



# The Swedish Trade & Invest Council - Business Sweden

November 17<sup>th</sup>, 2022



THE SWEDISH TRADE & INVEST COUNCIL

HELLO 欢迎



**WE ARE BUSINESS SWEDEN**



OUR PURPOSE

**WE HELP SWEDISH COMPANIES  
GROW GLOBAL SALES &  
INTERNATIONAL COMPANIES  
INVEST AND EXPAND IN SWEDEN**

OUR POSITION

**BUSINESS ADVISORS WITH A UNIQUE MANDATE**  
**- WE OFFER STRATEGIC ADVICE AND HANDS-ON SUPPORT**  
**TO COMPANIES OF ALL TYPES AND SIZES**



# Vision | Swedish enterprises in global lead

- With a unique governmental and private sector mandate, Business Sweden provides support around the world

## AN OFFICE NETWORK WITH INDUSTRIAL EXPERTISE ON ALL CONTINENTS



SMART INDUSTRY & NEW MATERIALS

SMART ENERGY & TRANSPORT

HEALTHCARE & LIFE SCIENCE

CREATIVE INDUSTRIES & FOOD

## CONSULTING SERVICES

<b>MARKET EXPANSION</b>	<b>SALES ACCELERATION</b>
<ul style="list-style-type: none"> <li>Global Expansion Strategy</li> <li>Market Entry</li> <li>Product &amp; Customer Mix</li> <li>Sales Channel Setup</li> <li>Global Operations Footprint</li> <li>Mergers &amp; Acquisitions</li> </ul>	<ul style="list-style-type: none"> <li>Customer Acquisition</li> <li>Partner search &amp; Selection</li> <li>Sales &amp; Partner Performance management</li> <li>Deal &amp; Tender Support</li> </ul>
<b>BUSINESS TO GOVERNMENT</b>	<b>BUSINESS INCUBATION &amp; OPERATIONS</b>
<ul style="list-style-type: none"> <li>Business to Government Strategy</li> <li>Stakeholder Analysis</li> <li>Strategic Messaging &amp; Communications</li> <li>Stakeholder Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Co-Working Space</li> <li>Finance &amp; Controlling</li> <li>Employment &amp; HR Services</li> <li>Incorporations &amp; Registrations</li> </ul>

## GOVERNMENT ENABLED SERVICES

<b>INVEST PROMOTION &amp; ADVISORY</b>
<b>INDUSTRY SPECIFIC GROWTH PROGRAMS</b>
<b>SMALL BUSINESS PROGRAM</b>
<b>BUSINESS DELEGATIONS &amp; EVENTS</b>
<b>TRADE &amp; INVEST FACILITATION</b>

We shorten time to market, find new revenue streams and minimise risks

<b>35+ MARKETS</b>	<b>400+ PEOPLE</b>	<b>45+ YEARS</b>
From Helsinki to Hong Kong, Moscow to Mexico City – our business developers offer strategic advice and hands-on support	Our multinational team collaborate across the globe with expertise rooted in local business cultures and network	With a vast experience we help Swedish companies grow global sales and international companies invest and expand in Sweden



# Join Sweden | Conference in June 2022 hosting guests from across the globe



### Industry Dialogue: Industrial transformation for a sustainable production

Join Sweden to take the global lead in the changing manufacturing landscape

The session will highlight opportunities for international industrial companies to take global lead in the changing manufacturing landscape by establishing and growing production in Sweden.

---

Summit, day 2 – 21 June 9-12.30

**Key questions addressed in dialogue:**

- Industrial companies in Sweden have for centuries stayed competitive by pioneering the development of new technologies and practices. Today, they are global leaders in innovation, digitalization and sustainability. How can international companies tap into Sweden's automation expertise, thriving innovation environment and clean energy, and lead the way to a greener and smarter future?
- Collaboration is the key enabler in the new industrial era. And that's why Sweden is at the forefront of the global race toward Industry 4.0. What partnerships are critical to solve new industrial challenges?
- Why international companies should join Sweden's smart industry ecosystem:
  - Highly internationalized industrial sector
  - World leader in innovation
  - Pioneering the digital future
  - At the forefront of sustainability
  - Highly competent workforce

**Executive speakers from:**

---

**Invited companies include:**

**Join Sweden Summit**



Track 1:	Track 2:	Track 3:	Track 4:	Track 5:
<p><b>Industrial transformation for a sustainable production</b></p> <p>Host: Anna Hallberg, Minister for Foreign Trade</p>	<p><b>Collaborations for a sustainable battery value chain</b></p> <p>Host: Karl-Petter Thorwaldsson, Minister for Enterprise</p>	<p><b>Safe, sustainable and automated transport</b></p> <p>Host: Tomas Eneroth, Minister for Infrastructure</p>	<p><b>The future of medicine – connected and precision health</b></p> <p>Host: Lena Hallgren, Minister for Health</p>	<p><b>Pushing the boundaries of digital innovation</b></p> <p>Host: Khashayar Farmanbar, Minister for Digital Development</p>

# Business Sweden positioned Sweden and Swedish companies as climate action frontrunners at COP26



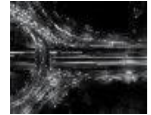
- Two-week full day programme in the Swedish and Nordic Council of Ministers' pavilion in blue zone
- Solutions based events with frontrunning representatives from Swedish public and private sector, academia and civil society
- Meeting hub and venue for networking with interconnecting stakeholders, press conferences and MoUs
- 10 pre- and post COP26 promotional activities and high-level meetings on prioritized markets

## In short

- 18 pioneering partners
- 38 broadcasted hybrid events
- 45 bilateral and high-level meetings
- 5 minister press conferences
- 2 million streams



# Transport | We collaborate with the Swedish industry across the globe



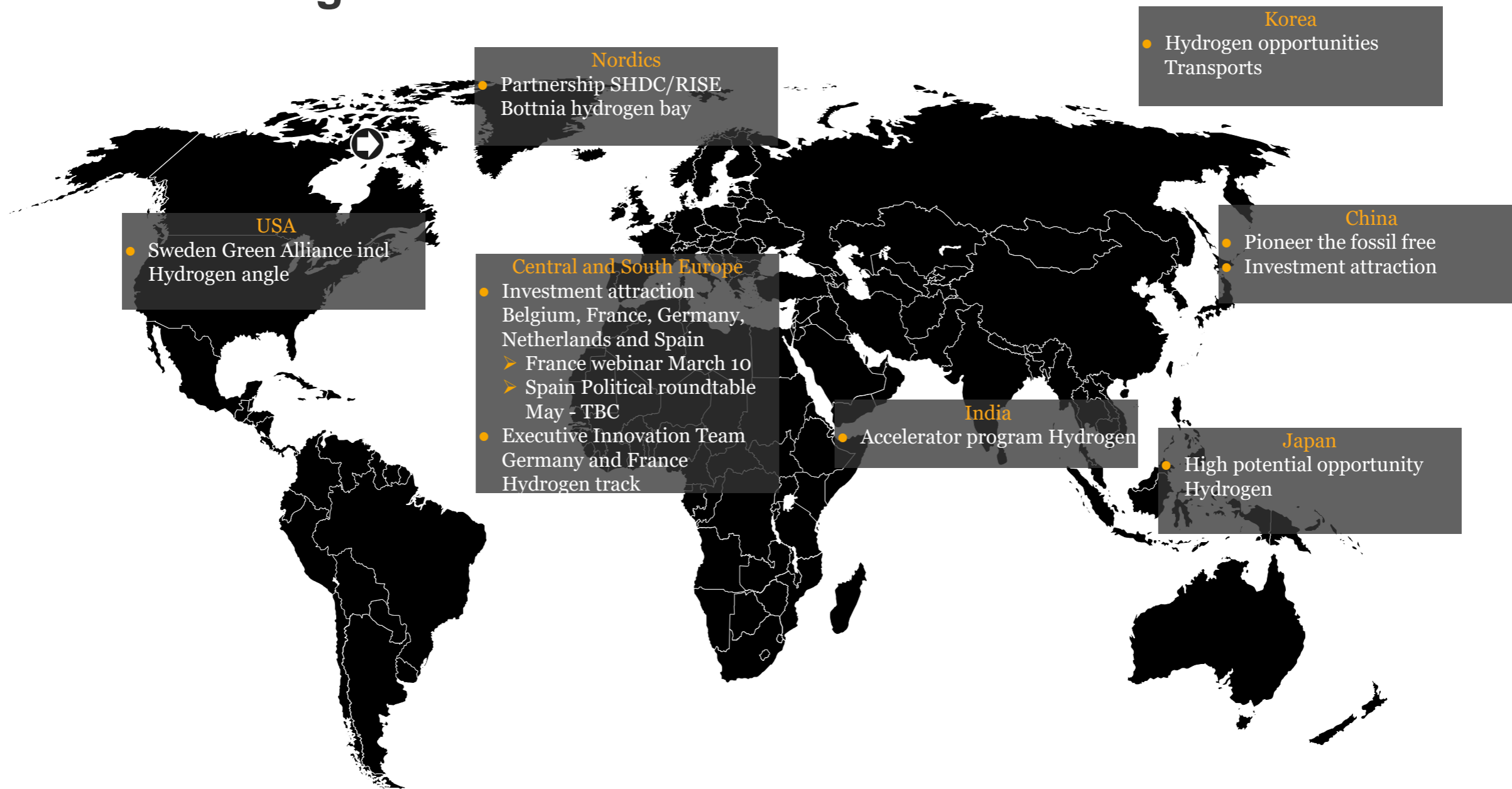
## Smart Transportation

| Automotive technology | E-mobility and renewable fuels | Transportation solutions & infrastructure |

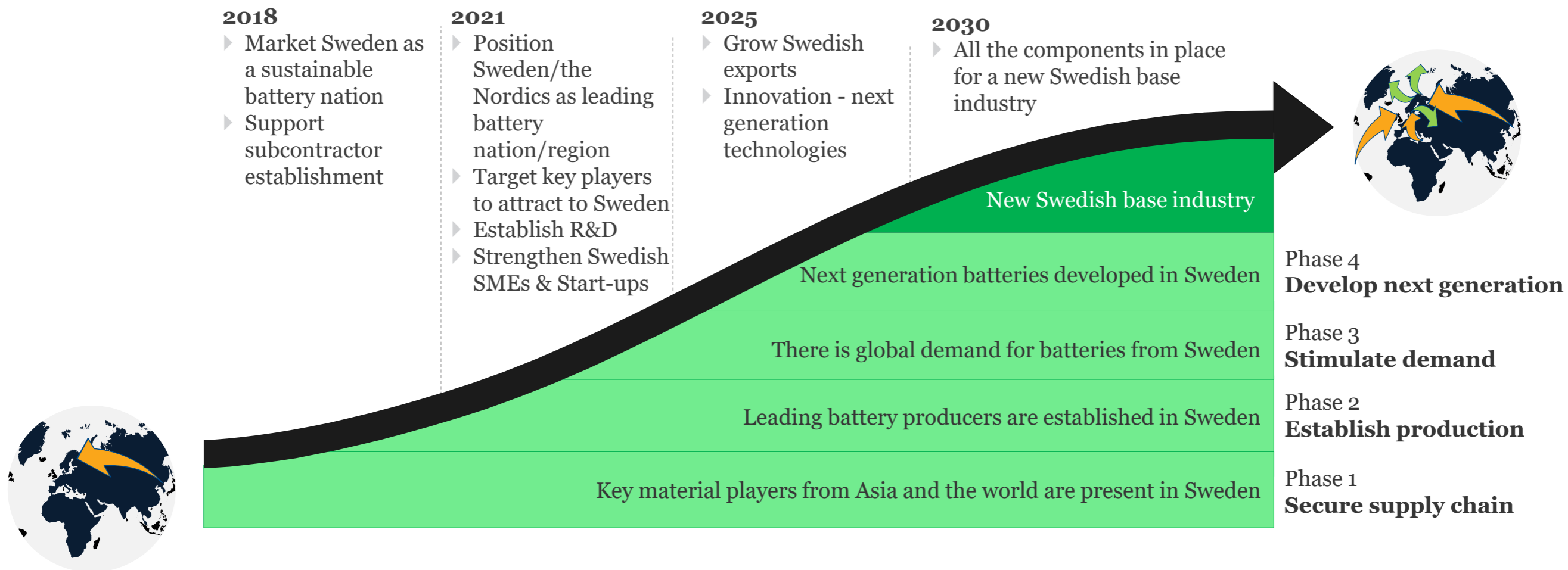
Vehicle manufacturers*			E-mobility		Autonomous mobility	
<b>Cars</b>	<b>Trucks</b>	<b>Buses</b>	<b>E-mobility - Charging solutions</b>		<b>Autonomous driving – Solutions &amp; Suppliers</b>	
   	  	  	   	  <b>E-Highway</b>  	  <b>EV-battery</b>  	          
<b>Urban City Vehicles (3- to 2-wheel)</b>			<b>Bio-fuels &amp; Alternative fuels</b>		<b>Smart &amp; connected Transportation solutions</b>	
  			      		<b>Intelligent Transport Systems</b>      	
			<b>Bio-diesel</b>		<b>Last mile delivery</b>	
<b>Supporting governmental organizations &amp; agencies</b>			<b>Sustainable Transport &amp; Infrastructure advisory</b>		<b>Connectivity</b>	



# Business Sweden Hydrogen promotion activities 2022 focused to 10 countries and regions



# A long term battery program to increase Swedish competitiveness and build a sustainable battery value chain in Sweden



# Team Sweden has a nationwide & close collaboration in Norway collaborating across the globe



Team Sweden > Members

## Team Sweden



Government Offices of Sweden  
& 12 honorary counsellors



# Despite differences; Sweden and Norway are highly interconnected

## Key trading partners and main export market

- Swedish companies exported goods to Norway for SEK 175 billion in 2021 (11% of total Swedish exports)
- Norway exported goods for the equivalent of SEK 118 billion (8%) including oil and gas – Sweden is the fourth largest export market after the UK, Germany, the Netherlands

## Ownership

- About 2,400 Swedish-owned companies in Norway with about 83,000 workplaces (2020)
- About 2,460 Norwegian-owned companies in Sweden with about 75,000 employees (2020)

## Foreign Direct Investments

- Swedish FDI in Norway: SEK 267 billion (2020)
- Norwegian FDI in Sweden: SEK 240 billion (2020)

## Tourism

- Norway is in first place among foreign visitors in Sweden - 3.5 million guest nights (2019)
- In the same year, Swedes had 1.1 million guest nights in Norway

Source: SSB, SCB, Kommerskollegium, Tillväxtanalys, Visit Sweden, Nordic Statistics

Sverige  Norge

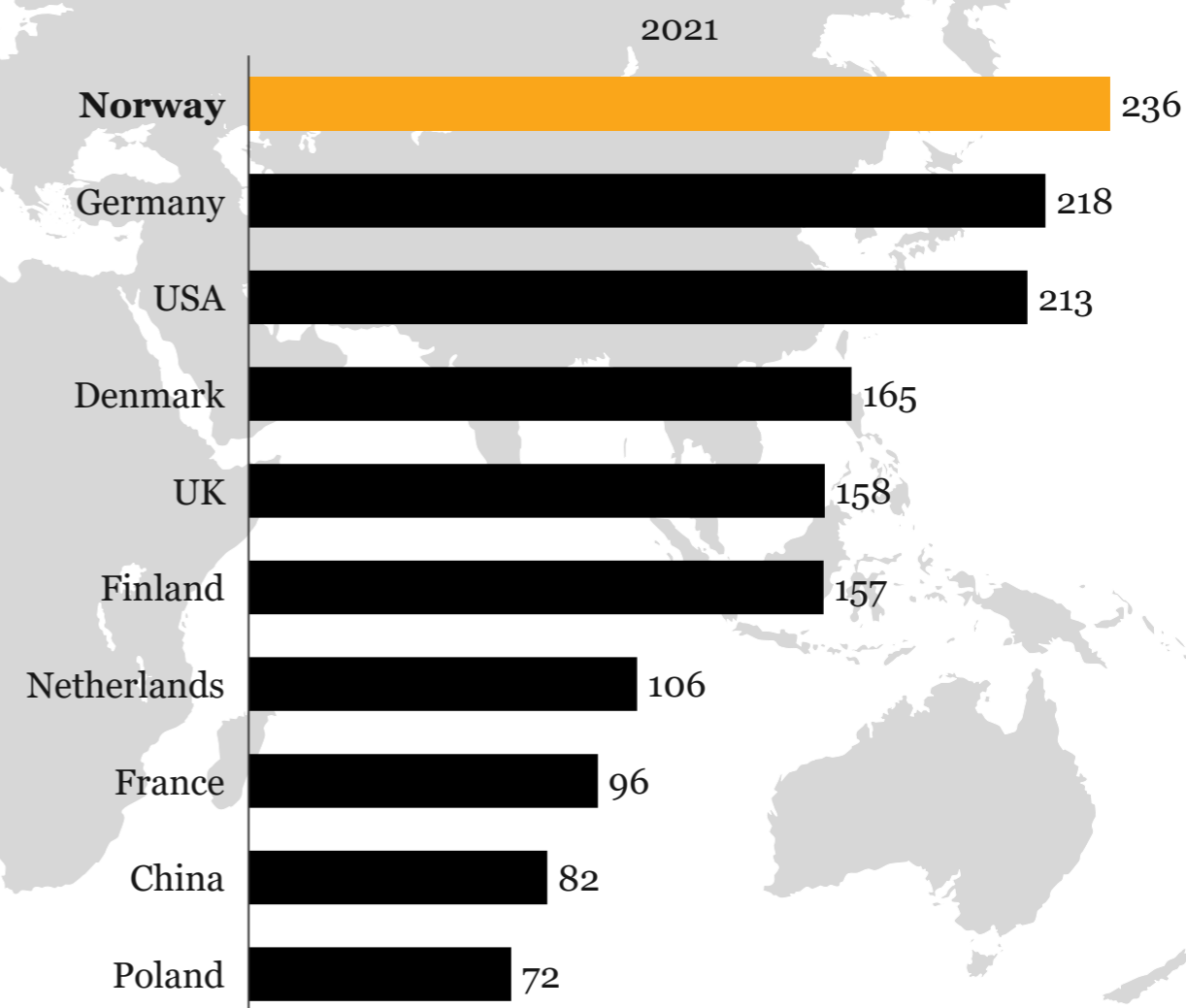
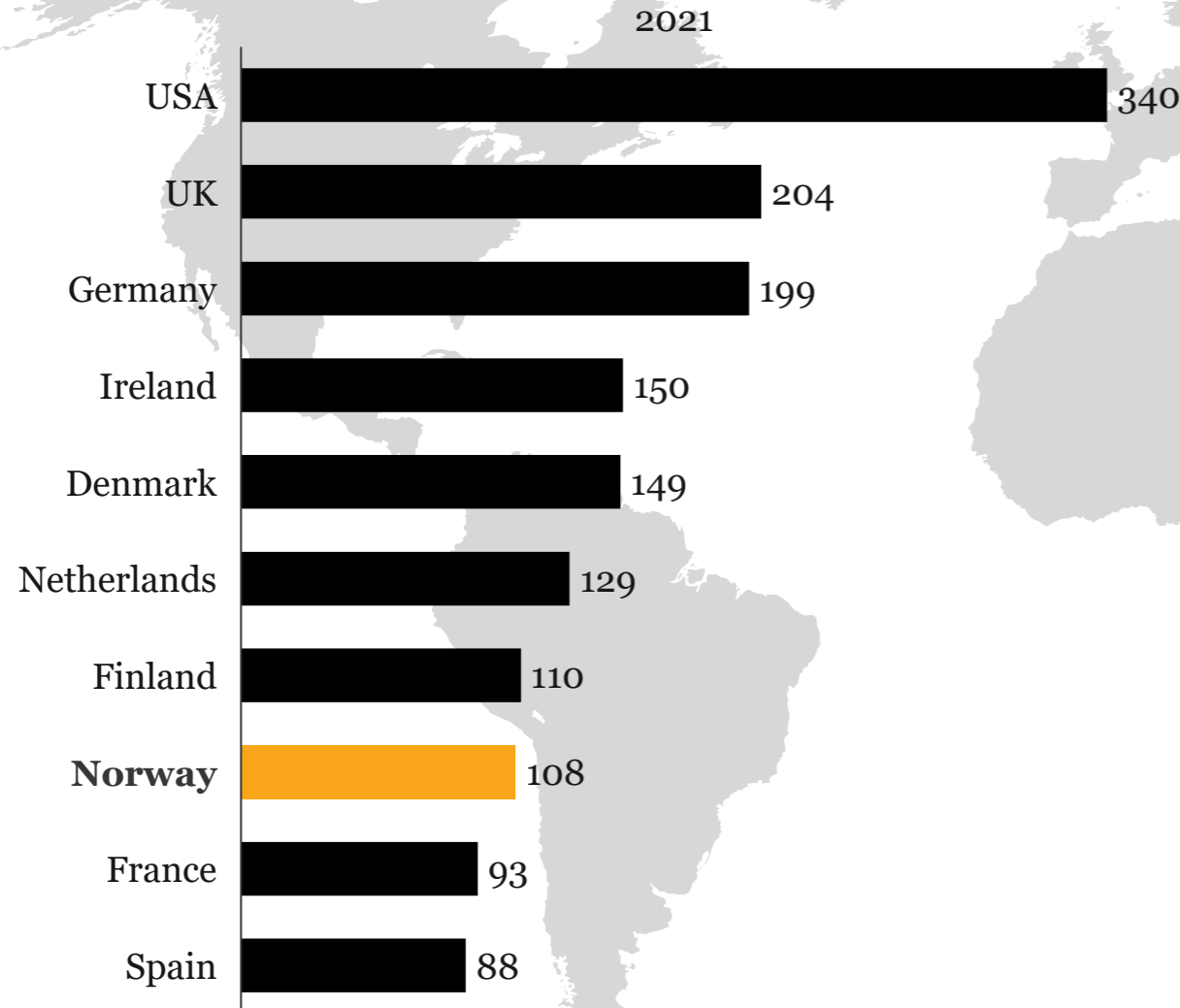
Gränslösa möjligheter



# Norway: Sweden's largest export partner

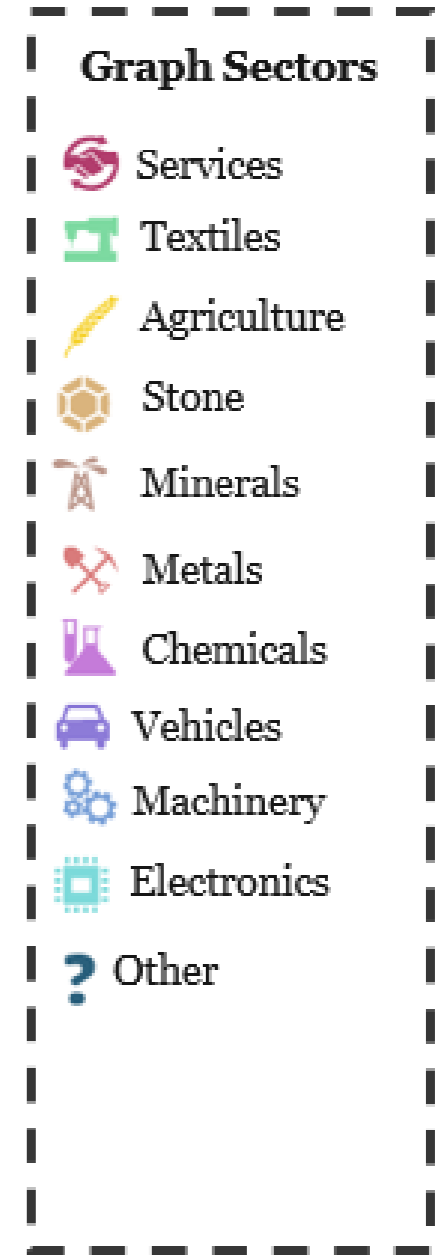
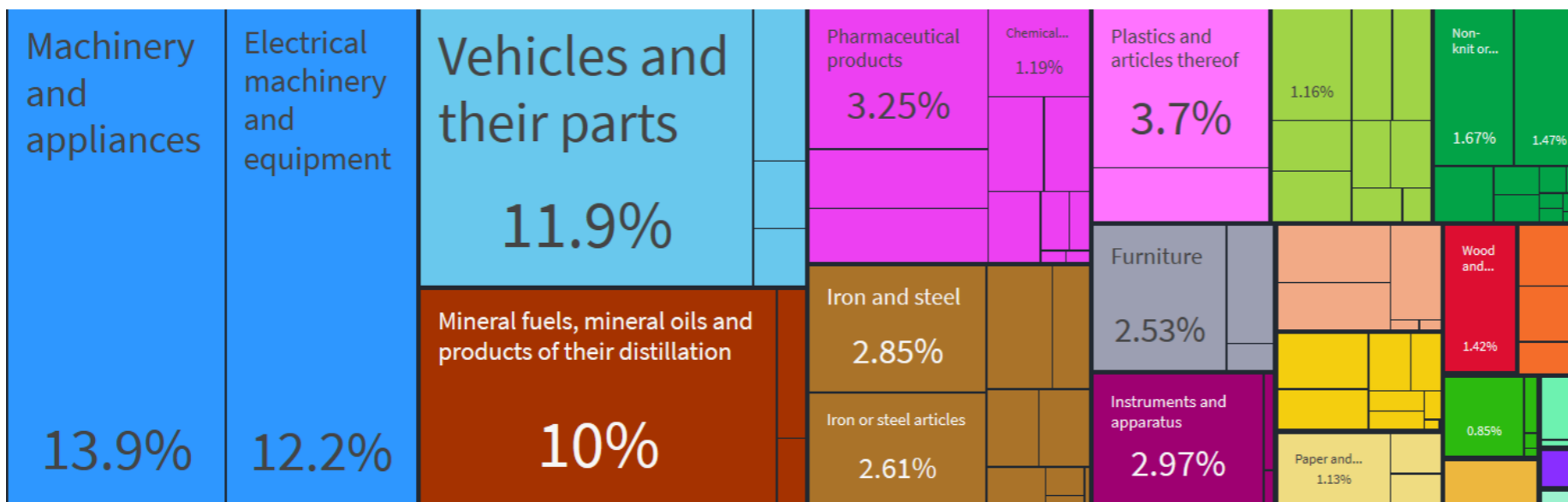
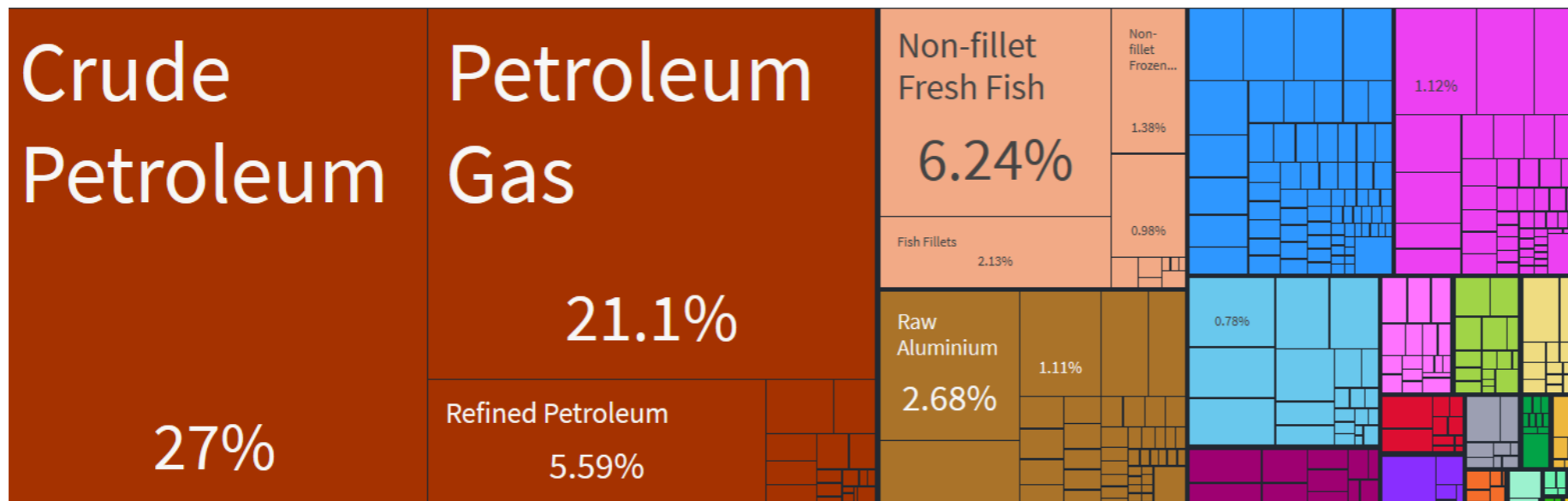
Import; Sweden  
BN SEK

Export; Sweden  
BN SEK



Source: SCB, data for 2021 Note: Combined import and export data from 2021

# What Norway and Sweden exported in 2019



Source: Harvard Economic Complexity Index

# The green transition is critical and gives the Norwegian-Sweden collaboration a competitive advantage



- **The green transition is critical** → Large opportunities for the Nordic value proposition
- A transition to green industry and sustainable solutions requires renewable energy
- **Clean and cheap energy is a strong competitive advantage** for both Norway and Sweden
  - the battery industry
  - fossil free steel
  - large scale production of climate friendly cement



- **The green transition, the pandemic, and the geopolitical situation in Europe**
- The Nordic collaboration is more important than it has been in a long time
- **Accelerated need** for the green transition
  - Increased volumes of green energy, storage and distribution of energy, driven by demand for the industry, politics, and the Greta Thunberg-generation
  - We have the solutions, we have the culture, and we have the means to implement. Now we need to continue to be tangible and focus on accelerate the implementation and sustainable solutions
- There is an **own interest to collaborate**, to agree and together drive the interest internationally. Then the Nordics together has larger change of driving thoughts and ideas

# Sweden and Norway have complementary advantages

*Examples of six areas that are widely discussed in the Norwegian-Swedish dialogue*

## **Health technologies and life science**

- Sustainable and digital future health services

## **Renewable energy with CCS, hydrogen and offshore wind technology**

- The transition to the use of more renewable energy requires technology, services and skills

## **Durable metal production**

- Renewable energy with energy carriers such as hydrogen means the potential to reduce emissions. Production of fossil-free aluminum and fossil-free steel is important for both countries

## **Mineral extraction and batteries**

- Today's value chains are global. Batteries are an important part of the transition to renewable energy and the industry relies on skills, access to energy and industry experience

## **Land-based fish farming**

- Enables an increased degree of self-sufficiency as well as potential for export

## **Forest and timber**

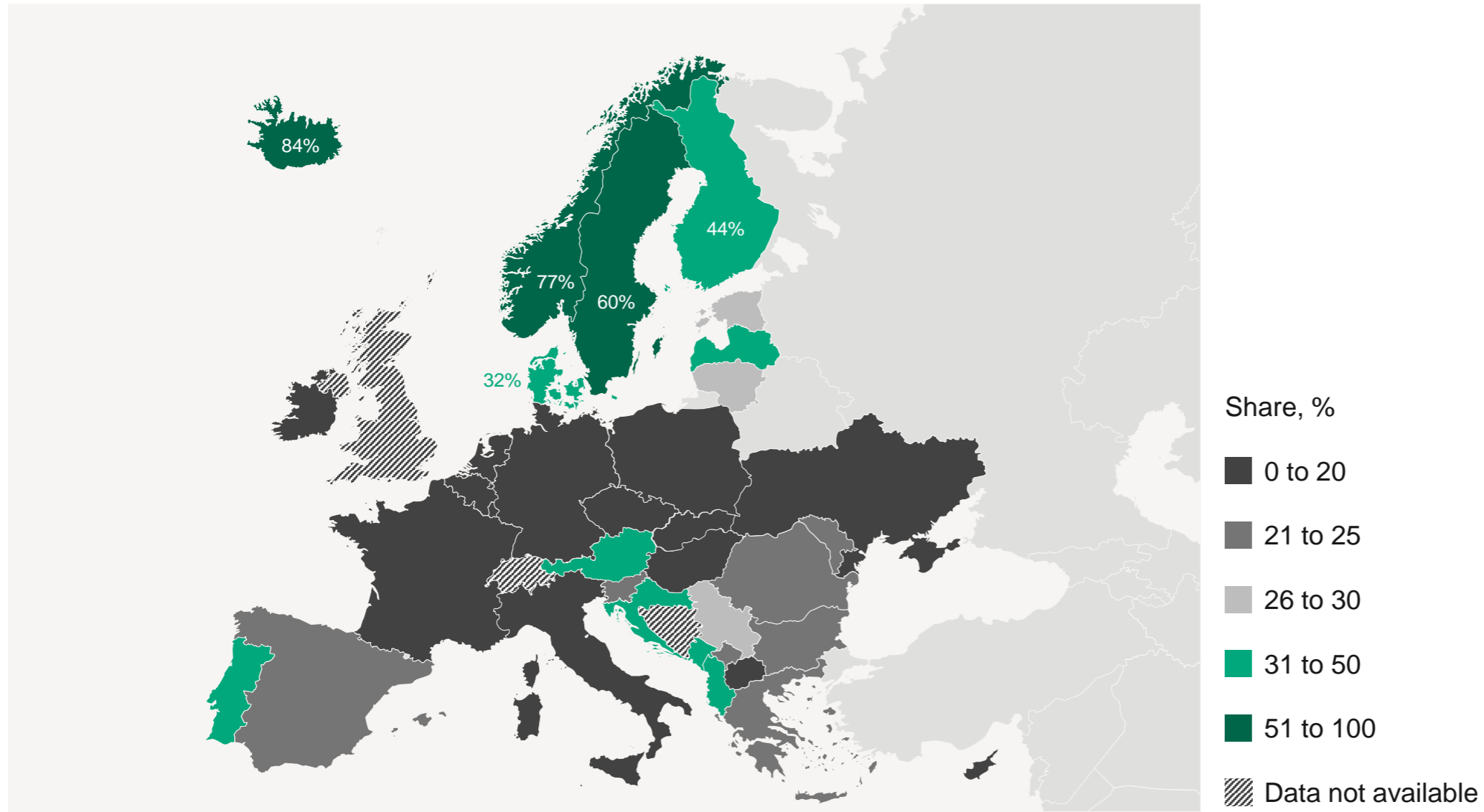
- Opportunities to reduce the use of products based on fossil energy





# LOWER DEPENDENCY ON FOSSIL FUELS IN THE NORDICS

Share of renewable energy in gross final energy consumption, 2020









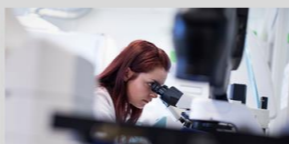


Source: Eurostat

# Official visit from Norway to Sweden

## May 2-4, 2022

- With over 700 participants, the delegation was Norway's largest ever
- 25 program sessions during 3 days in 2 cities with 10 industry-specific seminars
  - In addition: Startup collaboration as well as dialogue among MNEs

STOCKHOLM 2 MAY	STOCKHOLM 3 MAY	GOTHENBURG 4 MAY
 <b>SUSTAINABLE CONSTRUCTION</b>	 <b>BATTERY-TECHNOLOGY</b>	 <b>SMART MOBILITY</b>
 <b>INNOVATION WITH WOOD FIBRE</b>	 <b>OCEAN WIND</b>	 <b>OCEAN WIND</b>
 <b>AGRITECH</b>	 <b>DIGITAL TECHNOLOGY</b>	 <b>HYDROGEN</b>
 <b>TOURISM TECHNOLOGY</b>		 <b>THE FUTURE OF HCLs</b> <i>Event 2 May in Stockholm</i>



*Crown Princess Victoria and Prince Daniel of Sweden*



*Crown Prince Haakon and Crown Princess Mette-Marit of Norway*



*Anna Hallberg, Minister of Foreign Trade and Nordic Affairs*



*Karl-Petter Thorwaldsson, Minister of Business, Industry and Innovation*



*Jan Christian Vestre, Minister of Trade and Industry*



# Nordic collaboration is key for future competitiveness



# Team Sweden's joint efforts in the Nordic focus on the green transition

## - The Nordics represent 1/4 of Swedish trade & a springboard for alliances

### Swedish ambassadors in the Nordics



**H.E. Cecilia Björner** Speaker  
Ambassador of Sweden to Norway  
Embassy of Sweden in Oslo



**H.E. Nicola Clase** Speaker  
Ambassador of Sweden to Finland  
Embassy of Sweden in Helsinki



**H.E. Charlotte Wrangberg** Speaker  
Ambassador of Sweden to Denmark  
Embassy of Sweden in Copenhagen



**H.E. Pär Ahlberger** Speaker  
Ambassador of Sweden to Iceland  
Embassy of Sweden in Reykjavik

### Business Sweden Team Nordic

The Business Sweden team in the Nordics

<b>HANNA LEFFLER</b> Trade & Invest Commissioner	<b>KLAS ARVIDSSON</b> Project Manager	<b>ERIC RAFFOY</b> Consultant		
<b>CHRISTIAN WECKMAN</b> Country Manager	<b>ELINA RANTANEN</b> Senior Project Manager	<b>MAXIMILIAN RICHTER</b> Senior Project Manager	<b>ROBIN RØJ</b> Consultant	
<b>JESSICA OLSSON</b> Trade & Invest Commissioner	<b>ANNA S ERIKSSON</b> Project Manager	<b>IDA KNUTSEN</b> Senior Consultant	<b>MARIE KAMFJORD</b> Associate	<b>ROBIN KOKKONEN</b> Associate

### Nordic Roadmap to Recovery



### Nordic Battery Thursdays



### Nordic Energy Talks



### Nordic Mobility Summit



# Nordic Collaboration | Focus: joint added value, industry need & business potential

## COLLABORATION WITH INNOVATION NORWAY & BUSINESS FINLAND

(Photo from CEO meeting in Oslo, August 2022)



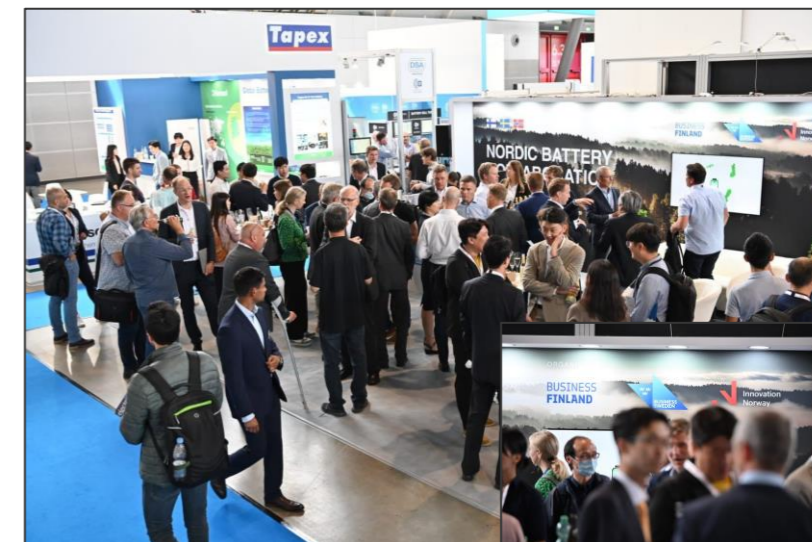
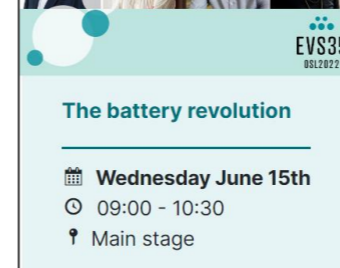
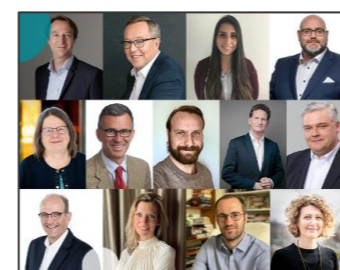
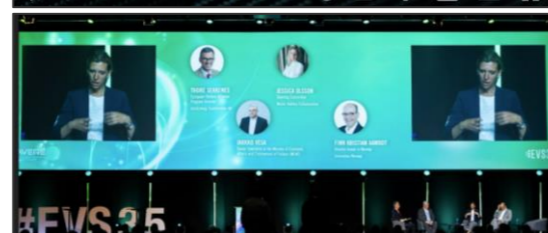
## JOINT PROJECT IN ASIA

(example of project)



## NORDIC BATTERY COLLABORATION

(example of project) with European Battery Alliance





# The Board of Business Sweden has representatives from both owners

## Näringslivets representation

### Magnus Schöldtz

Senior Advisor, Wallenberg Foundations AB

### Sofie Lindblom

VD Ideation360

### Eva Häussling

Verkställande ledamot, Sveriges Allmänna Utrikeshandelsförening

### Åke Svensson

Styrelseordförande Swedavia

### Jonas Wiström

VD Ratos

## Statens representation

### Niklas Nordström (ordförande)

Kommunstyrelsens ordförande, Luleå kommun

### Anna-Karin Hatt

VD LRF

### Per Westerberg

Förutvarande talman, Näringsminister, Riksdagsman

### Marie Nilsson

Förbundsordförande IF Metall

### Per-Arne Hjelmborn

Utrikeshandelsråd, UD

The image is a composite background. The left side shows an aerial view of a dense city skyline with various skyscrapers and buildings. The right side shows a close-up, slightly blurred image of a person's face, focusing on the eyes and forehead, with a blueish tint. The overall tone is professional and modern.

OUR PURPOSE

**WE HELP SWEDISH COMPANIES  
GROW GLOBAL SALES &  
INTERNATIONAL COMPANIES  
INVEST AND EXPAND IN SWEDEN**



# Our mission is to strengthen Sweden's position in the global economy



47 OFFICES  
42 COUNTRIES



## MARKET EXPANSION

- Global Expansion Strategy
- Market Entry
- Product & Customer Mix
- Sales Channel Set-up
- M&A and Alliances



## SALES ACCELERATION

- Interim Sales Development
- Sales Execution
- Partner Search & Selection
- Sales & Partner Management
- Mega Deals (Tender Support)



## BUSINESS TO GOVERNMENT

- Business to Government Strategy
- Stakeholder Analysis
- Strategic Messaging & Communication
- Stakeholder Engagement



## BUSINESS INCUBATION & OPERATIONS

- Registrations & Incorporations
- Co-Working Space
- Finance & Controlling
- Employment & HR Services

OUR EXPERTISE

**WE OPEN DOORS AND CONNECT YOU  
WITH THE RIGHT STAKEHOLDERS**



OUR VALUE PROPOSITION

**SHORTEN TIME TO  
MARKET**

**FIND NEW REVENUE  
STREAMS**

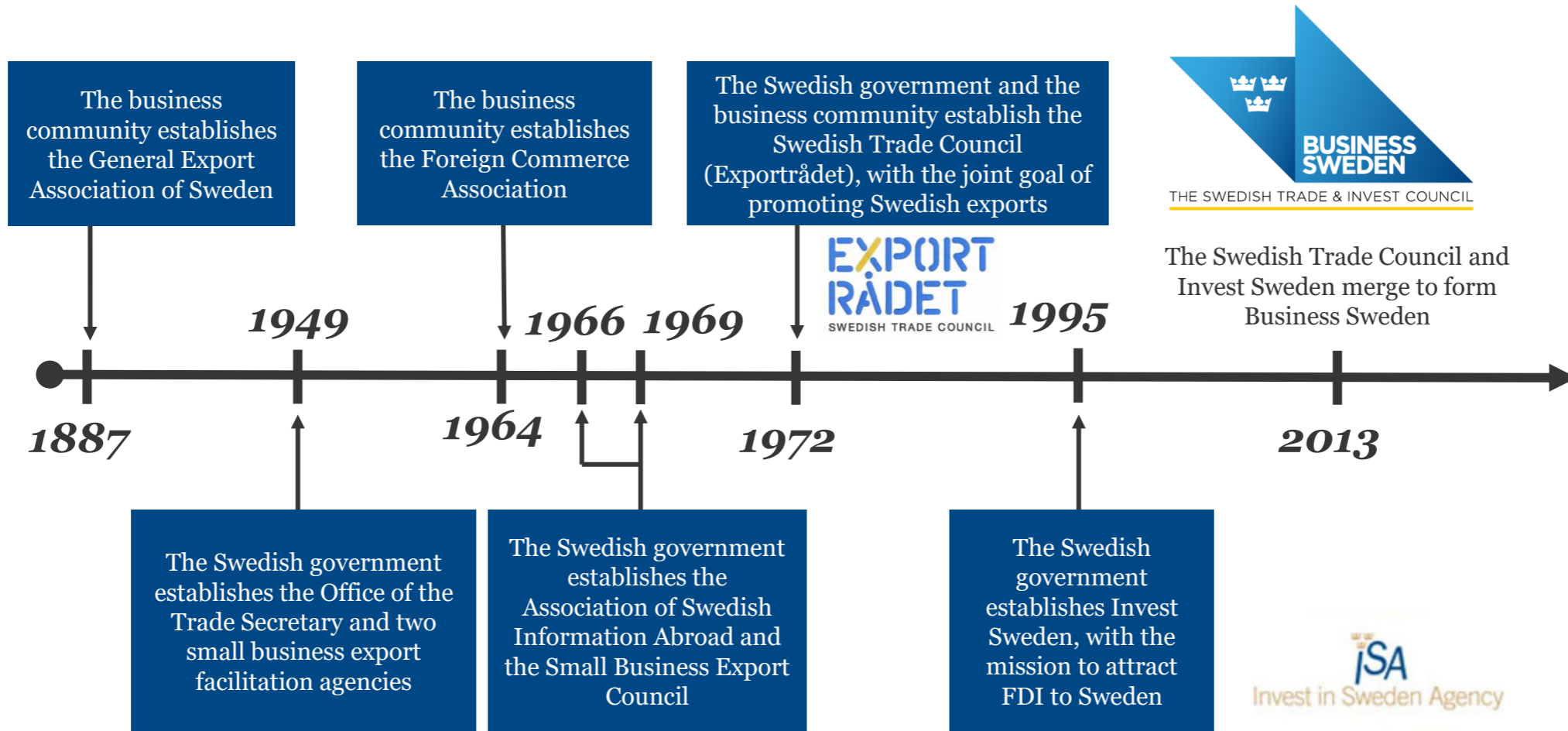
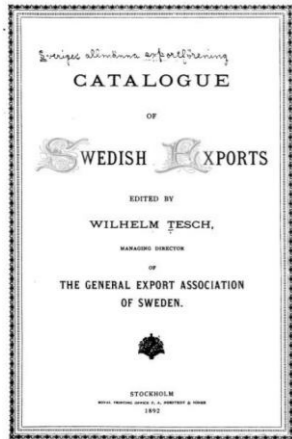
**MINIMISE  
RISK**

**WE ARE YOUR BRAINS AND  
SALES FEET ON THE GROUND**

Thanks to our local presence across the globe, we offer the insights and hand-on expertise needed to close the deal.

OUR EXPERTISE

# The various Agencies that preceded business Sweden helped shape our current goals

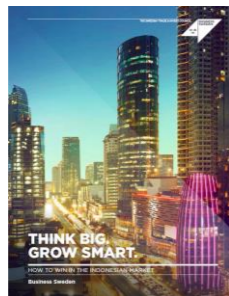


# Leading Swedish companies turn to Business Sweden for growth strategies

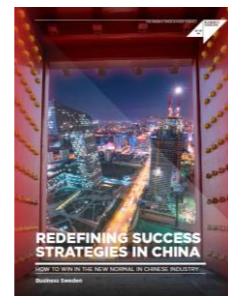


- We work with most major Swedish companies in various industries with one focus – to drive international growth
- Our focus on growth has helped us gain significant insights to be leveraged in client assignments on all levels

## SELECTED RESEARCH AND PUBLICATIONS



Indonesia insights:  
 "Think Big. Grow Smart" (2017)  
 "A Partner for Growth" (2017)



Other insights:  
 "Redefining success strategies in China" (2016)



Global insights:  
 "If the crisis comes" (2017)  
 "Leveraging Industry 4.0" (2017)

- Our research and publications are available for all companies to leverage in their internationalization
- Written by our consultants in each respective market supported by global insights team
- <http://www.business-sweden.se/en/Trade/analysis-and-reports/reports-and-facts/>

# Business Sweden offers SMEs online, strategic and scale-up support

## STEPS TO EXPORT

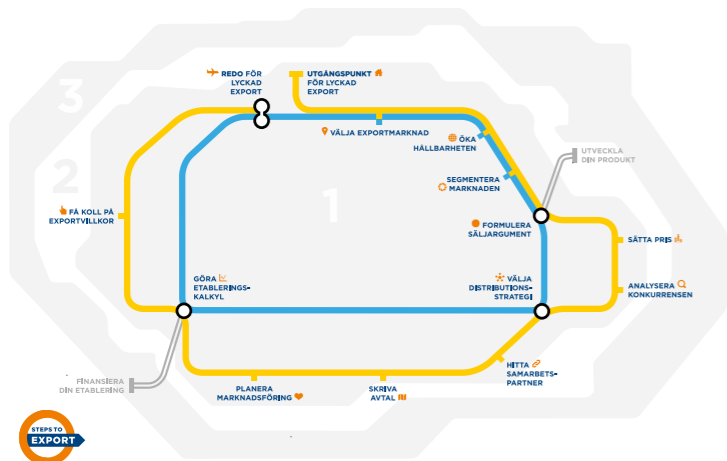
**BUSINESS SWEDEN**

**ÄR DU REDO FÖR GLOBAL FÖRSÄLJNING?**

Online Steps to Export är en utbildning online som ger dig de kunskaper, strategier och insikter du behöver för att planera ditt företags internationella satsning. I fristående delar får du verktyg för att effektivt ta fram din exportstrategi.

- Prioritera rätt i val av marknad
- Väsna säljargumenten
- Gör din etableringskalkyl!

Skapa ett kostnadsfritt konto idag och kom igång direkt.

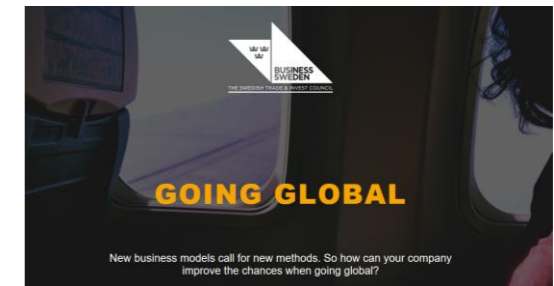
## GLOBAL BUSINESS DEVELOPERS

**4 regioner – 25 Global Business developers**



- TEAM NORTH: 4 developers**
- TEAM WEST: 8 developers**
- TEAM EAST: 7 developers**
- TEAM SOUTH: 6 developers**

## GOING GLOBAL



**LEAP – HOW IT WORKS**

- 1. PRIORITIZE OPPORTUNITIES**  
Start at the right end and with the right action.
- 2. INTERNATIONAL COLLABORATION**  
Find and start building your global ecosystem.
- 3. BUILD YOUR BUSINESS CASE**  
Get to know what it will take to reach success.

**BUSINESS SWEDEN CATALYST**

We help the top 10% of Swedish tech companies to scale globally

- 1. APPLY FOR THE PROGRAM**  
Tell us about your company and your growth plans
- 2. WE BUILD YOUR PLAN TOGETHER**  
Get the support of our global ecosystem for your needs
- 3. PITCH FOR THE INVESTMENT COMMITTEE**  
Get selected as Sweden's top tech company



# Facilitating successful business in sweden

## WE HELP YOU

- ▶ Find opportunities
- ▶ Start business
- ▶ Grow presence

## WE OFFER YOU

- ▶ New business opportunities
- ▶ Accelerated return on investment
- ▶ Neutral and trustworthy backing

# We work strategically with five eco-systems



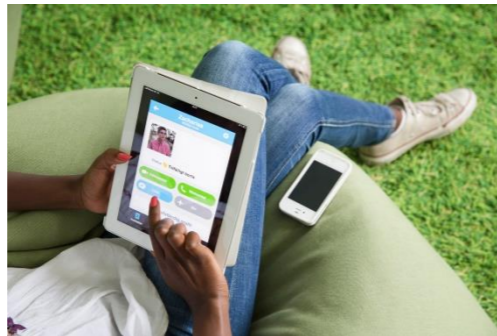
HEALTH CARE & LIFE SCIENCE



INDUSTRIALS



AUTOMOTIVE,  
TRANSPORTATION & LOGISTICS



INFRASTRUCTURE & ICT



RETAIL & B2C

**220** TRADE AND INVEST PROMOTION ACTIVITIES, ROUNDTABLES, FAIRS AND DELEGATIONS

**11** HIGH LEVEL DELEGATIONS

**52** HIGH POTENTIAL OPPORTUNITIES PROJECTS

**44** HIGH QUALITY INVESTMENTS

**72** FOREIGN DIRECT INVESTMENTS

**1100** INVESTMENT PROCESSES

**20000**

BUSINESS CONSULTING PROJECTS TO GROW GLOBAL SALES

**7300** TRADE FACILITATION QUERIES  
**1300** PARTICIPANTS IN TRADE FACILITATION TRAINING  
**471** COMPANIES WERE COACHED BY GBD

**417** PROJECTS IN SMALL BUSINESS EARLY INTERNATIONAL GROWTH PROGRAM

**87** CLIENT SATISFACTION



**OUR VALUE PROPOSITION**

**SHORTEN TIME TO  
MARKET**

**FIND NEW REVENUE  
STREAMS**

**MINIMISE  
RISK**

**SWEDEN NEEDS GLOBAL COMPANIES TO ENSURE  
OUR GLOBAL COMPETITIVENESS AND THEREBY OUR WELFARE**

**50%**

**OF SWEDEN'S GDP COMES  
FROM EXPORTS**

**50%**

**OF SWEDEN'S EXPORTS COME FROM  
FOREIGN COMPANIES**

A GLOBAL PRESENCE

38

Markets

46

Offices

427

People



**HOME TO SOME OF  
THE WORLD'S TOP IDEAS  
AND INNOVATIONS**

RANK TOP 10 GLOBALLY	BEST MARKETS FOR BUSINESS	GLOBAL INNOVATION INDEX	R&D AS% OF GDP	SUSTAINABLE DEVELOPMENT GOALS INDEX	CORRUPTION PERCEPTION INDEX	DIGITAL COMPETITIVENESS INDEX
1	UK	SWITZERLAND	KOREA	SWEDEN	DENMARK	USA
2	SWEDEN	NETHERLANDS	ISRAEL	DENMARK	NEW ZEALAND	SINGAPORE
3	HONG KONG	SWEDEN	JAPAN	NORWAY	SWEDEN	SWEDEN
4	NETHERLANDS	UK	SWEDEN	FINLAND	FINLAND	DENMARK
5	NEW ZEALAND	SINGAPORE	AUSTRIA	SWITZERLAND	SINGAPORE	SWITZERLAND
6	CANADA	USA	TAIWAN	GERMANY	SWITZERLAND	NORWAY
7	DENMARK	FINLAND	SWITZERLAND	AUSTRIA	NORWAY	FINLAND
8	SINGAPORE	DENMARK	DENMARK	NETHERLANDS	NETHERLANDS	CANADA
9	AUSTRIA	GERMANY	GERMANY	ICELAND	CANADA	NETHERLANDS
10	SWITZERLAND	IRELAND	FINLAND	UK	LUXEMBOURG	UK

# OUR OFFERING

## GOVERNMENT ENABLED SERVICES

## CONSULTING SERVICES

### GLOBAL BUSINESS DEVELOPMENT – SCALE-UP & SME

- Going Global
- Online Steps to Export
- Global Business Advisory

### ECOSYSTEM GROWTH PROGRAMS

- High Potential Opportunities
- Growth Programs; Smart City, Security & Defence
- Try Swedish – Food Export Program

### MARKET EXPANSION

- Global Expansion Strategy
- Market Entry
- Product & Customer Mix
- Sales Channel Setup
- Global Operations Footprint
- Mergers & Acquisitions

### SALES ACCELERATION

- Customer Acquisition
- Partner search & Selection
- Sales & Partner Performance management
- Deal & Tender Support

### INVEST IN SWEDEN PROMOTION

- Invest in Sweden
- Expansion & Retention

### TECHNICAL TRADE FACILIATION

- Technical Export Advisory; Financing, Customs, Free Trade, Transport & Payments
- Digital Guides
- Export Regulations Academy Training

### BUSINESS DELEGATIONS & EVENTS

- Business Delegations
- Large scale events & Global Meeting Points
- Seminars & Round tables

### BUSINESS TO GOVERNMENT

- Business to Government Strategy
- Stakeholder Analysis
- Strategic Messaging & Communications
- Stakeholder Engagement

### BUSINESS INCUBATION & OPERATIONS

- Co-Working Space
- Finance & Controlling
- Employment & HR Services
- Incorporations & Registrations

## OUR CONSULTING SERVICES

### MARKET EXPANSION

- Global Expansion Strategy
- Market Entry
- Product & Customer Mix
- Sales Channel Setup
- Global Operations Footprint
- Mergers & Acquisitions

### SALES ACCELERATION

- Customer Acquisition
- Partner search & Selection
- Sales & Partner Performance management
- Deal & Tender Support

### BUSINESS TO GOVERNMENT

- Business to Government Strategy
- Stakeholder Analysis
- Strategic Messaging & Communications
- Stakeholder Engagement

### BUSINESS INCUBATION & OPERATIONS

- Co-Working Space
- Finance & Controlling
- Employment & HR Services
- Incorporations & Registrations



**SMART INDUSTRY**



**LIFE SCIENCE**



**SMART CITIES**



**SMART TRANSPORT**



**NEW MATERIALS**



## CORPORATE SUSTAINABILITY MATTERS

High sustainable companies generally outperform low sustainable companies, both in accounting performance and in stock market value.

The UN Global Compact defines and guides us in our responsibilities towards human rights, anti-corruption, labour rights and the environment. .





# KINGSPAN

# JÖNKÖPING PROVIDES VENUE FOR KINGSPAN'S HOUSEWARMING

## THE CHALLENGE

### **A place with perfect conditions for great insulation**

Kingspan's Kooltherm, a high-performance insulation solution that only takes up half the space compared to traditional insulation material, has become popular in Sweden and Denmark in the last few years. To meet the increased demand, which is expected to continue to grow, Kingspan decided to establish a Nordic factory.

### **A strategic manufacturing location**

A few key factors determined the choice of Jönköping as the manufacturing location: It is a dynamic business region that benefits from a strategic location and solid transportation links.

### **Solution**

Site search for a suitable area resulted in a list of 27 qualified sites based on help from regional contacts. A number of site visits were arranged, and Business Sweden accompanied Kingspan to meetings with senior management representatives for on-ground support.

A short list and business case, including comparisons with other Nordic countries, was delivered for decision making.

## THE VALUE IMPACT

- Kingspan has purchased a land area of 70,000 square metres to accommodate the new factory – an investment of ~€40 millions.
- A new production facility is being established, estimated to be operational by the second half of 2019.
- About 20 people will be recruited to Kingspan Insulation's new factory in the initial phase. Once at full production capacity, the company estimates that 70-80 people will be employed at the site.

A hand is holding a black camera, capturing a photograph of a dark blue and tan blazer laid out on a white surface. The camera's LCD screen is visible, showing a live view of the blazer with a white focus box and technical data at the bottom: '60 3.2 2.1 1.2 1.2 1.4791 ISO800'. The word 'UNIQLO' is overlaid in large white letters in the center of the image.

# UNIQLO

# UNIQLO PICKS STOCKHOLM FOR THEIR NORDIC MARKET ENTRY

## THE CHALLENGE

### **Stockholm, UNIQLO's first presence in the Nordics**

UNIQLO has a long relation to Business Sweden and previous collaborations with Swedish retail. The global Japanese apparel retailer has now chosen Stockholm for its first store in the Nordic region.

The new flagship store is located next to Kungsträdgården in the heart of Stockholm. The building was designed by the well-known Swedish architect Sven Gottfried Markelius, one of the founding fathers of functionalism.

### **Swedish retail market still on the rise**

The Swedish retail market has enjoyed a positive annual growth for 20 consecutive years, with Stockholm being the most popular destination for retailers.

### **Solution**

Business Sweden has been working with UNIQLO as a key account for nearly ten years, with a strong focus on establishing a flagship store in Sweden. Following comprehensive support with everything from market data and store locations to architectural history, UNIQLO chose Stockholm as the location for its first Nordic presence.

Along the way, we have assisted their collaborations with Swedish pattern designers such as Nina Jobs, Bengt & Lotta and Almedahls.

## THE VALUE IMPACT

- The world's 3rd largest retailer chose Stockholm as their first market in the Nordic region.
- A relationship spanning more than ten years and key insights into UNIQLO's needs as well as the Swedish retail market.
- A unique retail space was selected: Sweden House (Sverigehuset). This building was designed by Stockholm-born Sven Gottfried Markelius, one of Sweden's most important modernist architects.

A view from an airplane window showing the wing and tail against a blue sky with white clouds. The wing is on the left, and the tail is on the right. The sky is a vibrant blue, and the clouds are bright white and fluffy. The text "BLACKWING" is overlaid in the center in a bold, white, sans-serif font.

# BLACKWING

# BLACKWING ALL SET FOR SCALING AIRCRAFT PRODUCTION IN SOUTHERN SWEDEN

## THE CHALLENGE

### **Accelerated demand put pressure on production**

As European demand for Blackwing's airplane models accelerated, Business Sweden and Invest in Skåne provided a broad scope of services to support plans for a new scalable factory and production ramp-up in Sweden.

### **Need for identifying factory locations and local competence**

Blackwing had a need to find suitable locations for establishing a new scalable factory on or close to existing airfields in southern Sweden. In addition, there was a need to find growth stage financing as well as local competence in carbon fibre components assembly.

### **Solution**

Business Sweden carefully evaluated 8 airfield locations, which resulted in a shortlist of sites with adjoining hard-surface runways. Business Sweden and Invest in Skåne facilitated contacts with EKN, the Swedish Export Credit Agency, and Vinnova to secure growth funding. Recruitment agency Lernia was engaged to source skilled personnel for Blackwing to be able to handle growth.

## THE VALUE IMPACT

- Comprehensive site assessment, advice and contacts laid a solid foundation for Blackwing's decision to expand in Sweden.
- With successful support from EKN, Blackwing could offer customers a Buyer's Guarantee to reinforce confidence and increase sales.
- A solution for skilled competence in carbon fibre assembly was delivered to support ramp-up preparations.



# ZALANDO



# GETTING CLOSER TO CUSTOMERS WITH A NEW LOGISTICS CENTRE

## THE CHALLENGE

### Search for convenience

To meet the demand of the Nordic customers, and to further penetrate the market, it was crucial for Zalando to invest in convenience.

### Brunna, a strategic place for a growing region

The fulfilment centre in Brunna was chosen mainly due to its strategic location and advanced infrastructure, which is ideal for catering to all Danish, Finnish, Norwegian and Swedish customers. It will be operated by an experienced logistics provider and create hundreds of jobs.

### Solution

Business Sweden supported Zalando and helped them to find the best location for their Nordic logistic centre.

## THE VALUE IMPACT

- Together with the developer NREP Logicenseters, Zalando built a fulfilment centre in Brunna, just outside Stockholm.<sup>[L]</sup><sub>[SEP]</sub>
- The warehouse in the Stockholm area has decreased lead times significantly, securing possible next day deliveries in all Nordic capitals (Stockholm, Copenhagen, Helsinki, Oslo) and the potential for same day delivery in Stockholm.<sup>[L]</sup><sub>[SEP]</sub>
- When the fulfilment centre is up to full speed, Zalando will be able to cut lead times in half across the Nordic region.<sup>[L]</sup><sub>[SEP]</sub>
- The new logistics centre has created hundreds of job opportunities.

12.10 东京Tokyo



# SOME OF OUR EXPERTS

12.10 東京 Tokyo



# THAT'S HOW WE DELIVER IMPACT FOR OUR CLIENTS AND FOR SWEDEN

