Information Center
Phone: 1/800/USA-TRADE

U.S. Department of State
Office of Business Affairs
Phone: 202/746 1625
Fax: 202/647 3953

U.S. Department of Agriculture
FAS
Trade Assistance and Promotion Office
Phone: 202/720 7420

Overseas Private Investment Corporation
Phone: 202/336 8799

- U.S. Based Multipliers

Embassy of Sweden
Mr. Lars Bjerde, Government Procurement
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Fax: 202/467 2699

Swedish Trade Council
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Swedish-American Chamber of Commerce
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Fax: 212/755 7953
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12. MARKET RESEARCH

List of Industry Sector Report SE- Foreign Commercial Service

Available Industry Sector Reports for FY 2000:

- Consolidation of the Swedish Aerospace and Defense Industries
- Electronic Components
- Franchise: Restaurant/Food subsector
- Gifts and Novelties
- Hazardous Waste Management and Disposal Equipment Technologies and
- Home Health Care and Rehabilitation Products and Equipment
- Nordic Region Defense Newsletter
- Personal Computers
- Security and Safety Equipment
- Sporting Goods
- Sweden's Integration with the Baltic Rim Energy Systems
- Tourism
- Value Added Services (TES)
- Vehicles Services

Industry Sector Reports planned for FY 2001:

- Advertising Services
- Biotechnology- Medical
- Energy Services
- Internet Security Solutions
- Swedish market franchise
- Subcontracting to the Swedish Aerospace Industry
- Water purification Equipment and Services

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13. TRADE EVENT SCHEDULE

Events 2000

October 9-11	Nordic Lab-Xpo 2000 Organizer: Stockholm International Fairs
October 9-11	BioTech Forum Organizer: Stockholm International Fairs
October 10-13	SCANPACK 2000 Organizer: Swedish Exhibition & Congress Center, Gothenburg
October 17-21	Scandinavian Technical Fair with Machine Tools Organizer: Stockholmsmassan, Stockholm
October 25-26	Work Place Organizer: Sollentunamassan
October 24-26	Scandinavian IT World Organizer: Svenska Massan
October 26-28	Swedental 2000 Organizer: Stockholm International Fairs
November 7-9	Internet World Sweden Organizer: Sollentunamassan
November 28-30	Medicin Scandinavia Organizer: The Swedish Exhibition and Congress Centre, Gothenburg

Events 2001

February 20-22	Call Center Vision - Business & Technology Organizer: Stockholm International Fairs
Feb 21 - Feb 25	Gothenburg Motor Show Organizer: Svenska Massan
March 22-25	TUR - Travel & Tourism Organizer: Svenska Massan
April 23-25	Computer Expo Organizer: Stockholm International Fairs
April	E-business Software Organizer: Sollentunamassan
May 15-17	Telecom Days 2001 Organizer: Sollentunamassan
September	Networks Telecom Organizer: Stockholm International Fairs

Stockholm

Stockholm International Fairs
(Stockholmsmassan)
SE-125 80 Stockholm
Tel: +46-8-749 41 00
Fax: +46-8-749 61 91
E-mail: staff@stofair.se
Internet: www.stofair.se

Sollentunamassan
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Fax: +46-8-506 652 25
E-mail: info@sollfair.se
Internet: www.sollfair.se

Gothenburg

Swedish Exhibition & Congress Centre,
Gothenburg (Svenska Massan)
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Internet: www.swefair.se

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Internet: www.millerfreeman.se

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